

Wembley - it's not just for Christmas
 when this wonderful neckwear comes!



Priestley's
NOR-EAST
NON-CRUSH

Oh, Lady Santa Claus!
 Feast Your Eyes on Wembley Ties

MADE AT

Priestley's
NOR-EAST
NON-CRUSH
MADE IN U.S.A.

Send to Santa Claus about Christmas Eve...
 It's a "wish" to receive "Wembley"
 The most solid, softest wearing.

There's not one other necktie in the world made with
 this combination! Wembley NOR-EAST Ties have
 the softness of wool blends, yet have the strength
 and durability of linen.



For Jonathan the Hero

Give Jonathan the Hero a
 gift that says you're a Wembley
 fan. The "Hero" Necktie is
 the perfect gift.



For Jonathan II

Send the "Hero" Necktie
 to Jonathan II. It's the perfect
 gift for the hero who's
 always there for you.



For Jonathan III

The "Hero" Necktie is the
 perfect gift for Jonathan III.
 It's the perfect gift for the
 hero who's always there
 for you.

All better ideas from coast-to-coast

Wembley

CHAVATS

OF *Priestley's* NOR-EAST NON-CRUSH



LOOK FOR THE
NOR-EAST
LABEL

WEMBLEY, INC. - NEW ORLEANS, LA. - NEW YORK

WEMBLEY, INC. - NEW ORLEANS - NEW YORK



Spotted AT THE FILM CAPITAL'S FAVORITE HAUNTS!

Spotted AT THE FILM CAPITAL'S FAVORITE HAUNTS!

Authentic Style Ideas

were by America's topflight motion picture stars
... that have inspired a completely new line
of thought in the designing of men's clothes

That exciting living scene by the water
lapped over me every night, and I was
in a new world of style. I was in a new
world of style. I was in a new world of
style. I was in a new world of style.

In other words, these new ideas were
inspired by the knowledge that it is only
one way to create a new style. It is only
one way to create a new style. It is only
one way to create a new style.

In the motion picture, Hart Schaffner &
Marx designers have been looking more and
more to the film capital's favorite haunts for
new style ideas.

Meeting with these famous stars at
the Capitol, the Hart Schaffner & Marx
designers were inspired by the living
scene by the water which is the most
exciting and colorful and beautiful
scene which we have seen in the
motion picture world.

*Four Star
Fashions*

HART SCHAFFNER & MARX

HART SCHAFFNER & MARX



Hail the straws and stripes!



BE GAY, TOO, WITH THE HATS
ON YOUR HEADS. THIS IS STETSON'S
"HAWAIIAN" - IT'S FULL STRAW,
ITS SLIGHTLY TIPPED BRIM,
ITS ELEGANT FINISH,
AND PRECISELY MADE THE SOURCE.



GAY STRIPES AND LIGHT STRAWS ARE THE NEWS. CHOOSE ONE OF
STETSON'S COLORFUL, NEW BROAD BANDS. WEAR IT ON STETSON'S SELF-
COMMITMENT "HAWAIIAN" STRAW ABOVE. IT'S "RIGHTLY COOLER INSIDE"
THE NEAREST SCENT. CLOSERLY BOWEN HATS LET THE BRIGADES THROUGH.



STETSON IS THE NEW KEY TO
GROWING INVESTMENT. LET YOUR SOURCE
BE SELF-CONFIDENT, RESTAURANT, EASY
AS A KNIFE, AND SHOW YOUR COLOR
- OF COLOR, OR CLUB - ON THE HAT.
STETSON HATS. THE "HAWAIIAN" HAT.

● Try on these hats. Ask to see the other equally smart hat styles that your dealer has in stock. You will find them just as excellent in quality as they are advanced in style. Stetson hats, the product of generations of hat-making experience, are formed through-out from superior brims and bodies. The best of hand-workmanship goes into every step of their manufacture. Which means that a Stetson will keep its fashion lines far longer than ordinary hats. John B. Stetson Company, Philadelphia, New York, London, Paris.

STETSON HATS

Special Feature Shows 22

Standard Feature Shows 40

Stetson Feature Shows 27





This Label Means Wear



Our Best! 5 Long Wearing Washable Fabrics
CHOICE
88¢
Each



Three Sturdy FABRICS

Our BIG Special

79¢
Hickory Stripe, Blue Denim or Two-Oxen Chambray

A PLAY Suit that is a whole garment in itself. Let your youngster wear this sturdy suit for knockabout play, and save his other clothes for dress wear. Every seam is triple-stitched to withstand the strains of small-boy play. Pockets provide space for usual collection of nails and marbles. Drop seat. Buttons front. **SIZES: 2 to 8 years. State age-size. We Pay Postage.** **42 G 5922—Blue denim 79¢**
42 G 5947—Two-oxen chambray 79¢
42 G 5974—Blue and white hickory stripe 79¢



69¢
An outstanding trim! Materials—here's a world of protection and wear for the money. A complete garment. All-wool or cotton weight cotton fabric in stripes or checks. Full-sized. Friendly attached knee button front drop seat. **SIZES: 2 to 8 years. State age-size. We Pay Postage.** **42 G 5986—Blue and white hickory stripe 69¢**
42 G 5984—Blue and white 69¢
42 G 5928—Blue and white stripe Victory Cloth 69¢
SIZES: 7 to 12 years. **42 G 5927—Blue and white stripe Victory Cloth 79¢**

Double Knees Double Seat
A real bargain this sturdy Kiddies' Play Suit. Soft finish Silver Chisel cutting or Pin Stripe. Cloth with dark blue trim. Knee-proof pocket buttons, triple stitched seams. Drop seat. **SIZES: 2 to 8 yrs. State age-size. Postpaid.**
42 G 5921—Blue and white pin stripes 88¢
42 G 5924—Silver Chisel blue and gray stripes 88¢

Pioneer Jrs. Two Denims
Tough, slowly worn materials go into Pioneer Jr. Play Suits. All seams triple stitched. Closed-top. Bright nickel run-proof buttons. **SIZES: 2 to 8 years. State age-size. Postpaid.**
42 G 5991—2-45 heavy blue denim 88¢
42 G 5992—Blue and black genuine Morocco striped denim 88¢

Strongly Sewed Double Knees
Full sized Kiddies' Play Suits with rip-proof seams. All points reinforced. Rip-proof nickel buttons. Drop seat. Very low cost. **SIZES: 2 to 8 years. State age-size. Postpaid.**
42 G 5972—Blue and white striped hickory 88¢
SIZES: 9 to 12 years. **42 G 5973—Blue and white striped hickory 98¢**

Low Priced Economy Overall 49¢
Full cut, sturdily stitched garment. Solid stripes or blue denim and light denim. **SIZES: 2 to 8 yrs. State age-size. Postpaid.**
42 G 5968—Cottonate striped blue and white 49¢
42 G 5969—Plain blue denim 49¢

Double Seat and Knees 85¢
Plenty of wear for active boys. Sturdy quality blue denim over fine woven tan khaki trim. A genuine buckle. Flat front. Knee-proof drop seat. Triple stitched. Full cut. Double thickness of material at seat and knees. **SIZES: 2 to 8 years. State age-size. We Pay Postage.**
42 G 5918—Blue denim 85¢
42 G 5919—Tan khaki trim 85¢

Give Him A Young America Play Suit

FRUIT-OF-THE-LOOM Wash Suits

Sold by Mail Only by Ward's, With Label in Suits **\$1.00** Each
State Second and Third Choice
SIZES: 2 to 8 years. State age-size. We Pay Postage.
40 G 3704—Blue, white and gray stripes, long-sleeved, long pants, double-breasted, buttoned, each \$1.00

Stop! I Am the Law! \$2.39
What little boy doesn't like to play policeman? Let your boy play the greatest game with excitement and fun. Long pants.

Be a Real Aviator \$3.69
A smart, strongly made Aviator Play Suit that will delight any boy and make him feel "just like a real aviator." Fine quality durable khaki trim. Neatly tailored, well-fitted, breezy, comfortable.

\$2.39 Let's Play Wild West
Your boy will get loads of fun from this Wild West Suit. The fancy trim, strong khaki pants, sturdy gladstone shirt will stand rough wear included in this outfit.

The Big Chief \$1.65
Bright trimmings feature this good weight tan khaki Indian Chief. Hand-drawn bar-tender high collar features. The fit suit is of light weight khaki. **Postpaid.**
EVEN SIZES, 4 to 18 years. Two each.

\$3.25 Ride 'Em Cowboy Just Off the Ranch
A new Cowboy Outfit sold by mail only by Ward's. Sure to please every real boy. Tame made of extra heavy khaki, with bright printed trimmings. Heavy, flannel-lined, weather-fringed.

\$1.39 7-Piece Cowboy Suit
For only \$1.39 you get a Cowboy Suit that will please your boy and help keep his better clothes for dress wear. Long pants of durable khaki flannel-lined with weather-fringed.

Whoop! Every Boy Wants This Tom Mix Suit \$3.75
Genuine Tom Mix Cowboy Outfit. Just what every boy wants when he plays Wild West on his range. Outfit is woven khaki trim, with color of various leathers. Fast-color printed decorations on the imitation leather chest plates and chaps. Trimmings: Wood-belt, fringed, Junior hat; leather, tan and white.

