



# FIFTH AVENUE FASHIONS

Spring and Summer

1925

Franklin Simon & Co.  
Fifth Avenue  
37th and 38th Sts. New York

Fifth Avenue Fashions – Spring and Summer 1925  
Digital Reprint by Victoriana.Com Publications

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## INTRODUCTION

This is a digital reprint of a rare 1925 Franklin Simon & Co. clothing catalogue.

Over 100 examples of stylish flapper fashions, including descriptions and prices, are found in this digital reprint of a 1920s Fifth Avenue department store catalogue. Franklin Simon & Co., situated on New York City's Fifth Ave, opened in 1902 and was advertised as a collection of specialty shops rather than a traditional department store. The store remained open until the early 1960s. This period catalogue features photographs of models and stylized drawings of a selection of upscale attire for both women and young girls for the spring and summer of 1925, including evening gowns, day dresses, sports clothes, suits, coats, undergarments and more.

Each page of this 1925 catalogue was scanned and published in PDF format. The images are restored for clarity. Each page can be enlarged and viewed on a computer or printed to read separately.

*Spring and Summer 1925*



# FIFTH AVENUE'S SMARTEST FASHIONS

*New for Now, or for Spring and  
Summer—in Town or Out-of-Town*



This book of Fifth Avenue fashions simply presents the new mode as it is—the clothes that are smart because they are being worn by smart people.

*The First Fashion Shop on Fifth Avenue  
The First Shop of Fifth Avenue Fashions*

**Franklin Simon & Co.**

# Madame's Smartest Daytime Gowns

Sizes 34 to 44



200—One-piece gown of heavy silk crêpe in lip-stick red, French blue, amande green, tea rose, yellow or black with the smart applique design in white; navy blue with red, gray with French blue, white with navy blue. 39.50



202—Smart dress of wool Kashmir in the Chanel fashion, with front pleated skirt. In natural, rust, gray, navy blue, French blue, amande green, pink or white, with a narrow leather belt. 29.50

204—Ensemble gown consisting of coat of wool Kashmir and one-piece short-sleeve dress of silk crêpe combined with the wool Kashmir. Colors: Gray or black with French blue dress, French blue, amande green or black with white, rust with tan, natural with rose or white with yellow. Gown and Coat. 55.00



Gown Shop for Madame—Fourth Floor

# Madame's New Gowns

For Day or  
Evening Wear

Sizes 34 to 44



206—Dinner dress of crêpe satin with circular front flare that falls gracefully from the shoulder. In jade, flesh, French blue, white or black with contrasting roses at hip and shoulder. 39.50



208—Distinctive dinner or evening gown of silk crêpe Roma in French blue, flame, orchid, jade, tea rose, royal blue, black or white, with gardenias. Made over a silk crêpe slip. 59.50

210—Daytime dress of silk crêpe that makes a new and different use of embroidered Georgette panels of contrasting color. Black or navyblue with red, navy blue with royal blue, or black with amande green. 69.50



Gown Shop for Madame  
Fourth Floor

## Madame's Newest Gowns

Sizes 34 to 44

212—Straightline coat dress of wool Kashmir in natural color, bois de rose, amande green, amber, walnut, gray, geranium or white. Detachable belt. 39.50



214—Gown of crêpe satin showing the new fashion of embroidery which is very rich in effect on sleeves, collar and band. The border matches the predominating color in the embroidery. In black or cocoa with rust, meadow green with beige or navy blue with old blue. 49.50

216—A slim silhouette dress of silk crêpe in black, French blue, yellow, tea rose or jade with white; navy blue or white with red; gray with blue or beige with brown; leather belt. 29.50



Gown Shop for Madame  
Fourth Floor

# New Costumes

## From the Black and White Shop

For Madame or Mademoiselle

Sizes 14 to 20 years—34 to 44 bust

218—Self cording in lattice design at both the front and back of this gown gives it a different air that is intriguing. In all black or all white silk crêpe; or black with printed black and white silk crêpe showing through the lattice design. 49.50



222 — Unusually smart gown of heavy silk crêpe in all black or all white. The new little collar with its long, graceful jabots is especially attractive, as is the skirt which wears a double slashed over-skirt across the front. 39.50

220—Tailored Ensemble Costume consisting of wool Kashmir dress and coat in the smart, straightline model. The dress has the mannish, notched collar, long sleeve, suede belt and flat, tapering pleat at either side of the skirt. The coat which is silk crêpe lined, achieves its smartness through fine simplicity. In all black or all white.

Gown and Coat 59.50  
 220a—Wool Kashmir gown. Separately 29.50  
 220b—Wool Kashmir coat. Separately 30.00

Black and White Shop—Fourth Floor

Franklin Simon & Co.



# The New Sports Clothes Wear Gay Colors

For Madame and Mademoiselle

Sizes 14 to 20 years—34 to 44 bust



224

Sports Shop  
Fifth Floor



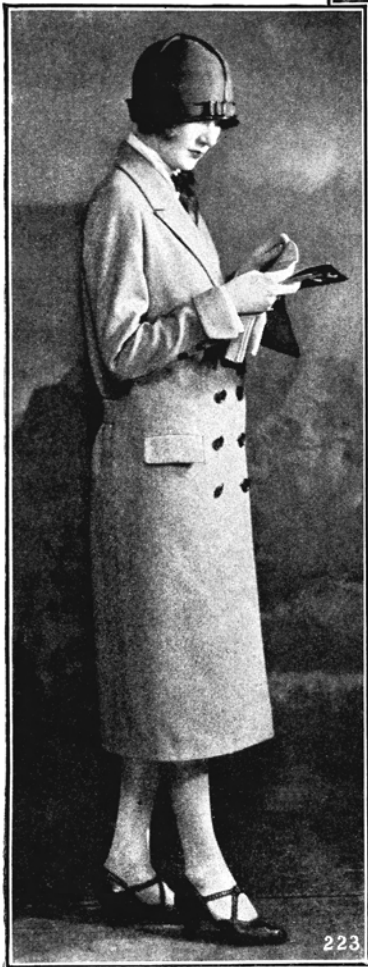
226

228

224—Smart suede coat that is light, yet warm and "wind-proof." Knitted and fitted wool collar, cuffs and border. In green, blue, scarlet, chamois, orange, white, gray, tan or black. 16.50

226—Two-piece frock with over-b blouse of fine quality Kashmir Jersey and skirt of matching wool Kashmir. The skirt has the Chanel inverted pleat in front to give a straight effect with walking freedom. In beige, amande green, French blue, geranium, white, pearl or natural color. 35.00

228—Coat dress of soft, warm wool Kashmir with plaid gilet, collar and cuffs. The buttons down the front match the dress. In green, rose, white, geranium, goblin or French blue, pumpkin or natural color. 35.00



