a Guide to Confi

Wherever you go, Whatever you do, We've everything new To summer-ize you!

All Good Sports-Suits Come in Three Parts!

And this gaily plaided model is assuredly one of the best. In sizes 14 to 20, it is but one of the shirt-short-skirt outfits which form our \$1.88 smart collection

Let a Halter-Neck Bind You to Fashion

... as does this jaunty wool suit with narrow belt and utter backlessness. Smart sponsored \$2.95 colors and many styles

Fashion's Triple Entente ... Fabric, Line and Chic

It is primarily a beach coat of Kayser jersey knit ... but no one would do other than compliment your good taste if you used it also as a Summer lounging robe. In white and colors ... \$2.95

Sports-Frocks Take Many Lines to Summer Mode

And this youthful model adds a couple of shoulder buckles for delightful variation. Of sprightly cotton plaid, in sunback mode, this frock is \$2.98 typical of a vast and winsome collection...

Frocks Go Into Print About Their Washability

The attractive lady in the lower righthand corner can relax in comfort since she knows she looks the epitome of Summer daintiness and fashion-rightness. Her jacket-frock is one of our delectable prints which launder with such remarkable ease . .



