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



Straightline Silhouette Models in

Women's "La Supreme" Corsets

SOLD ONLY BY FRANKLIN SIMON & CO.

By studied proportions and by soft, pliant boning, these corsets attain the straight, youthful lines of grace and fashion.

SLENDER and average figures have been considered in designing this "La Supreme" corset (illustrated at left) by making it a waistline model, and then to make it more comfortable, there is an elastic top with gores of the material to prevent corset from cutting into figure. At back, the lines are long and straight. Of pink broche; size 23 to 30 inches.

THE merits of this "La Supreme" corset (illustrated at right) will appeal to women of medium or full figure and who incline to stoutness. The graduated top with fullness allows of comfort for diaphragm, and the reinforced boning at the back and over abdomen achieves the straight lines which present-day fashions require. Of pink broche; size 24 to 30 inches.

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Winter Models of Engaging Charm in DRESSES for YOUNG GIRLS

IN which youthful simplicity is the dominant note, and Velvet, Serge or Wool Jersey the fashionable fabrics.



- 71—There is a demure charm about this navy blue Serge frock with its pleated collar. Box pleats form panel on skirt, with convenient pockets. Satin girdle and sash ends. Sizes 12 to 16 years. 18.50
- 73—The hand embroidery in colored worsteds makes this wool Jersey dress, in brown or Pekin blue, one of more than ordinary appeal, and the separate pongee silk gimppe makes it altogether irresistible. Sizes 6 to 12 years. 15.75
- 73A—Same model of twilled back velvet, in navy blue, brown or black. Sizes 6 to 12 years. 16.75
- 75—For this two-piece frock the fabric is twilled back velvet, in navy blue, brown or black. The slip-on blouse is hand embroidered with gaily colored worsteds; tasseled girdle slips through embroidered eyelets. Skirt is attached to waist lining. Sizes 12 to 16 years. 28.50
- 77—The softening influence of hand embroidery and hand-made flowers in varicolored bright wools, makes this twilled back velvet dress in brown, navy blue or black, one of unusual becomingness. The tab collar is of embroidered ecru Georgette crepe. Sizes 12 to 16 years. 26.50
- 79—This navy blue two-piece Serge dress is brightened by colored silk floss embroidery done by hand and by the applied motifs of taffeta silk. The overblouse is completed by a silk rope girdle with tasseled ends, and the skirt is attached to a waist lining. Sizes 12 to 16 years. 24.50

GIRLS' DRESS SHOP—Second Floor

HATS illustrated, are but suggestions of the infinite variety in the Millinery Shops.

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