

626—Have this pastel voile as the backlog of your summer wardrobe. It's Sanforized to resist shrinking. Tebilized to resist wrinkling. In sky blue, rose, aqua. 14-44, 16 1/2-22 1/2. 6.98

546—Pastel woodland flowers bloom on a whisper-soft summer voile that you'll live in — all summer long. Sanforized for safe washing. Blue, rose, green. 16-44, 16 1/2-22 1/2. 4.98

NELLY DON WEEK ! April 27 to May 3

Style Show... April 27 of

Summer Nelly Don Styles

Opening bell in Emery, Bird, Thayer's Nelly Don Week! Scores of lovely new designs for summer will be modeled with Nelly Don's fashion consultant, Miss Frances Keith, as commentator.

Miss Florence Ellet, Nelly Don fashionista, will be in our Nelly Don Shop all week to assist you with your wardrobe selections.

"Career Girl" Showing ... 12:15

smart wardrobe ideas for busy young exec's.

"Lovely Lady" Showing ... 2:30

cool, feminine fashions for every summer occasion.

THIRD FLOOR, NELLY DON SHOP

NELLY DON DAYTIME FASHIONS

MISS ADELAIDE NAVIOUS

3028 BALTIMORE AVE. CITY

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Nelly Don Leads You To Summer

Nelly Don

Soapsuds Fashions'

Defendant's Exhibit 50

You'll enjoy an easy-to-care-for wardrobe of Nelly Don washables this summer! Choose

from scores of fresh-looking sheers. Dainty voiles. Cool cottons . . . suits for town and travel. They're well-fitting casuals, beautifully detailed! Come in today and Just Try One On!

*Reg. U. S. Pat. Off.

Emery, Bird, Thayer

Nelly Don Shop, Third floor, Kansas City

834—Nelly Don's shirtwaist deluxe—cool terrace lace paired with crisp Bamboo Cloth rayon, dainty jewelry button trim. Washable. In sky blue, white, sand beige. 12-40. 10.98

945—Summer leaf-print sheer dress (Bemberg rayon) pairs off with a loosely woven basket linen jacket for one of the season's smartest ensembles. Blue, pink, green.

Washable. 10-40. 14.98

635—Crisp as a new dollar bill—and much more welcome on a hot summer day! Snowy lingerie trim, young-figure lines. Tissue gingham in fairway blue, tan, green. Washable.

10-18. 6.98

726—Snow-white baroque design looks cool and fresh on this pretty pastel voile. Dainty lingerie trim. Slim lines. Blue, pink, green. Washable. 12-44, 16 1/2-22 1/2. 8.98