"RUNNING IMPROVES
MY FIGURE?—
SILLY, IT'S JUST
MY JANTZEN!"



● Presenting the new Jantzen Glamour Fabrics
VELVA-LURE ⇄ **SUEDE-SHEEN**
SATIN-KNITS ⇄ **KNIT-IN PRINTS**

the most radiant stars of summer's bright stage. Their creation is unquestionably the outstanding swim suit news of the year. They are new, amazingly new. They were developed by Jantzen exclusively and are made only by Jantzen.

Gorgeous textures have been developed in these luxurious Glamour Fabrics. Velva-Lure and Suede-Sheen are soft, gleaming, velvety; Satin-Knits are rich, radiant, lustrous; Knit-in-Prints, of vibrant color and gaiety. *The miracle of*

Lastex yarn has been added for just the right amount of two-way stretch that holds the body in youthful sculptured lines. These astonishing tailored Jantzens with Positive Uplift give a new meaning to figure-control in a swim suit for women and set a new standard of trim athletic appearance for men. In the water and out they fit with wrinkle-defying perfection. See these new Jantzen Glamour Swim Suits at your

favorite shop or store. Note their rich sheen and beauty of texture. *Feel* their appealing softness. Test their amazing elasticity. Jantzen Knitting Mills, Portland, Oregon; Vancouver, Canada; Sydney, Australia; London, England.

Left: The ZIP-46, a sparkling new Jantzen half-skirt model tailored in gorgeous "Velva-Lure", \$7.95. Skirtless model in "Satin-Knit", \$5.95. Other Jantzen models, \$4.95 to \$7.95.

Right: Tops in design, tailoring, fit and fabric is the new **STREAMLINER** in Suede-Sheen, luxuriously soft and rich, \$4.95. Other Jantzen trunks \$2.95 to \$4.95.

Jantzen
MOLDED-FIT SWIM SUITS

JANTZEN KNITTING MILLS, Dept. 301, Portland, Oregon

Send me style folder in colors, containing over 100 models. Women's Men's

Name _____

Street _____

City _____

THE GREATEST FLORSHEIM VALUE
IN 47 YEARS



Florsheim IS THE WORD
FOR THE Last Word IN VALUE!

Through all the years that the Florsheim name has been famed for the finest, never before has it meant so much for your money. For today's Florsheims are the finest ever fashioned. In fit and finish . . . in craftsmanship and comfort . . . in stamina and style, these new Florsheims bring you close to half a century of major improvements in methods and materials . . . five decades of development in structure and design . . . an extra dividend in quality for which you pay no premium in price! *Styles illustrated above, The DEARBORN, S-860, \$10; and The ECLIPSE, S-851, \$8.75.*

\$8.75
SOME HIGHER

THE
Florsheim
SHOE

The Florsheim Shoe Company · Manufacturers · Chicago
Makers of Fine Shoes for Men and Women

... the world
of tomorrow!

At the *modern* Rogers Peet
...tomorrow's fashions *today!*
Suits of the world's finest
fabrics—our own exclusive
importation of Britain's best
—tailored by hand in our own
workrooms.

*A size for every build with
"perfect fitting" in the style
of the modern Rogers Peet.*

*Rogers Peet
Company*

NEW YORK—BOSTON



**Rogers Peet Clothes are featured from
coast to coast by quality stores**





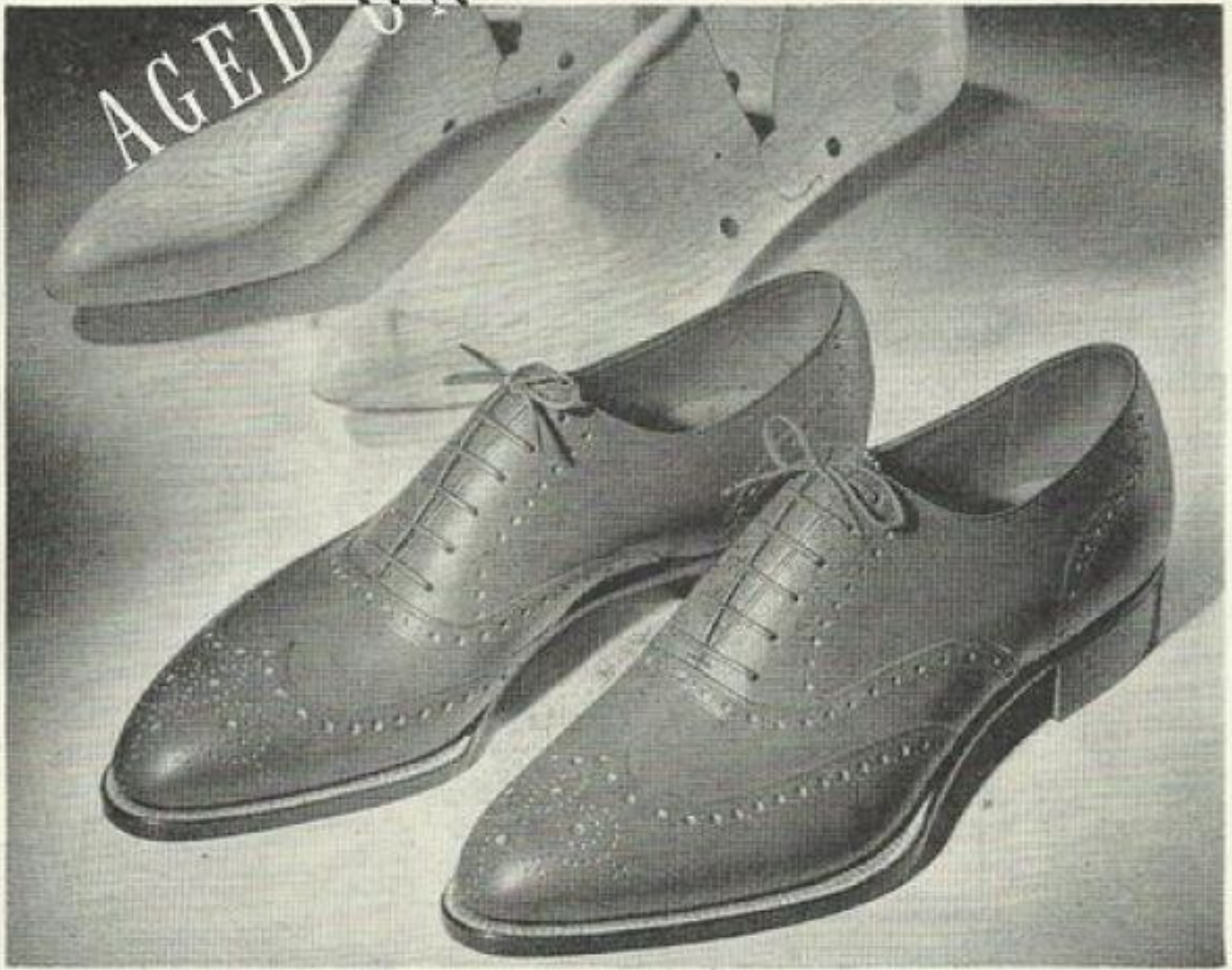
*The Town Suit Fashion interpreted by Henri Bendel . . . the blouse, velveteen;
the jacket with deep hood of sable-dyed squirrel. In our Immediate Wear Salon, \$185*

The yard-long muff of sable-dyed squirrel, \$85

Henri
Bendel
10 WEST 57
NEW YORK



AGED ON THE WOOD



*Florsheims Fit
from the First to the Finish*

Florsheim Shoes hold off old age by holding their fit to the end of their days. They age less in the wearing because they are *aged on wood* in the making. Moulded to exclusive foot-shaped wooden forms, and kept on these "lasts" for days, Florsheims fit themselves to fit your feet . . . to keep their good looks and good fit for life. And to a Florsheim Shoe life is a long, long time. Traditional Florsheim quality gives you the extra wear of a second pair . . . puts you miles ahead in service at a lower cost per mile. So step up your satisfaction by stepping into Florsheims . . . the largest-selling fine shoes in the world. *Style illustrated above, The REGENT, S-555, in brown Russia calf; a wing tip model with all the fine details of a custom brogue; also in black, S-554.*

\$10 *Most Styles*

The

FLORSHEIM

Shoe

The Florsheim Shoe Company · Manufacturers · Chicago



Arch-Curve fitting

WINS IN A WALK!

The feminine vote goes to the *better* way of fitting shoes . . . *Arch-Curve fitting*.

In Selby Arch Preserver shoes an exclusive feature gives you correct fitting at this vital point . . . your individual Arch-Curve . . . whether high, medium, or low. Exclusive, too, is the comforting support of the light, invisible arch bridge, the scientific metatarsal maintainer, and the barefoot ease of the flat innersole.

You'll get a new thrill from walking in the smart *Slenderized* styles, quality-

"They're So Easy to Wear"

crafted for long wear and shapeliness. But remember, if it doesn't bear the Arch Preserver trade-mark, it isn't an Arch Preserver Shoe for women.

