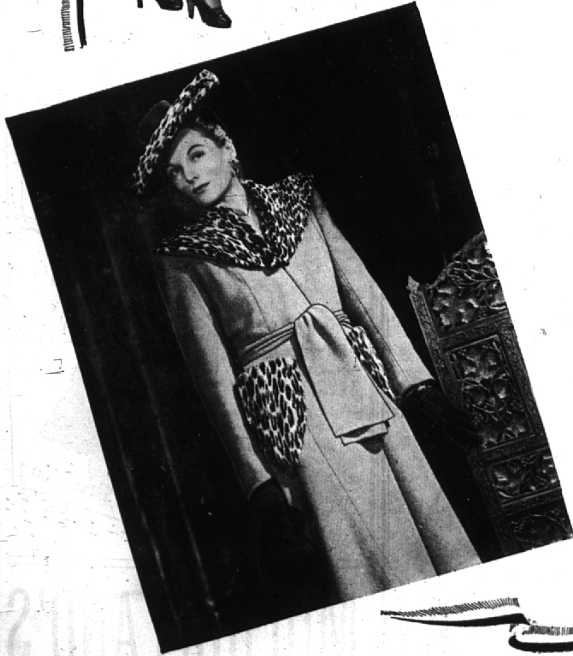


AMERICA

Dresses Up for Fall

The two most popular songs of the year . . . "God Bless America," and "I Am An American!" The most popular fashions of the season . . . American designed of American fabrics. Proudly we proclaim our loyalty, and proudly the American woman dresses the part for her new role of world fashion leadership. America dresses up for fall! Confident of our fashion future, we seek out clothes and home furnishings that are the products of our own designers, our own workrooms, our own materials. And because American methods of distribution have given us the world's highest standard of living, we turn to our great retail centers for all that is worth wearing and possessing. Join in the spirit of fashion freedom—while America dresses up for fall!

In these pages you will see and read about all that is new—in Fall fashions for woman, man, child, and the home. But you can do more—you can actually see the apparel and furnishings represented in these pages, when you visit the stores in our community which carry the newest, most satisfying merchandise our great nation produces. To you—the American consumer—is extended an invitation to visit these stores. For you they keep Open House.



Cost for an entrance (direct), above, a swirl of silver for framing the face and washing luxuriously at the neckline. Of brilliant colored wool, it is lavish in its use of precious Franks Silver Fox.

Costume suits are of first importance this fall—so Eisenberg does one center, middle row (in reverse), women with ripple collar of silk. Beneath the superbly fitted coat is a smart, simple dress of matching sheer wool.

(Gazing into the future, the slim-silhouetted lady (top left) is sure of her fashion, this is a full torso dress, designed by Charles Aronson, of Crown Texted rayon crepe. Its wide fullness is of new importance.

For the first afternoons of fall directly left—Harold Eisenberg interprets the new side-draped silhouette in tulle fabric, with pearl spray buttons and a colored satin knit for casual elegance.

The only broad silhouette and pocketed ensemble in one of fall's most daring dresses for town or country wear center (extreme left). It clothe Blue Maroon silk crepe—of laces to added height with wearing 1 1/2 Double hat.

For the lady with a hair for the different and dramatic is the Evening Original (lower, left) splashing small leopard on a costume suit of Fortmann woolen. Under/the coat—a matching dress.

All the mystery and movement of the 1941 night surround the crepe dinner dress (left, above). Harold Eisenberg draped it to cast a spell over American men. The draped skirt reveals the ankles.