



Fashions

New Fall Bras are "Self-Fitting"

By RUTH STONE
Perma-lift Foundation Stylist

YOUR INDIVIDUALITY is your most priceless possession, and your foundation garments should fit your specific figure needs.

Well, I have just discovered a bra that will fit you, instead of forcing you to fit the bra. It's called Self-Fitting, by "Perma-lift".

Each cup automatically adjusts to your exact bust proportions. Your breasts completely fill as much of the cups as is necessary, and the rest of the bra becomes a non-roll, non-wrinkle diaphragm band.

And oh, what uplift. New Magic Insets mold you from the sides, lift you

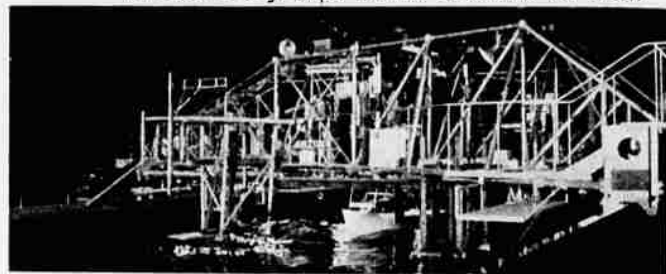
from below and this support I guarantee you'll never rub or scrub away.

There's one more important bit of design "houdiniism" to this bra. The "Neveride" elastic diaphragm band—that hugs you, firmly yet gently, keeping your bra securely in place—always. Regular Style #110, only \$2.50 in fine cotton. Long-line cotton "Bolero," #128 \$3.95.

Free Booklet

Write for free booklet, "Facts About Figures" c/o Ruth Stone, Dept. "N", A. Stein & Company, 1143 W. Congress Parkway, Chicago 7, Illinois. *Reg. U.S. Pat. Off.

Complicated structures like one above this model tell a lot about a large ship's eventual behavior in the water.



OUR NAVY LEARNS



The performance of this small, graceful hull model of a naval frigate is studied carefully by maritime scientist.