Selby

ARCH PRESERVER SHOES

\$950 to \$1350 Prices slightly higher west of the Rockies



THE SELBY SHOE COMPANY, Portsmouth, Ohio. *Makers of Arch Preserver Shoes for Women*
In Canada, SELBY SHOES LTD., MONTREAL. In England, MANFIELD & SONS LTD., NORTHAMPTON.
In Australia, SELBY SHOES LTD., SYDNEY. FOR MISSES AND CHILDREN, GREEN SHOE CO., BOSTON,
MASS. BOUDOIR SLIPPERS BY TUPPER, INC., NEW YORK. FOR MEN, E. T. WRIGHT & CO., ROCKLAND, MASS.

November 1936 Good Housekeeping



IT'S TRUE *Says* **RAY MILLAND**
 Now Appearing in "Her Jungle Love" A Paramount Picture

**"Nunn-Bush Shoes
 Do Stay New Look-
 ing Months Longer"**

It's Because They're Ankle-Fashioned, Mr. Milland
 . . . That Makes Them **HOLD THEIR SHAPE**



All too often, show-window smartness vanishes when shoes go on your feet. There can be no real smartness with gaping and bulging ankle lines or rubbing at the heels. To avoid this fault, men who insist on perfection in every detail of dress are switching by thousands to Nunn-Bush Shoes . . . They find that ankle fashioning, which assures perfect ankle fit, also means far better *all-over* fit. The stresses and strains of foot movements are so evenly distributed that these shoes keep their original smart lines . . . actually stay new looking, months longer. . . . If you want the last word in smart styling, durability of materials and masterful craftsmanship, you too, like Mr. Milland, will select Nunn-Bush Ankle Fashioned Oxfords. Your local Nunn-Bush merchant will be glad to show you Nunn-Bush shoes and explain their many advantages.



See
**MR. MILLAND'S
 Style Selections
 for Summer**

Nunn-Bush merchants throughout the country are now displaying duplicates of the summer styles selected by Mr. Milland for his own wardrobe. You are cordially invited to attend the special showing in your community.



**THE 3-POINT SEAL
 Is Your Assurance of Perfect Fit**



This symbol branded inside your shoes means they fit better, feel better, look better longer. It is the identifying mark of Ankle Fashioning found only in

**NEW LOW PRICES
 \$785 to \$1150
 A FEW HIGHER**

Nunn-Bush
Ankle fashioned Oxfords

NUNN-BUSH SHOE COMPANY • MILWAUKEE • NEW YORK • SAN FRANCISCO

WHEN THE
KETCHUP BOTTLE
CLOGS

look out



Ditto!... WHEN TAR CLOGS OIL DUCTS

The risks some people run! Nice new car, sweet new motor—and any old oil in the crankcase! Well, if you didn't know it before, this is telling you... you can have a crankcase full of oil and still be heading straight for trouble. Oil ducts clogged by tarry impurities—bearings starved by scanty lubrication.

Why not ask for—and know that you are getting—an oil that is Tarfree? There is such an oil now—the New Havoline, refined by the exclusive, patented Furfural Solvent Process—flushed clean of sludge-forming residues. It is Waxfree too—a 100% paraffin-base oil—smoother-operating; more economical to use.

All Texaco Stations and most good dealers have the New Havoline. Refinery-sealed for your protection.

INDIAN REFINING COMPANY, INDIANAPOLIS
Affiliated with The Texas Company



"LOOK HERE," says the man who knows motors. "See this tiny oil duct, no wider than a pinhole—easily clogged by tar. My advice is, use a Tarfree oil—the New Havoline. Then you know you're getting lubrication."



TAR WON'T FLOW THROUGH A PINHOLE—HAVOLINE IS TARFREE



Hips $3\frac{1}{2}$ inches less in her Spencer



The instant this young woman donned her Spencer, the Spencer Corsetiere found her hip measurement was $3\frac{1}{2}$ inches less!

THE moment you begin wearing a Spencer, old Mother Nature begins her beneficent work of restoring your figure to natural graceful lines. For your Spencer is scientifically designed to assist Nature in slimming away excess flesh, straightening bulges and changing fatigue posture into confidence and poise.

Your figure is changing and renewing itself every moment of your life. Have a Spencer corset and bandeau designed to guide that change into youthful beauty.

Your Spencer will effectively correct any figure fault because it will be *designed, cut and made exclusively* for you, and for you

alone. Spencers are lighter and more flexible than ordinary corsets yet they eliminate all unlovely bulges. Prices depend on materials selected. A wide range to suit every purse.

Send for interesting free booklet "What Figure Fault is Yours?"

Look in your telephone book under "Spencer Corsetiere" or send us the coupon below for booklet, and a free analysis of your figure. This will not obligate you in any way.

Have a figure analysis — free

Have you ever had a trained Spencer Corsetiere make a study of your figure? At any time most convenient for you an intelligent woman, trained in the Spencer designer's methods of figure analysis, will call at your home. Do not delay. A study of your figure will cost you nothing. Stop experimenting. Act today to protect and improve your figure lines.

If some special figure fault troubles you, check it on the figure at right.



Anne Spencer,
Spencer Corset Co., Inc.,
139 Derby Avenue,
New Haven, Connecticut.
Canada: Rock Island, Quebec.
Great Britain: 96 Regent St., W. I., London.

October, 1935

© 1935, Spencer Corset Co., Inc.

Name _____

Address _____

Do You Want to Make Money?

If you are a business woman, or would like to be one, let us train you to become a Spencer Corsetiere. Check here . . .

SPENCER *INDIVIDUALLY DESIGNED* **CORSETS**



MRS. O'BRIEN'S sports outfit is good for another season's wear. It was washed all last summer in Chipso.

MARY'S broadcloth dress that looks so new and smart is a year old and has had many a Chipso washing.

BELIEVE IT or not, Clara's bright little Chipso-washed frock is a year old!

NO DARNs in Elizabeth Anne's year-old dirty dress! No loss of color! Chipso has washed it always.

THE DOLLS' names are Gloria, Barbara and Patsy. Their clothes are washed in Chipso, too!

UNRETOUCHED PHOTOGRAPH IN NATURAL COLORS TAKEN IN THE HOME OF MRS. GEORGE J. O'BRIEN, PROVIDENCE, R. I.

"Our clothes look new for more than one season's wear . . . thanks to Chipso"

says young mother of three happy little girls

Mrs. George J. O'Brien looks too carefree to know about the actual work of housekeeping. "But I do," she assured us. "I do my own housework and all the children's washing, besides washing my own housedresses and underwear and good linens. "I use CHIPSO for everything. It makes washing easy because it soaks the children's dirtiest clothes clean. I don't have to wear them out with rubbing. And Chipso leaves colors bright and fresh. Our clothes look new for more than one season's wear. "I used to think I could not use my general

laundry soap for things like the children's knitted sweaters, but I found that Chipso leaves woolsens beautifully soft. "Chipso is fine for dishes and cleaning, too. It doesn't coarsen my hands or make them sore. A soap that is so safe for the skin is bound to be all right for nice fabrics, I think, even if it is such a practical soap for getting dirt out in a hurry." Chipso is not adulterated with harsh, "dirt-cutting" ingredients. It cleans with richer, thicker SUDS. Dirt cannot withstand its penetrating SOAPINESS, but colors, and even delicate silks and woolsens are safe in it. Get Chipso from your grocer before another washday goes by. The low cost of this big package of concentrated rich SAFE soap makes Chipso the best soap value on the market today.



Chipso makes clothes wear—longer

\$1.88^H

\$2.29^K

\$1.00^M



GRAY AND PATENT OR ALL-WHITE

\$1.19^G



F



FINEST QUALITY for the Money!

F Value too big for words! High-styled, stunningly cut-out models - - - Good Quality footwear - - - for a price that's lower than low! Made of Arrabuk, a chic, sturdy, suede-like shoe-fabric, with an extra good quality leather sole, and voguish, sensible 1 3/4-inch heel. **SIZES**-2 1/2 to 8; wide widths. State color, size, all numbers in your shoe. Price **89c**. Shpg. wt. 1 lb. 2 ozs. **3 J 909-BLUE 3 J 910-RED 3 J 908-WHITE**

G Style-stars that will shd bright in 1938! Drama really low in price! Good Quality, cool sandals, artful and almost entirely composed straps! Of Extra Good Quality patent leather. Extra good leather sole, 2-in. h. **SIZES**-2 1/2 to 8; wide widths. State color, size, all numbers in your shoe. **\$1.1**. Shpg. wt. 1 lb. **3 J 883-RED 3 J 884-BL 3 J 882-WHITE 3 J 885-BLACK**

89c
Choice

H Heart's desire of the fashion-loving! - - - this newest "Wish-bone" sandal! Adorable, open-toe, Good Quality model, priced low! Made of the leathers below, with an extra good quality leather sole, 2 1/4-in. spike heel. **SIZES**-3 to 9; wide widths. State color, size, numbers in your shoe. Price **\$1.88**. Shpg. wt. 1 lb. 2 ozs. **3 J 783-MULTI-COLOR SUEDE 3 J 784-BEIGE OMBRE SUEDE 3 J 785-WHITE PATENT**

