

# Franklin Simon & Co.

A Store of Individual Shops  
Fifth Avenue, 37th and 38th Sts., New York

## The Latest Manifestations of the Autumn Mode in MISSES' TAILORMADE SUITS

THE tailormade suit looms conspicuously on the Autumn fashion horizon. The cables have been singing with news of the tailormade's pre-eminence in Paris—every boat brings the latest manifestation of the mode from such master-stylists as Martial-Armand, Bernard, Doeuillet and Lanvin.

The Misses' Suit Shop, anticipating the stellar role the tailormade is destined to play this season, has prepared an incomparable collection of suits—originations, adaptations and copies of French models.



51—MISSES' TAILORED SUIT of silvertone, in Phaison, the new shade of brown, dragon-fly blue or navy blue. The coat is designed on entirely new lines with a choker collar of natural grey squirrel fur; clever pull-through belt arrangement. Straightline skirt with pockets. Sizes 14 to 20 years. **98.00**

53—MISSES' SUIT of shadow checked velour, a new and luxurious fabric, in Ox blood, brown, or navy. The coat insists on being long so buttons are used both in front and back to accentuate the length of line. Smart skirt with button-trimmed pockets. Sizes 14 to 20 years. **78.00**

MISSES' SUIT SHOP—Second Floor

HATS illustrated, are but suggestions of the infinite variety in the Millinery Shop  
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33—Charmingly becoming dress of Tricotine, handsomely silk embroidered; smart lapels faced with Georgette in rich contrasting color. Dainty vestee is of embroidered Batiste and pretty lace. May be had in Navy only. Sizes 14 to 18—36 to 40. **69.50**

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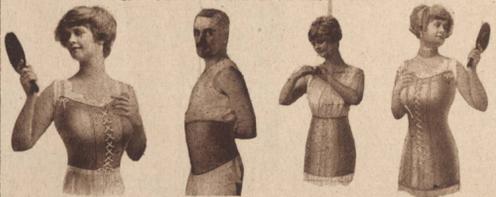
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VERA—Blouse of Georgette Crepe in bisque, flesh, white, navy or black. Hand-fagoted and hand-drawn motifs trim front of blouse; collar and cuffs of plaited Georgette crepe, cluster-tucked back, string tie of Georgette crepe.



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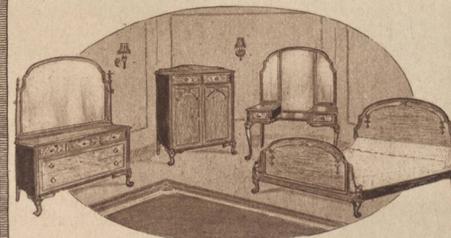
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