The newest "party-times" are subtly "curve" revealing.

Alluring loveliness in the slim, charming sheath silhouette. The All Rayon Print is the new service weight sheer—drapes like softest Chiffon, yet has the close weave of fine silk. Crisp, rustling Celanese Taffeta lining the "sweet" ray-a-way shirred sleeves and gay bow. The long slender skirt falls in soft, full folds about the ankles. It's inexpensive, too. Size: 14-16.

Mixes Sizes: 14-16.

Bust Measures: 32-34-36-38 inches.

31 E 6029—Sammery Print on Light Ground $5.98

Sent direct from New York to you ... but you pay the postage only from our nearest Mail Order Store. Shipping Weight, 1 lb. 6 oz.

A captivating young frock that sparkles with charm from its tiered puff sleeves to the ankle swirling slim flaring, blue cut-away. A tie back neck gives the new "dipped" waistline. A new full finish, fine quality. All Rayon Camon Crepe is used. The glowing neck clip is of filigree stones. Size: 14-16.

Mixes Sizes: 14-16-18-20 years.

Bust Measures: 32-34-36-38 inches.

31 E 6028—Blue Lilac (Blue with Lavender cast). $4.98


31 E 6030—Ash Rose.

31 E 6031—National (Deep Brt.) Blue $4.98

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Watch out for dangerous curves—even you slim young thing! Nothing spoils the beauty of a smart dress like uncurbed curves! This two-way stretch seen-in does a grand job at smoothing you out, and giving you the molded lines you should have. It's soft, firm knit elastic, won't stretch with you when you bend; never "rides" out of place. No need, ever, to yank it down! Length, about 14 1/2 in. This is a nationally known quality that sells under another name at $3.00! Not Prepaid. Shipping Weight, 14 oz.

16 E 498—Teardrop color. Sizes to fit Waists 24, 26, 28, 29, 30, 31 and 32 inches. Give waist and hip measurements taken over dress.

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