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Paul Poiret Writes:

Messrs. Benjamin & Johns, Newark, N. J.

Paris, November 18, 1913.

Gentlemen:—I take pleasure in advising that in recollection of our delightful conversations on the Lusitania, while coming back from America, I am sending you two models for corsets; also two models for "soutien gorge" (bust supporters) which I have specially designed for you and which correspond to the latest cry in fashions just now.

I am quite sure that Corsets and Brassieres worked out in the marcelous tissue (Grecian-Treco), of which you have the exclusive sale and distribution, will meet with very unusual favor. For my part, I will have them worn by my manner quins, and am convinced that they will at once be adopted by all my patrons. I feel sure they will meet with the same success among Americans.

I am delighted to have had the opportunity to be of some service to you and I beg you to accept my friendliest remembrances and my kindest regards.

(Signed) PAUL POIRET.

"ONLY when there is a logical unity between gown and corset will the ensemble be one of beauty and expression."

This is the dominating principle of Monsieur Paul Poiret, acknowledged to be the greatest French designer and the most advanced exponent of women's fashions.

Monsieur Poiret, who only makes a corset to express the individuality of a costume, sees in

BIENJOLIE CORSETS

a corset true to the individual type. The significance of Mons. Poiret's commendation should justify the interest of every woman in the Bien Jolie as a predominant example of "The Corset that Conforms to the Costume."

The remarkable success met by our knitted tissue Corset, the GRECIAN-TRECO, is without parallel. The fact that Poiret found the knitted Grecian-Treco fabric (made exclusively for us) to be superior to the French tricot is best demonstrated by the fact that he is now using and unconditionally recommending the Grecian-Treco to his customers.

Bien Jolie Corsets are made in widely varying styles, for the individual figure, typifying every special need and occasion.

At leading shops. Write, giving dealer's name, for Style Book.

BENJAMIN & JOHNS
Newark, N. J.

Mfrs. of Bien Jolie Corsets & Brassieres.



Dancing Corset Poiret Model



STOCKINGS TO MATCH

Have you a gown that would be more beautiful if your stockings were perfectly matched or contrasted with it?

Our spring stock covers a multitude of colors and designs. If we haven't just what you want, we can supply you with exactly the color you do want.

Ask to see the Peck & Peck Parisian Creations, of pure, thread silk, embroidered in self and contrasting colors. \$5.00 the pair.

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481 Fifth Ave., at 41st St.
448 Fifth Ave., at 39th St.
230 Fifth Ave., at 27th St.
NEW YORK

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Ready-to-Wear Department
THE Dainty Dress & Suit Co.
(Miss Marguerite, Mgr.)

EXCLUSIVE FROCKS

For Women & Misses
Made-to-Order
and
Ready-to-Wear
FASHIONABLE
GOWNS

\$4.50, \$6.75 to \$12.50, \$18.50 up to \$45.00

SMART TAILORED SUITS
From \$16.50 to \$22.50, \$24.50 up to \$45.00

including MATERNITY STYLES

No. 1253 (as illustrated)—DRESSY SUIT, made of fine wool poplin, shirred front, closed with corded ornament, straight back, fancy silk vesting and buttons, turnover collar; skirt prettily draped in front under belted waist. A GREAT VALUE AT \$38.50. 24.50 FOR THIS WEEK.

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Of white enameled wood with or without gold edging. Trimmed with ribbons bows in pink or blue. Equipped with imported Chinese Toilet Set. Basin, Pitcher, Soap and Powder Box, Colors Baby Pink, Baby Blue or White—all colors, with or without gold edging; also in white with decorations.

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Round Basin, Special \$6.00
Oval Basin, Special 7.00
Oval 2 Part Basin, Special 8.00
Regularly, \$12.00, \$15.00, and \$18.00 the set. (Prompt orders urged—line is limited.)

Infants' Wear—Infancy up to 4 years. Nursery Furniture & Furnishings. Toys & Easter Novelties. INFANTS' LAYETTES A FEATURE

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France Germany
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Opposite the RITZ-CARLTON

Mme. Helene
FACE SPECIALIST
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Facial Treatment as Used in Most Exclusive Circles in France.

Mme. HELENE
is now located at the Alice Maynard Store, 381 6th Ave.

Here she demonstrates what purely scientific method does toward restoring the contours of youth and improving the facial expression. References from families of highest standing, proclaiming her work the most skillful of the day.

ONE TREATMENT WITHOUT CHARGE

THE "LOUVRE" PUMP \$5
Patent coil or black calf. Turn sole. Send for free booklet.

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Our system provides an unlimited supply of purified water for drinking and cooking.

CENTRA-FILTERS CO., Inc.
Dept. A, 1440 Broadway,
Bet. 40th & 41st Sts. Phone: Bryant 420-421.

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Everything in Women's Apparel made on the premises. Special Models for Southern and Spring Wear Now Being Shown

Mme. Leonard's Self-Adjustable MATERNITY

apparel, scientifically and hygienically designed. It adjusts itself to all requirements. The prospective mother in a way attend all functions without the slightest pressure on any of the sensitive parts.

No. 347—Rare skill has been exercised in designing this frock made of fine chiffon taffeta, heavy crepe de chine, also of fine crepe. Price \$28.00. Many other styles from \$12.50 to \$85.00.

Catalogue and order blanks sent out of town upon request.

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Near 5th Ave.
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Illustrating ropes of Frederic's pearls with clasps of platinum, set with genuine diamonds and Frederic's scientific emeralds, rubies or Sapphires, sent on request.

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Frederic's
JEWELER AND PEARL MAKER
Stores at
479 Fifth Ave., at 41st St.
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Opp. Waldorf-Astoria
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WOMEN'S RIGHTS—A photograph of the one man, made for the one woman.

PIRIE MACDONALD
Photographer-of-Men
Fifth Ave at Forty-seventh St.

A New Treatment for bunion joints, effecting a cure by simple methods.

Dr. Levy will thoroughly examine your feet and advise the best method of curing your foot troubles, without charge. Call or write for booklet.

DR. ALFRED CHARLES LEVY
CHIROPODIST.
1576 Broadway, above 47th St.

PRETTY HANDS
and
MYSTIC CREAM
go hand in hand. You can not have one without the other.

Wonderful for Chaps and Roughness.
Write for free trial box today
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Middletown, N. Y., Dept. T.

Guard Against the Dangers of Impure Water
Our system provides an unlimited supply of purified water for drinking and cooking.

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This exquisite piece in the Adam style may be used as well as a Consol or Card Table. It is of solid Mahogany, superbly made throughout, and with rich antique finish.

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To do fine work every woman needs a pair of Wiss Scissors or Shears. Not the soft edge—easily dulled—bargain counter kind. The guaranteed Wiss cut clean—true and stay sharp. 50c and up. Remember the Wiss Test when buying shears or scissors.

STANDARD WISS TEST
A clean, true cut from heel to point through 32 thicknesses of cheese cloth.

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Simple cultural directions with every package.

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Nearly 1,000 strings at \$10 and \$5.

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