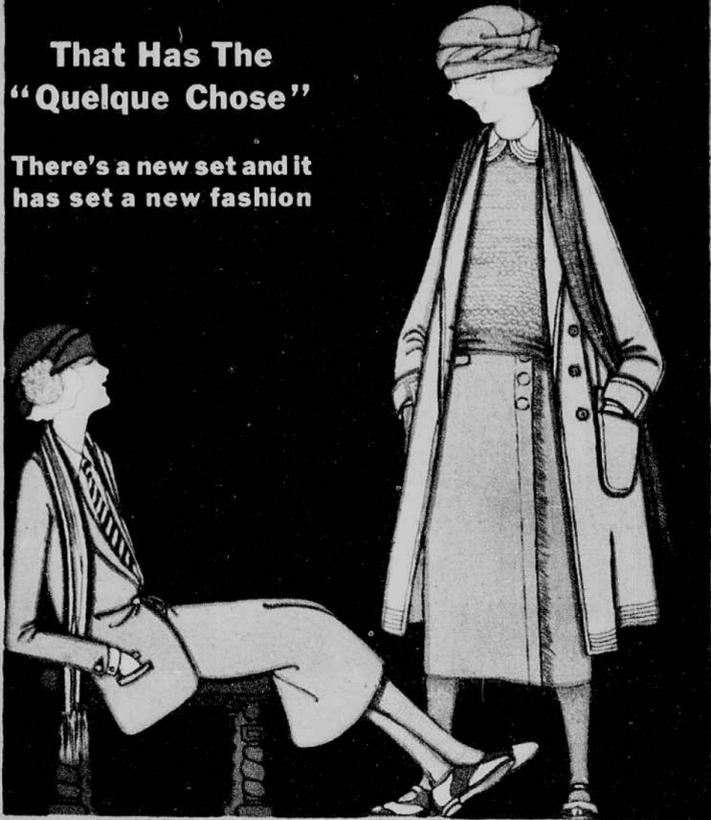


# THE PROM-GIRL FASHION

REGISTRATION APPLIED FOR

That Has The  
"Quelque Chose"

There's a new set and it  
has set a new fashion



**Prom-Girl Tweed Suits**  
In box, one button, collarless,  
flare, slender silhouette or  
bobbed coat models.  
**45.00**

Hats of Milan Hemp. **12.50**  
Dimity blouses with tie, also  
button-back models. **5.00**  
Fibre silk Roman striped  
scarfs. **4.50**  
Saddle strap pumps or saddle  
oxfords. **9.50**

**Prom-Girl Tweed Topcoats**  
in flare, raglan, Piccadilly  
stitched, straightline, belted or  
mannish overcoat models.  
**45.00**

Hats of Faille silk. **12.50**  
Hand Knit Shetland  
Sweaters. **12.50**  
Skirts of imported tweed. **16.50**  
Fibre silk scarfs. **5.95**  
Checked wool stockings. **4.50**  
Silk and lisle mixed  
stockings. **2.25**

**Franklin Simon & Co.**  
FIFTH AVENUE 37th and 38th Sts. NEW YORK



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62 West 23d Street, near Sixth Avenue  
35 Nassau Street 48 Broad Street  
56 Liberty Street 46 New Street  
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**J**UST as there is one jeweler for engagement rings, one florist for the bridal bouquets and one caterer signally famed for his wedding service, just so there is one shop distinguished above all others as the shop of the smartest gifts.

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