

Jelleff's

5th Street
Silver Spring
Baltimore
4433 Connecticut Ave.
Washington

Saturday! Make a Jelleff day of it!

Suits, wools, exciting coats . . . and don't forget to accessorize, too!

Sycamore
Exclusive
for Misses!

Forstmann's
soft-touch
Kashmir
blend of wool
and cashmere

\$135

Brush your fingertips
over it . . . hmmm,
what a treasure this
coat is! Black or pale
blond edged with hand-
picking and designed
to wrap close to your
figure . . . a column
of coat! Sizes 8 to
16.

Third Floor F Street and at
Shirlington, Silver Spring,
Conn. Avenue



Scarfed
for women

A dramatic new
counterpoint of
fur and
fur-soft fabric

\$125

There is much news
here . . . the straight-
ened, slimmed silhou-
ette in Hockanum's
plush-textured wool in
cognac brown, bright
teal blue or black. The
draped ascot and deep
muff-cuffs are the
rich dark brown of
dyed basserisk (fur
origin U. S. A.) Pro-
portioned sizes 10 to
18.

Third Floor F Street only



Rib-jacketed
Sheath

Color is part
of the fun . . .
see it in red!
green! peacock

\$22.99

A shimmering, glisten-
ing texture blended of
acetate and rayon.
The scoop neckline
sheath is sleeveless for
your five-o'clock life.
Over it, a little wee bit
of jacket buttoned rib
tight and collared with
velvet. Misses' sizes
10 to 18.

Second Floor F Street and
at all Jelleff branch stores



The Boxy
Costume

What a
valuable asset
it is to
a woman's
busy life

\$19.99

In sizes 14½ to 20½
. . . and a very astute
flatterer! A crisp fall
blend of rayon-ace-
tate - and - cotton in
aqua or rose with a
bubby textured jacket
that slims right past
your waitline. It's
wrinkle-resistant . . .
smart investment for
a city life.

Second Floor F Street
and at Silver Spring



JUNIORS...

We've big plans for you tomorrow! Here's your red carpet . . . everything from coats to gay young hats, from junior-tailored suits to rustling silks and ball dresses, from separates to shoes. There's a junior feeling (and perfect junior fit) all through Jelleff's!

Tomorrow—informal modeling in Teens' and Juniors' Sport Shop, Fourth Floor.



Cashmere's new coat-shade: bamboo! Juniors' tab-collared pure cashmere coat de-
tailed with handpicking; also in blonde-nude. Sizes 5 to 13. \$110

Third Floor F Street, Shirlington, Silver Spring, Conn. Avenue

The cardigan suit! Double-breasted in blended wool and rabbit's hair; coral, moss green
or black in junior sizes 9 to 15. And very specially priced! \$39

Third Floor F Street and all branch stores

The soft-touch basic! Wool fluffed with rabbit's hair. The midline two piece in blue,
green or red with velvet Cowl collar; junior sizes 7 to 15. \$14.99

Fifth Floor F Street and Shirlington, Silver Spring

Dyed to match for classicists! Slim flannel skirt (it's a British Walker!) in fern green or
wedgewood blue; sizes 7 to 15. \$9.99

The match: Mazet Orton cardigan in sizes 34 to 40. \$8.99

Fourth Floor F Street and at all branch stores

The careerist's best basic! Tweedy sheer wool in our beautifully understated two piece
with torso-line overblouse. Grey or beige in sizes 7 to 15. \$29.99

Fourth Floor F Street and at Shirlington, Silver Spring

Panne's glisten
in the close-curved beret

Reggi Wilshire calls this "Boutique" . . . such
a wonderful little bit of hat that we see it with
everything from a big blond greatcoat to the
slinkiest black you own. It's young, has tre-
mendous chic . . . and such flair that you might
buy one black, one brave! Rubis red, emerald
green, coffee, navy or black panne velvet.

\$10.50

Jelleff Millinery, Street Floor F Street
and in some colors at all branch stores.



Keep up with
the Browns, too

Amber, briarwood, mocha,
bitter chocolate . . . beautiful shoes

We tell the story here in pumps . . . beautiful new browns
to glow against tweeds and flannels. Counter clockwise:

1. Customcraft's seamless Continental pump with squared
throat. Calfskin in town brown or ambertan; also in black
suede, black calf. \$18.95

2. Congressional's sweater-ribbing pump in brown calf, also
black suede. \$12.95

3. M. Wolf's Italian inspired town pump in supple grained
leather. Cognac or in black suede. \$22.95

4. Mademoiselle's walking pump in briarwood calf detailed
with stitching; little "urbanite" heel. \$14.95

5. Mademoiselle's seamless brown calf Couture pump; also
in black calf. \$16.95

Jelleff Shoes, Fourth Floor F Street; Mademoiselle
and Congressional pumps also at Shirlington, Silver Spring.

