

Franklin Simon & Co.

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

LITTLE CHILDREN'S (1 to 6 years) COLD WEATHER COATS

With Hat and Leggings Matching in Fabric and Color



Model 113—BOYS' OR GIRLS' ALL-WOOL CHINCHILLA COAT, flannel lined; cinnamon brown, Oxford gray or navy blue 9.75

HAT to match 4.95

KNEE-LEGGINGS to match 4.95

Model 115—BOYS' OR GIRLS' NUTRIA FUR COLORED COAT of Sonnets cloth—a soft, warm, all wool fabric; brown, navy or king's blue, rust or gray 18.50

HAT to match 7.95

Drawn-LEGGINGS to match 9.75

Model 117—GIRLS' NUTRIA FUR TRIMMED COAT of a new Chinchilla cloth; brown, navy, China blue or tan 29.50

HAT to match 10.75

KNEE-LEGGINGS to match 7.50

All Lined and Warmly Interlined

Franklin Simon & Co.

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

COLORED CARACUL FUR COMBINED WITH NEW FASHONA VELVETY CLOTH FABRIC IN COATS

FOR MADAME



Worn by Mrs. Irene Castle

Model 119—COAT OF FASHONA FABRIC combined with colored caracul fur; brown with brown or beige, gray or navy blue with cinder gray, black with beige caracul fur. 145.00

WOMEN'S COAT SHOP—Fourth Floor



Worn by Miss Allyn King

Model 121—COAT OF FASHONA FABRIC combined with colored caracul fur; brown with beige or brown, gray with cinder gray, black with beige or cinder gray, navy blue with cinder gray caracul fur. 145.00



Worn by Miss Ann Andrews

Model 123—COAT OF FASHONA combined with colored caracul; brown with brown or beige, black with cinder gray or beige, navy blue with cinder gray or beige caracul fur. 135.00

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RALLY 'ROUND YOUR STANDARD

None SELF-REDUCING The Stout Woman's Corset

LADIES! The SELF-REDUCING corset has been endorsed by stout women for the past twenty five years because it—Reduces, Supports, and Lightens the figure as only SELF-REDUCING corsets can.

The Corset illustrated is SELF-REDUCING No. 620 \$5.00 21 other Models \$4.00-\$9.00

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MEHRE THAN A BRASSIERE 22 Models \$1.00-\$5.00

The CIRCLET is self-adjusting moulding the figure above the waist as the corset does below, thereby creating unbroken lines. This exclusive service can be secured only through its patented inventions.

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Simplest and smallest hearing device.

Awarded the Gold Medal at the Panama-Pacific Exposition.

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Maison Alex Hair Coloring Expert, 103 West 43d St., N. Y. Telephone Bryant 5556.



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With this remarkable range you can save gas because the enclosed top keeps heat from scattering into the room and retains it for cooking.

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Arms Legs Bust Double Chin by wearing Dr. Walter's reducing RUBBER GARMENTS

Bust Reducer, \$6.00. Chin Reducer, \$2.50. Anklets \$7 per pair. Extra high \$9.00.

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Dr. Jeanne A. C. Walter
353 Fifth Ave., N. Y. (Ent. 84th St., 8d Door E.)

There is constant danger in an oily skin



A certain amount of oil in your skin is necessary to keep it smooth and supple. But too much oil actually tends to promote an unhealthy condition. A skin that is too oily is constantly liable to infection from dust and dirt.

You can correct an oily skin by using each night the following simple treatment:

FIRST cleanse your skin by washing in the usual way with Woodbury's Facial Soap and lukewarm water. Wipe off the surplus moisture, but leave the face slightly damp.

Then, with warm water work up a heavy lather of Woodbury's Facial Soap in your hands.

Apply it to your face and rub it into the pores thoroughly—always with an upward and outward motion.

Rinse first with warm water, then with cold—the colder the better.

If possible, rub your face for thirty seconds with a piece of ice.

WOODBURY'S FACIAL SOAP

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