## The New Season Brings in Smart Coats for Madame

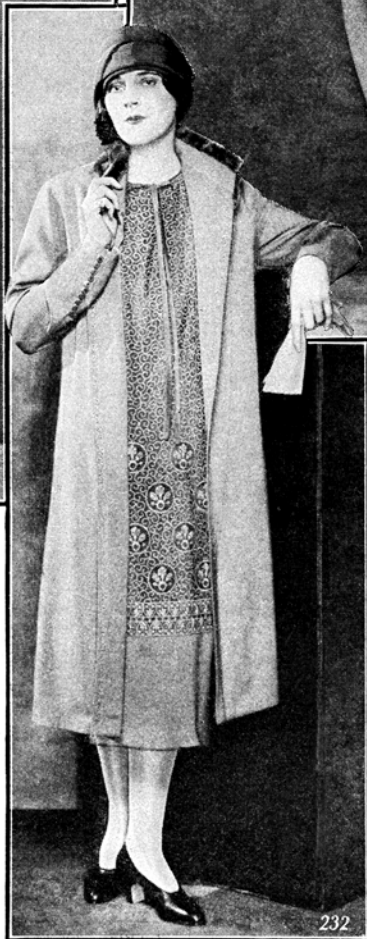
Sizes 34 to 44

223—A very smart mannish topcoat of imported English tweed in the gray, brown or tan heather colorings of misty Scotch hills. Lined with heavy silk crêpe. The tailored mannish coat promises to be the smart fashion of the season. 49.50

225—Deep border of wool embroidery done peasant fashion and plucked baby fox fur gives this new coat unusual distinction. In natural color wool Kashmir with red, serpent green or tan embroidery, facing, piping and lining. 125.00

227—Fur bordered coat of Suede-down—a soft, rich, suede-like wool fabric—is the material of this smart coat that shows the Paris godet fashion. In copper brown, green, amber, gypsy red, cloud gray, or bitter-sweet red, bordered with fluffy beige hare fur. 79.50

Coat Shop for Madame—Fifth Floor



230—The new double-breasted two-piece suit with the smart side pleated skirt. Of self-striped wool twill in navy blue, tan or black. The coat has the mannish notched collar so much in favor with the chic Parisienne. 65.00

Sizes 34 to 44

Suit Shop for Madame  
Second Floor

## For Madame Ensemble Suits and Smart Two-Piece Model

232—Ensemble suit consisting of a gown with elbow sleeves of flat silk crêpe; all-over embroidered in harmonizing color and bordered with charmeen to match coat; long coat of charmeen with its flattering collar of clipped muskrat fur. In navy blue with old blue or tan with tan or rose gown. Gown and Coat, 95.00

234—Ensemble suit consisting of printed silk crêpe gown with long sleeves; bordered with charmeen laid in horizontal tucks and long coat of charmeen lined to match gown. In tan, navy blue or black with harmonizing prints. Gown and Coat, 95.00

## Skirts and Sweater and Skirt Ensembles

For Madame and Mademoiselle

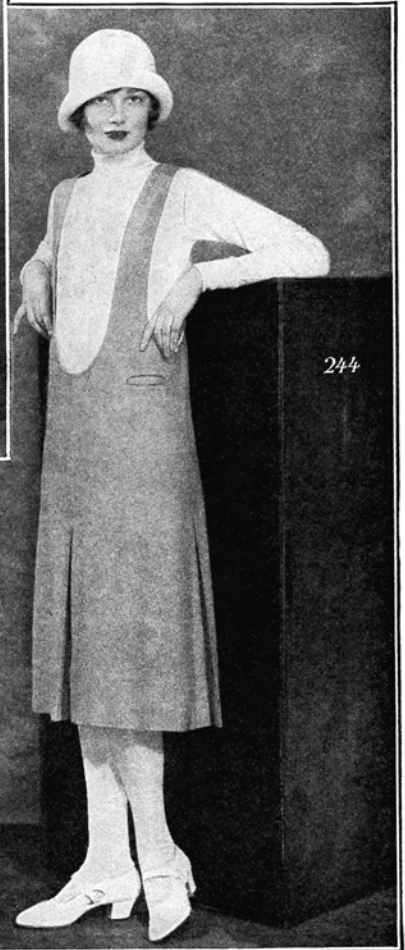
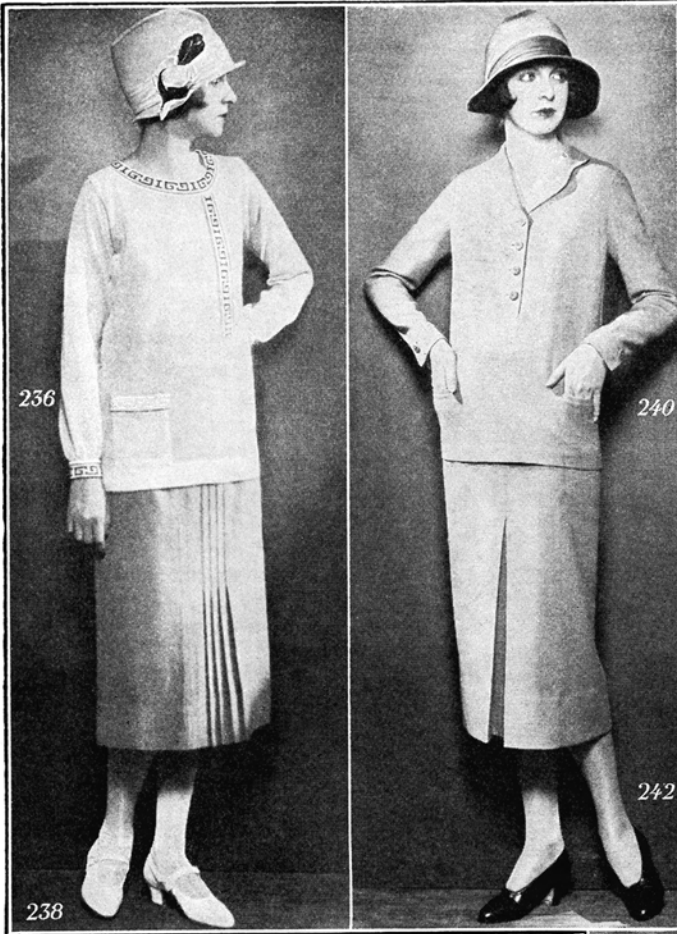
Skirt lengths, 30 to 36 in.

Waist measure, 25 to 36 in.

Sweaters, Sizes 32 to 44.

