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Girls' Spring Dresses

Exclusive models, of taffeta silk, voile or net

No. 125—Girls' White Net Dress: the lace frilled collar forms a quaint fichu, trimmed with flower clusters and ribbon rosettes; sleeves frilled with lace and tucked, skirt has alternating tucks and lace frills, satin ribbon sash with bow at back. **12.75**
10 to 16 years.

No. 130—Girls' Taffeta Silk Dress, new Russian Blouse model, in navy, Copen or rose with white satin collar. The V-neck is embroidered in self-color and gold, while a band of the embroidery outlines the corded waist and trims the sleeves; skirt attached to waist lining. **16.75**
12 to 16 years.

No. 132—Girls' White Voile Dress: blouse smocked at waist; tunic embroidered in daisies with Copen or rose color centres, matching the smocking on waist and sleeves; neck and sleeves with plaited frills; crochet buttons, skirt attached to net waist lining. **9.75**
12 to 16 years.

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Spring and Summer Style Book, "CORRECT DRESS"

Illustrating Everything in Ready-to-Wear Apparel for Women, Misses, Girls, Boys, Children and Infants. Mailed out-of-town upon application to Dept. "E."



Georgette models of Yo San and Sportsilk La Jerz—Imported by J. M. Gidding & Co.

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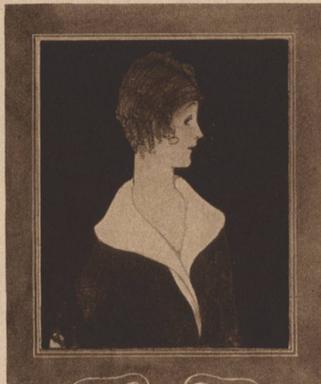
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NOTICE: Fifteen Models for the Spring, of which copies have been already taken, are offered with a 35% reduction.

The Nestlé Permanent Hair Wave



This is the seventh week of these two "Nestlé-waves." In both cases the hair shows at its best, which is probably due to the fact that the young women get better acquainted with the way wavy hair behaves.

No woman who had a real Nestlé-wave will ever again use hot irons and hair-curlers on her hair. There is no discovery, old or modern, which has offered more benefit to women than the Nestlé-wave. Palm Beach was crowded this winter with

Nestlé Waved



Nestlé Waved

women and children whose hair was Nestlé-waved, and our salons are already crowded with ladies preparing for the summer. If you have your hair waved now it will last until autumn before it has grown out sufficiently to require another treatment.

For our Home Outfit, too, there is an ever-increasing demand, and also for the "Nestlé" treatment for small children—this is now used by thousands of mothers who desire to insure curly hair for their children in the future.

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