

# Franklin Simon & Co.

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



For the new silhouette  
**New Model "Binner" Corsets**  
For WOMEN and MISSES

Emphasizing the fashionable slender, youthful lines.

No. 60—"Binner" Corset of new two-tone pink and blue Broche, designed for medium or full figures, with fashionable slight "nipped in" waist, comfortable low top, free hip; extra elastic inserts over thighs prevent corset from slipping up when seated, straightline back. Lace and ribbon trimmed. Sizes 24 to 30.

12.00

No. 62—"Binner" Corset of pink or white Coutil, suitable for medium or full figures, with Empire top and low back especially desirable for plump figures. Wide elastic inserts front and back give smooth unwrinkled fit without unsightly ridges; straightline back. Sizes 24 to 30.

6.00

Extra Sizes on Corset Model No. 62 . . . 7.00

CORSET SHOP—Balcony Floor

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

CAPEs with deep yoke, surplice "wind around" belt, silk fringed or with Directoire coat-front.

Entirely New Interpretations of Women's Capes



No. 70—Women's Yoke-Cape, with pocketed, belted, coat-front; of superior quality men's wear serge, in navy or black; pointed collar finished with silk tassel; trimmed with chainette stitching and two vertical tucks at back of cape, finished with silk arrowheads. **29.50**

No. 72—Women's Yoke-Cape, with Directoire Coat-Front; of duvetyne velvet cloth, in Lapin, Monaco blue, taupe or rookle; Directoire coat with Tuxedo revers, buttoned-over flap pockets and trimmed with double row of bone buttons; shirred yoke-back cape. **38.00**

No. 74—Women's Silk-Fringed Cape, of duvetyne velvet cloth, in Lapin, chinchilla, taupe, rookle, navy or black; deep yoke model with monk collar, fastened with self-covered buttons through self-cord loops; cape shirred to deep yoke and finished around lower edge with wide silk knotted fringe; silk lined throughout. **38.00**

No. 74A—Same model of black or taupe satin. **45.00**

No. 76—Women's Surplice Yoke-Cape, with new "wind-around" belt, fastened with buckle; of wool tricotine in navy or black; yoke-depth collar opens into surplice front; cape shirrs to deep yoke, silk lined throughout. **45.00**

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Mahogany day bed, 3/4, with roll end head and foot \$9.75  
Mahogany four post twin beds each \$22.50  
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Dresser to match \$14.75  
Chiffonier to match \$13.75  
Chaise lounge in cretonne \$19.75

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Write for Furniture Booklet.

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The Antiseptic Powder to Shake Into Your Shoes.  
And sprinkle in the Foot-Bath. One war relief committee reports, that of all the things sent out in their Comfort Bags, or "Kits," Allen's Foot-Ease, received the most praise from the soldiers. The American, British and French troops use it, because it takes the friction from the shoe and freshens the feet.  
The Plattsburg Camp Manual advises men in training to shake Foot-Ease in their shoes each morning. Why not order a dozen packages to-day to mail to your soldier friends in training camps and in the Army and Navy. Sold by Druggists and Dept. stores everywhere, 25c.

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For only ONE DOLLAR we will send 50 Bulbs of our Grand Prize Mixture, which covers every conceivable shade in the Gladiolus kingdom.

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Steel Legs  
Porcelain Top  
CAN DO NOTHING BUT KEEP CLEAN.

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At all good dealers everywhere.



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