

Both Stores Ladies' Wear Brings You The News In Fashion

The News In--- TRANSEASON DRESSES

not just cotton, but... cotton blends
not just fashions, but... fashions freshest!



A
An Empire line sheath with short sleeves and white linen round scoop collar. The waistline is accented with black grosgrain ribbon. Black with charcoal or blue in "Concerto" a carefree blended fabric that requires the minimum of attention. Sizes 9 to 15.

14.95

B
Shadow hound's tooth check brings out the Empire influence in this smart sheath of blended rayon and cotton. The round neck and short sleeves are finished in self bows. The slim skirt is let-out with a back walking pleat. Size 11 to 17.

19.95

"Secretary of the Month" is a tailored model in a smooth satin backed blend fabric with flared skirt, three quarter sleeves, button front and button trim. The color is a flattering neutral taupe on mauve shade. Size 12 to 18.

16.95

D
A smart Jacket covers this scoop necked Sheath. The Jacket and dress bodies are in a miniature check scheme of toast and charcoal. The sheath has a contrasting material carrying out the rich color moulded waistline and the back-buttoned jacket is finished at the neckline with a white linen collar. Sizes 12 to 18.

19.95



The News In FALL

COATS
By *Kilgornoch*

an exclusive **Gordon** creation

Be sure to see the famous Kilgornoch in a Tatterton Twist --- fashion's latest in an array of subtle-toned shades.

69.75

Your Kilgornoch Coat with a small pointed collar, three button closing with straight back, set-in sleeves, slash pockets and button trimmed side pleats. Available in twenty-eight shades of Elysian deluxe, lambs wool and angora loomed by Ayers. Sizes 8 to 20, priced at 69.75.

Your Kilgornoch Coat in a loose style with small shawl collar, four large buttons, button trim and patch pockets. Available in twenty-eight shades of Elysian deluxe, lambs wool and angora loomed by Ayers. Sizes 8 to 20, priced at 69.75.

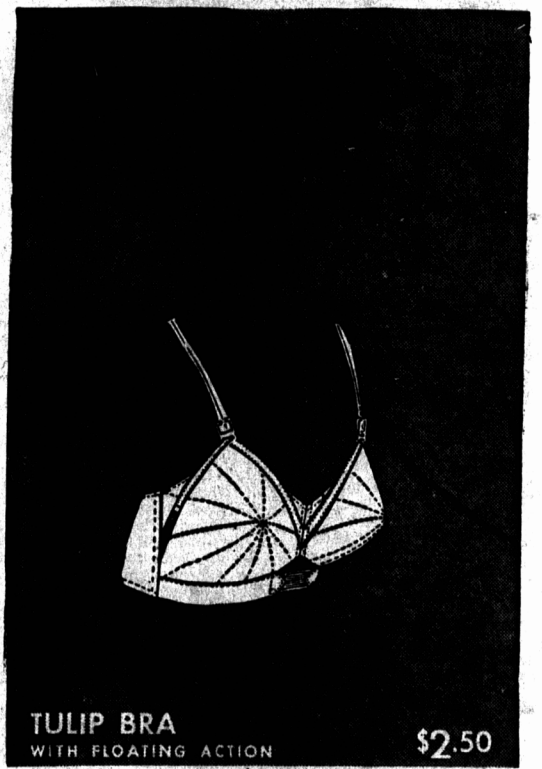
The News In Fall hats

Bigger and shaplier to sit comfortably on your head with a direct and dramatic look --- We like them especially and so will you! You'll delight in combining the Autumn-rich colorings with your every costume so that the picture will be one of sophisticated simplicity. You'll be at your feminine best in a turban, a cloche or an oriental shape of velour or shimmering velvet accented with cloudy veiling, simulated pearls or perky feathers. Your Fall Hat is Here, Choose it Now!

4.98 - 8.98



the new *Tulip* BRA with FLOATING ACTION by *Exquisite Form*



TULIP BRA WITH FLOATING ACTION \$2.50

Spoke stitched cups mould you into lovely curves and floating action tangent straps give extra support. White broadcloth with elastic back section and front breather band. Sizes 32 to 40 in A, B and C cup fittings.

"Contour Witchery" with detachable straps and adjustable to any necklines. Embroidered broadcloth, gently padded with elastic sides and back. Sizes 30 to 40 in A, B and C cup fittings, each **3.98**



"Floating Action Bra" gives you comfort, support, a flattering line. Spoke stitched cups are not lined and other features are floating action straps and front breather band. In white satin or cotton, sizes 30 to 46 in A, B and C cup fittings, each **2.50**

Weldrest All finished Hosiery

the most beautiful *Stockings* money can buy



First quality, 54 gauge 15 denier in "Saucy" shade with contrasting seams and narrow panel heel. Sizes 8 1/4 to 11, a pair--

1.25