Franklin Simon & Co.

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

For Girls
Pongee Silk, Gingham *or* Chambray Frocks

PONGEE Silk, Gingham or Chambray Washable Frocks, models that are different at prices that are unusual.

201 Girls' Frock of tan pongee silk, hand embroidered in contrasting colored worsted sash of self material. 12 to 16 years. **12.50**

203 Girls' Frock of Anderson's gingham in red, brown or blue checks, with hand cross stitching, white Pinafore collar and cuffs. 12 to 16 years **7.95**

205 - Girls' Chambray Frock in pink, brown, or blue, with hand embroidery; white lawn gumpe. 6 to 12 years. **4.75**

207 Girls' Chambray Bloomer Frock in blue, pink, tan or lavendar, with hand smocking; white piqué collar and piping on cuffs and pockets; detachable bloomers. 6 to 10 years. **2.85**

209 Girls' Checked Gingham Frock in green, lavendar, pink or blue, hand cross stitching, collar, cuffs and sash of white organdie. 6 to 14 years. **5.95**

211 Girls' Frock of tan pongee silk with tab loop trimming and hand embroidered flowers, tie belt. 6 to 12 years. **9.75**

213 Girls' Two piece Chambray Frock in blue, pink or cedar; hand embroidery and white Pinafore collar and cuffs; skirt attached to waist lining. 12 to 16 years. **8.95**

215 Girls' Gingham Frock in red, blue or pink and white checks, with hand cross stitching, white batiste gumpe, collar and cuffs of gingham. 6 to 12 years. **5.95**

GIRLS' DRESS SHOP Second Floor. Prompt Delivery Free, Anywhere in the United States. Phone 6900 Fitz Roy. HATS *illustrated* from our Millinery Shop. Prices Upon Application.

Franklin Simon & Co.

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

For MISSES

Announcing the Debut of Another Youthful Bramley Fashion

The Bramley One-Piece Dress
Reg. Applied for

OF WOOL JERSEY

(Exclusive with Franklin Simon & Co.)

35.00

BECAUSE it maintains the youthful simplicity of the original Bramley Frock and because it is endowed with a youthful springlike charm all its own, this Bramley One-Piece Dress will receive an immediate and enthusiastic welcome.

This Bramley Dress has the new knee-depth hand-sewed hem.

Of henna, gray, brown or navy blue wool Jersey with collar and cuffs of oyster white linen, piped to match.

Sizes 14 to 20 years.

MISSES GOWN SHOP Second Floor

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

Franklin Simon & Co.

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

For WOMEN

Introducing a New Spring Fashion

Lochspun Wool Jersey Dress
Registered

(Exclusive with Franklin Simon & Co.)

JUST FROM OUR OWN FIFTH AVENUE WORKROOMS

45.00

THE new Lochspun Dress originates a charmingly becoming fashion for women, youthfully slenderizing in line, with all the charm of novelty, and with a suitability to varied occasions that makes it indispensable.

Pleated Skirt, Surplice Bodice, Detachable Linen Collars and Cuffs, Man Tailoring.

Of henna, gray, bark, or navy blue wool Jersey with collar and cuffs of oyster white linen.

Sizes 34 to 44

WOMEN'S GOWN SHOP Third Floor

HATS *illustrated*, from our Millinery Shop. Prices upon application.

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