

Franklin Simon & Co.

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

NEW FALL MODELS

MISSSES' NAVY BLUE DRESSES

Of "Poiret" Twill or Serge



45—Misses' Serge Dresses, in navy blue, front of waist trimmed with Indian beads and wool embroidery in attractive design and colors, white satin overcollar; skirt with cascaded side drape, tailored belt with embroidered sash ends. Sizes 14 to 20 years.

18.50

47—Misses' Poiret Twill Dresses, in navy blue, with back and front of both waist and draped skirt, also sleeves trimmed with rows of black silk braid, white satin tuxedo overcollar, bone buttons. Sizes 14 to 20 years.

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The Powder and Cream of Royalty
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Sole in the West in America over the world
Importing Office, 71 West 35th St., New York.

ANNOUNCEMENT! To the Wholesale Buyer



Dresses of wool jersey combined with satin or fur will dominate the style for the woman of fashion this Fall and Winter.

The Crown Embroidery Works are the pioneers in America of Wool Jersey Dresses and are specializing exclusively in this fabric. We feel assured that no other dress will find such favor this season—the last word from Paris confirms this statement.

All our efforts have been centered this season upon the production of this fashionable garment and we feel confident that our showing is the most dignified ever conceived—each a distinctive original model, emphasizing this fashion in every note.

No buyer can afford not to see this wonderful collection. Be the first in your city to show this line.

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- Non-breakable 2 x 4 inch Padded Wash Bag
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- Williams' Toilet Powder, collapsible tube
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