

Jay - Thorpe

Inc.

24-26 FIFTY-SEVENTH STREET WEST

*L*ess than a fortnight JAY - THORPE will open their new establishment on Fifty-Seventh Street West, which will be devoted exclusively to the most adequate presentation of feminine apparel.

This opening brings to New York the newest and highest development of the Parisian idea of fashion specialization. A splendid building has been erected, and within will be grouped a series of individual salons, each decorated and equipped in keeping with the offerings presented.

For over a year the house of JAY - THORPE has been in active preparation for its opening. Recognized authorities in the world of fashion have been searching the ATELIERS of Europe and have secured a collection of models that will transcend the usual in charm, grace, and nicety of detail.

Occasionally a house is born which from its very inception fills a place unique. JAY - THORPE will strive to achieve just that. They will present practically complete attire for Women and Misses of both Imported Modes and Creations of their own.

MILLINERY
GOWNS
WRAPS
FURS

BLOUSES
LINGERIE
NOVELTIES

Paris - 4 Rue d'Uzès