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362 Fifth Ave.



**Smart Dress for Fall**  
Made in all shades of velour. Corded tucks around skirt. Buttons down back. Buckle finishes back of crushed belt. Corded tucks all around neck. Long tight sleeve. **\$39.50**  
Mail Orders Filled.

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The FACE POWDER de France

Preferred by women with whom personal daintiness is first thought and second nature

15 cents brings a dainty BEAUTY BOX with generous samples of AZUREA Face Powder, Sachet Powder and Perfume

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**Bench Made Satin Slipper** \$5

All our Prices are as low in proportion



Superb Slipper in white, black and eight colors, with Louis XV. \$5 heel (Sizes from 1 to 8)

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SHOE COMPANY  
Sixth Ave. at 39th Street  
Our ONLY Store

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GRAND RAPIDS FURNITURE (Direct from the Factory) Special at \$15

4 Post Colonial Bungalow Bed

Solid Mahogany Width 3 feet. Regularly \$25

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The Latest **BUCILLA** Needlework Creation



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**DECIDEDLY** the newest and most popular style innovations for Fall and Winter are **Bucilla Spiderweb Hats**. They combine up-to-date Parisian smartness with the simplicity and economy demanded in these days.

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**White Habutai Silk** Special Price **\$6.50**

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

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For MISSES—14 to 20 years  
Made Exclusively for Franklin Simon & Co.

DESIGNED on youthful graceful lines so much desired by the young Miss.



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Like all Vanity Fair Undersilks, the knicker is "different." It has a double back! From belt to knee the back is of double thickness glove-silk—this means at least twice as much wear! Ask for Vanity Fair in Unions, Vests, Chemise and the famous Petticoat! If you can't get what you want write us direct.

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Made of the finest human hair in every shade, sterilized and specially processed for invisibility and strength. Self-conforming, cap-shape and all-over styles, each in a sanitary envelope. Guaranteed. Sold at the best shops.

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



New Model  
**Women's "La Supreme" Corsets**  
Sold only by Franklin Simon & Co.

**TWO** distinct types designed for the youthful straightline silhouette decreed correct by Fashion.

No. 6—"La Supreme" Corset of pink figured Broche, suitable for medium or full figures; a girdle top model that is heavily boned throughout and made very long over hips and back to attain the slenderized straight lines so much desired by the woman with plump figure. Sizes 23 to 30.

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For years women have sought for improvements that would make silk underwear as truly an economy as it is a joy to possess

**THE** new **Marvelfit** features give you an entirely new idea of how well silk underwear can fit and wear. that will not gap or bind. The patented flaps remain closed whether the wearer is standing or sitting.

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ITALIAN SILK UNDERWEAR  
**Marvelfit**

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