



Attr. Claire McCardell
Evening Gown c. 1939

2005.65.9

Gift of Denise Otis

FT523 Spring 2008

Larissa Shirley



Hanging

Front In Detail



Flat on table



Back
in detail



No Label-
Townley or
Carnegie?

1938?

1939?



Claire McCardell c. 1939



March 1938



September 1938



September 1938



November 1939



April 1939

Underpinnings...

LA LIGNE
seul aspect extérieur de votre
Distinction...



... vous impose le choix du Grand
Conseiller sur mesures de PARIS :
CHARMIS.

Par la grande classe de ses créa-
tions, CHARMIS s'est avéré le seul
conseiller digne des grands Maîtres
de la couture parisienne.

Faites comme toutes les person-
nalités du "High Life" Pariser et
Mondial, faites contrôler votre
ligne par CHARMIS.

Pour le soir CHARMIS présente le "CHARME 38" : gaine-
combinaison très simple, tissu élastique extensif, décolleté
mi-dessous de la taille, gorge en dentelle insoupçonnable.

CHARMIS
7, PLACE DE LA MADELEINE-PARIS
TEL. ANJOU 04-00
GRAND PRIX EXPOSITION INTERN^{LE} PARIS 1937

• 8 •

26

Harper's Bazar

*Legs
are young in
QUAKER
Stockings*




If you want to see how
lovely your legs can really
be, buy a pair of Quaker
Stockings today. The flat-
tering secret of Quaker
Stockings is sleek, dull-
luster sheerness and per-
fect snug fit.

79¢ to \$1.35

QUAKER HOSIERY COMPANY
330 Fifth Avenue, New York

Also makers of the famous Quaker
Net Curtains, and Lace Dinner Cloths



Hair and Beauty



*Ayez pitié
de vos Cheveux!*

LA VIE,
LA BEAUTÉ
DE VOS CHEVEUX
EXIGENT UNE
VÉRITABLE
PERMANENTE
EUGÈNE

FAITE AVEC LES VÉRITABLES

SACHETS eugène

LES APPLICATEURS DIPLOMÉS
DE LA MÉTHODE EUGÈNE
SE RECONNAÎSSENT À CE SIGNE

*Sur demande à la S.A. Eugène
9 rue d'Athènes Paris, envoi
gratuit de la Brochure illustrée.*

• 11 •



Tangee gives lips a natural appealing charm
—never an ugly "painted" look"

Men resent that "painted look"! Tangee contains no paint—never coats the lips with ugly red grease. It gives a lovely glow that best suits your own natural coloring—whether you are blonde, brunette, or red head.

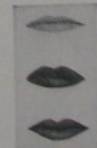
Looks Orange—Acts Rose
In the stick Tangee looks orange. But on your lips it

magically changes to a warm blush-rose shade... due to Tangee's famous color-change principle.

Its special cream base makes it stay on... hours longer—prevents chapping, drying, cracking. Get Tangee today. 39¢ and \$1.10. Also in Theatrical—a deeper shade for professional use.

World's Most Famous Lipstick
TANGEE
ENDS THAT PAINTED LOOK

FOR A COMPLETELY NATURAL APPEARANCE, use Tangee Rouge Compact and Tangee Face Powder. Tangee Rouge gives your cheeks a natural glow that looks like your own color. The reproduction trace of Tangee Face Powder blends with your own skin tones for a smooth flattering finish.



Entouched—Lips left untouched are apt to have a faded, parched look.

Greasy, painted lips—Don't stick that painted look. Men don't like it.

Tangee-lookable lips—Imitation natural color, ends that painted look.

BEWARE OF SUBSTITUTES!
There is only one Tangee—don't let any one switch you. Be sure to ask for TANGEE NATURAL. If you prefer more color for evening wear, ask for Tangee Theatrical.



Evening Accessories



**Her Throat Insured
For \$50,000.**

DOLORES DEL RIO* tells why it's good business for her to smoke Luckies...

"That \$50,000 insurance is a studio precaution against my holding up a picture," says Miss Del Rio. "So I take no chances on an irritated throat. No matter how much I use my voice in acting, I always find Luckies gentle."

They will be gentle on *your* throat, too. Here's why... Luckies' exclusive "Toasting" process expels certain harsh irritants found in all tobacco. This makes Luckies' fine tobaccos even finer... a *light* smoke.

Sworn records show that among independent tobacco experts—men who know tobacco and its qualities—Luckies have twice as many exclusive smokers as all other cigarettes combined.

WITH MEN WHO KNOW TOBACCO BEST
IT'S LUCKIES—2 TO 1

LUCKY STRIKE
CIGARETTES

*DOLORES DEL RIO
STARRING IN THE 20th CENTURY-FOX
PICTURE, "MEXICAN DEADLINE"