

HEADLONG → INTO BLISS

STRAIGHT to the cool that the fishes know S—with wind and brine and laughing spray for company! Straight to the heart of summer's fun speeds all the merry world of smartness, while summer beaches beam a welcome, and sunlit waves clap hands in boisterous ecstasy!

And part of the fun (if one be boyish) is to wear a suit with white jersey top and striped flannel trunks—just like a man's! 8.95

And part of the fun (if one be feminine) is to wear a suit of ink-black taffeta, with a dear little circular skirt, and a three-color inset at its very low waistline. 10.95



And part of the fun (if one be a man, and therefore doomed to conservatism in dress on every other occasion) is to wear a suit of new designing—all of rib stitch wool—the top white with a broad gray stripe to match the trunks, and blue pencil stripes to match the belt. The suit, 8.50. The belt, 75c

And much of the fun (if one be, at heart, a mermaid) is to wear a suit of taffeta, patterned like the sea, even to the water lilies that float upon it. In red and white, 12.75

And the most blissful thing of all is to be a tot, borne high on sun-bronzed shoulders, and to wear a suit that stripes its top of white with navy, red, copen or green to match the trunks. Sizes 2 to 8, 2.95



L. BAMBERGER & CO

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CARTER HOUSH

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