

NOVEMBER FASHION DIGEST and fabric news

McCulloch's



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R. S. McCULLOCH CO., INC.

567 E. STATE ST.

SALEM

OHIO



7488

The Candlelight Look

7488: Totally feminine fashion is slashed at hemline and neckline for elegant evenings. Ingeniously cut dressing glows deeply in cherry-red velvet or shimmers smartly in brocade. Strictly smashing for important nights on the town. Misses' 10-18. 75¢. Canada, 85¢.



for Evening Splendor

7508: Suited for evening . . . deepest emerald velvet complements brilliant white satin. Jacket coverage buttons low, enhancing little or big evening dresses. Smart ensembling is the perfect fashion answer for theater-going, partying, dancing or cocktail time. Misses' 10-18. 75¢. Canada, 85¢.



7549



7521

Pauline Trigère Designs

7549: The epitome of chic... supple crepe is bowed and bare for nocturnal wanderings. Bewitching black barely skims the body as it flows to the floor. Misses' 10-18. \$1.00. Canada, \$1.00.

7521: The essence of elegance... blackest crepe is scooped low and shaped high. Chic silhouette chooses stole-framing for either long or short version. Misses' 10-18. \$1.00. Canada, \$1.00.



7530

**A
Fashion
Encounter**

7530: Beautifully styled coat meets the perfect little dress. Fashion coverage, boasting a variation of the raglan sleeve, may also be a short, easy fitting jacket. Essential little dress with a slip of a bodice and gently shirred skirting goes with fashion-confidence under either. Misses' 10-18. \$1.00.

Canada, \$1.00.

EASY

Quickie



7491



7522



7536

Candlelight Power Pastels

7491: Late-day dressing . . . brightened by marvelous yellow crepe . . . deceptively simple front turns its back for a fashion plunge. Misses' 10-18. 65¢. Canada, 75¢.

7522: The Boutique Look . . . lovely pink elegant delicately frosted with petite shoe buttons and satin bow. Misses' 10-16, Junior 9-13. 65¢. Canada, 75¢.

7536: Understated Chic . . . cowl collar and lowered waist gently shaped in skyblue knit for moonlit evenings. Misses' 10-18, Junior 9-13. 65¢. Canada, 75¢.

7538: Elegant "Adjust-for-you"* . . . smart little dinner and dance dress lightly shaped in delectable mint green. Misses' 10-18. 65¢. Canada, 75¢.

*A TRADEMARK OF MC CALL CORPORATION.
PATENT PENDING



7538

A fashion illustration on a light beige background. On the left, a woman is shown in profile, facing right. She has blonde hair styled in a bun with a pink hair tie. She is wearing a sleeveless, floor-length dress with a delicate, light-colored lace overlay. On the right, a woman is shown from a three-quarter view, facing left. She has dark, voluminous hair with bangs and a small white flower accessory. She is wearing a long-sleeved, black lace top with a scalloped hem, paired with a dark, solid-colored skirt. Her hands are clasped in front of her. The text 'Discothèque Dressing' is written in a stylized, bold font between the two figures. At the bottom left, there is a block of text describing the outfit and its price. At the bottom right, the number '7482' is printed in a bold, sans-serif font.

***Discothèque
Dressing***

EASY

7482: Dance to discs at the newest night-life spots, the "Discothèques." Wear a little slip of a dress, barely covered by fragile lace... equally exciting in a powder pastel. Misses' 10-18. 75¢.
Canada, 85¢.

7482