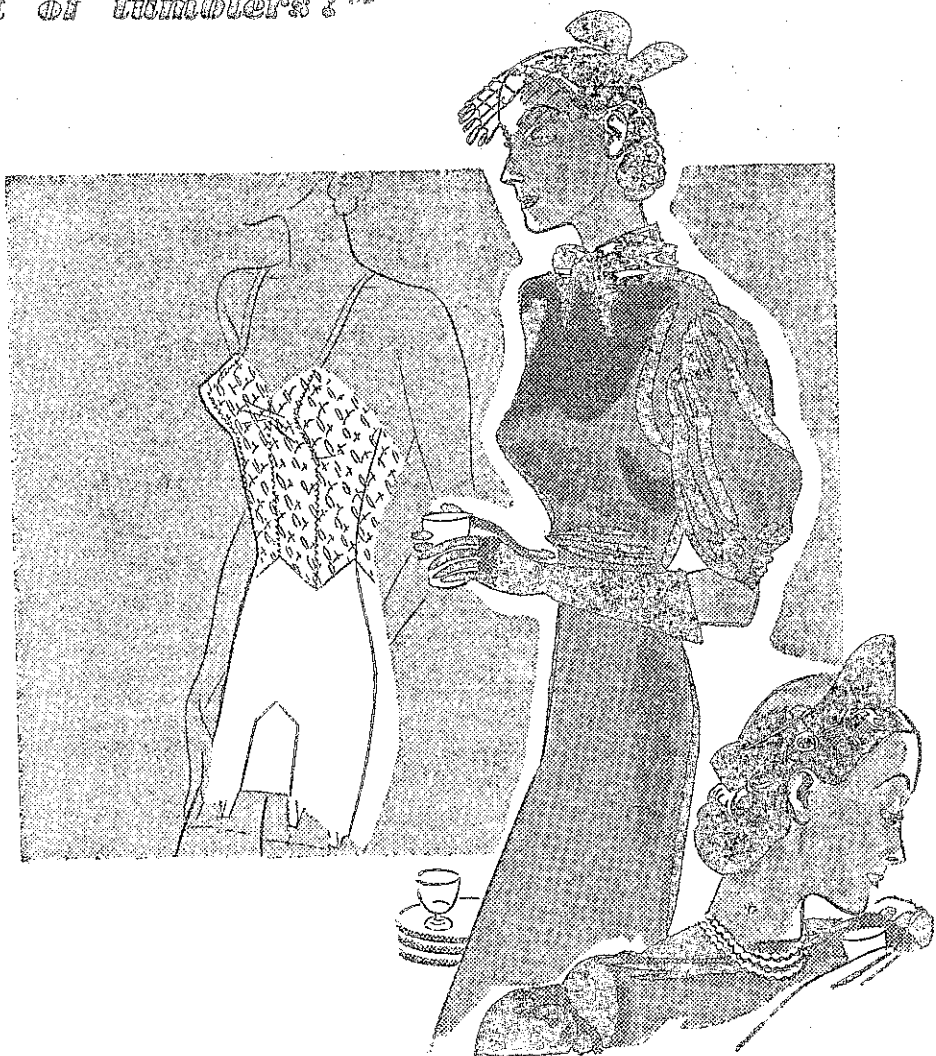


"And . . . my dear, we drank our  
cocktails out of tumblers!"



It's as much a style faux pas to wear, say, a tailored corset under a soft frock like this

as it is to serve your guests cocktails



in lager glasses



or to



sport your pearls



with your swimsuit.

firmness, or the suppleness, the line, style and purpose

There can be no evening chic in a rigid corset that

more than there can be freedom for your tennis movements



of the frock you wear it with.  
ends too short on the thigh any

Sophistication calls for long sheathed lines; action demands briefer control. You must wear a Berlei  
for beauty — yes — but the *right* Berlei to make you comfortable and perfectly turned out in every-  
thing you wear.

*For Berlei Beauty*

MAIL THIS COUPON TO BERLEI HOUSE,  
WELLESLEY STREET, AUCKLAND.

Please send me your 32-page illustrated booklet "Berlei  
Beauty" for which I am enclosing 5d. in stamps.

NAME .....

ADDRESS .....

(Print in Block Letters)  
The coupon is for your convenience. If you prefer, write  
direct to Berlei House, Auckland.

