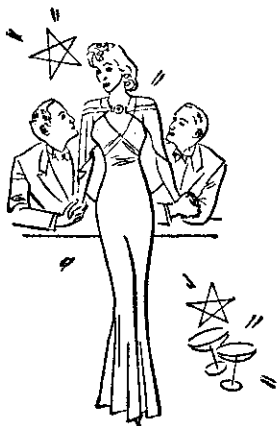


OUR GLAMOUR'S ONLY A GLIMMER NOW—BUT WAIT!

Tantalizing! Beside this pre-war glamour, Berlei beauty now is only a glimmer. Severe—but necessary—regulations of the Standards Institute govern how much time, labour and rubber may go into any one corset.

Thank you, lovely ladies all, for bearing with our present shortcomings. As soon as restrictions lift, Berlei will dazzle your beauty-loving eyes again.

A Berlei executive is in America now, investigating the synthetic rubber and fabric situation. We're all set to pick up where we left off—at nylon, remember? When the whistle blows, we'll shower you, overpower you with lovely limber Berleis beyond your dreams. We'll have you looking your most beautiful for "him" to come home to. It's a promise!



• **FULL**

supplies

of *fresh* **BELL TEA**

are now
available