CUTTING DOWN THE GAS BILL-PLEASING A WOMAN-YOUR SUMMER SWEATER-CYNTHIA

MRS. WILSON EXPLAINS PROPER USE OF OVENS

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Adventures
With a Purse

HOW CAN MERE MAN TELL HOW TO PLEASE A WOMAN?


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Parasol Matches Vest


## Crepe de Chine Blouses



Yr ate Soothe Your Troubled Skin $\rightarrow 2$ With Cuticura


## Redfin Corset

A corset must be more than beautiful in appearance. It must lend beauty to yoursits lines must be correct. It must translate, as it were, your natural lines into those favored by Fashion.

## A Redfern Corset <br> is Beautiful and <br> Creates Beauty

Front Lace
Back Lace

1220-22-24 Walnut Street

## Sports

Suits
In styles that give vogue for smartness mobility. The fabrics-emphati-
coly serviceable. in-
claude wool claude wool and heather
Jersey, tweeds and fancy mixtures, in all
wanted shades
$\$ 29.50 \$ 35$ and $\$ 39.50$


## - LA.FRANCE:



La France! The very name spells smartness, charm, distinction.
But La France Shoes have not won Milady's approval simply because of their grace and beauty.
She knows that they are exceedingly comfortable, and that they will give her long and faithful service.

The new models for Spring cannot fail to please you. May we not fit you with a pair?

