

## Franklin Simon & Co. Designs for Women

Franklin Simon Specialty Shops was founded in 1902 by Franklin Simon and Herman A. Flurschein. Its flagship store was located at 414 Fifth Avenue, becoming the first major retailer to locate above 34th street. The 280,000 square foot store closed in the 1960s.

Unlike traditional department stores, Franklin Simon & Co. advertised that it was "A Store of Individual Shops." Each "shop" had a specialty such as women's ready to wear, girls, and infants.

Born in 1865, Franklin Simon began his career in retail at age 13, working for Stern Brothers dry goods store. He remained with Stern Brothers until opening his own store in 1902.

During his employment with Stern Brothers, Simon made frequent buying trips abroad, developing a special affinity for French styles. Simon and his partner, Frenchman Herman Flurschein, supplied the store with styles from London, Paris, and Vienna.

Time magazine noted in 1934 that France made Simon a chevalier of the Legion of Honor for having done more than any other person to put American women into French clothes.

Simon sought to "import much of its merchandise with a view to selling the imported goods as cheaply, if possible, as domestic." While this may sound like the same business plan used by Walmart, Franklin Simon was importing designer clothes from Europe not knock offs from China and other developing nations.

Franklin Simon opened its first branch store in 1932, establishing a full-service store in Greenwich, Connecticut.

Following Simon's death in 1934, his survivors sold Franklin Simon & Co. to the Atlas Corporation in 1936. Franklin Simon & Co. was acquired by City Stores Company of Philadelphia in 1945. In 1961, City Stores merged its Oppenheim, Collins, & Co. stores into Franklin Simon.

By 1979, Franklin Simon operated 42 stores in 12 states and the District of Columbia. In the Washington, D.C. area, Franklin Simon had stores in Wheaton Plaza, Rockville Mall, Prince Georges Plaza, Montgomery Mall,

*(Continued on page 2)*

Seven Corners Shopping Center, and at 1211 Connecticut Avenue NW.

In July 1979, City Stores filed for bankruptcy protection under chapter 11. As part of its reorganization plan, the Franklin Simon chain was liquidated.

Although Franklin Simon & Co. was known for its European fashions, between 1921 and 1955, the company was assigned rights to over 200 fashion designs by American designers, including Taube Davis, Maude Siegel, Mildred Schmolze, Katherine Burns, and Dorothy Long. Its first design patent, D58,406 was awarded to Franklin Simon, his only design patent.

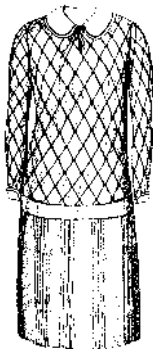
The following pages show the evolution of Franklin Simon designs during the 1920s. The Summer issue of Trans-Lux will show designs from 1930-1936.

## 1921



D58,406, Franklin Simon

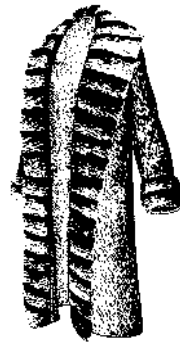
## 1924



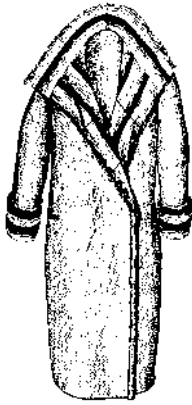
D65,550; Maude Siegal



D65,851; Taube Davis



D65,853; Taube Davis



D65,902; Taube Davis



D65,904; Taube Davis



D65,905; Taube Davis

**1925**



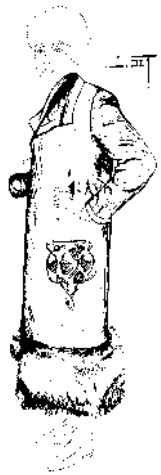
D66,586; Mildred Schmolze



D66,709; Mildred Schmolze



D66,710; Mildred Schmolze



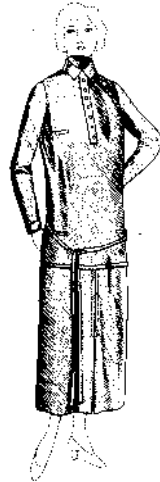
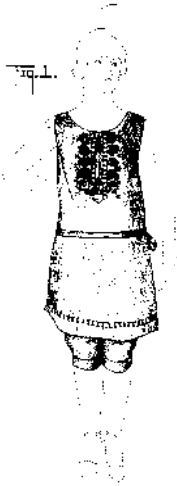
D66,711; Mildred Schmolze

