



Comfort, quality—twice the service

PLENTY of length from hip to knee! No more working up beyond the stocking top! Comfortable fullness through the leg—freedom from strain. What satisfaction at last in a silk knicker!

No more strain and ripping seams where the ordinary knicker "goes" first. The Kayser knicker cannot "go" at the crotch no matter what the strain. There are no seams to rip.

A special inset, patented by Kayser, reinforces the seat. Cut on the bias, it "gives" with the greatest possible elasticity.

That added stretch of fully three or four inches in walking and bending. What a difference it makes!

Flat and smooth, this *Marvelfit* bias inset is characteristic of the tailored style and tone of Kayser "Italian" Silk Underwear.

Women everywhere appreciate the distinctive features and the character of Kayser undergarments. The Kayser label is in every type of garment you want. Your favorite store will show them to you. "Cost no more than the ordinary kind."
JULIUS KAYSER & CO., New York.

Kayser
ITALIAN SILK UNDERWEAR
Marvelfit
Registered and patented

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Kleinert's BABY PANTS

Baby's cry is your only indication that he needs attention. Kleinert's Water-proof Baby Pants fit snugly over the diapers and keep his clothes dry and clean. Quickly adjusted, easily removed, washable and durable.

IB. Kleinert Rubber Co., New York



La Resista the Perfectly boned CORSET

A Youthful
Figure
Yours for the asking

WEAR LA RESISTA corsets and keep your figure young. **SPIRABONE** stays placed at the hips combined with **LA RESISTA** designing achieves a result unattainable in other corsets. **LA RESISTA**—constructed upon lines, the result of long study—with the aid of **SPIRABONE** mold the figure and creates as well as preserves "Youth" and "Style."

SPIRABONE gives perfect support with utmost comfort. **LA RESISTA** corsets establish the trend of fashion and are adaptable to all figures.

BACK LACE—FRONT LACE \$4, \$5, \$7.50 and Up. **SPIRABONE** is obtainable only in **LA RESISTA**. Look for the trade mark on every pair.

Personal Service

Fitted personally without charge by expert Corsetieres, at our private Salon, No. 431 5th Ave., opp. Lord & Taylor. (Take elevator.) Also sold by Quality stores everywhere.

La Resista Corset Co.
431 5TH Ave., New York
Opposite Lord & Taylor—Take Elevator



Franklin Simon & Co.

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



SLENDER lines are youthful lines—and youthful lines are attained in these

Women's "La Supreme" Corsets

SOLD ONLY BY FRANKLIN SIMON & CO.

A Comfortable Low Top Corset (illustrated at left) for the slight form; of figured pink batiste with light flexible boning to give necessary firmness, and modeled to produce the straight slender lines for the youthful silhouette; well-fitting skirt section.
Sizes 22 to 27.

7.50

Pink Broche Waistline Corset (illustrated at right) with extension top especially designed for medium or full figures; a corset by no means heavy, although generously boned to give straight lines. The cutaway front provides for comfort when one is seated.
Sizes 24 to 30.

10.75

CORSET SHOP—Balcony Floor

Prompt Delivery Free, Anywhere in the United States—Phone 6900 Greeley

Franklin Simon & Co.

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

Misses' "Betty Wales" Dress

Made Exclusively for Franklin Simon & Co.

SIZES 14 TO 20 YEARS



Depicts the charming result with which taffeta silk and printed Georgette may be combined.

THIS graceful "Betty Wales" dress is a tunic model of navy blue taffeta silk in contrast with French blue printed Georgette crepe, designed on youthful slender lines. The graduated tunic veils straight-line skirt of taffeta; collar and pipings on flowing sleeves of taffeta.
Sizes 14 to 20 years.

39.50

Misses' Dress Shop
Second Floor

HAT illustrated, from our shop.

Price upon application.

Prompt Delivery Free
Anywhere in the
United States
Phone 6900 Greeley

RUSSEK'S

FIFTH AVENUE
NEW YORK



Stole Collar Cape of Navy Fricco \$59.50

Mail Orders are as satisfactory as Personal Transactions.

Maternity

Maternity apparel designed by Lane Bryant has no maternity look. It is as smart and stylish as apparel for normal wear—conceals the figure—is healthful, comfortable and becoming. Extra fullness is cleverly concealed in the design. Patented adjustments allow expansion.

Spring Styles

Coats 21.50 to 145.50

Suits 19.85 to 115.00

Dresses 19.85 to 135.00

Skirts 6.95 to 34.50

Mandarins 4.95 to 16.95

Corsets 3.95 to 12.50

Everything for baby, too, from the simplest slip to the most elaborate layette. Prices lower than elsewhere.

FREE If impossible to visit our store, write to Dept. L-13 for Style Book.

Lane Bryant
21-23 West 38th Street



Pond's Vanishing Cream
More used than any other facial cream in America



CUTEX
The new way to manicure