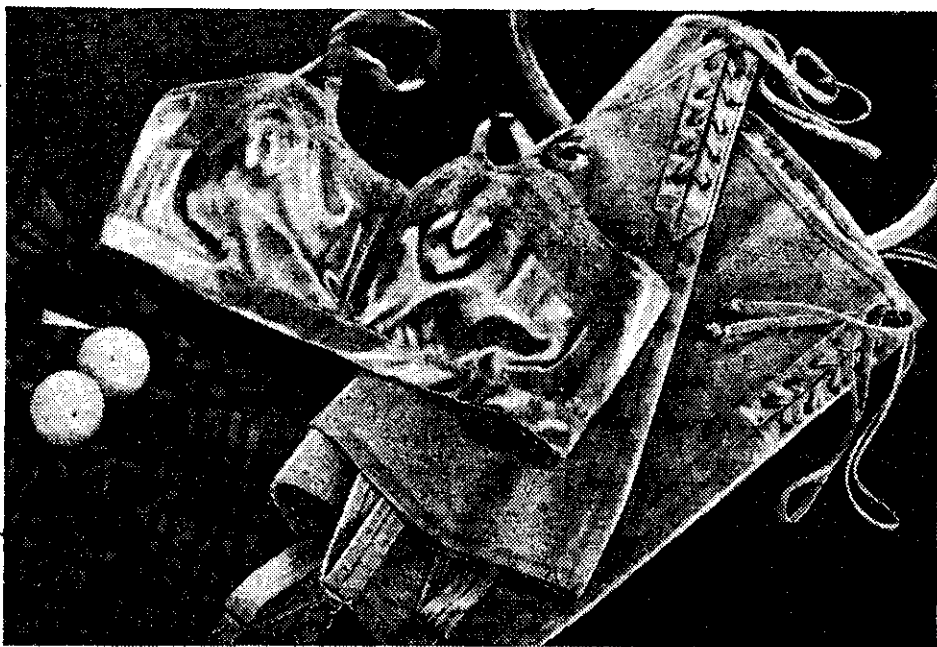
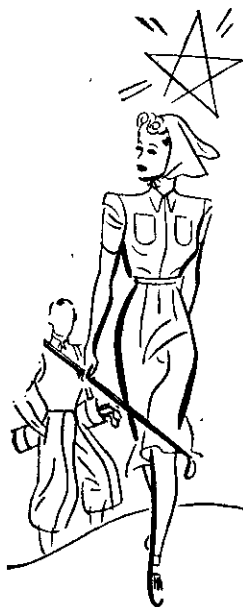
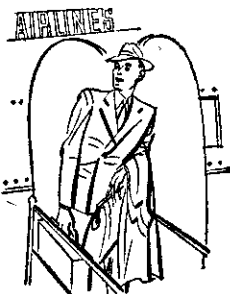


THIS LITTLE BERLEI WENT TO WAR

Just as you were enjoying the freedom of this all-elastic, feather-weight Berlei, we all went to war. Rubber went too, and so the making of this little Berlei ceased. Its freedom-for-action rubber went into action to fight for freedom.

Alas, nothing takes the place of rubber in a corset. More intricate cutting and fitting of panels in a Berlei do compensate—but only if the exact figure-type fitting is obtainable. But our making battledress makes for a chronic shortage of Berleis everywhere.

Like a true Briton you have accepted the hardship without complaint. Forbear just a little longer. A Berlei executive is in America now, investigating synthetic rubber. Berlei hopes very soon to reward your patience. Freedom-in-a-Berlei will come when Freedom is won—and maybe sooner!



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