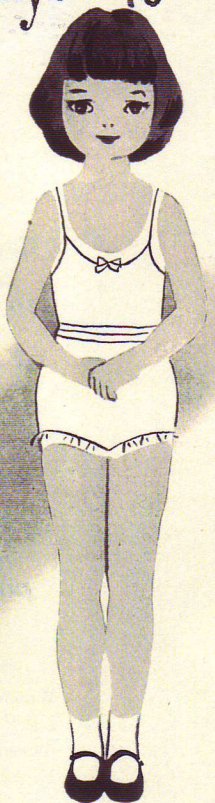


Betsy McCall* says: "To little girls who plan to grow—
your dresses must not shrink"



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Out of the mouths of babes come words of wisdom. Mothers—it really doesn't make sense to have your daughter's dresses get smaller while she's getting bigger. That's why it does make sense to choose these Mary Jane Dresses. The fabric is an entirely new wonder rayon... AVCOSET RAYON that doesn't shrink out of fit, doesn't fade... no matter how many washings. And you can wash AVCOSET RAYON fabrics everywhere—in the washing machine, tub or commercial laundry! No double-talk washing instructions necessary. Make sure *the fit* won't wash out... make sure her dresses are made of the *new wonder rayon*... AVCOSET RAYON.

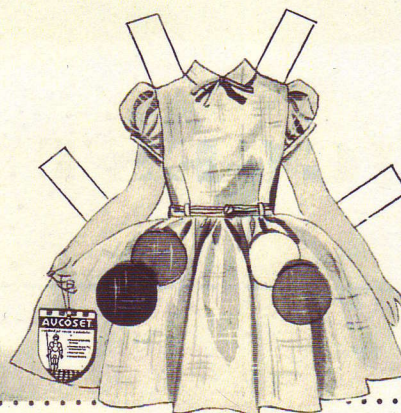
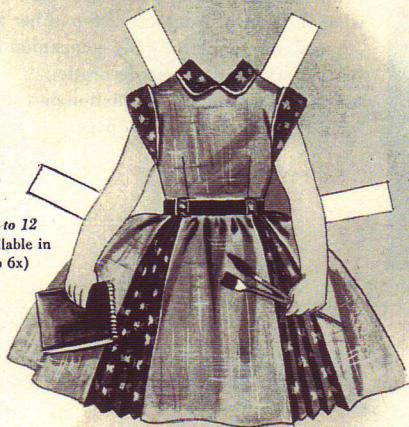
AVCOSET† RAYON

means

**MARY JANE DRESSES
can't lose their size
in the suds!**

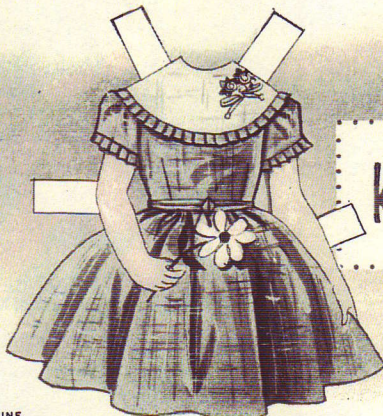


In sizes 7 to 12
(Also available in
sizes 3 to 6x)



In sizes 3 to 6x only

In sizes 3 to 6x
(Also available in sizes 1 to 3 and 7 to 12)



KIDS! ENTER THE BIG MARY JANE COLORING CONTEST

Pick up your entry blank at any store listed on other page or at your favorite store!

AMERICAN VISCOSE CORPORATION

† AVCOSET IS THE REGISTERED TRADEMARK OF AMERICAN VISCOSE CORPORATION, 350 FIFTH AVENUE, NEW YORK 1, N. Y.