K One of the smartest shoes on earth! Darling to strap models with open-quarters and cutouts. Extra Good, including their leather sole! 1 3/4-inch heel. Burgundy leather! **SIZES**-2 1/2 to 8; wide widths. State color, size, nos. printed in your shoe. **\$2.2**. Shpg. wt. 1 lb. 2 ozs. **3 J 1062-GRAY SUEDE LEATH WITH BLACK PATENT LEATH 3 J 1063-ALL-WHITE SUCK-EFFECT LEATHER**

L An attention-gripping low price for such style-alert, Good Quality slippers! Cleverly cut out and saw-edged-trimmed front-strap models of Arrabuk, a sturdy, suede-like shoe-fabric. Extra good quality leather sole! 1 3/4-inch heels. De luxe value! Buy two pairs! **SIZES**-2 1/2 to 8; wide widths. State color, size, numbers printed in your shoe. **89c**. Shpg. wt. 1 lb. **3 J 826-MULTI-COLOR**

M Nothing newer! Nothing more decorative has ever touched your foot! A Good Quality, elaborately cutout mod of chic Rough Leather, with spearhead bands of shiny patent leather! Extra good leather sole! 1 3/4-inch heel. A-1 value! **SIZES**-2 1/2 to 8; wide widths. State color, size, and numbers in your shoe. **\$1.9**. Shpg. wt. 1 lb. 2 ozs. **3 J 826-MULTI-COLOR**





Sports suit of "My Blue."
 Blouse of peasant linen—
 hand-blocked in tricolor motifs
 Special silks from Mullin
 Shoes from Delman
 Hat from Bergdorf Goodman
 Model Executed by Laura Willis

HALL PHOTO

MISS
 BRADY

The Truth About Long Skirts

AMERICAN WOMAN rebels at any unnecessary restrictions—at any style that is not intelligent or usable. She follows the dictates of Paris with whole-heartedness, but it is *she* after all (the American Woman) who leavens the *furore* of a new style. From the enormous collections she chooses perhaps the simple middy tweed or woolen crêpe bolers model of Chanel for the day. The coat of the year from Paquin—etc.

With great dexterity of selection she chooses the model most suited to her environs. Her activity must not be hampered. She will not accept difficult day clothes. But in the choice of her evening clothes—she is a lost soul, and beauty is extravagantly rampant. Who would possibly resist Callot—Lanvin—Vionnet—Louschoulong—*and* the puff sleeves and Mid-Victorian effect of Extreme Dana!

To be really smart today is to be elegant. Merely looking pretty is too... never she attempts must be... rides, she is severe and "jazz" as up... later week-ends in the country—rather... Florida or Havana, the brilliant jungle... the farthest stretch of imagination that a textile designer like

Announcing . . . THE NEW

Odette

SHOES

THE PERFECT COMBINATION
BEAUTY · POISE · CHARM



FOR BEAUTY

Miss Lucille Ball, star of the RKO Radio picture, "Panama Lady"—"Odettes are my favorites. They're beauties. High style—fine materials—and that perfect fit which is the essence of smartness."

Lucille Ball



RAY



JOANNE



FOR CHARM

Mrs. Ruth M. M. Betts, well known New York writer—"The woman in business must have shoes that are both smart and useful. That's why I pick Odettes. You look right and feel right in them."

Ruth M. M. Betts



PATRICE



LILA



WALKER



HURSE'S OXFORD



FOR POISE

Miss Dorothy Mack, U.S. Marine, successful graduate nurse—"You can't be calm and cheerful in a sick room when your feet hurt. Odettes keep me as my best—they're so wonderfully comfortable."

Dorothy Mack R.N.

Already women all over the country are discovering that Odettes are the perfect combination of beauty, poise and charm.

Beautiful in styling. Perfect in fit. Modern lasts and measurements—for modern feet. Tailored types and dressy. All with the flexible forepart. Many have the arch supporting feature that gives ease without pressure. For name of nearby store which carries Odette Shoes, write BROWN SHOE COMPANY, ST. LOUIS.

\$4.00
Some styles slightly higher



The **FLORSHEIM**
Shoe Today's new low price

nothing
changed
but the
price!

covers the same fine styles, fine leathers, skilled workmanship as
always . . . no tampering with the high standards that have
given The Florsheim Shoe its reputation. More per dollar than
ever. *The shoe For The Man Who Cares* . . . STYLE M-428

MOSSANT



THE GREATEST FLORSHEIM VALUES
IN 47 YEARS



Each Year A BETTER SHOE...
EACH SHOE A Better Value

"Best in the field" has never meant "good enough" to Florsheim. Instead, for 47 years we've aimed constantly to build each year a better shoe, each shoe a better value. And the Florsheim Shoe of 1939 peaks nearly a half-century pyramid of progressively finer Florsheims. Florsheim shoes are pace-setters in style, champions in comfort, give miracles in mileage. You get more satisfaction when you wear Florsheims . . . and more for your money when you buy them! Illustrated, The ECLIPSE, S-852, \$8.75; The EMBASSY, S-861, \$10; The GARFIELD, S-848, \$8.75.

\$8.75
SOME HIGHER

THE
Florsheim
SHOE

The Florsheim Shoe Company · Manufacturers · Chicago
Makers of Fine Shoes for Men and Women

"My Talon-fastened corset is secure and smooth"

REG. U. S. PAT. OFF.



"I like it because it gives a sleek line on both sides. There are no bumpy ridges to show through my frocks."



YOUR CORSET NEEDN'T LOOK LIKE THIS!

● Old-fashioned hooks and eyes or bulky laces may ruin smooth corset fit. Telltale ridges show where the closure is... ugly bulges and wrinkles quickly develop.



ENJOY SMOOTH FIT THAT LASTS!



● The flexible Talon fastener provides a continuous closure... closes modern corsets to smooth lines without any wrinkles and bulges. One gentle pull closes the fastener securely.



The specially-designed Talon corset fastener launders perfectly, operates dependably always. It is the only slide fastener with the essential automatic lock.

You'll never want to go back to an old-fashioned corset with hooks or laces, after you've tried a Talon-fastened garment. It's so much easier to put on... takes just a few seconds to close! Even after you've worn and washed your Talon-fastened corset many times, you'll find it continues to give you perfectly smooth fit, everywhere. None of those unsightly wrinkles and bulges develop... the closing lies flat and smooth. You can't see a ridge beneath your most clinging frocks.

Whether your figure is slight or heavy, you can buy a Talon-fastened garment just right for you... at your price. Leading stores show a variety of Talon-fastened corsets for every figure-type and occasion.

LIFE CLASS IN BABY COMFORT

MODEL ON THE Dais
 poses in a Vanta Double-Breasted Vest.
 The fastenings of Twinkle Taps also
 make the garment adaptable to her rapid
 growth. She looks the double-breasted
 style away to put on in a hurry. (Made
 in long and short sleeved styles.)



LITTLE LEONARDO
 uses Vanta's Tin-Tap
 King Seamless Vest.
 Vanta No-Belt keeps the
 shoulder straps securely in
 place. He paints a

PORTRAIT of Vanta's new
 Hospital-Simplified Diaper
 — the most modern and
 scientific Diaper ever made.



SMALL SURREALIST

uses a Vanta Knee Mattee, with deep
 wings over feet and hands. Her

CANVAS shows the famous Vanta Red
 Dress—which marks the world's end of
 all Vanta belt Vicky Garments, so help
 children learn to dress themselves.



SERIOUS STUDENT

uses over his vest in Vanta Tintored
 Trunks. These trunks he helps to wear
 for other graduates from the Diaper
 Class. (And there are extra trunks
 through the course — just in case!) He is
 working in a

STILL LIFE showing a Vanta
 vest, fastened and ready to
 guard his little torso.



TINY TITIAN

puts up great brushstrokes in a Vanta 3-Strip
 Tintored Vest. He uses his famous No-
 Tie Diaper. But, in fact, he wears his
 vest over his walking shoes. On his
 wall is a

SKETCH of Vanta's personal
 No-Belt, waterproof garment
 in place of slacks. This soft
 kind of fire outfit gives ex-
 tra security, is guaranteed
 for the life of the garment.

VANTA
 GARDENS
 Always All Services
 Security with
 FOR INFANTS CHILDREN



Eine alte Erfahrung:

Die moderne Marken-Kamera ist doch immer die billigste; dabei einfachste Bedienung und scharf zeichnende Linse. Zum Beispiel:

Agfa Billy: Mk. 19.50, 21.-, 28.-, 48.-
 Zeiss Ikon Bob (Neuheit): 24.-, 28.50
 Zeiss Ikon Simplex: Mk. 27.-, 35.-
 Kodak Junior: 18.50, 22.50, 34.-, 43.-

Uebrigens lernen Sie rasch die wenigen Handgriffe in den kostenlosen 1-hr-Kursen d. Fachgeschäftes

Tucht

Schadowstraße 53

Tausch! Garantie! Teilzahlung!
 8861*

Jetzt

für
Rauchjoppen

u. Herren-Hausmäntel
 mollig warme Woll-
 stoffe, auch mit ange-
 webt. Garnier-Abseite,
 150 breit, nur 8.90 u.

