



MENUTE-TO-DRESS . . . Zip, it's on!
Fly-weight rayon-and-wool dress
. . . detachable collar and cuffs.
Stitch stripes on red, blue, grey,
green, brown. 16.95



VASSAR-IN-VELVETEEN . . . Very en
dimanche (Sunday best, to you).
Moulded lines, tie belt. Poppy red,
dragon-fly blue, grey, rose,
moss leaf, black. 16.95



EXTRA-CURRICULAR . . . Nailhead
buttons, nailhead belt. In Pall
Mall,* a Celanese® rayon by
Mallinson. Black, brown, river
blue, red, green. 16.95
*Reg. U.S. Pat. Off.



*Young
Thinking
at*

*The
Bon Ton Store*
336 George St. New Brunswick N. J.

*Your First
Fall Dress*

*has one eye on college . . .
one eye on the budget !*

Career girls and college girls
flock here, because they
like functional clothes . . .
unfussy . . . of INTERESTING
FABRICS . . . nicely put
together . . . in WARM,
YOUNG COLORS.

Here's a typical sextet of
such dresses—at a price that
will appeal to these thrifty
striplings.

Sizes 10 to 20

16⁹⁵



WEATHER PROPHET . . . Becoming hood dress striped to waist. Solid skirt and back match fluting of hood. Wool and rayon. Red, copper, grey, beige, aqua, gold. 16.95



FOR THE CLANNISH . . . Tartan-topped one-piece dress, convertible neckline. Gold, blue, rose, aqua, green, red wool-and-rayon plaid; black velveteen skirt. 16.95



WELLESLEY-WEEK-ENDER . . . We award the wooden safety-pin (on the neckline) to this wool dress. Poppy red, blue, toast, grape, moss leaf, grey, beige, black. 16.95



Judy 'n Jill*
Back to School
Clothes for
Young Moderns

THE BON TON

336 George Street

NEW BRUNSWICK, N. J.

*Reg. U. S. Pat. Off.

"Frogs"

Repeated by request — our famous "frog" dress. Rayon velveteen in sapphire, honey beige, red or black. Wool with matching rayon velveteen in henna rose, grey or blue. Wool gabardine in smoke blue, red, dark green. Sizes 9 to 17. 17.95

