

# Blackshire

THE PERFECT  
BLACK APPAREL

## Dresses & Blouses



**T**HERE'S a *Blackshire* gown for every occasion, from early morning to the wee small hours of the next day.

Simple dresses for the morning, trim street or traveling dresses, dainty afternoon gowns appropriate for the tea, card party or club meeting. And as for evening wear, every woman is her loveliest in black as interpreted by *Blackshire* master artists—it forms the perfect background for her charms, softening the lines of years or acting as a wonderful foil to the fresh beauty of youth.

Let the little *Blackshire* label be your buy-word for perfect black apparel. It will always be found in Gowns and Blouses of surpassing individuality, conforming to every dictate of fashion in a manner truly distinctive. Do not accept a substitute.

*The Blackshire "Style Story" for Spring is now ready. Send today for your copy, and please mention the name of your favorite shop when writing.*

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