5⁴⁰

[2061*

Düsseldorfer
Tuchhaus

nur Blumenstr. 17



UHREN GEBAUER

FRIEDRICHSTR. 33

8108

Zähne
 schöner
 durch

Wundersam

Kossack d. Aeltere
 Düsseldorf

Zu WEIHNACHTEN



Hüte
 und

Mützen

Otto Möller
 Düsseldorf Mittelstr. 6

in allen
 Preislagen

Große Auswahl



DAS
 MODERNE
 LICHTBILD

FOTO-HEINEMANN

Düsseldorf, Alsmarktstr. 53 Ruf 14070

Atelier Sonntag durchgeh. geöfn. v. 10-18 Uhr

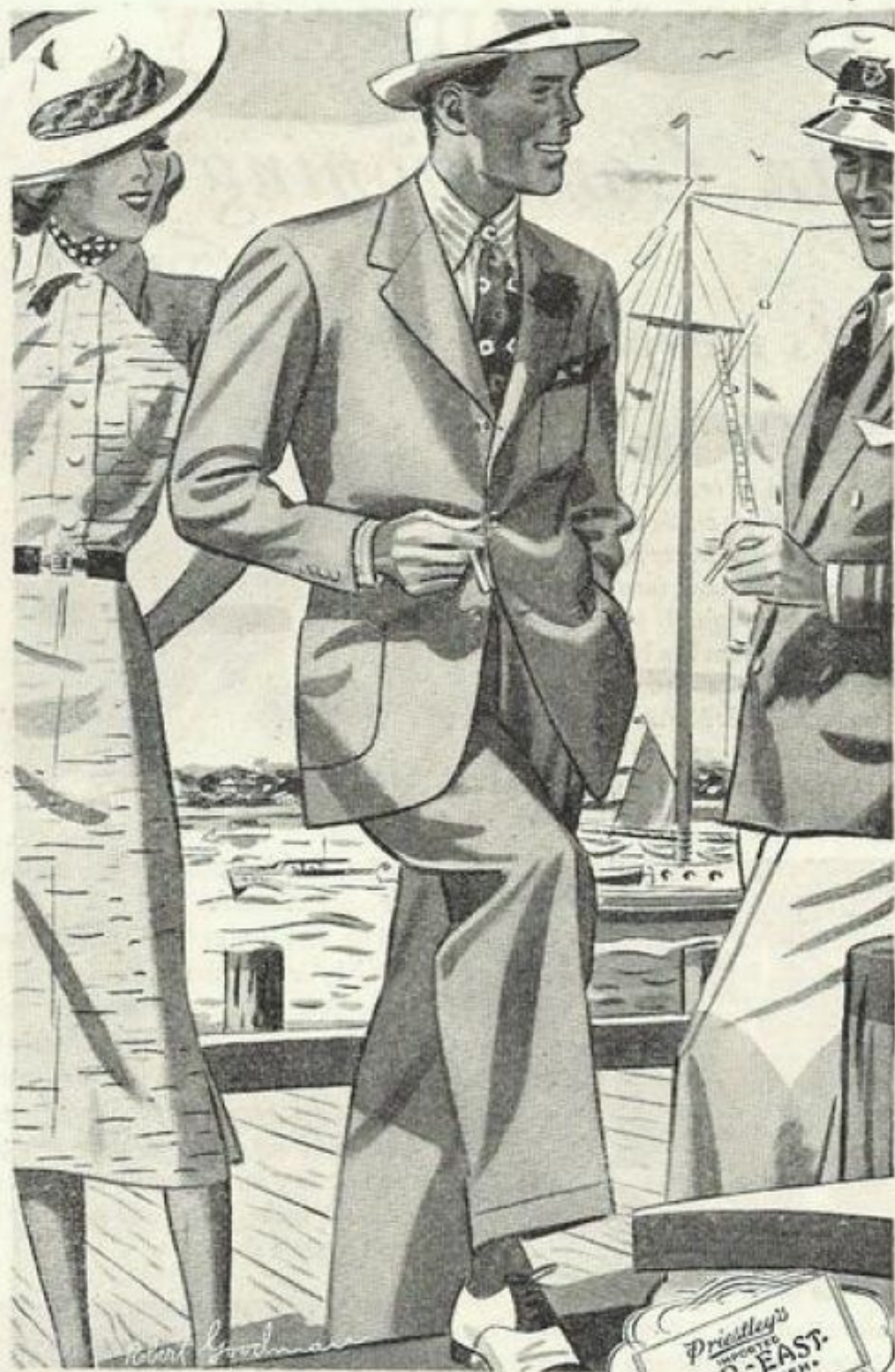
Flurgarderoben

Feltmann
 Karplatz

2/61*

PRIESTLEY'S NOR-EAST

The Aristocrat of Summer Fabrics



The suit that is refrigerated by Nature

ENJOY real comfort this summer—in a suit that is not only the coolest you have ever worn—but also the most distinguished!

The cloth is imported from England—because only Priestley, the famed British weaver, knows the secret of blending this fabric that is not only thin and light and porous—but *actually cool to the touch*—refrigerated by Nature!

Beautifully tailored by America's foremost maker of summer clothes . . . tailored to fit precisely, drape gracefully, hold its shape despite heat and humidity.

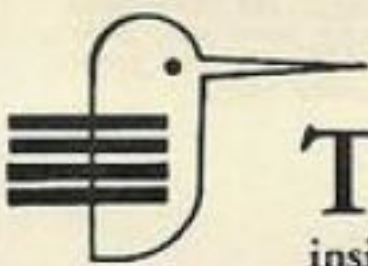
Drop in at your clothier's and try on a Priestley's NOR-EAST—see for yourself how comfortable and smart a summer suit *can* be!

\$32.50



#7 in a series of open messages to retail merchants who sell Humming Bird Silk Hosiery—and their loyal customers.

You remember what happened when crepe hosiery came in



THE ladies had been turning stockings inside out, to get the dull surface that is so much more flattering to the leg. So the researchers researched and found out that twisting and retwisting the thread would give the same effect, right side out. And Davencrepes by Humming Bird were born.

We got sheerer stockings, because the thread was twisted tighter. And to our amazement we got longer wearing stockings, too. Which was swell.

The success of Davencrepes, and the crepes of several reputable makers, induced the "me too" boys to monkey with chemical treatments, and other substitutes for the real thing. But you protected the public from these—you sincere merchants who have put the real crepe-makers in the front rank of the industry.

Where Gratitude Is Due, Mesdames:

Be thankful for the "hard-boiled" merchants who guard you daily against shoddy goods, especially in the hosiery field. Substitutes for crepe look pretty good until you've worn them and washed them... and then it's too late.

Davencrepes by

Humming Bird

\$1.15
and less

DAVENCREPES by HUMMING BIRD are America's High Style hosiery. Every inch of every thread is guarded by INVISIBLE EXTRA SILK so they wear despite their extreme, smart sheerness. Read the Hidden Value Specifications wrapped around every pair.

DAVENPORT HOSIERY MILLS Inc., CHATTANOOGA, TENNESSEE
920 Merchandise Mart, Chicago — 385 Fifth Avenue, New York
ONE OF THE COUNTRY'S GREAT RESOURCES



Walk with Vitality

—YOU'LL TAKE YOUR FEET OFF YOUR MIND



LOTUS



COLETTE

Happy feet, free from foot strain, are the foundation of vibrant charm and graceful posture. That's where Vitality Shoes will fit perfectly in your shoe picture for Fall. Scientifically designed with a wide range of widths and sizes to fit your feet individually, they keep you foot happy—conserve your vitality. But their subtle contribution to your appearance doesn't end there. In clever styling, too, they have the sophisticated smartness to add a touch of glamour to your Fall costumes. Their moderate prices make a strong bid for your favor.

START YOUR CHILDREN OFF to future foot-health in Vitality shoes for smart young moderns. Youthfully styled and carefully made, they are outstanding values. For young feet that need a more corrective type shoe ask to see the Vitapose patterns with the special built up wedge sole.

VITALITY SHOE CO. ST. LOUIS

Division of International Shoe Co.

\$6.75 A FEW STYLES
\$6.00
SOMEWHAT HIGHER IN CANADA

Phone to Find
WHO SELLS IT
SEE PAGE 10

VITALITY shoes

SIZES 2 TO 11 • WIDTHS AAAAA TO EEE

November 1936 Good Housekeeping



The Charmed Circle
of VITALITY Shoes

• Smartness, Fit, Economy and Vitality surround the happy foot that walks in the Charmed Circle of Vitality Shoes.



"You just know she wears them"

Satinskins for Evening

1000 were asked
overwhelmingly they said
they liked their stockings

luminous

SATIN STOCKINGS FOR THAT LUMINOUS LOOK

1000 luminous names were selected. Not at random, but carefully picked from an imposing list of the most talked-about women in America. "Which do you prefer," was the question, "a luminous or a dull look in your stockings?" 78% wrote that they not only preferred, but wore stockings with a satin-like sheen, especially for vital social events after dark . . . Try a pair of radiant and unique "Satinskins" for yourself and see why they're the current passion. You'll find that the play of light on their shimmering surface gives your legs a gloriously young quality. And that's the secret! It's smart to be bright.

McCallum Stockings

P R O P P E R S T O C K I N G S

Flowing Lines

Flare Wide - - -



*Black Persian Lamb Cape for
active days in town... A
Revillon original*

Revillon Frères

FIFTH AVENUE AT FIFTY-FOURTH STREET • Circle 7-7343

LONDON • NEW YORK • PARIS



filés Lastex

Les filés Lastex de couleur sont les meilleurs connus de tout temps ainsi que les plus élastiques, les plus résistants, les plus doux à l'usage, les plus agréables à porter, les plus faciles à nettoyer, les plus économiques.