244 — New turtle-neck, pull-over sweater of Jersey knit Zephyr yarn. In French blue, coral, white, rust, beige or gray. 12.75

246 — Jumper skirt of Kashmir flannel with the Chanel pleat at sides and front. In French blue, green, gray, beige, red or white. Sizes 14 to 20 years. 34 to 42 bust. 12.75



236—The New **Bramley** pull-over sweater of soft Vicuna yarn. In white, gray, new green, beige, French blue or jockey red with border of contrasting colors. The Russian neckline and sleeve are especially youthful and smart. 11.50

238—Skirt of wool Kashmir with the new pleats stitched to the knee and plain back. In natural, French blue, beige, gray, green, or white. 15.75

240—The new Chanel Pull-over of wool Kashmir with the smart pointed shoulder seam and yoke back with stitched pleat at either side. In natural, flesh pink, light blue, red, beige or white. 16.50

242—Skirt of wool Kashmir with Chanel pleat in colors to match pull-over model 240. 15.00

Sweater and Skirt Shops—Fifth Floor

# The New Sports Clothes Wear Gay Colors

For Madame and Mademoiselle

Sizes 14 to 20 years—34 to 44 bust



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Sports Shop  
Fifth Floor

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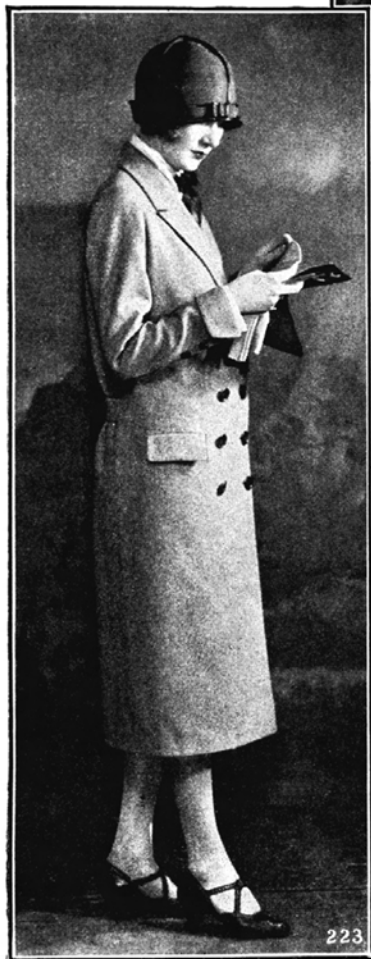
226—Two-piece frock with over-b blouse of fine quality Kashmir Jersey and skirt of matching wool Kashmir. The skirt has the Chanel inverted pleat in front to give a straight effect with walking freedom. In beige, amande green, French blue, geranium, white, pearl or natural color. 35.00

228—Coat dress of soft, warm wool Kashmir with plaid gilet, collar and cuffs. The buttons down the front match the dress. In green, rose, white, geranium, goblin or French blue, pumpkin or natural color. 35.00



226

228



## The New Season Brings in Smart Coats for Madame

Sizes 34 to 44

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Coat Shop for Madame—Fifth Floor



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Sizes 34 to 44

Suit Shop for Madame  
Second Floor

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## Skirts and Sweater and Skirt Ensembles

For Madame and Mademoiselle

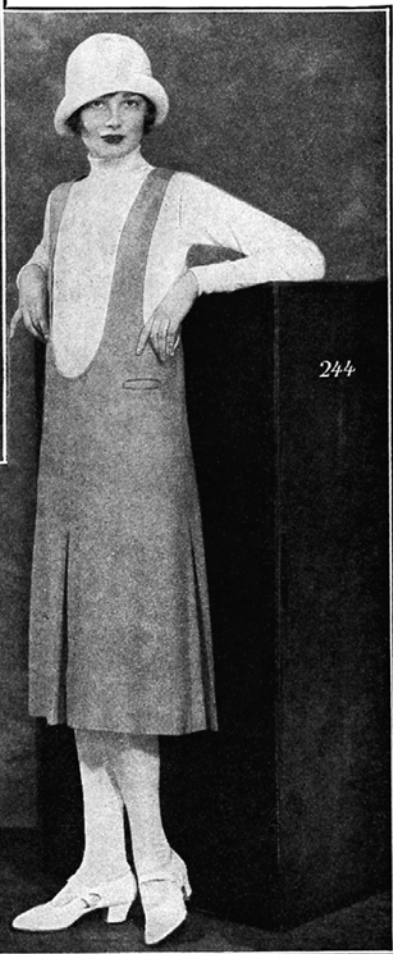
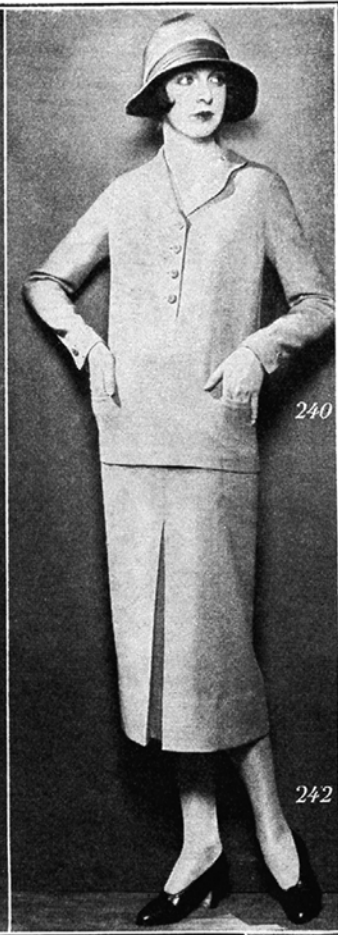
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Sweater and Skirt Shops—Fifth Floor



# The New Bramley

Registered in the United States Patent Office

## and other Bathing Fashions

For Madame and Mademoiselle

Sizes 32 to 44



251—Two-piece swimming suit consisting of white jersey shirt and navy blue flannel trousers; white belt. 6.95

252—One-piece Bathing Frock of black satin with attached straight knickers and turn-over cuffs of wool jersey in red, blue or jade green. 16.50

252a—Rubberized silk hat in gay colorings with black silk facing. 3.95

252b—Satin bathing slippers in black, red, green or white. 1.95



248—**Bramley** two-piece wool jersey bathing costume, consisting of bathing frock and one-piece swimming suit, in black, beige, gray or navy blue. The smart frock is hand cross-stitched in brilliant colors, with tasseled tie to match. 16.50

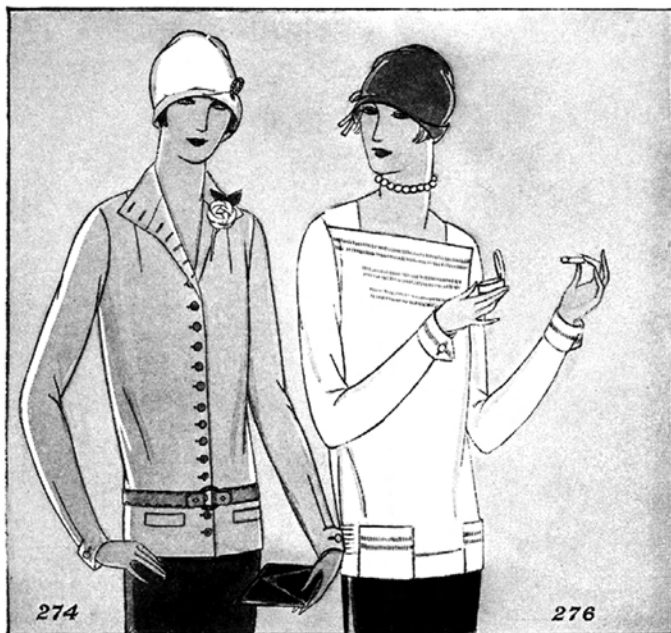
248a—**Bramley** hand cross-stitched jersey head-band. 3.50

250—**Bramley** two-piece bathing costume consisting of bathing frock of colorful printed silk with applique band of black wool jersey and one-piece black wool jersey swimming suit with band of matching printed silk. 25.00

250a—**Bramley** bathing cap to match. 4.95

250b—**Bramley** cape to match (not illustrated). 14.50

Bathing Apparel Shop—Fifth Floor



## The Overblouses that Paris Wears

Sizes 32 to 44

Blouse Shop—Second Floor

274—The new coat overblouse. Of soft wool Kashmir, in natural, lipstick red, flesh, French blue, yellow, or white with bright contrasting buttons, smart belt and flower.

