



ASCINATING, distinctive Butterfly Talc—a Babcock inspiration, web-soft and impalpably fine, and exhaling a captivating, memorable fragrance like a refreshing breath from a garden of rare flowers!

This exquisite toilet adjunct is a Babcock masterpiece comparable in delicacy and harmony only with that other Babcock triumph, Corylopsis. Butterfly is a fragrance of inimitable richness, yet delicate, enduring, smart. It is such a creation as heretofore has been obtainable only as a *de luxe* and limited production for private patrons.

Blended with talc, mist-like in softness and lightness, Butterfly lends its name and appealing redolence to the wholly delightful Butterfly Talc. The tall, rich blue Butterfly can with its unusual elegance and beauty identify the original Babcock's Butterfly Talc. Your dealer can now supply Butterfly—at your pleasure.

BABCOCK'S BUTTERFLY TALC
 TWENTY FIVE CENTS

The A. P. BABCOCK COMPANY, NEW YORK CITY, TORONTO
 BUTTERFLY EXTRACT AND TOILET WATER—\$1.00 FACE POWDER—50¢
 Other Famous BABCOCK Fragrances—CORYLOPSIS—CUT ROSES—VIOLET ELICE

Franklin Simon & Co.

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HAND-MADE LINGERIE BLOUSES

For WOMEN and MISSES
 Made Expressly For FRANKLIN SIMON & CO.



It is their artful designing and clever originality combined with their exquisite needlework that makes French hand-made blouses so charming and irresistible. Always presenting some refreshingly new—some ingenious style note typically Parisian, they are marvels of beauty that make instant appeal to the woman of-discrimination.



- No. 21—BLOUSE of WHITE BATISTE, hand embroidered and adorned with real filet lace. 9.75
- No. 23—BLOUSE of WHITE FRENCH VOILE with real filet lace, hand embroidered. 29.50 Tax 1.45 Price 30.95 Including Federal Tax
- No. 25—BLOUSE of WHITE FRENCH VOILE, hand embroidered and-filet lace trimmed. 19.75 Tax .48 Price 20.23 Including Federal Tax
- No. 27—BLOUSE of WHITE FRENCH VOILE, hand emb'd and filet lace trimmed. 15.00
- No. 29—BLOUSE of WHITE BATISTE, hand embroidered organdie collar and cuffs. 11.50
- No. 31—BLOUSE of WHITE FRENCH VOILE with real filet lace, hand drawn and emb'd. 19.75 Tax .48 Price 20.23 Including Federal Tax

(Tax not effective until May 1st, 1919.)
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 Third Floor

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While in New York he stopped at the Belleclaire, saying that he remembered his up-state friends talking about the hotel that advertised Apple Pie and other good things to eat, and he also said that a man in his company in France had often expressed a desire for some Belleclaire good eating when hardtack and canned meat and weak coffee were being handed out to the boys.

It is a great thing to be able to do something to give a hotel a good name—and I confess that our advertising has helped us a lot in making the Belleclaire well known all over the world.

Incidentally our advertising is backed up by performance—delivering the things we advertise.

We are doing the same things for the Belleclaire Golf Country Club, Bayside, Long Island—our "ally"—by giving splendid service to the members of this already popular club

Robert D. Blackman, Proprietor.

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WEAR LA RESISTA corsets and keep your figure young. SPIRABONE stays placed at the hips combined with LA RESISTA designing achieve 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 the lines of "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
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 SPIRABONE is obtainable only in LA RESISTA. Look for the trade mark on every pair.
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