

# Franklin Simon & Co.

A Store of Individual Shops  
Fifth Avenue, 37th and 38th Sts., New York

## WOMEN'S "BINNER" CORSETS

TO be fashionable, the silhouette should be slender and these "Binner" corsets accomplish this by moulding the figure into slender and youthful lines.



TO enumerate some of the many good points of this "Binner" corset (illustration at left), designed for average or full figures—there is sufficient fullness at the top providing comfort for the diaphragm—the closely set boning is soft but firm—and the hips and back are long and straight. Made of orchid Broche; in sizes 24 to 30.

THE low top, unboned sections over hips and elastic gores bespeak comfort for this low bust "Binner" corset (illustration at right), adaptable to the medium full figure, while the long straight boning at back produces the slender flat lines in accord with Fashion's decree. Made of pink mercerized Coutil; in sizes 23 to 30.

16.50 Tax 1.15 Price 17.65 Including Tax

10.00 Tax .50 Price 10.50 Including Tax

FEMININE CORSET SHOP—Balcony Floor

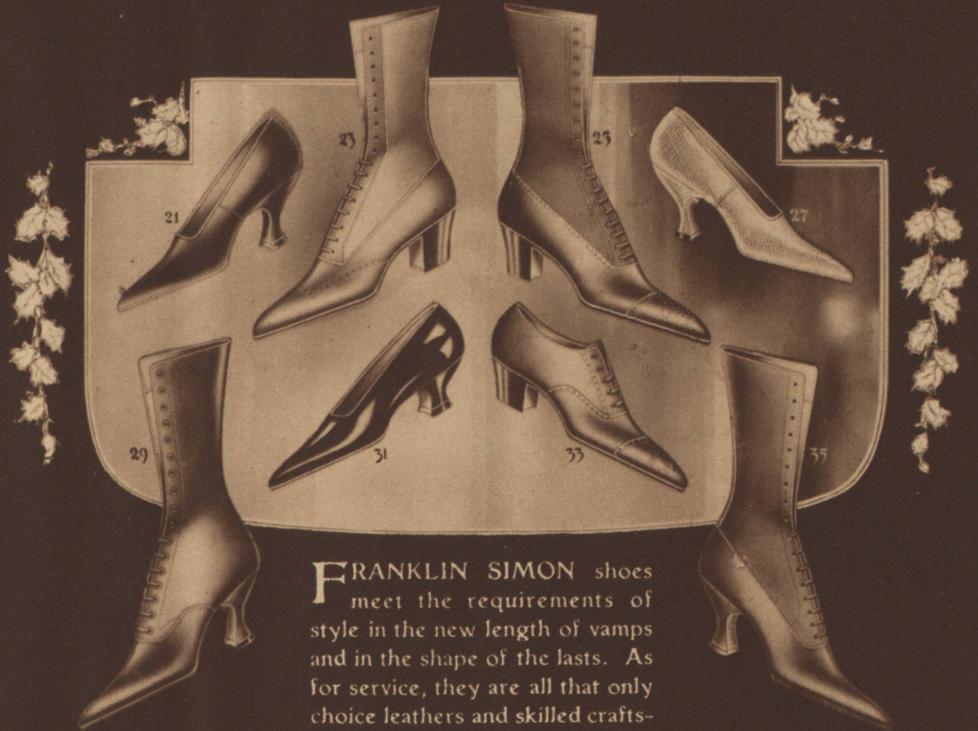
Prompt Delivery Free, Anywhere in the United States. Phone 6900 Greeley

# Franklin Simon & Co.

A Store of Individual Shops  
Fifth Avenue, 37th and 38th Sts., New York

## Women's Autumn and Winter Footwear

For Informal Affairs—For Social Occasions



FRANKLIN SIMON shoes meet the requirements of style in the new length of vamps and in the shape of the lasts. As for service, they are all that only choice leathers and skilled craftsmanship can achieve.

21—Hand sewed Satin Evening Slippers in black, white or flesh; new length vamp, turned soles, and French heels.

10.50 Tax .05 Price 10.55 Including Tax

29—Dress Boots of black glazed kidskin made on smart last with light welted soles and French heels.

12.50 Tax .25 Price 12.75 Including Tax

23—New model Walking Boots of brown or black Russia calf with lighter tan kid tops; new style wing tips, welted soles and military heels.

15.00 Tax .50 Price 15.50 Including Tax

29A—Same model in patent leather with black kid tops.

12.50 Tax .25 Price 12.75 Including Tax

25—Smart Walking Boots of brown-Russia calf with fawn cloth tops or in black with gray cloth tops; welted soles, military heels.

11.00 Tax .10 Price 11.10 Including Tax

31—Low French Heel Pumps of black patent or dull leather with hand sewed turned soles.

14.00 Tax .40 Price 14.40 Including Tax

27—Hand sewed Evening Slippers of cloth of silver or gold; new length vamp with turned soles and French heels.

12.50 Tax .25 Price 12.75 Including Tax

35—Hand sewed Dress Boots of brown kidskin, with buckskin tops to match; hand sewed turned soles.

18.50 Tax .85 Price 19.35 Including Tax

27A—Same model with vamps of silver cloth or black satin, and brocaded backs.

12.50 Tax .25 Price 12.75 Including Tax

35A—Same model in all brown or black kidskin; also black patent kid with soft black kidskin tops.

18.50 Tax .85 Price 19.35 Including Tax

33—Walking Oxfords of brown or black Russia calf, also black kidskin; comfortable last, welted soles and military heels. 9.50

WOMEN'S SHOE SHOP Third Floor

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THE exclusive type that meets every occasion of the fashionable woman's day.

These utterly adorable suit creations speak youthfulness and ultra styling; achieving an individuality that will appeal to every woman of discriminating taste.



conform snugly to the figure, being fashioned from non-crushable, finely knitted

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They are delightfully warm without excessive weight, moderately priced, distinctly original and artistic in design.

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**Dale Lighting Fixture Co.**

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The Oriental Store

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On sale at your dealer's, or send \$1 (incense only, medium size, 50c; large size, 90c; rosinum, \$2), and we will forward, prepaid, the set illustrated, with complete instructions for using. Specify C 1002.

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**A. A. VANTINE & CO., Inc., New York, N. Y.**

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