

Franklin Simon & Co.

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



Capes or Draped Wrap Lines
are Featured in the Smartest

SPRING WRAPS for WOMEN

Important style attributes are the fabrics—
Glove Silk Duvetyn, Poulette or Wool Tricotine



Model No. 102

MUSKETEER Cape-Wrap, showing the jaunty half cape made famous by "The Three Musketeers," belted coat front; of glove silk duvetyn in beige, walnut or Alpine blue; French bound buttonholes and tinted buttons are a smart ornamentation; draped collar of fibre silk tricotette; silk lined throughout.

89.50

Model No. 104

POULETTE Draped Wrap emphasizes a new fibre silk weave in Alpine blue, fawn, bronze, navy or black; the soft, clinging qualities of both the Poulette and Georgette crepe lining give the fashionable slenderized draped lines, even the monk collar is draped; long stole ends are silk tasseled.

85.00

Model No. 106

CAPE-WRAP of Wool Tricotine with cape back and long, loose panel back bordered with wide wool tricotine knife pleating, which is decidedly unusual and a distinctive feature of this smart wrap; pocketed and belted coat front. Colors of cape wrap are navy with body beige silk lined or walnut with body navy silk lined.

58.00

HATS illustrated, from our French Millinery shop. Prices upon application.

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

WOMEN'S COAT SHOP
Fourth Floor

104

106

102

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The Misses' Department on
the Third Floor Features These
FROCK FASHIONS for

"JEUNE FILLE" and SMALL WOMEN

Sizes 14 to 18



ASTRA

COSTIN

ARGIE

"ASTRA"—MISSSES' FROCK of tricotine, straightline silhouette with small front belt finished with buckles and distended pockets. Astrachan wool embroidery applied to front and forming border at bottom of skirt. Self-covered buttons adorn side and sleeves. Navy blue with navy, henna or black embroidery—tan with brown embroidery—black with black embroidery..... 59.50

"COSTIN"—MISSSES' COAT FROCK of serge with a tracery of chain stitching in crossed effect. The coat is detachable and has bias straps of material at bottom. Skirt trimmed in same manner. Round collar of net and lace on coat, narrow tie belt on frock. Navy blue with black or henna stitching—black with black stitching..... 59.50

"ARGIE"—MISSSES' MOIRE-TAFFETA FROCK, a most fashionable and beautiful material in small watered patterns. The graceful, draped lines give a silhouette of chic and youth. Square collar of net and filet lace, with rose posed at right. In black, navy and taupe. Can also be had in plain taffeta in black and navy..... 65.00

Franklin Simon & Co.

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

ORIGINALITY of the embroidered design
in harmonious colorings gives distinction to this



"Betty Wales" Serge Dress

For MISSES,
14 to 20 Years

Made Exclusively for
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THE youthful charm of slender, unbroken, straight lines is emphasized in the silhouette of this misses' "Betty Wales" dress of navy blue serge.

Very effective is the blending of colors in the chain stitch embroidered design outlining collarless neck, pin tucked vestee and inset pockets; self-covered buttons trim close-fitting sleeves and back of dress from neck to hem; self-belt and sash ends.

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Second Floor

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542

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