1925

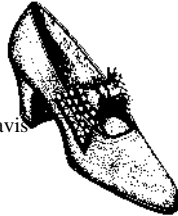
67,139; Taube Davis

D66,890; Mildred Schmolze

D67,271; Taube Davis



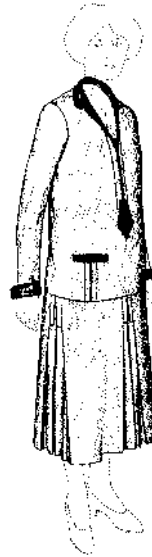
D67,272; Taube Davis



D67,880; Taube Davis



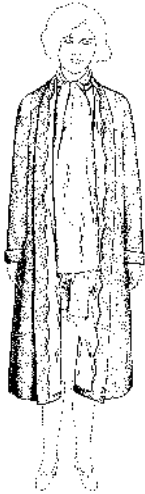
D68,134; Taube Davis



D68,135; Taube Davis

1926

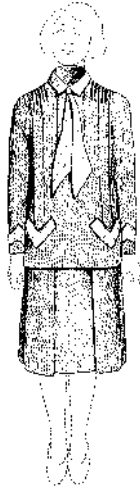
D69,572; Taube Davis



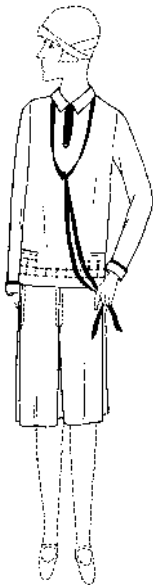
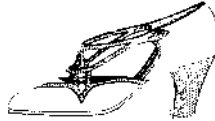
D69,687; Taube Davis



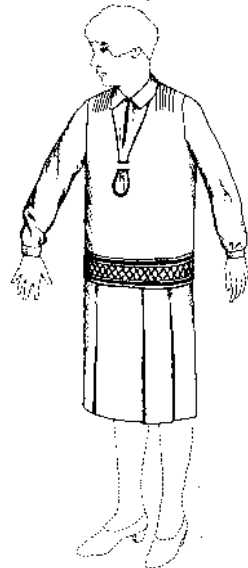
D69573; Taube Davis



D70,216; Taube Davis



D70,360; Taube Davis



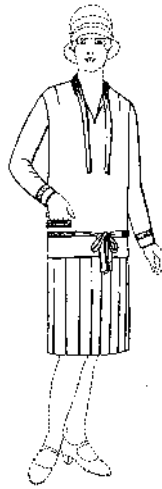
D70,827; Taube Davis

D71,362; Taube Davis

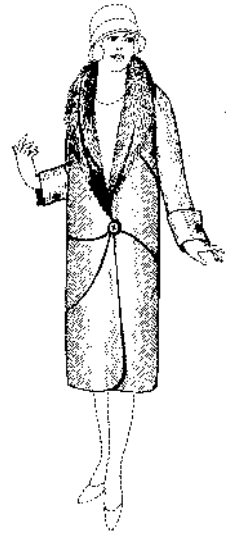
1927



D72,244; Maude Siegel



D72,309; Taube Davis

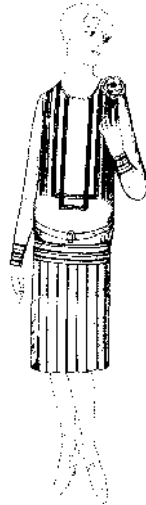


D72,335; Maude Siegel

D72,501; Maude Siegel



D72,792; Taube Davis

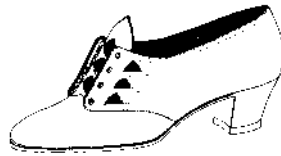
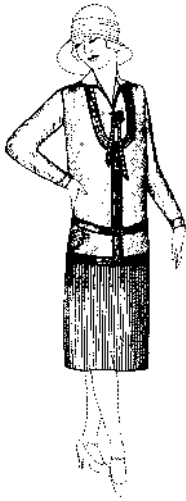


D72,531; Maude Siegel

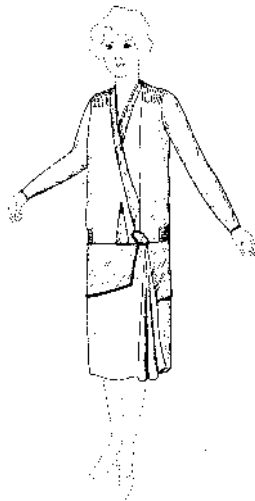


**1927**

D75,013; Maude Siegel



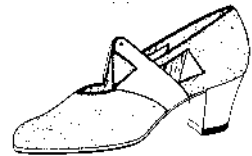
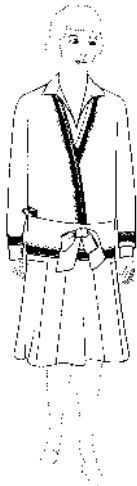
D72,685; Maude Siegel



D74,155; MildredSchmolze

**1928**

D73,964; Katherine Burns



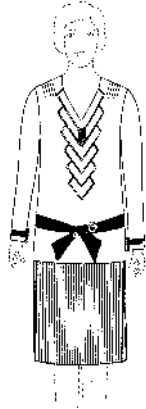
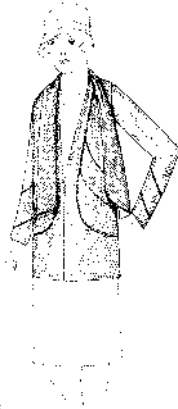
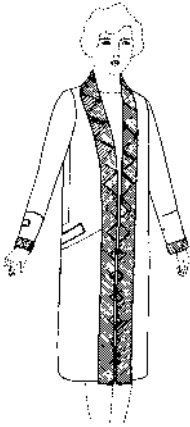
Left: D74,212; Katherine Burns

