



### Have You Seen These New Fabrics?

Gone are the weaves of yesterday! The correct, so smart, so rich. Would you like to see them? Ask your Store (or your Dressmaker) for those that are listed here. If you do not find them... do not forfeit the luxury of knowing what is correct and new, write to June O'Dell. She is at your service to send you samples... and even buy your fabric for you, if you cannot find the weave and shade you want.

CELANESE IS THE REGISTERED TRADEMARK IN CANADA OF CANADIAN CELANESE LIMITED TO DESIGNATE



A clever bathing ensemble, which calls inevitably for PERMANENT MOIRE, a fabric by Canadian Celanese Limited. Smart in White with Black or Foliage Green. Vogue Pattern No. 5295. + + +

### LINES OF CHIC DESIGN



Ivory PIQUE, a new style achievement by the Fabric Designers of Canadian Celanese Limited, gives distinction to this active tennis dress. Vogue Pattern No. 5287. + + +

### To MONTREALERS

You are cordially invited to come to our Showroom... Canada Cement Building. There is an interesting display. Ask for our Stylist.

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ITS BRAND OF YARNS, I