



Give the Family

EDMONDS

'SURE-TO-SET' **JELLIES** and
'SURE-TO-PLEASE' **CUSTARD**



Edmonds 'Sure-to-Set' Jellies are obtainable in 9 delicious flavours. Edmonds Custard, in 6 flavours.

PRODUCTS OF T. J. EDMONDS LTD., MAKERS OF EDMONDS ACTO BAKING POWDER

**NO, NO,
A THOUSAND TIMES NO**

"But, madame, it's only just the smallest bit shorter here, and we could let the waist out, it's the very nearest we've got to your usual fitting".

Don't take it. It's a Berlei that's perfect for somebody else . . . not you! And your right Berlei fitting, fashioned for your area and figure type is available.

So ask your store to get your correct Berlei for you, and if that's impossible then they won't mind if you go to another shop. You see, by taking a nearly right garment you not only do yourself a bad turn, you rob some other woman of her exact fitting. There are plenty of Berleis for all. Say NO to near fits. Get the one that's right, absolutely right.



When being fitted:

- (a) Be sure you try out the garment in a sitting position.
- (b) Look for more freedom than usual at the waist. You'll appreciate the reason after a meal.

