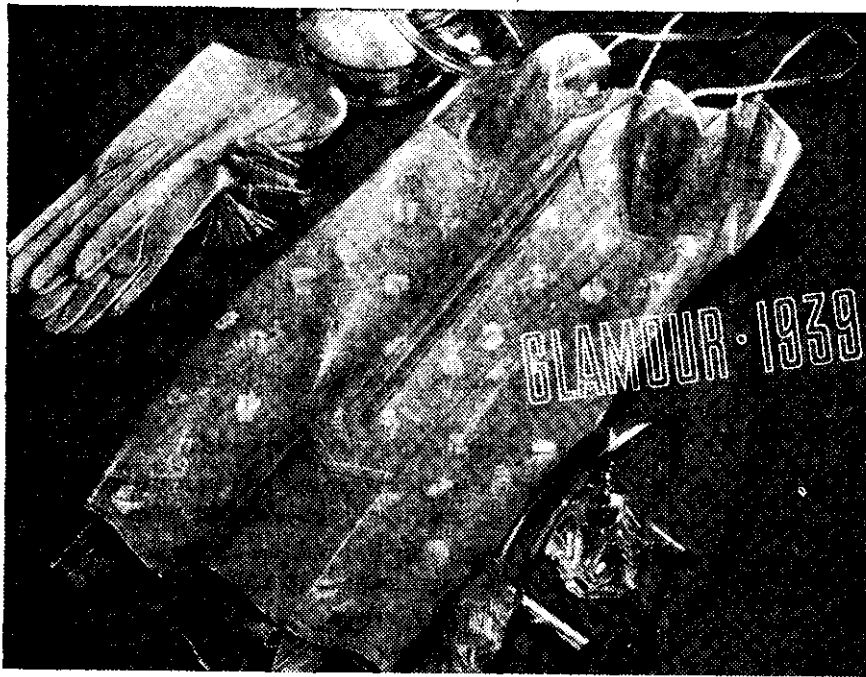
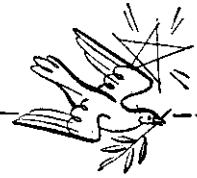




ALL YOUR GUINEAS COULDN'T BUY IT!



... and it's out of date anyway! But no doubt you sigh, remembering the comfort and skin-snug fit of that gleaming satin lastretch.

We sigh too. This pre-war Berlei is lovelier, more supple than your wartime Berlei—but only because, in the national interests, the law stipulates exactly how much elastic, and how much 'finish', we may put into a corset.

Thank you for accepting hardships in such good spirit. Do not think we have lost sight of the beauty and comfort you had come to expect in your Berlei. We have an executive in America now, investigating synthetic elastic. You shall have it soon... just as surely as, with peace, you shall have Berleis more glamorous than you ever dreamed.



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