Our Women's Regular Dresses Come in

Bust Measures... 34-36-38-40-42-44
Lengths... 42-43-43-45-45

BE SURE to give ACTUAL bust and hip measure over largest part.

THE TREND IS TOWARD FEMININITY

~'~

THE NEW FLECKED ALL WOOL FRENCH SPUN JERSEY

NEW COAT EFFECT

SMART and gloriously different. Circular cut skirt with gay polka dot insert peaking beneath inverted pleat. Moulded effect hip-yoke and normal waist line. You will adore the ruffled-in tapering lines of blouse with its polka dot vestee, side jabot, and deep "V" revers.

Women's and Misses Sizes—34 to 44 inches bust measure. State size.
31D6009—Navy Blue

THE NEW PEPLUM MAKES ITS BOW

TABOT... PEPLUM... and LACE... fashion highlights all combined in this delightful frock. Note the "feminine touch"—dainty ecru appliqued lace at neck and on jabot. Flared skirt with peplum all around. Our finest all silk flat crepe, beautifully styled and worthy of being your best frock.

Women's and Misses Sizes—34 to 44 inches bust measure. State size.
31D6036—Black
31D6037—French Beige

NORTHERN, pin tucks, notched lapels and surplice waist give the new tailored lines. Sten-derizing up and down pin tucks in the skirt yoke. Feather-weight jersey with dainty white flecks. Warm, delightfully smart, a revelation in value.

Misses' and Women's Sizes—34 to 44 inches bust measure. State size.
31D6045—Dark Green
31D6046—Medium
31D6046—Marron Glace
31D6047—Navy Blue

SEPARATE SLEEVES—ATTACHED SLIP

LONG-SLEEVED in the daytime... sleeveless at night! Fluttery feminine style. Soft lace collar edged with the fine all silk georgette of the dress. Shirring moulds the hips smartly. New peplum tier; graceful flared skirt; see slip to match.

Women's and Misses Sizes—34 to 44 inches bust measure. State size.
31D6048—Black
31D6049—French Beige

EVENING DRESS WITHOUT SLEEVES

SLEEVES AND SLIP INCLUDED

ALL SILK FLAT CREPE

$10.98 POSTPAID

ALL SILK GEORGETTE

$10.98 POSTPAID

...THIS IS THE THRIFT and STYLE BOOK OF A NATION...