15 00

276—Copy of a Paris model in heavy silk crêpe in flesh pink, yellow, French blue, beige or white, with the new Vionnet neckline and fine drawn work.

16.50



278—The Paris Jabot Blouse. Copy of an original Paris model in heavy silk crêpe in orchid, amande green, beige, French blue or white, with the flattering new fan-jabot.

19.50

280—Tailored Overblouse of fine radium silk in white, French blue, gray or beige, showing the newest use of pleats.

13.50





282—The New **Bramley** Shirt of English broadcloth in French blue, beige, amande green, apricot or white, with a deep box pleat at the back to give full freedom for active sports. 5.50

282a—Same model in radium silk in flesh, French blue, yellow, amande green, beige or white. 9.75

286—The Clubman Shirt is the feminine edition of a man's dress shirt that all Paris is wearing. Of radium silk in French blue, yellow, beige or white with silk foulard bow tie, studs down the front and cuff links. 12.50

286a—Same model in white Habutai silk. 9.75

286b—Same model in English broadcloth in French blue, beige or white. 6.50

288—Tailored shirt of exceptionally heavy quality white radium silk, finely tucked in front. 9.75

288a—Same model in white dimity. 3.95

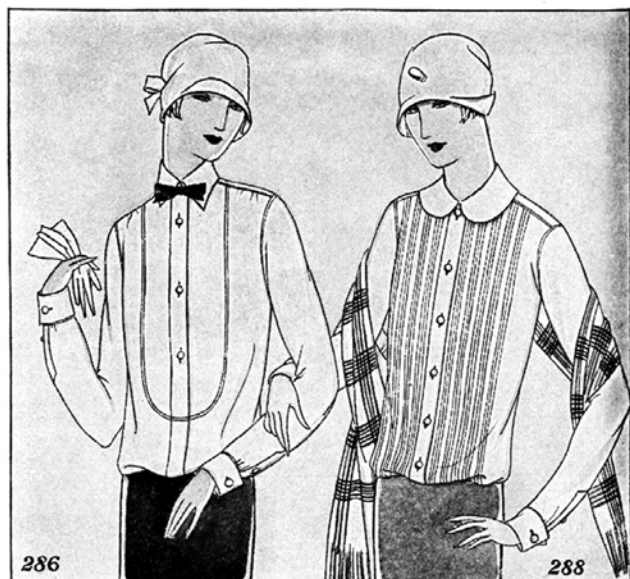
## The Mannish Shirt Leads in Blouse Fashions

Sizes 32 to 44



284—The Smart Fob Waistcoat-Blouse, of fine quality pique in flesh, French blue, amande green, peach, tan, orchid or white with ribbon fob. A trim, narrow belt makes the back fit snugly. 5.50

*Blouse Shop—Second Floor*



# THE SPRING Bramley Coats

Registered in the United States Patent Office

For Mademoiselle (14 to 20 years)

Design Patent Pending on these Bramley Coats in the U. S. Patent Office. Our rights will be fully enforced.

Coat Shop for Mademoiselle—Third Floor



229a — Bramley Hat of soft felt, stitched and bound in silver. All smart Bramley colors. 15.75



229—Spring Bramley coat with quilted embroidery. With deep border of King lynx fur (dyed Tibitine). Coat made of Bramley quality wool Kashmir in natural, platinum gray, French blue, rose red, black, pastel rose or bronze-brown with the fur dyed in harmonizing colors. The quilted embroidery is very new and different. Silk lined. 75.00

231—Spring Bramley topcoat with velvet collar. Boyish double-breasted model of Wales-loom homespun; in beige, platinum gray, bronze-brown, navy blue, French blue, white or black with the trim tailored velvet collar and belted back with inverted pleat which well dressed young men have made the smart fashion. Silk lined of course; also in the new mannish coating in blue, tan or gray colorings. 50.00

231a—Bramley Hat of unbound felt with strap of felt and metal buckle. All smart Bramley colors. 12.75

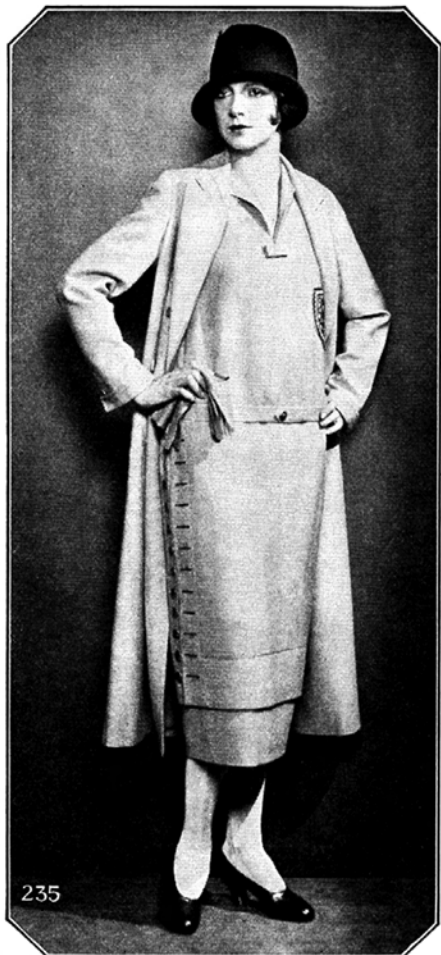
Introducing  
For Mademoiselle (14 to 20 years)

THE SPRING  
**Bramley Suits**

Registered in the United States Patent Office

Design Patent Pending on these Bramley Suits in the  
U. S. Patent Office. Our rights will be fully enforced.

Suit Shop for Mademoiselle—Third Floor



235—Spring **Bramley** Ensemble Suit of a boyish double-breasted silk-lined coat made of Bramley quality wool Kashmir or charmeen—and matching one-piece frock with short sleeves. Contrasting color embroidery on the pocket and simulated buttonholes at side. Kashmir in natural color, French blue or pastel rose; charmeen in navy blue or rose beige. 68.00

235a—**Bramley** Hat of soft, unbound felt with the new Fedora crown. In the Bramley colors. 12.75

237—Spring **Bramley** Suit designed exclusively for us by O'Rossen—the master tailor—and this is the Bramley adaptation—boyish to the last degree and inimitably smart. The short double-breasted coat has boyish velvet collar and slim shoulders. The skirt has original and exclusive inverted pleats. In navy blue or black wool twill—or in blue, gray or tan mannish suitings; also smart tweeds in blue or tan. 50.00



237a—**Bramley** Hat of soft, unbound felt with new dented crown and grosgrain band of contrasting color. In the Bramley colors. 12.75

For Mademoiselle (14 to 20 years)

THE SPRING  
**Bramley Dresses**  
Registered in the United States Patent Office

These Bramley Dresses are uncopiable—originated by and exclusive with Franklin Simon & Co.—are always instantly adopted by the smart set who set the smart fashions.

