

MISS UN-AMERICAN OF 1948

In her new hunting costume suggested by the classic Salem Mass. model. This is the ultra thing in current sportswear for Hollywood, Washington and Mississippi.

From top to bottom then, please notice the ruggedly individual hat. It is made of genuine American Eagle, with its left wing amputated.

The color scheme of the costume is inspired by the American flag. The artful blend of blue and white has been achieved simply by eliminating the red...which clashed.

You will note only thirty eight stars on the field of the blue bodice; the ten missing stars being held in contempt by the Thomas Committee.

In place of the cliché hand bag, Miss Un-American will carry a broom-stick. This is positively the last straw in novelty.

Yes. It's Tally-Ho! Yoicks! and we're off to the witch-hunt!

THE BOURBON HOSTESS GOWN

Modelled after the peasant costumes of Georgia and Mississippi. To be worn by Milady for informal-at-homes when entertaining Northern Republicans.

Your attention is called to the cunning segregation of the black and white motifs held together by a smart schizophrenic sash, which otherwise would split the body politic. A dash of Dixie charm is added by the authentic reproduction of Southern Hemp.

Notice the inflated leg of mutton sleeves which are practical as well as eye-arresting. These sleeves are cleverly lined so that Milady may carry in them an assortment of eggs and tomatoes...without which no true Dixiecrat could express a political opinion. ~~Note the smart collar line...~~ a must for the Rankin set.

Symbolic of the gay excitement of the lynching season, the skirt flares out in a riot of ~~color~~ rationalizations.

THE CONTINENTAL CAPE

For Milady's travels. Designed especially for stylish stouts covering all foreign regions. The color is Mediterranean Blue artfully blended with battleship grey. Worn with an upper income bracket ~~on~~ either *under* shoulder.

What is especially fascinating about this number is the concealed support which maintains the entire ensemble, hidden American gold clips..Thus the appearance of the original Italian design seems to be retained, although the American touch is obvious even to a casual eye.

Notice how uneasy lies the Democratic coffeeur under the royal Grecian headgear, and how the dollar motif is carried on down to add chic to the ballot box bustle.

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THE KITCHENETTE-DOMESTIC

And now we have a little domestic number ~~for everyday~~ wear made of weather resistant material suitable for the housewife without a house.

Notice the generous leeway in the blouse, giving you plenty of room for synthetic boom and artificial bust. This all-size model was designed by the National Association of Manufacturers with a flexible waistline that can be taken in...along with the wearer. The modish corsage of purple war hysteria is designed to lift you out of any depression. It may also get your sons out of the house for you.

May we suggest this gay little kitchenette number now selling for only nine seventy six....nine hundred and seventy six dollars, of course. We're trying to sell out this number because advanced designers are talking about a Glen Tailored model which threatens to sweep the country.

THE ARABESQUE WHAT-IS-IT ?

Featuring our imperial slack policy. This adaptation of Middle East ensemble is dominated by a Chase National Note and is highlighted by the new pipe-line waistline. The lower half of this unusually smart creation gives you the feeling of partition up the front while skirting the issue in the rear, thus creating a stunning haram-scarum effect.

Your attention is called to the Mufti Muff. And there is nothing like the Forrestal veil to give the illusion of an illuring complexion to an otherwise oily skin.

The Truman turnabout Turban is a truly remarkable creation. Note how skillfully it twists and turns and faces both Mecca and Wall Street at the same time.

THE DECCOLATTE FOR THE ATOMIC AGE

The final word in evening gowns! To be worn on the last evening of the last grand ball which will ever be held. Note delicate blend of Japanese silk and Uranium, spangled with radio-active sequins, ingeniously interlaced with nylon ticker-tape. This seductive creation will reduce even the most unwilling swain to a handful of dust. Our model is cut from the inside pattern of the original Marshall Plan. Notice the darling neckline and shoulder. For this, too, too divine mating of gold and brass, we are indebted to the American imitators of the late great Teutonic coutourier, Adolf.

Just the thing for those gay, colorful diplomatic affairs. With this little number, you can remain in the background and make your presence felt. Worn with a dash of Schapperelli's Devestation, it is designed to bring the world at your feet....

It should be noted that the gowns paraded before you are oh-so-economical as well as beautiful! Just think! Only seventy cents of every dollar you earn goes for payment of this wardrobe! And of course this leaves you with a whole thirty cents of your dollar left for such interesting accessories as food, housing.....and even a little for trifles like education and health!

And our last is a model which is....terribly...different. It makes no claims to exclusiveness. In some quarters it is felt this model will introduce a completely new look for 1949....our Budget Bolero!