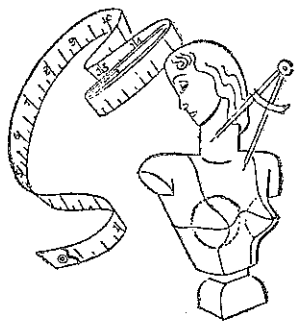
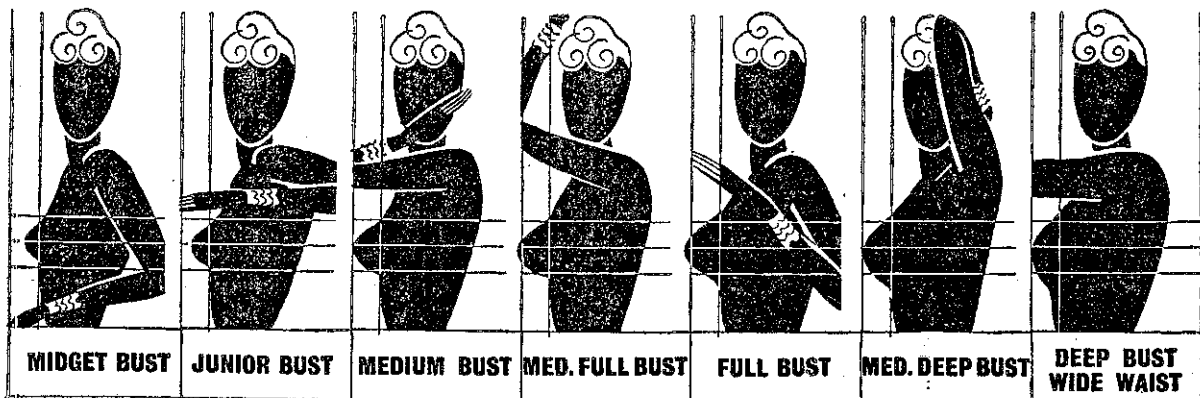


"Yours Truly"

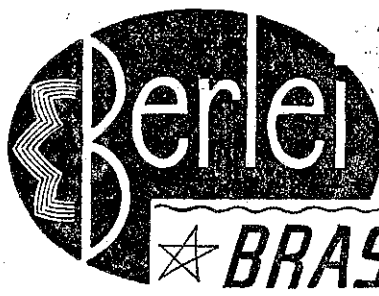


If your daughter's a sweet young thing with a figure undecided yet about a bosom, she probably baulks at brassieres; and you think, comfortably, she's young enough for it not to matter. Just as if her pretty young curves didn't need all the encouragement they can get now in the right way to grow! You can't put her into a Berlei figure-type brassiere too early. It's the way to discover her figure, sculp her ranginess into grace and prevent those delicate tissues from breaking down later on. And, incidentally, help her over the self-consciousness she feels about her figure growing up.

A Berlei . . . because only Berlei take into account the shape and development of the bosom—as well as the bust measure—with seven different fittings. It's the old principle of multiple fitting you're familiar with in footwear . . . come to brassieres. There's no other brassiere to which you can so blandly entrust a pretty bosom—whether it's your own or hers. For whatever your shape, your age, your size . . . your Berlei fitting is "yours truly" and yours alone. Find it for yourself—find it for your little girl. It's the way a lot of pretty figures are made, and kept!



BERLEI
FITS TO SHAPE
AS WELL AS SIZE



TYPE-
FITTING

★ **BRASSIERES**