A DIAMOND in a poor setting loses a good part of its effectiveness. In the same ratio A WOMAN unbecomingly attired loses a great part of her charm and beauty that enables her to attract others men and women.

SPENCER APPAREL and headwear for women definitely expresses what the women of fashion are wearing in Paris and other style centres, and is at call for all those who would aid their personal charms with garments that you may depend on are correct and the latest effect of the hour.

EFFECTIVE TOILETS