Design Patent Pending in the United States Patent Office. Our rights will be fully enforced.

Dress Shop for Mademoiselle—Third Floor



256a—New **Bramley** Hat of felt with straw facing and feather at side; in all Bramley colors.

15.75



254—**Bramley** Ensemble Dress—One-Piece Silk Crêpe Dress with coat of wool Kashmir. The one-piece short sleeved silk dress has buttons in front—and the tailored Kashmir coat has the smart simplicity only achieved by expert workmanship. Colors: coat of natural, green, cocoa or navy blue Kashmir with beige silk dress; pastel rose with pearl gray, French blue with banana, yellow with white; also white. 35.00

254a—New **Bramley** Hat of soft felt; in all Bramley colors. 12.75

256—**Bramley** Two-Piece Dress—Of wool Kashmir with smart “bow-wow” belt and bracelets of contrasting color leather, flexible metal mountings; detachable over-collar and folds on pockets of white pique. Slender skirt with smart “kick pleat” on a silk bodice top. Colors: natural, French blue, amande green, pastel rose, cocoa, yellow, white or navy blue. 29.50

Introducing  
 For Mademoiselle (14 to 20 years)  
 The SPRING and SUMMER  
**Bramley Dresses**

Registered in the United States Patent Office

OF SILK CRÊPE

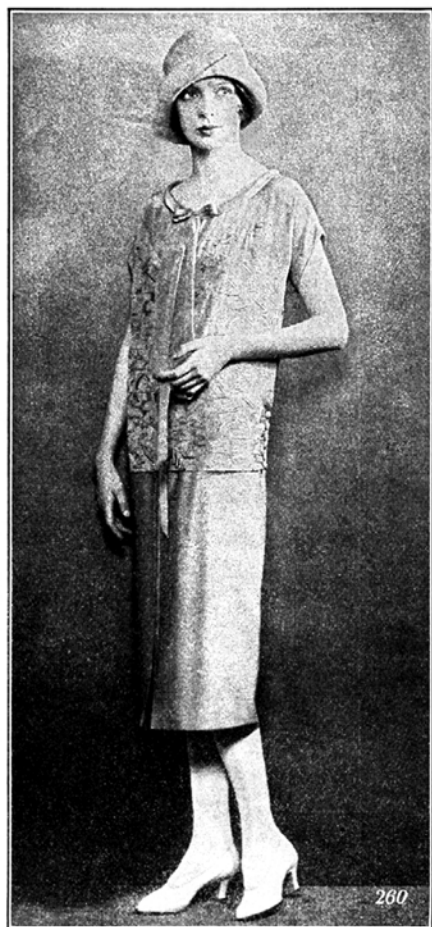
These Bramley Dresses are uncopiable—Design patent pending in the United States Patent Office. Our rights will be fully enforced.



258—**Bramley** cluster tucked two-piece dress of silk crêpe in beige, crushed rose, French blue, green, white, geranium or navy blue with flowing silk bow tie and handkerchief in contrasting colors. The skirt is pleated in front and made on silk bodice top. 29.50

258a—**Bramley** roll brim hat of Bangkok, grosgrain ribbon band and cocarde at side back. In all Bramley colors. 15.75

260—**Bramley** two-piece dress of silk crêpe in bluet, amande green, beige, crushed rose, white, Spanish red, navy blue or black, smartly embroidered in contrasting colored silk. Collar and streamer tie are faced with color to match the embroidery. The skirt on silk bodice top has the Bramley "kick pleat" in front. 29.50



260a—New **Bramley** hat of soft felt; in all Bramley colors. 12.75

Frock Shop for Mademoiselle—Third Floor

Franklin Simon & Co.

## Silk or Satin Frocks in the New Paris Fashions

*For Mademoiselle—Sizes 14 to 20 years*

262—Frock of rich crêpe satin suitable for daytime or informal dinner wear; in red, blonde or black with smart bib, collar and cuffs of heavily embroidered ecru net; the skirt has the new pleated arrangement from the knee giving the Paris silhouette. 39.50



264—Dinner or daytime frock of crêpe Georgette with inset of Venise pattern lace. Colors: blonde, French blue, silver gray, or coral with lace dyed to match; also black with blonde lace. Made over matching silk slip. 48.00

266—Paris-inspired frock of heavy flat silk crêpe in red, blonde, black or French blue with the smart flounced skirt and two contrasting shoulder flowers. 38.00

*Frock Shop for Mademoiselle—Third Floor*



# Fifth Avenue Fashions in Frocks

For Mademoiselle—Sizes 14 to 20 years

268—Frock of heavy silk crêpe, for sports or daytime wear; in bois de rose, French blue, blonde, navy blue, black or white with fine tucking and matching corded inserts. 29.50



270—A gay and youthful frock of candy stripe silk crêpe in white with rose, green, blue or orchid, with harmonizing stripes, in the new silhouette, with slim pleats to flounce depth. 28.00

272—Smart straightline frock of soft Kashmir flannel in sunset rose, cucumber, azure blue, sulphur or biscuit, with self-color open-work, corded collar; also in white with contrasting color cordings. 29.50



Frock Shop for Mademoiselle—Third Floor

# New Bramley

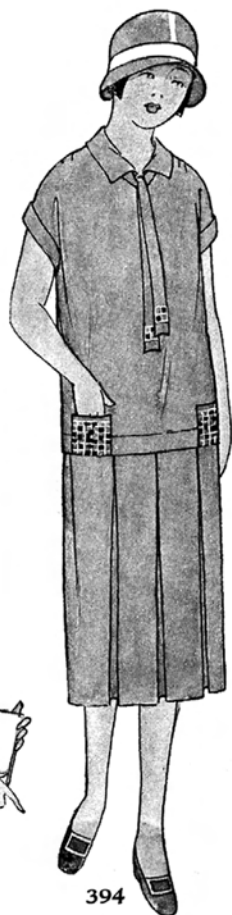
Registered in the U. S. Patent Office

## Dresses and Smart Wash Frocks For Junior Girls

Sizes 12 to 16 years



392



394



396



398

392—New **Bramley** two-piece frock of wool Kashmir with stitched motif of contrasting color on pocket and the new side pleats on the skirt. In French blue, green, coral, cocoa or natural color. 18.50

394—New **Bramley** two-piece frock of silk crêpe with smart pockets and tie ends stitched in contrasting colors. In French blue, red, navy blue, tea rose caramel or white. 18.50

396—Attractive frock of plaid gingham in rose, French blue, orchid or gold with white pique collar and cuffs. 6.95

398—Two-piece frock of striped cotton broadcloth in blue, tan, rose or green with hand-made linen collar; ribbon tie. 8.95

