

Size yourself up in your **BARBIZON**

"Body-Contour" slip

and see what perfect fit can be!

Makes no difference whether you're slim as a reed or pleasantly plump... a wee bit of a person or tall and slender.

There's a Barbizon "Body-Contour" slip that will fit you perfectly!

That's because these new Barbizons are designed on a revolutionary new principle which judges your slip size by your contour in relation to your height. For body contours vary with various figure heights.

Style sketched is the **NEW VOGUE** "Body-Contour" slip which comes in 4 different types and a correct size for your height and contours.

**\$2** Limit one to a customer.



**MISS**  
For the Average Slender



**LITTLE MISS**  
For the Petite Short

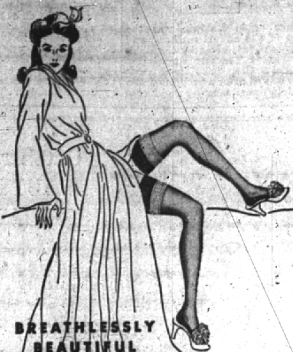


**LADY**  
For the Tall Large



**LITTLE LADY**  
For the Short Plump

Popular shades of Barbizon-slip rayon satin



**BREATHLESSLY BEAUTIFUL**  
Archer's Neline Rayons for the glamour guard...

Archer's 50 denier Neline is a sheer tho practical rayon. Glamour girls from coast to coast endorse this stocking as their favorite. So sheer the touch thrills. You'll love the tiny seams and the finer fabric of these deluxe rayons.



Limit 1 pair to a customer



lifts any bustline correctly and fashionably

Like magic your bustline is transformed into curves alluring... by a Life Bra that gives you that custom-made look of smoothness. It lifts, molds, corrects, holds. Come in today and be expertly fitted.

Life-Bra TAILORED-TO-FIT BY FORMFIT

The new RB Shop will feature a large selection of all types of foundation garments when available.

**RB SHOPS**  
Smart Feminine Apparel

# Grand Opening

**RB SHOPS OPEN FRIDAY, OCT. 12**

WITH A COMPLETE NEW STOCK OF

## Future Fashions

We are very happy to announce to our many friends in Birmingham that our new store at 142 West Maple is open for business. While some work still remains to be done on the exterior, the interior of the store is ready and we are anxious to have you inspect the new furnishings at your earliest convenience. All of our salesladies are back under the capable leadership of Mrs. Rose Buck, and you will receive the same courteous attention we were happy to give in the past. We went to great expense to provide Birmingham with a beautiful store filled with quality merchandise. We sincerely hope our efforts please you.



As Featured in **VOGUE**

Tailored by **ETTA GAYNES** in an **ANGLO** fabric of 100% imported virgin wool and effectively spiced with rich velvet detail. Quality rayon lined with **EARL-GLO**. In black

ONLY **\$38**



**Battle Jackets**  
**\$5.95**

100% all wool drawstring jacket—very cozy and very smart. Sizes 24 to 30 in 10 to 18 in several colors...

**Loads of new BLOUSES**

We know you will be pleased with our large selection of frilly and tailored blouses in rayon jersey and crepe. Ask about the white **NYLON** blouse with long sleeves and jewel neckline—at \$3.50.



**DRAPE SKIRT**  
**\$5**

Here is the popular wraparound drape skirt. Sizes 24 to 30 in black rayon crepe.



as featured in **VOGUE**

**M<sup>rs</sup> KETTRICK**  
Classics

**\$8.95**

Three pretty pluses, all in one dress. Those new deep-draped armholes... sweet side-draping skirt... smart contrast colors upstares and down. All added attractions. All wonderful scenery for fall! In Zanda crepe, a link rayon fabric by Hoyman.

**RB SHOPS**  
Smart Feminine Apparel  
142 West Maple