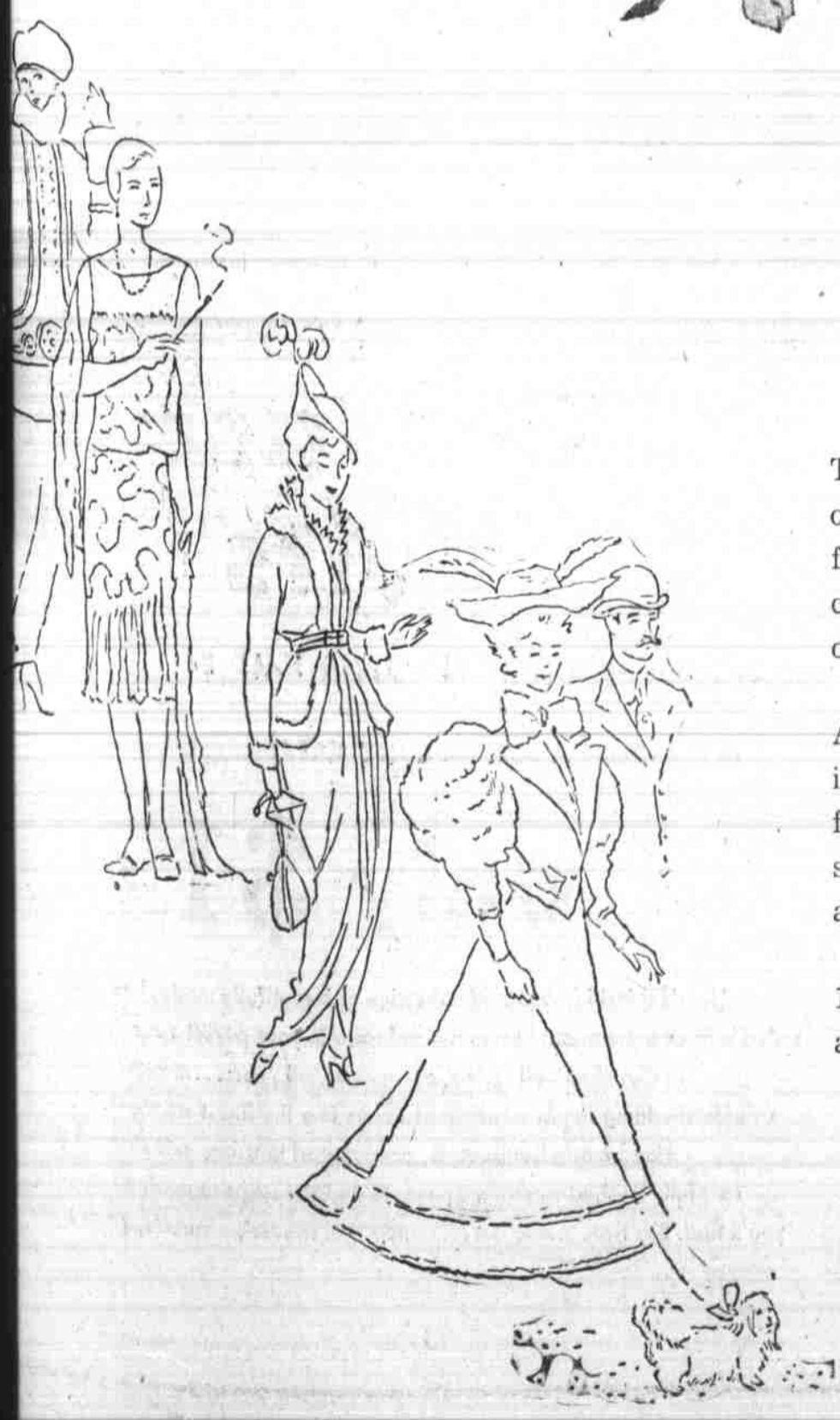




Spring 1950



The time is Spring 1950! When better than this year, the pivotal year of our Century, to offer fashions that reflect your pace of living? Slim and effortless lines . . . waistline and bustline, eased but not pronounced . . . charming effects achieved in unusual combinations of fabrics, new and old . . . exciting ventures into the wondrous field of color and print.

A return to the 20's you say? Yes, the resemblance in fashions is striking. But more than that, fashions in 1950 are a conscious expression of the functional and flattering. Like never before — 1950 modes constantly stress the versatility of the garment that takes a jacket . . . adds a collar and can be worn with a perfect flair for everything you do!

1950 fashions adapt themselves to the requirements of the day. They are a happy result of the pattern you have set for mid-century living.