*Junior Girls' Dress Shop—Third Floor*

# Bloomer Frocks for Little Girls

Sizes 6 to 12 years



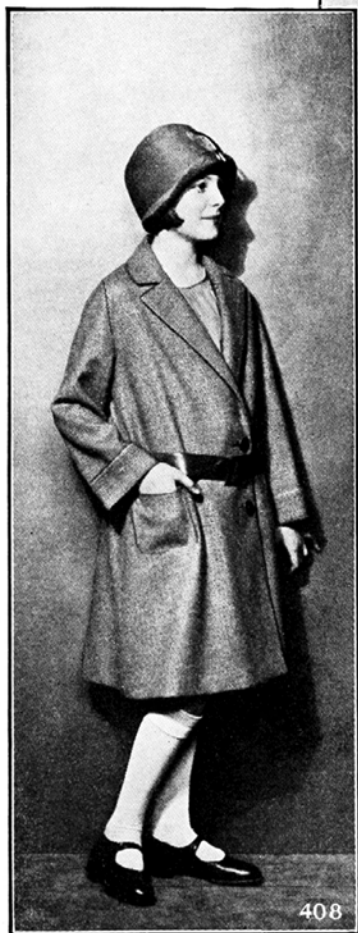
400—Bloomer frock of check gingham in lavender, green, blue, red or brown with hand-embroidered dimity pockets, sleeves and collar. Detachable bloomers. Sizes 6 to 10 years. 2.95

402—Bloomer frock of sturdy chambray in orchid, French blue, tan, coral or green with applied design and fagotting insertion. Detachable bloomers. Sizes 6 to 12 years. 5.95

404—Bloomer frock of quaint print in English pattern, in French blue, red, green, gold or orchid with hand-embroidery and applied design. Detachable bloomers. Sizes 6 to 12 years. 6.95

406—Bloomer frock of striped sateen in red, green, blue or gold stripes. The organdie collar is hand-embroidered. Detachable bloomers. Sizes 6 to 12 years. 4.75

Girls' Dress Shop—Third Floor



Introducing for Girls and Junior Girls  
**The New Bramley Coats**

*Registered in the United States Patent Office*

408 — **Bramley** Coat for Girls, of check worsted in brown, blue or green, with the boyish notched collar and trim leather belt that even the younger girls have borrowed of their brothers. Lined throughout with silk.  
 Sizes 6 to 14 years. 27.00

410 — **Bramley** Coat for Junior Girls—double-breasted model of soft wool coating—a smart and long wearing fabric resembling English fleece—in buff, gray or natural. Collar, pockets and cuffs bound with self material of deeper tone. Silk lined throughout.  
 Sizes 12 to 16 years. 38.00

412 — **Bramley** Coat for Girls, double-breasted model of navy blue cheviot made especially smart with gold or black braid on collar and cuffs and fastening with brass buttons. It is lined throughout with satin.  
 Sizes 6 to 14 years. 19.75

*Girls' Coat Shop—Third Floor*

*PARFAIT*  
Glove Silk  
Underthings  
of Heavy Quality

Sizes 34 to 44

Glove Silk Underthings Shop  
Street Floor



241—Parfait glove silk step-in chemise with Venetian pattern lace and insertion. In pink or peach. 3.95

249—Parfait glove silk vest, embroidered band top, ribbon shoulder straps. In pink. 2.25

251—Parfait glove silk pantie to match vest No. 249. 2.75



243—Parfait glove silk vest; Venetian pattern lace and insertion. Pink or peach. 3.25

245—Parfait glove silk French drawers to match 243. 3.95

247—Parfait glove silk night-robe with Venetian pattern lace. The shoulder straps are of glove silk. Pink or peach. 5.95



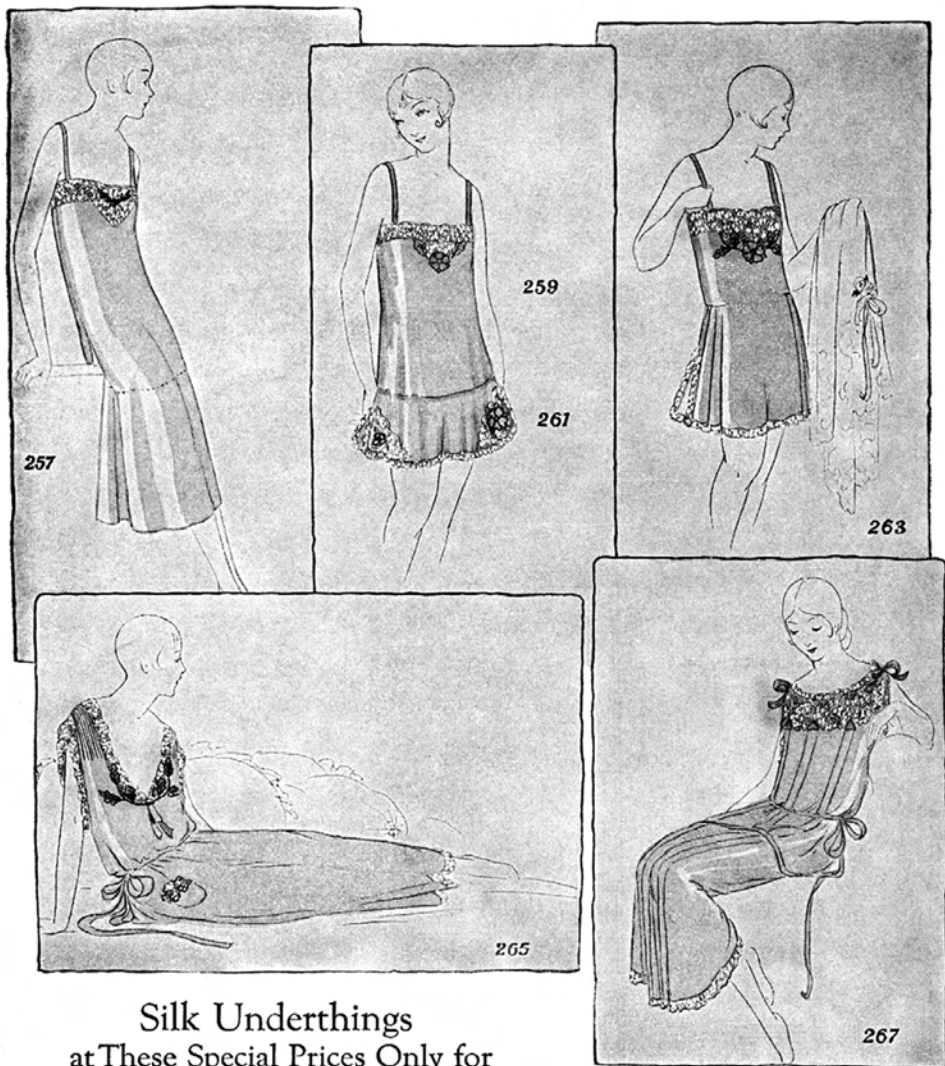
253—Parfait glove silk tailored vest of extra heavy quality with bodice top. In pink. 2.95

253a—Parfait glove silk tailored vest, bodice top. In pink. 1.95

255—Parfait glove silk knickers of extra heavy quality; large reinforcements and full cut. In pink. 3.95

255a—Parfait glove silk knickers, full cut. In pink. 2.95





**Silk Underthings**  
at These Special Prices Only for  
a Limited Time

**257**—Real Lace Trimmed Costume Slip of silk crêpe meteor with deep shadow-proof hem; white, flesh pink or black with hand-made cream lace; also beige or gray with hand-made lace dyed to match. **9.75**