Les filés Lastex ont la réputation scientifique mondiale de être les plus longs en durée, comme pour toute la série. Le filé Lastex résiste à l'usage, à l'usage, à l'usage, et le nettoyage est un mouvement, car il ne peut pas se déformer.

Les filés Lastex sont les meilleurs connus de tout temps ainsi que les plus élastiques, les plus résistants, les plus doux à l'usage, les plus agréables à porter, les plus faciles à nettoyer, les plus économiques.

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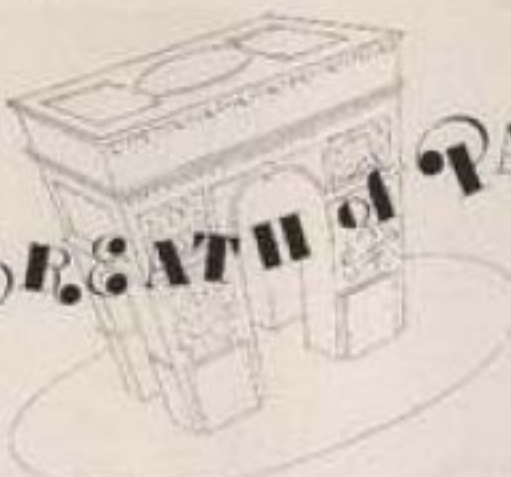
Les filés Lastex de couleur sont les meilleurs connus de tout temps ainsi que les plus élastiques, les plus résistants, les plus doux à l'usage, les plus agréables à porter, les plus faciles à nettoyer, les plus économiques.

SOCIÉTÉ INTERNATIONALE DE FILS ÉLASTIQUES

14-16, Boulevard Poissonnière - PARIS-1^{er}
 TÉL. : PROVENCE 93-85 - TRIP. : FILREVERE PARIS & LASTEX 14-16

Copyright © 1941
 Security Mark

BREATH OF PARIS



A gown to magnetize all eyes! Of mat-dull black jersey, it enfolds the figure as softly as a serenade enfolds the heart. In front, gold and iridescent embroidery that bursts into stars. Behind, a deep opening to the waistline . . . daring, dashing, adorable! Wear it to dinner and the theatre, if you'd look *très Parisienne*. "Exclusively yours" . . . every costume, hat and wrap designed by Madame Nicole for her Fall collection. Available only at her New York Salon.



Nicole de Paris

REDBOOK

JUNE 25¢

MAGAZINE

This issue's
COMPLETE
BOOK-LENGTH
NOVEL
'OVERNIGHT
GUEST'
by **BEN AMES
WILLIAMS**



Beginning

"HIGHLY ELIGIBLE"

A New Novel by **CORNELIUS VANDERBILT, Jr.**

Magnificence for Christmas

Jaeckel

Every man has one Christmas gift problem that really matters. Here are two magnificent answers: snow-white ermine evening wrap at \$1,350...royal Russian sables at \$30,000. Other Christmas gift furs at various prices, beginning with scarfs and brief jackets as low as \$100, and sport coats as low as \$185. All bearing the absolute authenticity of the three-generation fur house of Jaeckel. Entrances to our new building: 11 East 56th through to 10 East 57th, New York.



GEORGE HLOTT & PIERRE



WIN A PACKARD, TERRAPLANE, FORD OR
ONE OF 688 PAIRS OF SHOES IN THE SELBY

\$8,104 Prize Contest

WRITE FIFTY WORDS OR LESS ON . . .

"WHY I CHANGED TO SELBY SHOES"

\$8,104 worth of PRIZES

Grand Prizes

1st GRAND PRIZE—Packard 120 Sedan

2nd GRAND PRIZE—Terraplane Coach

3rd GRAND PRIZE—Ford V-8 Sedan

(Grand Prizes awarded at end of
8-week contest period)

In case of tie duplicate prize will be awarded

TRU-POISE—WITH THE EXCLUSIVE
CRADLE HEEL MEAT. Keeps the ankle from
rotating and the foot from sliding forward.
Flexible and light \$8.50

Prices slightly higher west of Rockies



Tru-Poise
\$8.50

Slenderized ARCH PRESERVER

\$9 to \$12.50



SLENDERIZED ARCH PRESERVER—WITH THE
FAMOUS FEATHER-WIGHT ARCH BRIDGE. The perfect
blending of exquisite shoe fashions with natural foot
comfort \$9.00 to \$12.50

Prices slightly higher west of Rockies

WEEKLY PRIZES

53 Prizes

(Each week for 8 weeks)

SEPTEMBER 7 TO NOVEMBER 2

1st Prize Each Week—

1-Year Shoe Wardrobe (16 pairs a year)

2nd Prize Each Week—

2-Year Shoe Wardrobe (16 pairs a year)

3rd Prize Each Week—

1-Year Shoe Wardrobe (16 pairs)

50 Prizes Each Week—1 Pair of Selby Shoes

STYL-EEZ—WITH THE INGENUOUSLY
CURVED UNDERSOLE. Youthfully designed
and brilliantly styled with exclusive com-
fort features \$6.50

Prices slightly higher west of Rockies



Styl-EEZ
\$6.50

IMAGINE the thrill of having your own smart Packard sedan . . . sleek, powerful, luxurious! Or enough lovely shoes to wear with every costume for 3 years! These are just two of the sensational shoe wardrobe and automobile prizes offered in this contest. The rules are simple, the question easy to answer. You have an excellent chance to win!

To enter this contest, buy a pair of shoes from one of the THREE famous Selby lines — Arch Preserver, Tru-Poise or Styl-Eez. Then write your letter of 50 words or less about Selby shoes. There will be 8 weekly contests, each complete in itself, beginning September 7th

and ending November 2nd. At the close of the contest period, grand prizes will be awarded for the 3 best prize-winning letters submitted during the entire 8 weeks. You may win not only a weekly prize—but a grand prize, too! Selby shoes are ultra-smart, genuinely comfortable—with exclusive features which provide restful support and comfort for your feet.

Visit your Selby dealer at once—get complete information and official entry blank without delay. If you do not know where to find your nearest Selby dealer, write immediately to The Selby Shoe Company, Department A, Portsmouth, Ohio.

Selby

FOR EVERY FOOT • FOR EVERY FASHION • FOR EVERY PURSE

EVERY product advertised is guaranteed—see page 6



THE PERFECT GIFT that pleases every man and boy, these plain-colored and striped ties made of Stehli's "Sugar & Spice". This beautiful material ties in a perfect knot...resists wrinkles...wears like iron despite its soft rich texture, and comes in gay heathery colors, not found elsewhere. Yet they cost only \$1 apiece. An army of bold stripes and plaids and 12 plain colors, as illustrated. If your local store cannot supply them, write to us direct.

Superba Cravats, Rochester, New York

LOOK FOR THE SUPERBA-STEHLI LABEL IN EVERY NECKTIE



Guaranteed
as advertised in
GOOD HOUSEKEEPING
1935



QUAKER HOSIERY

QUAKER CURTAINS

"SHEERCORD"

The Newest Quaker Curtain

A perfect illustration of how Quaker combines style and durability. Sheer cob-web delicacy but woven of long-staple, combed Egyptian two-ply yarns, with each slender strand knotted securely in place. Price? Quaker curtains are priced for those who appreciate lasting economy. See "Sheercord" and countless other Quaker styles at your favorite store. Send 10c for book of window problems and solutions, 40 photographs. Address Dept. 9D, QUAKER LACE CO., 330 Fifth Avenue, New York.

Next Time Try Quaker

Genuine Ringless Hosiery

Like the famous Quaker Curtains, Quaker Hosiery brings you style — plus wear . . . Quaker helped to perfect "Genuine Three-Carrier Ringless"—the only process for producing perfect ringless stockings . . . Quaker controls all the steps in manufacturing from importation of raw silk to final packing — to insure you big values at low cost . . . Quaker tests every strand of silk for size, uniformity and twist—to insure you exceptional wear.

Switch to Quaker Ringless and see how much further your hosiery money goes.

If your dealer hasn't Quaker in stock send us \$1.00 for a pair of Genuine Three Carrier Quaker Ringless Hosiery. QUAKER HOSIERY CO., 330 Fifth Ave., N. Y.

with what?

APRIL

EASTER - SPRING
SPORTSWEAR

Jarman STYLE CHART | D-4
EASTER - SPRING SPORTSWEAR

Easter Parade

FLANNEL TWEEED WOASTEDS SERGE

Jarman offers 50 models particularly suited for wear on Easter Sunday and other semi-formal daytime occasions. They are plain, wing, and straight tip blacks and tans, your choice depending upon suiting fabric. Leather soles only. Example: Illustration A.

Spectator

CAMEL'S HAIR TWEEED COVERT TWILL

Two-tone tans and greys will be very popular for early Spring spectator wear. There are 19 Jarman Spectator and semi-sport shoes, including many smart two-tone models. Either leather, hard-rubber or crepe soles are correct. Example: Illustration B.

