

Franklin Simon & Co.

A Store of Individual Shops
Fifth Avenue, 37th and 38th Sts., New York

WOMEN'S "BINNER" CORSETS

TO be fashionable, the silhouette should be slender and these "Binner" corsets accomplish this by moulding the figure into slender and youthful lines.



TO enumerate some of the many good points of this "Binner" corset (illustration at left), designed for average or full figures—there is sufficient fullness at the top providing comfort for the diaphragm—the closely set boning is soft but firm—and the hips and back are long and straight. Made of orchid Broche; in sizes 24 to 30.

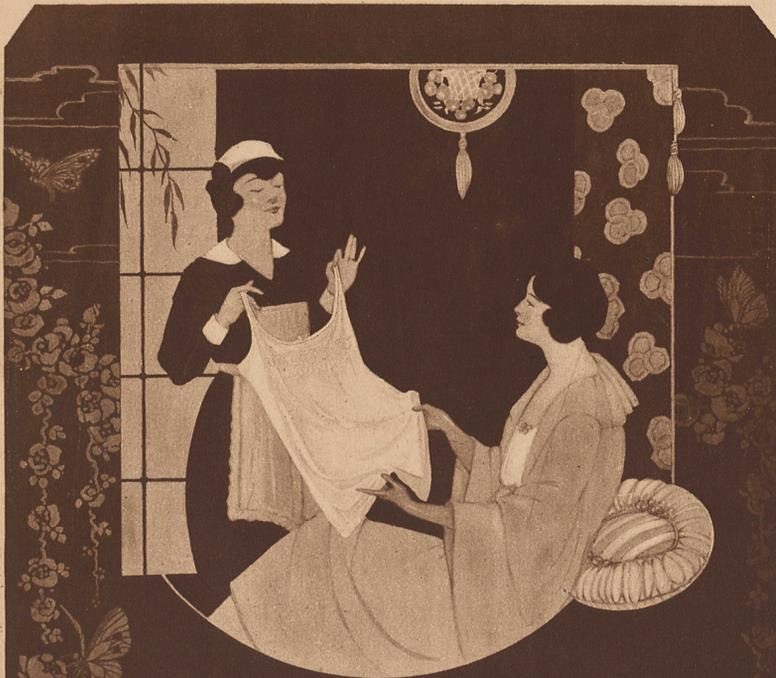
THE low top, unboned sections over hips and elastic gores bespeak comfort for this low bust "Binner" corset (illustration at right), adaptable to the medium full figure, while the long straight boning at back produces the slender flat lines in accord with Fashion's decree. Made of pink mercerized Coutil; in sizes 23 to 30.

16.50 Tax 1.15 Price 17.65 Including Tax

10.00 Tax .50 Price 10.50 Including Tax

FEMINE CORSET SHOP—Balcony Floor

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



VAN RAALTE

"Niagara Maid"

GLOVE SILK UNDERWEAR

"Of all silk underwear I prefer Van Raalte. Its pure silk fabric wears so much better and it never loses its delicate pinkness in laundering. Besides, the styles are more becoming and the trimmings and embroideries are as pretty as they can be."

At Good Stores Everywhere

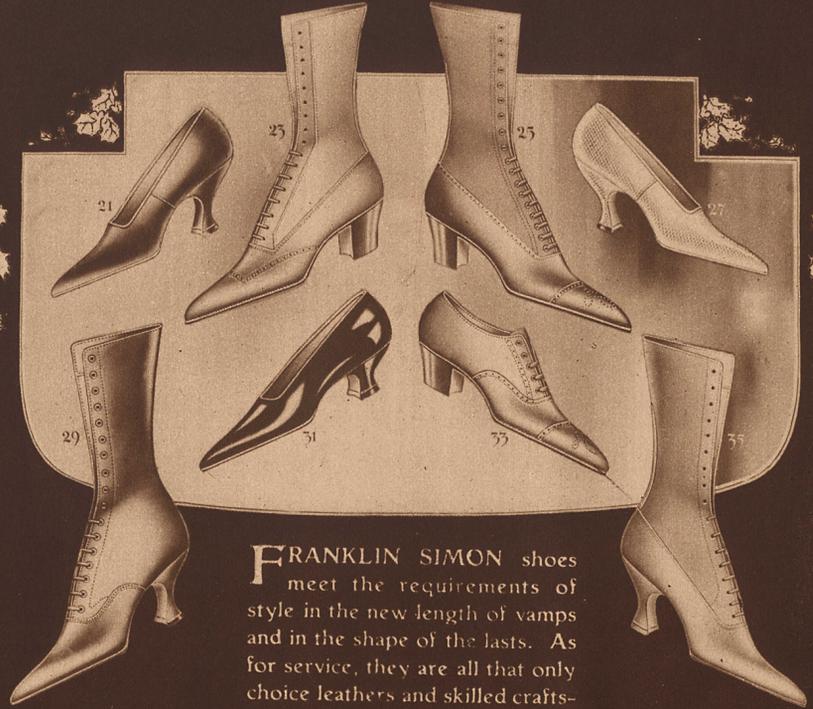
Makers of Silk Gloves, Silk Hosiery and Van Raalte Veils