Center: D74,253; Katherine Burns

Above: D74,789; Thomas Fitzharris

1928

D76,663; Katherine Burns



D76,121; Katherine Burns

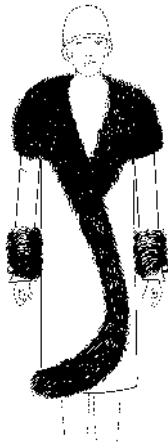
D76,775; Katherine Burns

D75,826; Katherine Burns

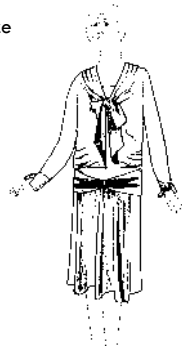


D76,824; Mildred Schmolze

D77,082; Thomas Fitzharris



D77,035; Mildred Schmolze

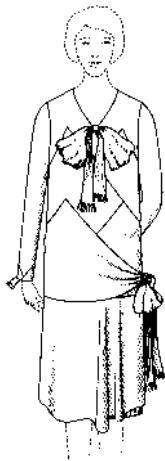


D77,040; Maude Siegel

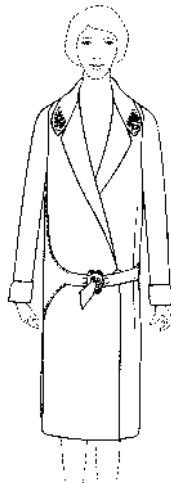
D76,981; Elizabeth Carney



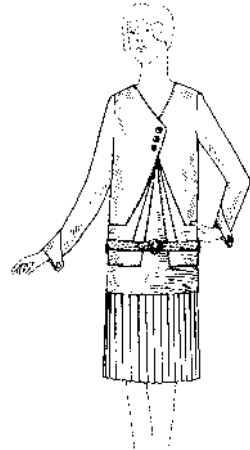
1929



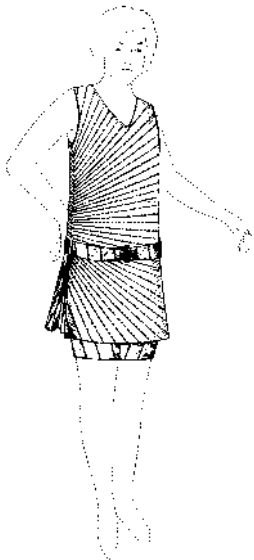
D77,557; Dorothy Long



D78,115; Dorothy Long



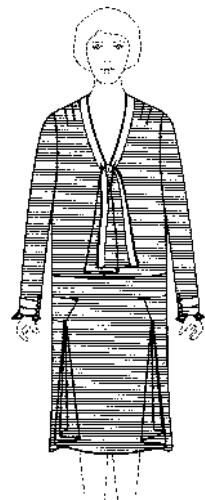
D78,214; Dorothy Long



D78,399; Dorothy Long



D78,767; Dorothy Long



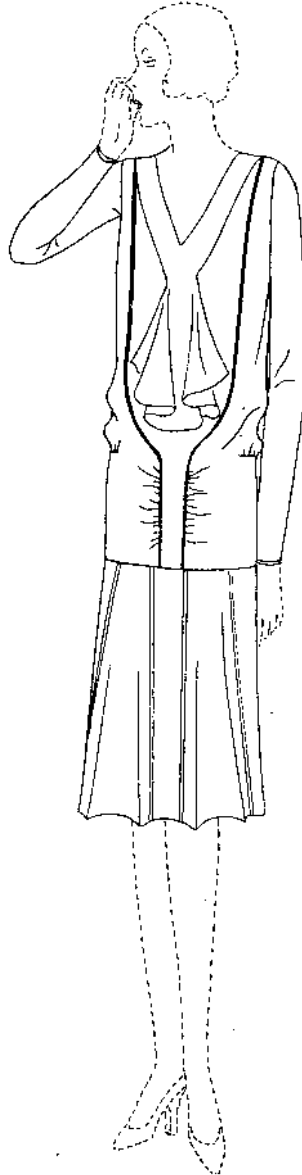
D78,768; Dorothy Long

(Continued from page 9)

D79,730; Dorothy Long

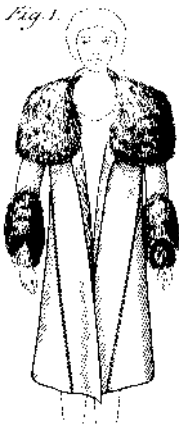


D80,131; Dorothy Long



D80,133; Dorothy Long

*Fig. 1.*



D80,132; Dorothy Long



D80,134; Dorothy Long