



Franklin Simon & Co.

A Store of Individual Shops

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



USEFUL GIFTS

WOMEN'S HOUSE GOWNS

BY THEIR APPEALING WARMTH
WILL MAKE APPEALING GIFTS



THERE are snug, warm robes that laugh at the chill of early morning, little ruffled satin coats that lend their optimistic presence to breakfast time, and soft crepe meteor negligees that might grace any hour of leisure.

800 Piquant little ruchings at all the edges of this smart satin breakfast coat give it a cheery touch. So do the dainty rosebuds and pockets. Orchid, turquoise, tearose, cerise, peach, Copenhagen, wisteria.

18.50 Tax 1.10 Price 19.60 Including Tax

802 A snug, warm robe of eider-down, bound with wide satin ribbon, and finished with a cord girdle. Rose, Copenhagen, American Beauty, pink, light blue, gray, wisteria. 7.50

804 A cozy Japanese hand quilted satin lounging robe of generous warmth and comfort, lined with silk and softly interlined. Rose, Copenhagen, light blue, pink, purple, navy blue, gray, black.

14.50 Tax .70 Price 15.20 Including Tax

806 A practical and becomingly fashioned house gown of wide wale velvet corduroy, lined with dotted silk, mull. Rose, Copenhagen, pink, light blue, wisteria.

8.95 Tax .45 Price 9.40 Including Tax

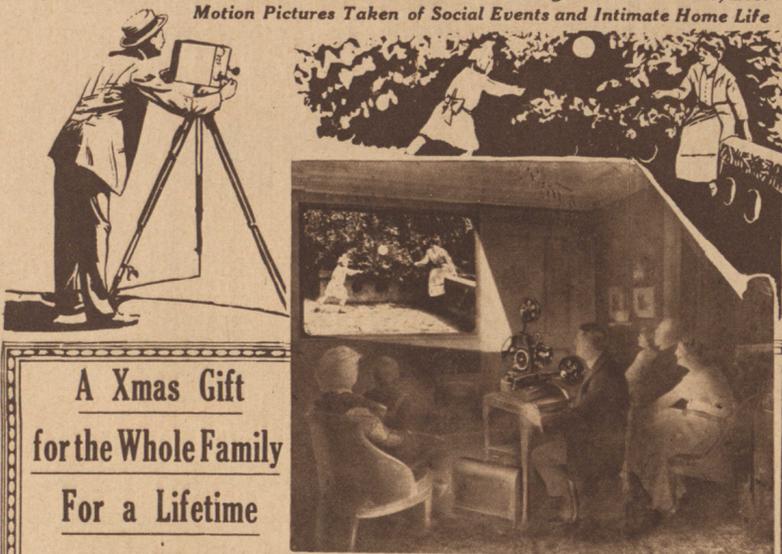


808 Soft crepe meteor, graceful papillon sleeves, fluffy swansdown and long silk tassels give unusual charm to this lovely negligee. Pink, light blue, orchid. 29.50 Tax 2.20 Price 31.70 Including Tax

WOMEN'S NEGLIGEE SHOP—Balcony Floor

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Embodies seven years of successful experience gained in the world-wide sale and use of over 10,000 former models in exclusive City and Country Homes, Schools, Churches, Clubs and Commercial Establishments.

The New Premier is as great an improvement over the former models as the modern self-starting, high-powered limousine is superior to the auto of ten years ago. So simple that anybody can operate it. So exquisitely built that its pictures amaze and delight the expert critics. So safe with its narrow width, slow-burning film that it is labeled by the Underwriters "Enclosing booth not required." Can be used anywhere without a licensed operator or insurance restrictions.

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The Pathscope Co. of America, Inc.
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Agencies in Principal Cities

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Industrial Users

We number among our clients the most prominent manufacturers using motion pictures as an aid to salesmanship. Many of them adopted the Pathscope after unsatisfactory and expensive efforts to use unapproved projectors with dangerous celluloid films. The salesman equipped to show his product by motion picture not only gets a showing but gets the order. Literature on request if not convenient to call at the Pathscope Salon for a demonstration.



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