



Betty Wales Dresses

Trade Mark Reg. U. S. Pat. Off. and Foreign Countries

Fall and Winter Models

For MISSES
Sizes 14 to 20 years

Franklin Simon & Co.

FIFTH AVENUE

37th and 38th Sts. New York

Exclusive Agency for New York City and vicinity

Misses' "Betty Wales" Serge Dress (illustrated on left), in navy or brown, straight-line collarless model; accordion pleated Georgette panel front and back, with wide serge fold around bottom embroidered with silk and metal thread; serge sleeves have deep Georgette cuffs, serge trimmed; self belt ties into sash at back. **39.50**

Misses' "Betty Wales" Wool Jersey Dress (illustrated in centre), in overseas blue, trench or navy, embroidered with wool yarn in self and contrasting color; full length panels front and back with shirred side tunic; tailored sleeves and belt trimmed with self covered buttons. **39.50**

Misses' "Betty Wales" Navy Serge Dress (illustrated on right), trimmed with wool yarn in contrasting color; straightline model; rows of wool yarn outline collarless neck and trim waistline; ribbon tie at neck, box pleated skirt. **19.75**

Franklin Simon & Co.

A Store of Individual Shops

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

EXCLUSIVE FASHIONS

Misses' Fall and Winter Suits

Sizes 14 to 20 Years

Narrow shoulders and close fitting sleeves emphasize the fashionable slender silhouette



MISSES' Silvertone Wool Velour Suit

Convertible shoulder collar of Australian Opossum fur

No. 180—In navy, brown, taupe or new Pekin blue; new length coat with straight front ties into sash at back with cord fringed ends, cord tuckings below pockets; lined with novelty silk and warmly interlined; new model straightline skirt with belt and pockets to match. **79.50**

MISSES' Wool Velour Suit (SUPERIOR QUALITY)

Showing new fur trimmed choker collar

No. 182—In navy, brown, delphine blue or heaver. Self corded coat features panel front and fur trimmed sash belt; smart new choker collar of tucked self material and Hudson seal fur (dyed muskrat); coat lined with novelty silk and warmly interlined; straightline skirt with pockets and detachable belt. **69.50**

No. 180A—Small brimmed Velvet Hat, rolling at left side, with burnt ostrich fancy. **22.00** No. 182A—Small brimmed Turban, in velvet or satin, ostrich plume in back. **18.00**

SHOES illustrated, from our shop
Prices upon application

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AUGUST SALE OF SUMMER FURNITURE



Sale consists of all Enameled Bed Room Suites, Dining Room Suites, Fibre, Reed and Willow Furniture, Hammocks, Refrigerators, Rag Rugs, Grass and Fibre Rugs. Those illustrated are a few of the many bargains in this sale.

- No. 1—Extra high back, large size, broad arms. **\$8.25**
- No. 2—High back wing chair with broad arm and pocket, finished brown. **\$9.50**
- No. 3—Natural finished Table, 30 x 48. **\$15.90**
- No. 4—Antique Ivory Oval Table. **\$7.25**
- No. 5—Antique Ivory Chaise Lounge. **\$14.75**
- No. 6—Baronial Brown Arm Chair or Rocker, upholstered seat and back. **\$6.90**
- No. 7—Baronial Brown Arm Chair or Rocker, loose cushion seat and back. **\$9.45**

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FURNITURE SALE

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LOUIS XVI AMERICAN WALNUT DINING ROOM SUITE

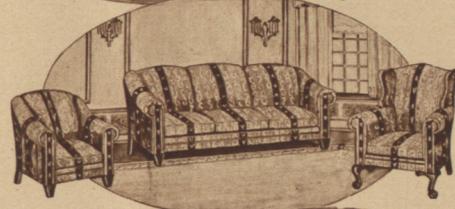
consisting of Buffet, China Closet, 54-in. Extension Table, Sewing Table, 2 Arm and 4 Side Chairs. Seats covered in Blue Hair Cloth. Very finest cabinet work throughout; mahogany interiors. Specially priced for this sale and representative of our usual high class furniture. We invite comparison.

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3 piece Library suite covered in velour—loose spring cushion seats. **\$225**



Louis XVI Bedroom suite in Newby Walnut, 4 pieces **\$280**

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