

THIS IS THE WAIST

Chosen by us from all the fine samples of Net Waists shown this season, to give our mail order customers

The Utmost in Style and Value at a Reasonable Price

You will acknowledge that, to all appearances, it is a five dollar waist—in fact you don't often see such a beauty offered even for that price; but counting on a tremendous demand we've marked the price on this

FLORENCE WAIST
AT \$2.95

READ THIS DESCRIPTION AND THEN DECIDE

Whether or not you can let such a chance slip. This waist is made up in Ecrú Net only, lined pure Jap Silk, fancy yoke of heavy Guipure Lace, front elaborately embroidered, with linen ball trimming on edge of tucks, finished round front and collar with Silk Soutache Braid; the new Bishop sleeve with half inch tucking; tight cuffs with tucking and Soutache Braid.

Sizes, 32, 34, 36, 38, 40, 42.

When ordering ask for the "Florence" Waist, Price \$2.95

THE
ROBERT

SIMPSON
TORONTO

COMPANY
LIMITED