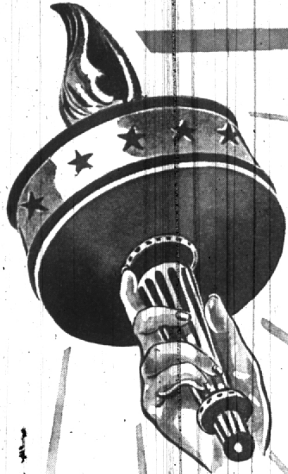


Fall Fashions

DESIGNED IN
MADE IN
TO WEAR IN
AMERICA



ELFIN SKULL CAP by Gladys & Belle, with an up-sweeping to frame pompous hair bangs.



THAT TWO PIECE LOOK in a molded-top tunic dress of Crown Tested rayon crepe.



CLASSIC STUDY in shagreen beaver with soft, rounded shoulders. By H. Ellstrom.



SILHOUETTE SLIMMING. Botany velvet coat, in glowing Flame colors.



SLIM WOOD ENSEMBLE for town with satinlike pink lapels. An Ellstrom creation.



FALL ENSEMBLE dramatized by B. G. E. Originals. Chinese smooth buttons and clip collar.



THE MOLDED TORSO in a tricolor, one-sleeve dress of Crown Tested rayon crepe.

VALIANt is the word for America's fashions this fall! Stout-hearted fabrics lend themselves to silhouette strategy. Color cheers men on to defense of femininity's precious importance. And so, in inspiring you to dress beautifully, Fashion makes its own fine effort in behalf of Victory.



SHOULDER IMPORTANCE. for a new tooth edged pleated dress in Botany Crepe, Flame color.