An Investment in Charm

the charm that is peculiarly your own—is certain to follow your inspection of our spring dresses, jacket suits and wraps. For the season's decree is that you may follow whatever pattern is best adapted to yourself and yet remain modish. The lines of today are pliable enough for individuality, yet ever retain their harmony. When you have proved our statement true by finding in our shop just your tweed or covert for morning, print for afternoon and wrap and gown for evening then surely you will feel that your investment in charm is a pleasure.

THE STYLE TREND

Waistlines are natural again, praise be! Skirts for daytime have stopped four or five inches below the knee but evening lengths have found no stop at all. You may wear whatever length you desire. Coat hemlines must follow the dress line and this new variation gives rise to interesting capes, gores and flares. Prints are small for daytime, larger in the evening. Most popular colors are navy and green. Gray is good for accessories. Knitted sportswear is still here but with a difference—it now has tucks, peplums and bow knots!

“Wise Guys Always Seem to Be Working for Dumb Guys” . . .

Life is like that. The wise guy knows all about the business. He makes plenty of money. The poor little dumb guy just plugs along in some mediocre job, doesn't get big pay and banks part of his savings every week.

“For what?” asks the wise guy.

Then the boss decides to sell his business and retire. The man with some money can take it over. The poor little dumb guy takes a look at his bank book and says:

“I'll buy it.”

The wise guy says:

“Yeah, but what will you do with it when you get it. You don't know anything about this business.”

“Maybe so,” says the dumb one, “but I'll buy the business anyway and hire you to run it.”

That's one reason why so many wise guys are working for dumb guys.