



STYLISH DRESSES FOR STOUT WOMEN, TOO
—In Wide Selection, at Leading Stores

Scientific study and an inherent style sense finally evolved the perfect fitting dress designed along lines which permit free expression of style—overcoming the obese appearance and emphasizing the natural charm of the figure.

The stores that show *SIMON QUALITY* dresses in perfected Stylish Stouts are gaining the patronage of a multitude of women—that vast number of stout women who heretofore, because of their figure, were dependent upon the dressmaker.

In profusion of styles and fabrics these models keep abreast with SIMON QUALITY dresses for the slenderer woman.

The new models, both in Stouts and in regular sizes, may now be seen at leading shops. The collection embraces authentic interpretations of latest Paris motifs and delightful originations of our own designers. The materials include Mallinson's Printed Pussy Willow, Mallinson's Printed Indestructible Crepe, Satin Crepe, Crepe Meteor, Crepe de Chine, Crepe Georgette and Tricolette.

SIMON COSTUME & DRESS COMPANY

(Wholesale Only) 44-50 East 32nd Street New York City

This mere announcement conveys but a slight suggestion of the intensive skill, the care, the artistry reflected in the line as a whole. Upon request, interested dealers will be furnished valuable information relative to the expansion of their Stout department.



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Simon Quality Dresses