Fashion's Highest Honors Go to These Adaptations of

THE VIONNET DRAPE

Featuring two of the season's "top" fashions: the lovely Vionnet draped bust line—and glorious two-tone color contrast! Inspired by a famous French designer, especially famous for her deftness in using materials to the body! This—-the darker color shade flows down from the neck—cresc endian to the bosom. Notice how the cloth is twirled and draped at the "midriff"—with one enormous glittering semicircular pin for dramatic contrast. All of it—-including the half-moss that buckles in the back and self covered buttons—is Deluxe Celanese Rayon Pebble Crepe! Looks every cent of twice its low price.

One of the most important dressses of this season! The Vionnet draped line does simply grand things to your figure; gives you that slim look about the waist and hips, with a delicately up-curving line about the bosom! Double your order. Delicate rayons, Rayon Crepe® Look every cent of twice its low price.

SHIPPING WEIGHT: 1 lb. 4 oz.

CHIC AND COOL!

Ultra-Smart Embroidered Rayon Marquisette—In the new dark background that is so popular for summer! Embroidered with white threads for contrast! Made crisp and full, with double organza collar (white underneath) and puff sleeves trimmed with organza. Raising Rayon Taffeta slip included—dark, of course, to match the dress! All this glory for the low price of only $3.98!

THEMEROS: 31 1/4-46-46-47
BUST: 32-34-36-38-40 inches
LENGTH: 45-46-46-47-47 inches
State bust measure and color.
Shipping weight, 1 lb. 6 oz.

RIC RAC TRIM IS NEW!

Look twice at this dress—for it's well on its way to being a big summer success! It features a dark color fabric "scripted" with white Ric Rac braid from top to bottom! Very new and very shtenderful! Fabric is the big summer hit, SUN-SHAN...the stunning spun rayon in stunning effect that washes so beautifully! Detachable cuffs, collar-and-lab of white Cotton Fille. Real value!

SIZES: 14-16-18-20-22
BUST: 32-34-36-38-40 inches
LENGTH: 45-46-46-47-47 inches
State bust measure and color.
Shipping weight, 1 lb. 4 oz.

These dresses sent direct from New York...you pay postage only from our nearest Mail Order House.

Numbers after color names refer to COLOR-GRAPH facing back pink index page.