

Franklin Simon & Co.

A Store of Individual Shops

Fifth Avenue, 37th and 38th Sts., New York

ARE THE FIRST TO PRESENT ORIGINAL VERSIONS OF THE SOUTHLAND MODE IN

WOMEN'S GOWNS of 1920 FAN-TA-SI



FRANKLIN SIMON & CO have developed these gowns for South and Summertime which owe their exquisite simplicity to the rare decorative quality of the fabric. These are but suggestions of the magnitude of Franklin Simon & Co's collection of feminine fashions in 1920 Fan-ta-si.

107—This coat frock of 1920 Fan-ta-si is fashioned on simple sports-like lines. The silk is two-tone, and the baronet satin ribbon that trims it matches the color of the deeper tone. The waistcoat front is picturesque. **89.50**

109—This chemise frock of 1920 Fan-ta-si delicately weighted with silken tassels could hardly be simpler, but for the same reason it could hardly be lovelier, and certainly could hardly be smarter. **79.50**

111—Because this lovely frock is of two-tone 1920 Fan-ta-si, the reverse side of the silk is adroitly used to form the long, revers. Pointed loops and soft crepe vestee are becoming and add to its smartness. **98.50**

These Gowns are Featured in the New Pastel Colorings of 1920-Fan-ta-si

WOMEN'S GOWN SHOP—Third Floor

Prompt Delivery Free, Anywhere in the United States. Phone 6900 Greeley

BONWIT TELLER & CO.

The Specialty Shop of Originations
FIFTH AVENUE at 38th STREET NEW YORK

Gifts With A Personal Appeal

DAINTY BOUDOIR CAPS

Sara—Bouidoir Cap of Margot Lace, wired in points at sides **18.50**

Esta—Cream Thread Lace Bandeau, trimmed with tinted flowered ribbon **5.95**

Ada—Bouidoir Cap of cream lace; with flowers and ribbon **9.75**

Petal—Tucked Net Bouidoir Cap encircled with band of lace **3.50**

Deta—Shadow Lace Bouidoir Cap, with ruchings of lace, tiny rosebuds **16.50**

Donna—Margot Lace Bouidoir Cap; adjustable flowered satin band **28.50**

Jolea—Bouidoir Cap of Margot Lace, lined with flesh, orchid or blue chiffon **12.75**

Jewel—Normandy Bouidoir Cap of cream lace, with tucked band of pink, blue, peach or orchid chiffon **6.95**



BOUDOIR ACCESSORIES

200—Satin brocaded Mules; Baby French Heels, 14.75. Tax .48 **15.23**

201—Satin Pullman Slippers in pink, light blue, Copen or rose; satin case to match included. **3.50**

202—Satin Mules in light blue, pink, rose, Copen or black; French heels, 11.75. Tax .18 **11.93**

203—Mules of cream shadow lace over pink, blue or orchid satin; low French heels. **8.75**

204—Satin garters in white, pink, blue or lavender, finished with tiny ribbon bows. **1.50**

205—Satin garters in pink, blue or white satin, finished with large satin bows. **1.50**

206—Round garters of pink, blue, yellow, orchid, white or black satin ruffled with shadow lace and garlanded with ribbon flowers. **4.95**

207—Satin garters in pink, blue, orchid, rose, white or black; contrasting color ribbon bows. **4.95**



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FIFTH AVENUE at 38th STREET NEW YORK

LINGERIE and NET BLOUSES

Featuring Graceful Long Panel Collars

Gift Suggestions



ITIS—White Voile Blouse daintily embroidered, hemstitched, ruffled with Valenciennes lace and inset with lace insertion to match. **12.50**

DERA—Hand-made and Hand-drawn sheer white batiste Blouse, with long panel collar and turn-back cuffs, accentuated by real filet lace edging. **9.75**

VIR—Ecru Net Blouse: square neck model with collar, vestee and cuffs elaborated by net band puffings, insertion and ruffling of Valenciennes lace. **7.50**

DOT—White or Ecru Net Blouse, with wide graduated pleated frill of net extending from collar to waistline; cluster tucked back, frilled cuffs. **8.50**

VAN RAALTE Veils



Bab

What woman so lovely she dares to decline the added charm of a well-chosen Van Raalte veil?

Makers of Van Raalte "Nidra Maid" Silk Underwear, Silk Gloves and Silk Hosiery.

Look for this little white ticket.

VAN RAALTE MAKE

Thermo Knitted Sport Coat

Guaranteed All Wool **\$8.50**

For the out-door man

Nothing could be more welcome than a snappy looking Thermo Sport Coat. Ideal Xmas present.

Looks like a higher priced coat but costs only \$8.50 and it is guaranteed all wool.

Then at home, around the fire-place these cool days and nights you will find this the ideal coat for indoors. Nothing fancy about it—just a sensible, comfortable, lounge-about coat that helps a man to look right and feel right at home.

Guaranteed All Wool

Made in heather mixtures, blue, brown, green, olive, oxford gray. If your dealer doesn't sell the Thermo Sport Coat write us.

Swansdown Knitting Co.

Makers of Thermo Coat Sweaters
349 Broadway
Dept. T New York

