Franklin Simon & Co.

A Store of Individual Shops

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

WASHABLE SMOCKS

For Women and Misses

Women's Sizes, 32 to 40 bust. Misses' Sizes, 14 to 20 years.

IT is only natural that the grace, simplicity and free and easy lines of the smock, which was formerly worn only by artists in the studio, should be ideal for tennis playing or other sports, or when one would enjoy comfort and relaxation without detracting from the smartness of one's appearance.

No. 37—Hand-embroidered Slip-on Smock of Franz Linon, in Copen, green or rose, hand-smocked and hand-embroidered. 3.95

No. 39—Slip-on Smock of imported Jap Crepe, in Copen, rose, maize or white, trimmed with contrasting color crepe; hand-smocked, hand-embroidered and feather stitched. 4.95

No. 41—Belted smock of Trouville cloth in Copen, green or rose, open front model, hand-smocked and hand-embroidered in contrasting colors; white repp collar. 2.65

No. 43—V-neck Slip-on Smock of Franz Linon, in rose, Copen or green, hand-smocked and hand-embroidered with wool. 3.95

No. 45—Slip-on Smock of Miladi cloth, soft and sheer as batiste, in Copen, rose or tan, hand-embroidered and hand-smocked. 4.75

MISSES' DRESS SHOP—Second Floor

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

The silk knicker that is strongest at the point of greatest strain

THE point of greatest strain in a knicker is at the crotch. That is the weakest point in most knickers. So many seams that come together and break under strain.

It is just there that the Kayser "Italian" Silk knicker is strongest. It has not a single seam at the crotch. Instead there is a *Marvelfit* bias inset, its patented feature.

A special inset of the soft Italian silk to relieve the point of strain.

This inset, cut on the bias, gives an extra stretch and play of three or four inches in bending and walking. Smooth, evenly tailored, it does away with the discomfort of short seams.

The Kayser "Italian" Silk knicker alone has this feature. Everywhere women ask particularly for silk underwear with the Kayser label. Your favorite store has it, too. JULIUS KAYSER & CO., New York.

Kayser ITALIAN SILK UNDERWEAR
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Marvelfit
Registered and patented

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Paris — London

Best & Co.

Fifth Avenue at 35th Street

Established 1879

Sara: *Helene:* *Garnet:* *Susanne:* *Peggy:* *Billie:*

Happy Maytime Frocks—Specially Priced

Sara: Just such a frock as grandmother wore when a wee girl! Of white dotted Swiss, hand-smocked and trimmed with colored organdie. Sizes 4 years to 8. **Special** 5.50

Helene: Ready for outdoors—country or seashore! Both hat and dress are made of pink, blue or yellow flowered voile, prettily made, you'll grant. Sizes 4 years to 8. **Special** 6.95

Garnet: A frilly frock is this, of blue, pink or yellow voile with hat to match. The collar, cuffs and sash are of white organdie trimmed with lace. Sizes 4 years to 8. **Special** 8.50

Susanne: Quite Summery and pretty is this ruffle dress of rose, white, yellow or blue organdie trimmed with ribbon. The hat is included. Sizes 4 years to 8. **Special** 8.95

Peggy: The collar and cuffs of crisp white organdie give a demure touch to this dress of dotted voile in blue, rose or lavender. Sizes 4 years to 6. **Special** 2.95

Billie: A quaint dress is formed of distinctive English print in green, blue, rose or brown with trimmings of white and plain colors. The hat matches. Sizes 4 years to 8. **Special** 9.95

Corinne: The bonny dress and hat of decorated kiddie cloth will easily win a little girl's heart. In various colors with a detachable guimpe of white lawn. Sizes 4 years to 6. **Special** 1.95

Marianna: An example of Best & Co. good taste. The detachable skirt is of blue or gold Peter Pan cloth with a waist of white cross-bar dimity. The hat is in keeping. Sizes 4 years to 8. **Special** 7.95

Mail Orders Filled

Corinne:

Marianna:

You Never Pay More at Best's

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, molds 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.

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SPIRABONE is obtainable only in LA RESISTA. Look for the trade mark on every pair.

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Gives that Dash, Style and Touch of Youthfulness

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