

Algerian Stripes in stirring CROWN RAYON Accessories.
Koret Bag, stripes with leather trim . . . about \$10.50
Costume-making Polo Belt about \$3
Twosome by John-Frederics:
Gargantuan bag . . . \$35 Roll turban \$35



Two CROWN RAYON Knit Madcaps.
Merry Mexican Brim under \$6
New Flared "High-Hat" about \$3

CROWN RAYON print for Play-time. Sportsemble
of one-piece shirt and shorts with separate
dirndl skirt about \$13



Swim suit in CROWN SPUN RAYON pineapple print. New
drawstring neckline about \$

Tailoring that tells in vivid shirt and slacks Sportsembl
of CROWN SPUN RAYON and cotton suiting . . . about \$1

ALL SET FOR SUMMER IN CROWN RAYON FASHIONS



Paradox Dress...demure but décolleté. CROWN
SPUN RAYON print a-blast with color, encircled
with flower-decked raffia about \$25

Tea gown or negligee of intimate charm. In
sheer CROWN RAYON crepe adroitly shirred and
draped for flattery under \$25

Day-long CROWN SPUN
RAYON print. Fly front
closing. Bright raffia belt.
about \$11

CROWN RAYON sheer
crepe. Graciously shirred.
Belt in subtle contrast.
under \$30

New airy open-textured
fabric of CROWN RAYON
and cotton, in a two-color
outfit about \$20

Silhouette dress in nubby
CROWN RAYON crepe with
all-purpose stripe jacket.
Dress under \$20
Jacket under \$20

Here's looking at your summer wardrobe in terms of CROWN TESTED RAYON FASHIONS. What do we see? Dozens of gay fashion ideas that are ready for fun and frolic. You'll choose them first and want them most because they are so striking, so alive with color, design and texture, as new as tomorrow.

What will you see when you wear these clothes all summer long? You'll see them flourish as you wear them, thrive on strenuous wear and always look their very best. Only CROWN RAYON fabrics are CROWN TESTED...for dry cleanability or washability (depending on type of weave), fast colors and complete wearing satisfaction, as check-tested and approved by the official laboratory of the National Retail Dry Goods Association. Forget about clothes worries this summer...be carefree and look your best in a wardrobe full of CROWN TESTED RAYON FABRICS.

New CROWN RAYON FASHIONS
are now being featured in
Chicago's leading stores
and shops, easily identified
by the CROWN TESTED TAG.