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MIGEL-QUALITY
The New Silks First

EVERY new design produced by the World's Fashion Masters finds a Migel-Quality Silk ready to express it to the best advantage.

Pussy Willow Taffeta—famous for its quality and for the quality of its admirers.

BRIDGE Frock by Heimerdinger, developed in Migel-Quality Pussy Willow Taffeta, Indestructible Voile and Imported Lace.

QUALITY MIGEL SILKS

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Franklin Simon & Co.
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A new department devoted exclusively to

Correct Mourning Apparel

FOR WOMEN AND MISSES

No. 46—**Mourning Decollete Gown** of lustreless Black or White Silk Crepe de Chine. Surplice waist with frill of taffeta silk and net trimmed with dull beads—crushed girdle. Draped tunic skirt with ruche of taffeta silk..... *Value $49.50* **39.50**

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Illustrating "Everything in Ready-to-Wear Apparel" for women, misses, girls, young men, boys and infants
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Simply and naturally dressed in any style, a PIERRE IDEAL is indispensable to those having scanty hair, high foreheads, or other defects of the hair.

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Hagedorn's
Broadway Cor. 81st St. New York

Chiffon Taffeta Semi-Dress Gown
Specially Priced for This Week

This charming gown (illustrated), designed for semi-afternoon or evening wear, made of finest chiffon taffeta in all colors. Waist of lace, veiled with chiffon, shawl collar of lace finished at belt with large rose, skirt with short tunic edged with double frill, finished in back with large bow.

35.00

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BROADWAY, Cor. 81st St., N. Y.

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In Paris 338 Rue St. Honoré

Coiffure Simplex

most wonderful adjustable Modish Coiffure ever devised. Arranged so ingeniously that it can be securely adjusted on the head without the use of a single pin.

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Facial Massage, Shampooing, Manicuring.

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We also carry a complete line of Sterling Silver NOVELTIES, for Prize Use, marked at YOUR Price.
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Canton Crepe Maternity Suit, **39.50**

M2729

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Patent Colt and Gun Metal

Sizes	
5 to 8 ...	1.75
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Tan Russia Calf

Sizes	
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10c extra by mail anywhere in the United States.

Not an Accident
The good features of Blyn Plan Nature Shoes are the result of a purpose. The natural tread distributes the wear evenly and the shoes last longer. All children should wear them.

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"Bends with your foot" — For Women

Red Cross and other fashionable shoes look alike—But there the similarity ends.

The pliant sole of the Red Cross Shoe follows the foot's slightest movement, eliminating the rubbing, chafing and burning that causes sore feet.

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Fashionable Spring Boots, **$4.00.**

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Our popular style 572½ in tan and black **$4**

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The Recognized Master of the
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Learn the new dances **correctly.**

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Smart Hats at Reasonable Prices.
Imported and Original Creations.
Hats Made of Your Own Materials.

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766 Madison Av., Bet. 65 & 66 Sts. Phone 3290 Plaza.

Gowns for all occasions, advance Spring Models, **at Moderate Prices.**

Elaborate Evening Gowns from $50 up a specialty.

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Does your skin chap quickly?

Then use the following treatment regularly. It will soon increase your skin's power to *resist* chapping—keep it soft and smooth.

Just before retiring, make a warm-water lather of Woodbury's Facial Soap and apply it to your skin gently. Rinse your face and hands thoroughly first with warm water, then with cold. Whenever possible, rub your face for a few minutes with a piece of ice.

Tear out the illustration of the cake below as a reminder to get Woodbury's and begin to-day to use this treatment. In ten days or two weeks you will notice a marked improvement in your skin.

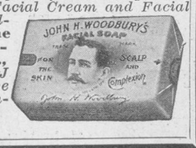
Woodbury's Facial Soap costs 25c. a cake. No one hesitates at the price *after their first cake,*

Woodbury's Facial Soap

For sale by dealers everywhere.

Write for sample cake.

For 4c we will send a sample cake. For 10c, samples of Woodbury's Facial Soap, Facial Cream and Facial Powder. Address **The Andrew Jergens Co.,** *Dept. 21-J Spring Grove Av., Cincinnati, Ohio.*



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THE DAINTY DRESS & SUIT CO.
(Miss Marguerite, Mgr.)

An Irresistible Offer

For This Week Only.
In order that you will no longer hesitate to place our establishment at the head of your shopping list, when looking for strikingly pretty Frocks, Dresses, and Suits, at extremely moderate prices—we offer you this charming Spring model for less than cost of manufacturing.

Description
(05151, *as illustrated*)
Pretty AFTERNOON DRESS of white embroidered Voile (exclusive design), trimmed with lace insertion, piping and wide fancy belt, of pretty colored silk. Moderately priced at $13.75.

For This Week Only, $6.75

Equally good values this week in fashionable
Dresses, Tailor Made Suits, Waists, Etc.
from **$1.50** *to* **12.50, $22.50** *up to* **45.00**

P. O. Money Order must accomp'y Mail Orders

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HERE'S a French Emollient Water you will eventually use.

It is new to America, but for over half a century

EAU GORLIER
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has been preferred by French ladies to Cold Cream and Massage Creams.

Eau Gorlier Emollient Water does the work of both, yet will not clog the pores, contains no grease, and is applied lightly. Price, 75c. a bottle at all good Department Stores and Druggists.

Send 12c to cover cost of packing and postage and we will forward you generous samples of Eau Gorlier Emollient Water, Face Powder, and Complexion Soap.

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Facial Treatment as Used in Most Exclusive Circles in France.

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from dew drenched blossoms, Arbutus, Apple Blossoms, Violets, Valley Lily, Easter Lily, Sweet Pea, Lilac. $1.25 per oz. and up. Seven samples, 50c. **PARFUMERIE RIVIERA, 11 East 30th St.**

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YUBAN
The Arbuckle Guest Coffee
35¢

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is insurance against thin and impoverished hair. The results are simply phenomenal. Itching, oily and scaly conditions cause the hair to fall. Tendency to premature grayness and baldness successfully treated.

Send to-day for free booklet on "Healthy Hair—How to Get and Keep It."

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SANITARY, as they may be washed or boiled.
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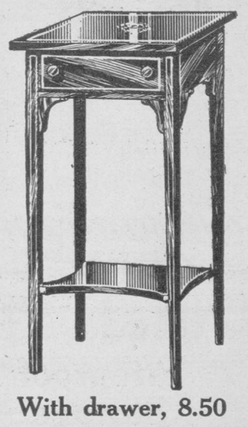

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The only GUARANTEED SANITARY POWDER PUFF

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GUARANTEED STERILIZED
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IN SANITARY ENVELOPE

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There is a feeling of individuality and security in the knowledge that no other hands but your own have touched what is so important a part of mi-lady's toilet requisites as a powder puff.

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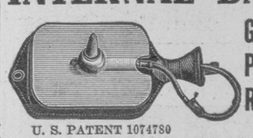

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