Sun, Fun and Casual Togs Exciting In Spring-to-Summer Sportswear



For him and her — swim coordinates in striking, striped acetate lastex. These handsome styles feature sleek fit-ting trunks for him, and a flattering strapless one-piece for her.

Permanent

Erich of New York

Give your Beauty a Springtime Lift with an exciting new hair style and permanent wave by Erich of New

York. Erich will create a lovely de-signed-for-you coffure and one of Erich's skilled operators will give you a natural-looking, long-lasting permanent wave. Call for an ap-pointment today!

Crich of New York

Be an Easter Beauty with

The first appearance of the newest in sportswear on the fashion stage set by the Spring Openings is always- eagerly awaited!

The first appearance of the blouses worn loosely still rate high in junior sportswear.

Printed cotton sun dresses will play a major role in the new-season picture, in a range

color excitement.

Playtime ttogs are more fun than ever! Patio pants, Spring's version of the terrifically-amart matador pants, are a big favorite. They are very slim, very tapered and are being shown in printed calico with a matching blouse and a wrapover skirt of plain color denim, in heavy cotton chambray with fringe-trimmed carpenter's pockets, in searfs so beautifully. Longer

ets, and shirts worn loosened up as over - blouses. Narrow losts are used to identify the natural waistline. Middy modesty still holds this season

This year it is being seclaimed with "bravos" for its versatility, fabric interest, and color excitement.

will play a major for in the new-season picture, in a range from small allover patterns to larger-spaced types. Texture adds a note of interest in subdued or embossed types.

constrasting colors point up collar interest.

The ever-popular Tee shirts gain a new look with high, wide, and stand - up collars. Constrasting colors point up collar interest.

Very-new-looking and very wearable are the blouses, jack-ets, and shirts worn loosened up as over whiteses were sairts as peacetaily in the collaries estation styles that accessorize with stark accessorize with stark tacessorize with stark accessorize with stark accessorize with stark accessorize with stark accessorize with starcessorize with stark accessorize with stark accessorize with starcessorize with stark accessorize with stark accessories with stark accessories with stark accessoris and stark acce

in more covered-up maillots and princess suits.

The strapless top remains the fashion leader in swim wear being shown almost exclusive ly. Fabrics are news-worthy with

lastex appearing in new treat-ments. Lastex faille, cluster tucked or pleated, Orlon lastex, and tweedy lastex are destined nd tweedy lastex are destined to the American designers of evolutar as ever for its quick-dry-ng quality, eye-catching cotons in gay prints, ginghams, and denims appear in imaginative styles for the 1953 mermaid.

Newest cottons for the surf ribbon footwear, daintier than the side of the surface of the su and tweedy lastex are destined to be top favorites. Nylon, pop-ular as ever for its quick-dry-ing quality, eye-catching cot-tons in gay prints, ginghams, and denims appear in imagina-tive styles for the 1953 mer-

are brighter, bolder and more cleverly designed than ever.

Beach jackets go to new ry has the Coronation to

Terry cloth, both in plain colors and patterns, is still the best-loved fabric. Gay cotton jackets do double duty when worn with slim toreador pants.

Women golfers will welcome the new knitted touches to favorite classics . . . the colormatched sweater trimmings, cotton mesh bodices, and new favorite for Spring — a suit

Dipping lines suggest the elongated waistline in different ways: one style featured is of shaped, polished calf with notches at the sides for a firm-



Wrap-around Halter Swin Suit of worsted knit (above) and the striking hostess en-semble (above, right) with colorful worsted jersey cuffed stovepipe pants and black felt standaway tunic.

Young Miss Hats

Have 'Like-Mom

Style and Detail

"Young miss" millinery for Spring makes news in its use of bright colors, new patterns and textures in straw, the im-

portance of white and the use of black as an accent.

In addition to the popular bonnet and caps, new

Romper swim suit of Orlon-and-wool jersey. Permanent over-all pleating.

Coronation Designers' 1953 Theme

The Coronation of Queen shapes, flat crowned padre hats Elizabeth of England has been appear strongly for the youngasource of new inspiration to shapes, flat crowned padre hats

Especially in costume jewel-ry has the Coronation theme Beach jackets go to new lengths of flattery in tunics ... captured the designers' imagination. The crown motif apdigans . . sailor shirts ... pears in everything from tallored metal to scintillating make-believe stones.

