

Blackshire

THE PERFECT
BLACK APPAREL

Dresses & Blouses



*Blackshire Styles Find
New Expression in the Charming New Fabric
"MURETTE"*

FALL FASHION finds no lovelier or more authentic portrayal of its mode than these *Blackshire* creations, and that incomparable charm that distinguishes all *Blackshire* apparel expresses itself with new beauty through "Murette," so readily does this newest and loveliest fabric from France lend itself to the skill of our creators.

Blackshire frocks and blouses for the Fall, in all voguish materials, sound a distinctly new note of individuality. There is a certain trim distinction that stamps each simple little street dress—an elusive loveliness bred of exquisite care to detail, that singularizes every afternoon or evening gown. They are invariably chosen by women of discrimination.

The *Blackshire* label in a gown or blouse is assurance of its style and charm.

Blackshire Dresses and Blouses are obtainable at the better shops everywhere. The Blackshire "Style Story," featuring new gowns and blouses, is now ready. Send for your copy today.

Rebecca Miller

THE HOUSE OF BLACK 112-114-116 Madison Avenue, NEW YORK

WHOLESALE ONLY