

W.B. Reduso.

**The Corset for
Stout Women!!**



FIRST SHIPMENT NOW ON VIEW

at
SMITH & CAUGHEY'S.

THE ADVANCED IDEA IN CORSETS.

A woman is as stout as she looks, but with a W.B. REDUSO corset, she need be no stouter than she desires. The REDUSO is the first corset to really help idealise the figure of over-fleshy women. In the REDUSO, scientific corset construction completely displaces the torturing, harness-like contrivances that have heretofore masqueraded as a "reducing type" of garment. Completely free of straps, over-taxed weight or unyielding stiffness, the "REDUSO" performs its remarkable work as simply and effectively as the other "W.B." models. It reduces the abdomen and hips from one to five inches without unduly confining the figure. Think of the comfort of moving about all day with perfect freedom—perfectly corseted and yet without feeling the constraint of stays. In a word, the REDUSO is the latest achievement of science and sense.

A visit to our corset department places you under no obligation to purchase, but we are sure you will be pleased with our new models.

SMITH & CAUGHEY, LTD.
AUCKLAND'S FASHION CENTRE, QUEEN STREET.

Beauty's Favourite

The article which excels all others in improving the beauty of the skin is naturally and deservedly beauty's favourite. This has been the acknowledged and honoured position held by Pears' Soap for nearly 120 years. It won, and has maintained that position by virtue of its complete purity, and by the possession of those special emollient properties which soften, refine and impart natural colour to the skin. No other soap possesses these qualities in such a pre-eminent degree as

PEARS

MATCHLESS FOR THE COMPLEXION.