



NOW—A NEW LINE IN
JAEGER DRESSING GOWNS

Beauty-after-dark adds a fresh arrow to her quiver, as Dressing Gowns assume a new, more feminine, more gracefully extensive line. Gone is the brief, jaunty mannish cut of the day before yesterday. Sweep up to bed in as much state as you sweep down to dinner!

JAEGER HOUSE, 204-6, REGENT STREET, W.1. ★ MAYFAIR 3144

Entwurf Design
FRANCIS MARSHALL

FLARE LOW
 FLARE HIGH
JAEGER
 Silhouettes
 for the
 New Season

Casts fitted and flared; long coat, as on the left, to the hem of your dress, banded with slim folds of astrakhan. On the right—three-quarter suit coat wraps the figure, its flare out wide below the knees. This, too, is banded with astrakhan. All black—all black is the newest note of this. You can call the silhouette Russian, Directoire, or what you like. Jaeger calls it just plain Autumn 1936; and—don't you agree—terribly smart.



JAEGER
 204-6 REGENT ST., W.1

Agency
COLMAN PRENTIS & VARLEY Limited

Advertisements for the Jaeger House

