



# SAFARI

SILKS OF A NEW ADVENTURE

To Africa... the new playground... The world goes for sun-bathing to Tunis, sport-fishing over the Mountains of the Atlas, gambling "Ole Safari," and jungle-hunt for fantastic game. And Africa, source of amazing customs, strange and sophisticated... this is the home of Safari... silks patterned in the keenest colors, the Indian rhythm of a real adventure.

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The Safari design "Tunis" appears in the Schiaparelli catalog by 54th Street Avenue. Safari prints for resort and town will also be shown in dress, ensemble and silk by the yard.

**BELDING HEMINWAY COMPANY**  
Madison Avenue at 34th Street • New York

Künstl. Leiter: Rudolph Schwartz  
Agentur: Lyddon, Hanford & Kimball, Inc.  
Inserent: Belding Heminway Co.

Art Director: Robert S. Varol  
Agency: The Grey Advertising Service, Inc.  
Advertiser: Onondaga Silks

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There are certain fashions that have a way of liking themselves above the prevailing expressions of the smart vogue. They do not enslave themselves to the mode... they use the mode—and invariably they use Onondaga Silks... because these lovely silken fabrics make for the greater charm, and the individuality which is the final claim to fine fashion. • Onondaga Silks are available, too, by the yard at leading silk departments.

**ONONDAGA**  *Silks*