**259**—Vest-Chemise of silk crêpe de Chine in peach, flesh pink, coral or yellow, with soft laces and embroidered applique of self material. **3.95**

**267**—Night Robe of silk crêpe de Chine in peach, flesh pink, coral or yellow, with yoke and edgings of cream-tinted soft laces and full length bandings of self material ending in embroidered applique; net frill at foot. **7.95**

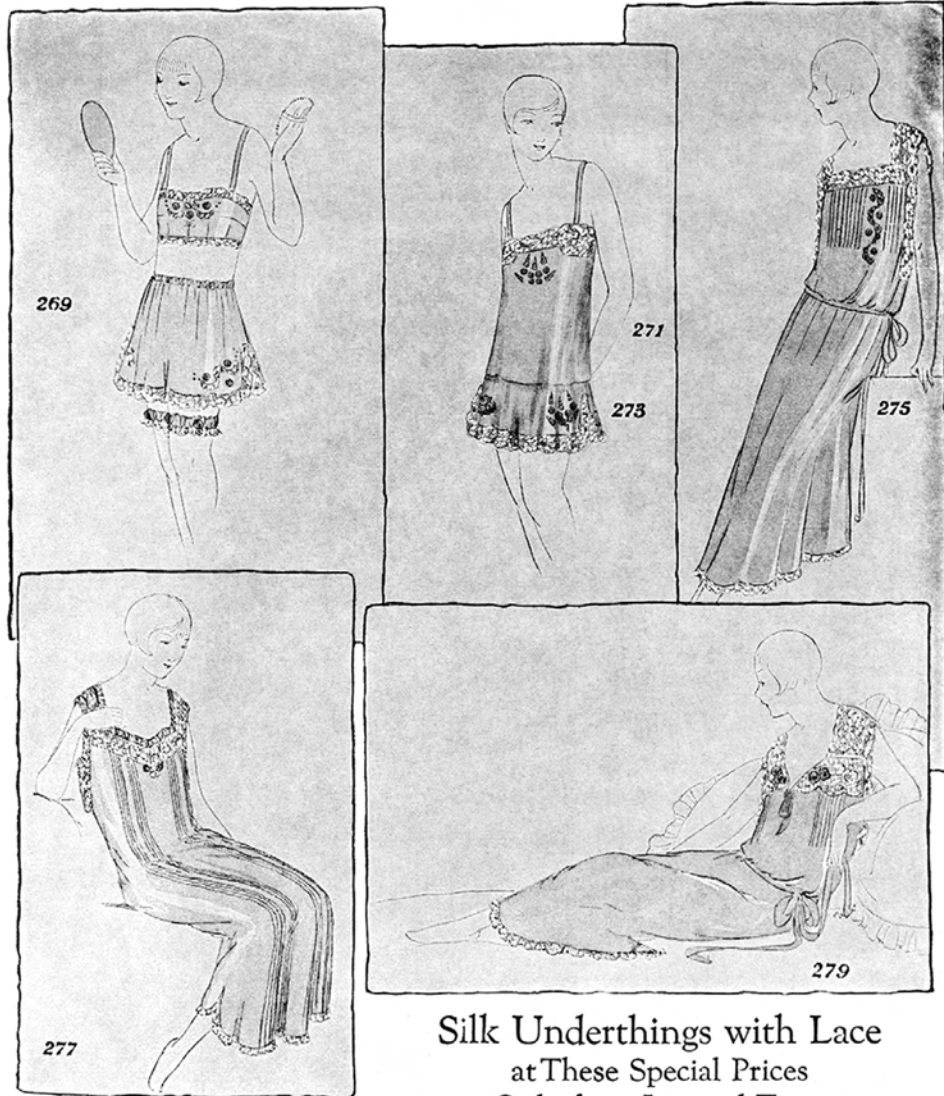
Sizes 34 to 44 bust

**261**—Step-in Pantalons to match 259. **3.95**

**263**—Step-in Chemise of silk crêpe de Chine in peach, flesh pink, coral or yellow, with creamy laces and embroidered applique of self material. **4.95**

**265**—Night Robe of silk crêpe de Chine in peach, flesh pink, coral or yellow with ivory tinted soft lace, embroidered in new leaf design. **7.95**

Silk Underthings Shop—Second Floor



**Silk Underthings with Lace**  
**at These Special Prices**  
**Only for a Limited Time**

269 — Danse Ensemble consisting of bandeau-brassiere and step-in pantaloons with lace frilled satin garters; of silk ninon with cream lace edging and Paris design embroidery with inset net. In flesh pink, peach, coral or yellow. 9.75

271 — Silk Ninon Vest Chemise, in flesh pink, peach or coral with soft cream laces and Paris design embroidery with inset net. 4.95

273 — Step-in Pantaloons to match. 4.95

Sizes 34 to 44 bust

275 — Silk Ninon Night Robe in peach, flesh pink or coral with cream tinted soft lace and graceful embroidery design with inset net. 9.75

277 — Night Robe of silk crêpe de Chine in flesh pink, coral or yellow, with bandings and edgings of cream tinted lace and net. 4.95

279 — Night Robe of silk crêpe de Chine in peach, flesh pink, coral or yellow; new shaped yoke of creamy soft lace and embroidered applique of self material; net ruffle at foot. 6.95

Silk Underthings Shop—Second Floor



281

281—Step-in chemise of sheer batiste with the smart, new motif insert of contrasting color and real lace. In white, flesh pink or yellow. 3.95

287—Nightrobe to match step-in chemise No. 281. 3.95



289

## Sheer Hand-sewn Underthings with Real Laces

Sizes 34 to 44



287

289—Step-in chemise to match nightrobe No. 291. 3.50

291—Nightrobe of fine batiste, hand-sewn with contrasting color motif insert and real lace. In white, flesh pink or yellow. 2.95

Feminine Underthings Shop  
Second Floor



283

283—Vest chemise of sheer batiste with contrasting motif insert and real lace. In white, flesh pink or yellow. 1.95

285—Step-in pantie to match vest chemise No. 283. 1.95



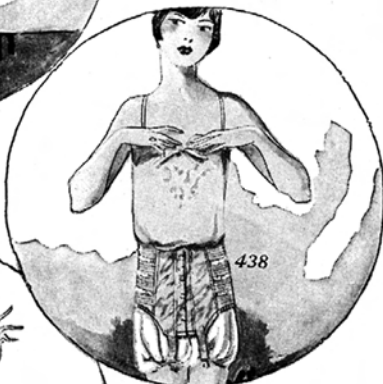
291



# Corsets That Give Slenderness with Comfort and Freedom



428—**Bramley** corsele—a combination brassiere and corset of self striped flesh colored satin batiste. 5.00



430—**Miracle Reducing Rubber Bras-**siere that will give the desirable flat lines. Send your bust measurement.  
Natural color rubber. 5.00  
Flesh color rubber. 7.50  
Bust measure. 34 to 50.

