

It's Smart to be "Pretty" for Spring 1939! Dame Fashion says so!



A NEW SEASON . . . new styles . . . new colors . . . new accent shades . . . and a decided "prettiness" to new Spring Fashions. Witness the womanly figures; the coquettish veils; the flower trimmed hats; the white frostiness of dainty lingerie; the coyly peeping petticoats . . . the brief skirts that swing to reveal shapely calves and slender ankles . . . So here are suggestions to make you pretty,—Lady Fair!

Kayser creates new Hosiery shades to key perfectly with new costume colours; Gloves to paint the Spring Fashion picture with a myriad tones; Undies designed to help you keep that necessary slenderness . . . Kayser's accessories are styled right—

The Shade of Your Hosiery is so Important

There's a brand new look to many of the colours . . . There are shades which are reincarnations of old favourites, lightened for Spring . . . And you'll be prettiest if you see to it that your hosiery shades harmonize this Spring.

You're Wearing ?

FUSCHIA, VIOLET, CYCLAMEN
CRANBERRY OR JAPONICA ACCESSORIES

YELLOW-GREENS, BLACK
BURNT-STRAW SHADES, BROWN

BEIGE NEW BLUES
BRILLIANT COLOUR COMBINATIONS

Then Chose

VISION—(rose-beige) alluringly effective
TINGE—(rose-mauve) versatile tint
INSPIRE—(rose-violet) softly tinted.
FRESCO—(burnished tan) rich in tone
DASHING—(Copper-glow) like its name
ARTISTIC—(medium golden cast) artful
TALENT—light neutral beige
TEMPERA—medium neutral beige.

Fit-All-Tops *

Kneel to do your dusting—bend to open the bottom drawer, squat down to play with the baby—and FIT-ALL-TOPS* will give. They have a specially made, two-way stretch top that gently but firmly gives. And you can have it in the Season's smartest shades, **\$1.00** too.

Dull Crepe

Either foot is your best foot in these flatteringly dull stockings. Specially strong, too, because of their construction. Perfect to wear with the new nubby woollens and roughish silk-crepe. They're fashioned to **\$1.00** slenderize.

ALL ABOARD! Get Your Vacation Free!

TO NEW YORK
OR SAN FRANCISCO
VISIT EFFIE FAIR



Just imagine! A two-week vacation trip free (and 102 other prizes.) It's a grand chance to get acquainted with the marvelous values in fashions Canadian made by Kayser this Spring for \$1.00. When you make a dollar purchase of hosiery, gloves or underwear you may enter this "Vacation Free" Contest.

You can be a winner, too . . . Join up today by getting your entry blank here and reading the few, simple rules. Don't forget there are 102 other prizes!

Introducing! A New Improved 3-Thread Chiffon Stocking

Wear it with your new suit: to twilight teas: to formals: Extremely high twist, these stockings are faultlessly sheer, dull in finish because they are of such high twist . . . and it's a natural dullness, not achieved by chemicals . . . SO IT WILL NOT WASH OUT. Silk from top to toe, reinforced in vital points with silk—a Marvel-stripe to act as sentry to rebel garter-runs . . . Here is a stocking that has everything! **\$1.00**

ALL THRO' THE DAY WITH KAYSER'S BUDGETEERS!

Now here's a smart way for you to save money. Buy two or even three pairs of each of the three weights available at this modest price. Wear the light service weights for shopping and housework—the service chiffons are fine enough for bridge and fussy luncheons—and the three-thread chiffons, exquisite bits of silken sheerness are perfect for formals. A hosiery wardrobe with stockings for every occasion will save you money! . . . and keep your ankles pretty, **75c** too

Here's News! A new Pantie-Girdle

An adorable little girdle with a firm control . . . Made of two-way stretch lastex, it answers the need of the woman who likes a figure control that is not rigid. It has a removable crotch which simplifies laundering . . . (extra crotches can be purchased) garters are made with a rubber grip which prevents tearing hose, —and they're attached to the girdle by a lastex strap thus ensuring the utmost "give" when bending. Pretty to look at they give your figure that nice firm look. Tearose and white. Small medium and large **\$1.95** sizes

(extra crotch 25c)

Are You Slip Conscious ?

Do sagging hems—popping shoulders straps,—bursting seams make your life miserable? Then Kayser's beautifully cut, four-gore slips are the cure. Here are slips made to fit and to retain that fit after innumerable washings. Cut on a true bias they will not sag, ride up or bunch at the knee. Double brassiers tops, seams guaranteed not to burst. Here are slips that have EVERYTHING under control—even the price.

RAYON TAFFETA IN WHITE—\$1.50
HEAVY SATIN, in white and tearose—\$1.95

Sizes to fit 32 to 44.

SOMETHING NEW TO WEAR IS AN EXCELLENT TONIC FOR THAT LET-DOWN AFTER WINTER FEELING



Miles of Wear in Milanese

Full cut, beautifully tailored in what you'll recognize right away as the typical Kayser manner,—which means, of course, a sleek, smooth fit without wrinkle under your frock. Being real silk they retain a perpetual look of luxury even after weeks of washing. Vests, panties with applied elastic at waist and leg,—and with slash-leg. **\$1.00**
Peach blush

Pick up the Colour Contrast with Kayser Gloves

Emphasize your veil, your pretty blouse, the posy on your hat,—the flowers in your print with your gloves. Kayser gloves are famous for fit—made of fabrics that launder like a handkerchief . . . A host of styles to choose from—and every one a beauty—Look at the colours!

Japonica—Cyclamen—Aquamarine—Terracotta—Berry Red **\$1.00**
Dusty Pink—Grey—Chocolate—Navy—Black

JAUNTIES *

New!

Jaunty as their name—in a brand new rayon knit, run resist fabric. They can be laundered in a swish through the suds jiffy—they fit your figure like a second skin—and they're pretty in a lacy striped pattern. Vests, knickers band yoke and applied elastic waistbands. In peachblush and white. Small, medium and large **50c**
Each

"Stand-bys" Marvel-tex and Kayserettes

Good old run-proof rayon— noted for its fit and wear— dependable little Kayserettes with their snug fit and the wee bit of wool that makes them comfy for Spring's brisker breezes. They're here in the usual styles of vests and **50c** panties. Each

SPOTLIGHT—Fashion's Highlight



Flaunt the smartest glove in town—Kayser's "SPOTLIGHT"! It's a charming new slipon with a flair for adding the "smart touch" to every type of costume. Tailored with simplicity in rich rayon "Kay-Spun" fabric. This washable Canadian made glove is only **\$1.00**

IF YOU CAN'T COME TO THE STORE WE'LL SEND ALONG THE CONTEST ENTRY FORM WITH YOUR \$1.00 PURCHASE OF KAYSER GOODS.

MOORE & McLEOD Limited