Rainy days in Town

CREVOT GARARDINE FIN WORSTED COVERT

Jarman has 10 "April Shower" shoes . . . neat, comfortable, good-looking, but with double soles to keep out rain and dampness. Specially designed for rainy day fabrics—covert, tweed, heavy gabardine, the worsteds, etc. Example: Illustration C.

Campus

CORDUROY FLANNEL COVERT TWEEED

Spring on the campus brings out jaunty, colorful sports clothes. Jarman has 37 special shoes for this type of dress. They accent crepe soles and unusual style features. Two-tones will be very popular among college men this Spring. Example: Illustration D.



Copyright © 1964 by Jarman Shoe Corporation

MOST STYLES \$5.00 TO \$7.50

Jarman
SHOES FOR MEN

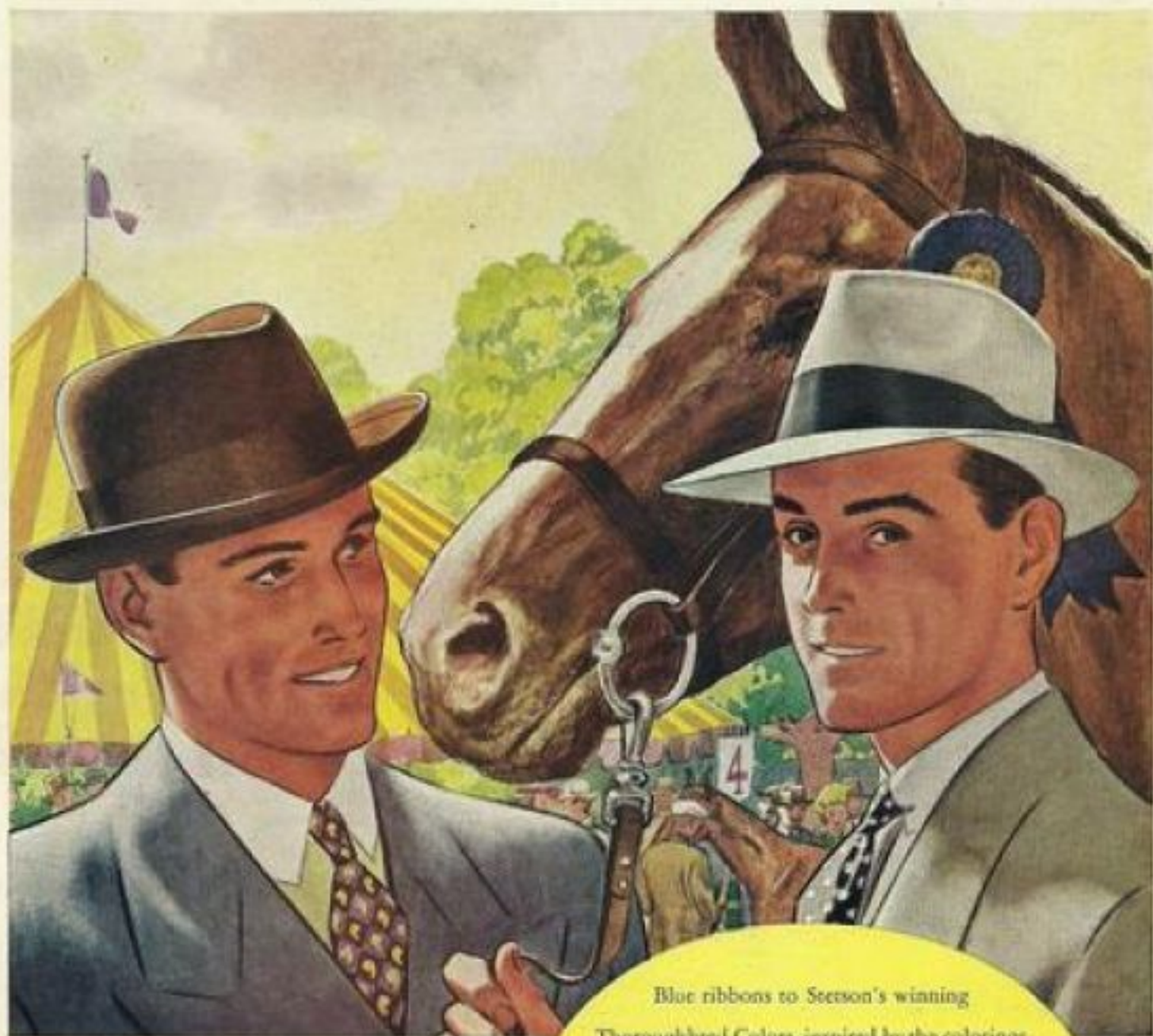


ONLY AT JARMAN DEALERS' . . . this Style Chart Book showing, in a series of charts, the correct suit-shoe combinations for every occasion the year around. Be sure to see it!

D Look it over . . . you'll see it a lot this summer! It's Jarman's new, sensational hand-woven model, the "Fiesta," and what a bit it's making! Cool, comfortable, modern . . . its snappy appearance clicks with everybody. A perfect leisure shoe. Shown here with flannel. No. 1567, the "Fiesta."

Stetson Introduces

THOROUGHBRED COLORS



Ask your hatter to show you the whole smart range of Stetson's Thoroughbred Colors for Spring. They're blue-ribbon winners in quality, too! John B. Stetson Company, Philadelphia, New York, London, Paris. Stetsons are also made in Canada.

Blue ribbons to Stetson's winning Thoroughbred Colors, inspired by the colorings of show horses! Left: The mellow "Hunter Brown" shade in a dish-brim style with low crown, lower band and well-cupped brim. Right: A distinguished "Barb Gray" color with raw-edge snap-brim of unusual width.

Wear it pinched in front, spread at back.

Stetson Hats

STETSON HATS ARE PRICED FROM \$7.50 (UNLINED, \$7) TO \$40. AIR-LIGHT STETSONS, FROM \$5

\$1¹⁵ Silk Stockings for only 50¢!

MADE BY THE
GOTHAM SILK
HOSIERY CO.

*Special
Offer*

Send 50¢ and 3 Ivory Flakes box-tops and get these beautiful "Adjustables" patented and made by The Gotham Silk Hosiery Co., never sold for less than \$1.15

(MAIL WITH COUPON BELOW)

"Adjustables." This Gotham patented feature gives 7 inches for length-adjustment—fits tall, average and short women with comfort—relieves garter strain.

All-silk, sheer, free from rings, 4-thread high twist for wear. The color selected by fashion editors of Vogue Magazine—a lovely new sun-tan shade.



IMPORTANT—This coupon brings you \$1.15 stockings for only 50¢ and 3 Ivory Flakes box-tops. Paste your 50¢ between two of the Ivory box-tops to prevent loss in mail.

**IVORY
FLAKES**

Procter & Gamble, Dept. VC-39, Box 837, Cincinnati, O.
Here are 3 Ivory Flakes box-tops and 50¢ in value. Send me 1 pair all-silk "Adjustables" in Tropicana color—retail value \$1.15. (This offer expires Aug. 31, 1955.)

My size is _____

Name _____

Street _____

City _____

State _____

Send 50¢ to your shoe dealer. We have introduced our Fine Cotton, 4-thread high twist, 4-thread high twist, 4-thread high twist 4-way stretch sock from 40¢ to 50¢ per pair.

"What is the best Stocking Insurance?"

Make this test on fine sheer hosiery

Hurry! For this one time only, we're offering you this special chance to test Ivory Flakes on a pair of clear chiffon stockings of beautiful quality, so that you will see how perfectly all "washables" are protected by pure Ivory Flakes suds. These stockings are first quality—the famous "Adjustables" patented and made by The Gotham Silk Hosiery Co., the largest manufacturer of hosiery and advertised hosiery.

"Adjustables" never sell for less than \$1.15 in department stores and hosiery shops. Yet for 50¢

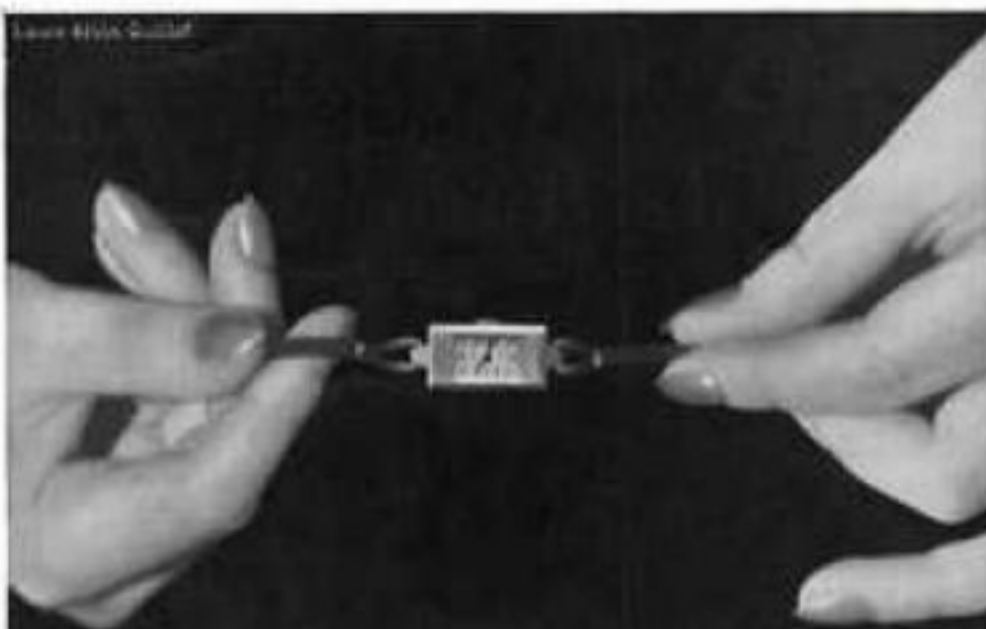
and 3 Ivory Flakes box-tops, they're yours! You save 65¢—on these lovely sheer all-silk stockings!