432—**Miracle Hip Rubber Reducer** which molds the lines of the figure while reducing it. Scientifically designed without bones or lacings. Send bust and hip measurement.  
In natural color rubber. 10.00  
In flesh color rubber. 12.50

434—**Bramley Uplift Brassiere** in flesh colored, self-striped satin. 1.50



436—**Semi-laced step-in corset** of elastic with sections of pink broché at back and front. Softly boned at back. 14 inches long. 8.50

438—**Bramley belt** for small, slender figures. It is of flesh colored broché and elastic, cleverly constructed to keep the back flat yet give the maximum of freedom. 4.95

442—**Parfait non-lacing corset** of flesh color elastic combined with silk broché. Firmly boned at back to give the straight silhouette, reinforced with broad band of elastic. 14 inches long. 13.75



440—**Long brassiere** of flesh color silk broché. It fits well down over the corset and has elastic inserts at the sides and back to give additional slenderness. 3.00

Corset Shop—Second Floor

## Negligees Achieve New Loveliness

Sizes 36 to 44



456

456—Quilted robe of gros de Londres silk in rose, French blue, coral or orchid in the Tuxedo model. It is lined and warmly interlined. 13.75



460

460—Breakfast coat of fine silk crêpe in coral, turquoise, French blue or orchid, warmly lined with albatross and frilled with creamy Val lace. 19.75



458

458 — Hostess Gown of filmy chiffon in tea rose, turquoise or orchid over pink or peach color silk crêpe. The tunic of silk Margot pattern lace and the flowing chiffon sleeves are as flattering as they are new. 29.50

Neglige Shop  
Second Floor

Franklin Simon & Co.

# New Fashions for Little Children

Sizes 2 to 6 years



462—Bloomer frock of fine batiste in red, blue or green with white dots. White batiste collar with real lace. Detachable bloomers. 3.95

464—Imported sweater of silk and wool yarn in yellow, blue or green with two ducks of a contrasting color. 3.95

466—Hand-embroidered bloomer frock of fine chambray in peach, blue or green; pretty appliqued design in contrasting colors. Detachable bloomers. 3.95

468—Hand-smocked bloomer frock of fine quality checked gingham in blue, lavender or green; real thread lace. Detachable bloomers. 5.85

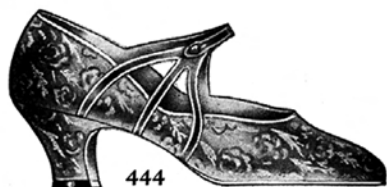
470—Roses bloom all over this detachable bloomer frock of English patterned print, with frills to match the rose or blue buds. 4.50

472—Bloomer frock of English patterned print in blue, green or red; white cotton broadcloth collar and cuffs. Detachable bloomers. 2.95

474—Hand-embroidered bloomer frock of imported chambray in pink, green or yellow; real thread lace edgings. Detachable bloomers. 7.50

Shop for Little Children—Sixth Floor

New Footwear Fashions  
for Every Smart Occasion  
For Madame and  
Mademoiselle

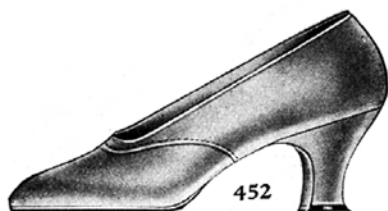


444

444—Parfait brocaded evening slippers of silver or gold with strap of matching kid. Spanish heel; hand-turned sole. 12.50

452—Slender opera pump of blonde or black satin, tan or black Russia calf or patent leather; Spanish heel. 10.00

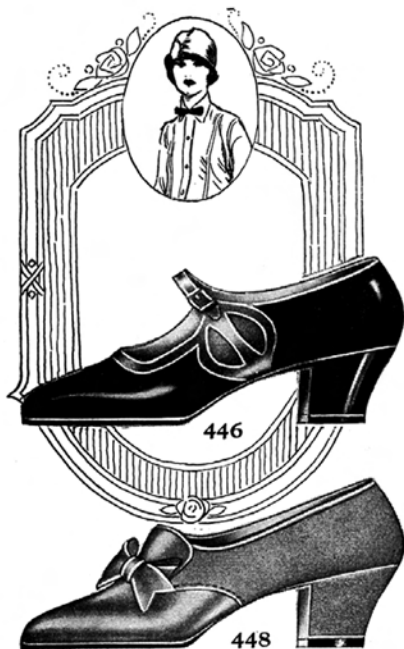
454—Bramley pump in patent leather, black or tan Russia calf, black satin or fieldmouse kid with the low Bramlev heel; hand-turned sole. 12.00



452



454



446

448



450

446—Bramley pump of patent leather or black or tan Russia calf with strappings of smart lizard leather; also plain black or brown satin; hand-turned sole and Bramley heel. 12.00

448—Gibson Girl bow pump of tan Russia calf with fawn suede, patent leather with gray suede, all black or tan Russia calf or brown suede; hand-turned sole. 12.00

450—New sports oxford for town or country. In tan or black willow calf or white buckskin; leather sole and heel. 10.00

Footwear Shop—Fourth Floor

Franklin Simon & Co.

# PARFAIT

## Guaranteed Silk Stockings

EXCLUSIVE WITH FRANKLIN SIMON & CO.

*For Madame and Mademoiselle*

The first guaranteed silk stocking is still first in fashion, quality and service.

*The Parfait Guarantee is—"Every Pair Must Please"*

Parfait Guaranteed Sheer Silk Stockings; silk from top to toe; in new improved heel and toe; (in listed colors). **2.35**

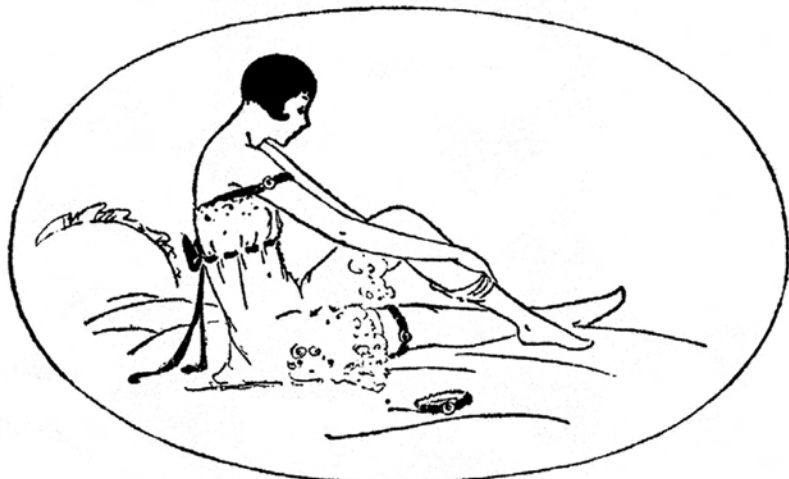
Parfait Guaranteed Paris open-work clox sheer silk stockings; silk from top to toe; (in listed colors). **2.45**

Parfait Guaranteed Silk Stockings—lisle sole and top, in new improved heel and toe; (in listed colors).

*Extra sizes at no extra price.* **1.85**

*Order Parfait Guaranteed Silk Stockings in these Smart Shades:*

Natural Kashmir shades, toast, French nude, Rose nude, Titian sand, banana, peach, French beige, Titian beige, silver gray, medium gray, gunmetal, white or black; also in all other smart colors.



*Feminine Hosiery Shop—Street Floor*

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