Franklin Simon & Co

A Store of Individual Shops

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

Leisure Hour House Gowns

Individuality is expressed in these practical gowns for Women

401—Boudoir Gown of cut Velvet Velour, in pink, light blue, rose, copen or wisteria; silk lined throughout; self color Georgette Crepe fashions the large square collar and trims sleeves; shirred pockets; pendant ornaments. **24.50**

403—Silk Crepe de Chine Boudoir Gown in pink, light blue, rose, copen or orchid, accordeon pleated self color chiffon ruffles around entire garment; shirred at waist, ribbon bow. **9.75**

405—Silk Crepe de Chine Breakfast Coat, in pink, light blue, orchid or rose, cream lace around entire garment and forms pockets; clusters of tucks, self girdle. **18.50**

407—Imported Japanese Quilted Satin Gown in rose, copen, light blue, pink, gray, purple, navy, red or black; silk lined, and interlined with soft down; collarless model bell sleeves. **10.95**

409—Silk Crepe de Chine Tea Gown in pink, light blue, orchid or white, Georgette crepe coatee embellished with silk lace, satin ribbon and silk tassels; accordeon pleated skirt. **15.75**

411—Wide-Wale Velvet Corduroy Breakfast Coat (seven-eighths length), in rose, copen, wisteria, pink or light blue; lined with dotted silk mull, collar and sash with silk tassels. **8.95**

413—"Lady Teazle" House Gown (*patented*) of Crepe Meteor, in rose, copen, pink, light blue, wisteria or black; the convenience of a negligee with the appearance of a dress. **24.50**

413A—Same model and colors in Silk Crepe de Chine. **19.75**

415—Wide-Wale Velvet Corduroy Boudoir Gown in rose, copen, wisteria, pink or light blue; lined with dotted silk mull; revers and papillon sleeves finished with silk tassels; band of moufflon fur around neck. **13.75**

417—Silk Crepe de Chine Boudoir Gown, in pink, light blue, rose, copen, wisteria, or orchid; lined throughout with wool albatross; trimmed with bands of satin ribbon and self ornaments; sleeves and sash finished with silk tassels. **16.50**

419—Satin Breakfast Coat (seven-eighths length), superior quality, in pink, light blue, rose, copen or orchid; wide self ruffles trim neck, sleeves and skirt; self belt. **12.75**

Prompt Delivery Free Anywhere in the United States

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ALCO GRAVURE, INC. N. Y.