Wear them. Wash them with Ivory Flakes

"Stocking satisfaction" (beauty and longer wear) comes from fine stockings cared for by a fine soap. Wash your "Adjustables" after each wearing with Ivory Flakes. Lukewarm Ivory suds will keep them clear, springy, "new-dyed" in color, because Ivory Flakes are pure—safe for even a baby's skin.

Hurry! Get your Ivory Flakes from your dealer today. See how much more soap you get in the big Ivory Flakes box, than of any other fine-fabrics soap! Clip coupon—get a pair of "Adjustables" at this thrillingly low price!

The Gotham Silk Hosiery Co. says: "We recommend IVORY FLAKES"...99⁺/₁₀₀ Pure



" En choisissant une " ORLAM ", vous serez assuré de porter une vraie bonne Montre, une Montre à la fois précise, élégante et durable. Toutes les Montres " ORLAM " ne sont pas des Montres de luxe. Il en est de fort belles qui ne coûtent que ce que doit nécessairement coûter une vraie bonne Montre, et pas davantage. "

" ORLAM "

UNE VRAIE BONNE MONTRE



Modèle 1001
En acier - 400 Fr.

Modèle 1002
En acier - 320 Fr.
En or - 1.000 Fr.

Modèle 1003
En acier - 1.000 Fr.

Modèle 1004
En acier - 450 Fr.

Modèle 1005
En acier - 280 Fr.

Modèle 1006
En or - 600 Fr.

Modèle 1007
En acier - 1.000 Fr.

Modèle 1008
En acier - 450 Fr.

Vintage et Service
Security Mark

Collinckx, The National Quality



What kind of shirt should you wear when it's hot?

If it's hot, right? But in hot weather, you should get the most of your shirt.

When the weather gets hot, you should get the most of your shirt. It's not just the shirt, but the way you wear it. It's not just the shirt, but the way you wear it.

The best way to get the most of your shirt is to wear it the right way. It's not just the shirt, but the way you wear it. It's not just the shirt, but the way you wear it.

When it's hot, you should get the most of your shirt. It's not just the shirt, but the way you wear it. It's not just the shirt, but the way you wear it.

When you already get a good view of the shirt, you should get the most of your shirt.

The best way to get the most of your shirt is to wear it the right way. It's not just the shirt, but the way you wear it.

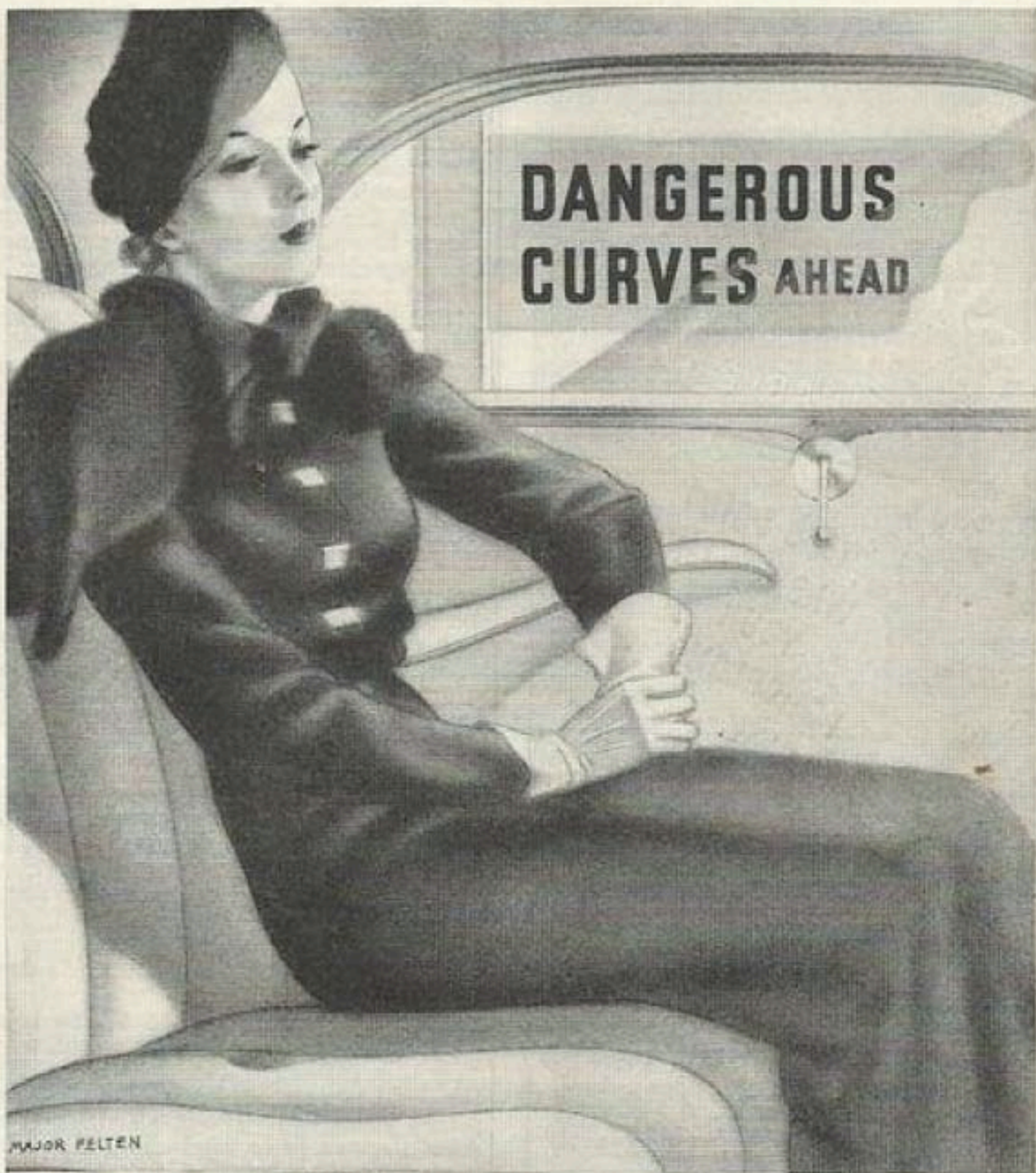
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When it's hot, you should get the most of your shirt. It's not just the shirt, but the way you wear it. It's not just the shirt, but the way you wear it.



Collinckx, The National Quality





**A NEW AND EXCLUSIVE WAY TO GUARD AGAINST
FIGURE-TRAGEDY**

BEFORE the lovely curves of youth turn into unlovely bulges, take the newest,

designer then creates your garment exclusively for you...yes, for you in your most beautiful

REG. U. S. PAT. OFF.

Keds



For dignified interludes, Keds Veranda oxfords (above) with molded heels. Shock-proof insoles. White and navy blue.



Keds Yeoman oxfords are made of tire duck in six bright colors. Crepe soles have layers of ground cork. Shock-proof insoles.

make news

Keds Bike oxfords (below), Natural tire duck with brown leather-finish saddle. Flexible arch cushions. Shock-proof insoles, extension type soles.



Excel on the courts with Keds Majestic oxfords. Flexible arch cushions for comfort. Blue striped bumpers and red suede-finish soles for color.



Flexible arch cushions make for extra comfort in Keds Hyannis oxfords. Vulcanized crepe soles. White and navy blue.



Tire duck makes soft moccasin vamps in Keds Dartmoor oxfords. Extension welt-type foxing. Creped soles. Shock-proof insoles. Brown, navy and natural.



They are not KEDS unless the name KEDS appears on the soles.

United States Rubber Company





Half-Wool Customers Slacks
 multipocket side straps.
 26 to 32 inch waist bottoms.
 Hand-stamped green thread trim a dash of
 "country" look. Top security pockets.
 Regular half-wool trousers in two styles
 for college. 26 to 32 inch waist and 26 to
 32 inch inseam. Gray measurements. Style
 No. 43 D 8815. See Page 10 of Prospect.
 43 D 8815—Medium Dark
 Green. Hand-stamped. \$1.65
 Regular & extra sizes.



**Half-Wool and
 Rayon Trousers**
 multi-pocket and button
 multi-pocket and button
 Tailored according to latest specifications.
 The first pair is a dark color. The
 second, 26 to 32 inch waist and 26 to 32
 inch inseam. Blue measurements. Style
 No. 43 D 8817. See Prospect.
 43 D 8817—Medium Blue. \$1.98
 43 D 8818—Medium Blue. \$1.98



**LATEST CREATIONS...
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