

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 fitting trunks for him, and a flattering strapless one-piece for her.

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

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

Playtime togs are more fun than ever! Patto pants, Spring's version of the terrifically-smart, 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 striped and plain denim, cotton tweeds (cuffed below the knees), and in many other versions.

Slacks follow this slim, tapered line, and the newest in shorts is the longer style, the Bermuda or walking shorts.

The slim-fitting, sleeveless tank top is the favorite team-mate to slacks and shorts.

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

Very-new-looking and very wearable are the blouses, jackets, and shirts worn loosened up as over-blouses. Narrow belts are used to identify the natural waistline. Midgy

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 from small all-over patterns to larger-spaced types. Texture adds a note of interest in subdued or embossed types.

The bare look is featured in strapless styles and in the deeply-scooped neckline. Little cover-up jackets appear in interesting new versions. Skirts invariably billow from a tiny waistline.

Jackets are a big fashion, especially in the collarless styles that accessorize with scarfs so beautifully. Longer and tapered, they appear in both nubby tweeds and smooth-surface fabrics. The boxy jacket, in the very square line, is the season's runner-up!

Spring blouses are outstanding in their detailing and exciting trims. Linen in pale colors, brilliant-hued cottons, pongees, and novelty nylons are making news in dressier sportswear.

Town and country togs for the woman who loves the casual approach echo the best-selling trends in misses' sportswear. Slim, easy lines are featured in jackets, shirts, blouses and skirts in women's sizes.

In active sports togs, swim fashions capture the greatest attention. The trend toward modesty still holds this season in more covered-up maillots and princess suits.

The strapless top remains the fashion leader in swim wear being shown almost exclusively.

Fabrics are news-worthy with lastex appearing in new treatments. Lastex faille, cluster tucked or pleated, Orlon lastex, and tweedy lastex are destined to be top favorites. Nylon, popular as ever for its quick-drying quality, eye-catching cottons in gay prints, ginghams, and denims appear in imaginative styles for the 1953 mermaid.

Newest cottons for the surf are brighter, bolder and more cleverly designed than ever.

Beach jackets go to new lengths of flattery in tunics... straight jackets... midgy cardigans... sailor shirts... and coat dresses as a quick cover-up!

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

Women golfers will welcome the new knitted touches to favorite classics... the color-matched sweater trimmings, cotton mesh bodices, and new mesh top cottons... all designed for an easy golf swing.

Spring sportswear deserves 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 waistline in different ways: one style featured is of shaped, polished calf with notches at the sides for a firmer fit; it sweeps down in a tapered flap over one hip.



Wrap-around Halter Swim Suit of worsted knit (above) and the striking hostess ensemble (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 importance of white and the use of black as an accent.

In addition to the popular bonnet and caps, new floppy shapes, flat crowned padre hats appear strongly for the younger set up to teen age.

Black velvet is used for piping around every type of shape — bonnets, padre hats, scalloped shells — for bandings and bows on linens and straws. Flower clusters on the side, flower circlets on bands, under brims are featured prominently.

Especially in costume jewelry has the Coronation theme captured the designers' imagination. The crown motif appears in everything from tailored metal to scintillating make-believe stones.

Tiaras have already been accepted as a formal hair ornament and will twinkle on even more heads under the Spring and Summer stars. Definitely, every woman can be a Fashion Queen.

The jeweled suit is one great favorite for Spring — a suit that can go everywhere, even after-five. It may have bands of pearls and rhinestones around the neckline or hipline, or just a motif at the hip or collar. It may be of worsted or rayon. It's your Coronation Suit to make you the Queen of the Easter Parade.

Colors — from powdery pastels to jewel brights reflect the Coronation theme. Even hosierery 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 forthcoming 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 to Elizabeth's crown — there's now a new source of fashion inspiration and women have a new incentive to look their prettiest.

LEATHERS, DRAMA!

Leather is a smart newcomer 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.



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Rayon Crepe Used for Softer Lines

Rayon crepe is back in fashion, playing an important part in interpreting the new softly flowing silhouette.

Always a basically appealing 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,

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

The curving contour is noted in the evening gown, the tailored dress, the two-piece frock.

Emphasis goes to surface textures—ranging from fine surfaces to pebbly, corded, and honeycomb effects.

The new trend is dramatized in brilliant colors, rich dark tones, and clear pastels. Black is the favorite for sophisticated smartness.



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Cleanse the skin thoroughly with Ardens Cleansing Cream combined with Ardens Skin Lotion. Next, pat the 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).

Now take a few drops of Basic Sheen (use sparingly); smooth and blend it over face 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.)... 8.50. Price plus tax



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