Franklin Simon & Co.

A Store of Individual Shops
Fifth Avenue, 37th and 38th Sts., New York

Women's Autumn and Winter Footwear

For Informal Affairs For Social Occasions



FRANKLIN SIMON shoes meet the requirements of style in the new length of vamps and in the shape of the lasts. As for service, they are all that only choice leathers and skilled craftsmanship can achieve.

21—Hand sewed Satin Evening Slippers in black, white or flesh; new length vamp, turned soles, and French heels.

10.50 Tax .05 Price 10.55 Including Tax

23—New model Walking Boots of brown or black Russia calf with lighter tan kid tops; new style wing tips, welted soles and military heels.

15.00 Tax .50 Price 15.50 Including Tax

25—Smart Walking Boots of brown Russia calf with fawn cloth tops or in black with gray cloth tops; welted soles, military heels.

11.00 Tax .10 Price 11.10 Including Tax

27—Hand sewed Evening Slippers of cloth of silver or gold; new length vamp with turned soles and French heels.

12.50 Tax .25 Price 12.75 Including Tax

27A—Same model with vamps of silver cloth or black satin, and brocaded backs.

12.50 Tax .25 Price 12.75 Including Tax

33—Walking Oxfords of brown or black Russia calf, also black kidskin; comfortable last, welted soles and military heels. 9.50

29—Dress Boots of black glazed kidskin made on smart last with light welted soles and French heels.

12.50 Tax .25 Price 12.75 Including Tax

29A—Same model in patent leather with black kid tops.

12.50 Tax .25 Price 12.75 Including Tax

31—Low French Heel Pumps of black patent or dull leather with hand sewed turned soles.

14.00 Tax .40 Price 14.40 Including Tax

35—Hand sewed Dress Boots of brown kidskin, with buckskin tops to match; hand sewed turned soles.

18.50 Tax .85 Price 19.35 Including Tax

35A—Same model in all brown or black kidskin; also black patent kid with soft black kidskin tops.

18.50 Tax .85 Price 19.35 Including Tax

WOMEN'S SHOE SHOP Third Floor

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



ALSO MAKERS OF
No. 51, Savon au Cold Cream (Solidifie)
No. 48, Royal Thridace, "The Officer's Soap."
Finest Toilet Soaps in the World.
\$1.00 Per CAKE.



Reduce Your Double Chin in one month. The DAVIS CHIN SUPPORTER, worn during sleep, strengthens chin muscles, restoring them to normal. Light, durable, washable. Silk, \$4; Mesh, \$3; Linen, \$2.50; Cotton, \$1.50. Three sizes. Send stamp for free leaflet. CORA M. DAVIS, 507 5th Ave., Dept. M-9, N. Y. City.

STROBEL FURNITURE

ALL YEAR ROUND down here prices are well below even the "sale" prices demanded by uptown stores which sell furniture of equal craftsmanship and design.

Two more advantages of coming down here are that there is an unusually wide variety to select from—and that the sets are actually here in the store ready for delivery.



Take Third Avenue "L" or the Subway to Canal Street. 15 minutes from 42nd Street. Or drive down Third Avenue to Canal Street—turn right one block to Elizabeth Street.

PHILIP STROBEL & SONS, INC.
Established 1852
53-55 Elizabeth Street, New York City
(near Canal Street)
Telephone Franklin 734

IT WILL NOT BREAK



STANLEY FERROSTAT VACUUM BOTTLE
STANLEY INSULATING CO.
43 EXCHANGE PL. NEW YORK ALL STEEL



VAN RAALTE Veils
Look for the little White ticket
VAN RAALTE MAKE



HOTEL ASTOR
Teatotally Different