

"SHE LOOKS DIVINE"....

*She
knows
how
to
buy
clothes*

*Dresses of
CROWN Tested Rayon*

sheer crepe are her first choice for spring-to-Easter days. These dresses reserve for her (and for smart women everywhere) the special joy of fashion that stimulates, quality that reflects good taste, beauty that is always new and flattering.

Easter-fresh navy blue in a CROWN RAYON sheer dress with a waist-snug bolero. Crisply trimmed with quilted edgings and a wide sash. \$49.75. As seen at MANDEL BROTHERS.

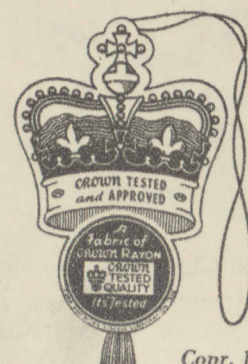
Paris inspired fashions of
Crown Tested Rayon Fabrics
are responsible for

YOUR LOVELIEST APPEARANCES...YOUR LASTING SATISFACTION

Almost too good to be true, but it is! This new way to buy clothes that is swift, sure and successful. Your first thought to be... I want a dress of a CROWN TESTED RAYON FABRIC. Your first action... to look for the crown hang tag that identifies fashions of CROWN TESTED RAYON FABRICS. And presto! you have treated yourself to a dress of a charmed fabric that is as good as it is beautiful. A CROWN TESTED RAYON FABRIC that will hold fast its beauty because it has been check-tested and approved by the official laboratory of the National Retail Dry Goods Association for all the fabric qualities you want most. For dry cleanability, fast colors, firmness at seams and serviceability. No disappointments here. The dress that made such a hit the first time you wore it will continue to be the most prized dress in your wardrobe. ★ New fashions in dresses, made of CROWN TESTED RAYON FABRICS from the country's leading creators of fine fabrics, are ready for you now in your favorite stores and shops.

Beige at its best, accented with contrast in stitching, belt and pockets. A new example of the softer box jacket. Created of a CROWN RAYON sheer crepe. \$39.95. As seen at BLUM'S VOGUE.

New soft blue sheer of CROWN RAYON frothed with white. Bolero dress with a separate and exceedingly decorative blouse made entirely of tiny organdy scallops. \$55. As seen at MARSHALL FIELD & COMPANY.



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World's Largest Producer of Rayon Yarn