

Franklin Simon & Co.

Suggest That You
Be Present

When Fur Fashions For The Coming
Winter Have Their Fortune Told at the

FUR FASHION SHOW

HOTEL COMMODORE
THURSDAY EVENING
APRIL 21st, AT 7 P. M.

Among the Exhibitors:

- | | |
|----------------------|---------------------|
| Franklin Simon & Co. | J. M. Gidding & Co. |
| C. G. Gunther's Sons | Bonwit Teller & Co. |
| Stein & Blaine | A. Jaeckel & Co. |
| Charvet et Cie. | Joseph |
| Balch Price & Co. | S. Paull |
| H. H. Hornfeck & Son | S. J. Henig, Inc. |
| H. Jaeckel & Sons | C. W. Green & Co. |
| C. C. Shayne & Co. | E. Hartwig |
| Schotz-Powers | W. H. Hall |
| D. Slive | J. M. Schechter |
| Russek's | Louis Siegel |
- Otto Kahn, Inc.

Tickets on Sale at Franklin Simon & Co.

FRANKLIN SIMON & CO

A STORE OF INDIVIDUAL SHOPS

FIFTH AVENUE, 37th AND 38th STS., NEW YORK

For Madame and Mademoiselle
**LITTLE SEASON FROCKS AFTER
PARIS MODE OF FRINGE AND LACE**

Paris casts the horoscope of
The Little Season, and The Little
Season forecasts the future of
summer fashions—in daytime
and evening frocks for the small,
smart town affairs between
Easter and summer creating an
Edition de Luxe—a Paris story
in a Spanish binding

59.50 to 195.00



Franklin Simon & Co.

A Store of Individual Shops
FIFTH AVE.—37th and 38th Sts.

*A Little More than a Mantilla,
A Little Less than a Cape—*

Introducing

**THE SPANISH . .
SHAWL CAPE**

For Madame

ADD to the swaying lines
of the shawl of the
Señora the practicality of a
fastening at the wrist and
behold—the season's new
wrap fashion!

**SILK AND LACE
SHAWL CAPES**

Soft silks swaying with shadowy
lace at the edges, or of stately silk
appliqué with silver lace.

**TAFFETA AND LACE
SHAWL CAPES**

Laces to contrast with crispness,
and Parisian chic to contrast with
Spanish quaintness.

**FUR OR FRINGE TRIMMED
CLOTH SHAWL CAPES**

Saucy with Castilian fringes of
silk, or with Parisian fringes of
monkey fur.

58.00 TO 295.00

WOMEN'S WRAP SHOP—Fourth Floor

Hats *Brimmed Hats Head the Pageant
of Little Season Fashions*

*Brimmed Hats
Accord With
Spanish Frocks*

combining the
Parisian adapta-
tions of lace and
fringes of feathers
with the latest
flair of fashion for
fabric hats of
taffeta or silk
crêpe.

24.00

FRENCH MILLINERY SHOP
Fourth Floor



Footwear *Instead of Marching Under Costume
Colors, Forms a Battalion of its Own.*

*Stockings Sheer or
With Lace Inserts
Complete Spanish
Costumes*

and may be had
in black, or in
the fashionable
grays, in beige
shades, in Span-
ish gold color,
or in silver.

2.95 to 60.00

FEMININE HOSIERY SHOP
Street Floor

*Tongue Pumps
Speak of Spanish
Fashions in
French Accents*

and are in com-
binations of
leathers and
colors, or in gray
or beige suede,
black patent
or dull kid.

12.00 to 15.00

FEMININE SHOE SHOP
Third Floor

Gloves *Suede Gloves Were Accepted
By the Hand of Fashion*

*Long Gloves of
Colored Suede
Arm-Spanish Frocks*

against all com-
petitors in the
realms of fashion
and add the
piquancy of
Parisian chic to
the insouciant
charm of Spanish
costumes.

10.50

FEMININE GLOVE SHOP
Street Floor



FRENCH GOWN SHOP
Third Floor

Franklin Simon & Co.

MAISON MADEMOISELLE
Second Floor