Tiaras have already been ac-cepted as a formal hair orna-ment and will twinkle on even more heads under the Spring and Summer stars. Definitely,

cotton mesh bodices, and new signed for an easy golf swing.

Spring sportswear deserves the applause it's receiving and promises a top performance in fun-loving wardrobes.

The jeweled suit is one great favorite for Spring — a suit mesh top cottons . . all designed for an easy golf swing.

Spring sportswear deserves of pearls and rhinestones the applause it's receiving and promises a top performance in fun-loving wardrobes.

The dipping line is the newest high fashion note in belts, inspired by Parisian styles and interpreted by American designers this Spring.

Dipping lines suggest the elongated waistiles.

tels to jewel brights reflect the Coronation theme. Even hos-iery adopts British names for its color names. Although there is no one authentic group of Coronation colors — the whole picture of fashion seems to have brightened by the forth-coming crowning of a queen

far across the ocean.
Fashion will certainly derive much stimulus from having a queen on the throne of England and a well dressed lady in the White House in Washington, From Mamie's bangs o Elizabeth's crown now a new source of fashion inspiration and women have a new incentive to look their

LEATHERS, DRAMA!

Leather is a smart newcome on the spring fashion scene! Soft, supple suede appears in coats, jackets and costumes styled for spring wardrobes. Suede is used effectively to add a dramatic accent to knit and nubby tweed ensembles.

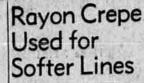


Easter bouquet

Easter Cards

Edward Williams

"Home of Hallmark Cards"



ion, playing an important part in interpreting the new softly flowing silhouette.

Trigere, Irene, Adele Simpson, and others turn its fluid grace to neck-tohem pleating, subtle draping, and the sheath-like

The curving contour is noted Rayon crepe is back in fash- ored dress, the two-piece frock.

on, playing an important part interpreting the new softly lowing silhouette.

Always a basically appealing abric, crepe is welcomed by

fabric, crepe is welcomed by women everywhere, who have hoped for a return to the gentler, softer lines.

Today's top designers love the soft flattery of crepe. Dior,



A Wholly New Concept in Make-Up!

A Flowing Cross Foundation now gives Skin a High Luminous Shoom... Nature's own Dowy Look!

Never before in the history of make-up has there been such a radiant shining foundation that gives perfect coverage ... as true, as shining-clear as nature's own high-lights.

For a long time, women have wanted such a foundation. And now, the greatest creative name in Beauty has presented just such a flowing cream ... it is called Basic Sheen; a truly superb achievement by a truly superb achievement by Elizabeth Arden. Miss Arden has created BASIC SHEEN for all women, making a special version with hormones for the woman over thirty, so that she may have the benefits of these modern ingredients

(estrogenic hormones), which help replenish aging tissue and regain vital young loveliness. Miss Arden has worked tire-lessly with her laboratory staff so that the texture of Basic Sheen has the fluent craminess

Sheen has the fluent creaminess that really covers. When you smooth it on—even though it feels butterfly light—every tiny line and imperfection is concealed completely by a living glowing translucent beauty!

When you use Basic Sheen ... and do it soon ... you will be absolutely amazed at the wey it receives the soft glow of rouge ... the brilliance of lipatick ... the faint pure veil of powder. And how very much prefiler your finished make-up looks! Basic Sheen comes in six radiant shades: Rachel,

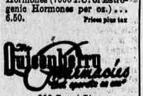
Rose Rachel, Light Rosetta, Medium Rosetta, Deep Rose Rachel and Rosetta Bronze.

Basic Sheen for the most Beautiful Results

Cleanse the skin thoroughly with Ardena Cleansing Cream combined with Ardena Skin combined with Ardens Skin Lotion. Next, patthe face with a firm pad, dipped in Skin Lotion. Pat skin thoroughly dry (if you are using Basic Sheen with Hormones we suggest at this point an extra step: Apply Ardens Special Hormone Cream; pat in; remove with tissue. Use Velva Smooth Lotion to remove every bit of excess cream).

excess cream).

Now take a few drops of Basic Sheen (use sparingly); smooth and blend it over face and neck until dry. Apply and neck until dry. Apply
cream rouge; pat on powder.
Before applying lipstick it is
a good practice to use a bit of
ice over lips. BASIC SHEEN
... in a plastic squeeze bottle,
a superb make-up foundation
... 5.00. BASIC SHEEN
... in a plastic squeeze bottle with
Hormones (7000 I.U. of Estrogenic Hormones per oz.)







"THE STREET THE TRAINS RUN ON"