



*Lingerie -
Designed for
Her Loveliness*

Most delectable surprise of all! A delicate, tissue-crisp . . . all flattering gift of lingerie! No gift can more enhance Her loveliness and femininity . . . no gift is so certain to please . . . be it a smartly tailored slip . . . pert and piquant flannelette snuggies or a graciously styled hostess gown! Select Her gift of lingerie from our holiday-bright collection.

Sixteen Wonderful Brand Names Here To Make Your Gift Shopping A Happy Adventure!

- | | |
|---------------|----------------|
| ★ MUNSINGWEAR | ★ TEXTRON |
| ★ VAN RAALTE | ★ SAYBURY |
| ★ KNICKERNICK | ★ TOMMIES |
| ★ LUXITE | ★ NANETTE |
| ★ ARTEMIS | ★ MISS PULLMAN |
| ★ CORETTE | ★ BOTANY |
| ★ LAROS | ★ LINDA |
| ★ DUCHESS | ★ MINA |

It's highly important to choose nationally advertised brands when purchasing lingerie . . . the importance of tailoring and fit cannot be too greatly emphasized . . .

Please be advised, men, that our lingerie salesladies are not only sympathetic in their contact with patrons, but expert in their knowledge of undergarments, hostess coats, lounging pajamas and will advise you on what wife, mother, sister, grandmother or sweetheart likes in the current lingerie fashions!



- TAKE THE ELEVATOR!
- TAKE THE STAIRWAY!
- TAKE ADVANTAGE OF THESE SMART BUYS!



Yvonne Modeling
Textron's New Quilted
Lounging Pajamas

19⁹⁵

TEXTRONS LOUNGING PAJAMAS . . .

Here's the smartest lounging pajamas in town! Textron, as usual, is the creator and Miller's are Salem's exclusive agents for this famous line. The pajama pictured above is made of quilted french crepe (an exclusive Textron fabric) with contrast plain lining. The pajama, patterned with "commas" in conletti colors on black, chartreuse, claret red, etc.

Other Beautiful Christmas Gifts Are:

CHENILE	SATIN	RAYON
WOOL	RAYON	SATIN
CREPE	JERSEY	NYLON
JERSEY	CREPE	CREPE

FLANNEL ROBES NYLON GOWNS! JERSEY BRIEFS, SLIPS!

Miller's