

**"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



Your Berlei must echo the

of the frock you wear it with.

ends too short on the thigh any
in a long-line evening controllette.

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 everything you wear.

For Berlei Beauty

