

TRY BAN

You can take a tip from a fashion model when it comes to personal daintiness. It is not unusual for them to make as many as three changes an hour during fashion shows or while being photographed and all of the clothes worn are "borrowed finery." Furthermore, these manufacturers' samples sometimes cost as much as \$350 a dress. Naturally, no model can afford to risk the danger of odor or stain from perspiration.

Another problem for which the fashion model must be prepared, insofar as deodorants are concerned, is working under klieg lights which impart an intense heat, far more than any to which the average woman is exposed. To make matters worse, heavy winter clothes such as fur coats, woolen dresses and ski clothes are usually photographed or shown in the summer.

Speed and ease of application also are essential in the deodorant a fashion model chooses. It must go on smoothly, evenly, and just where she wants it—not dripping down onto her pretty lingerie. And, it certainly shouldn't be messy on her fingers. Where would she ever get the time to wash her hands each time she uses a deodorant?

For these combined reasons, more and more models are relying on Ban, Bristol-Myers' new kind of lotion deodorant that rolls-on. All you need to do to prevent odors for a full 24 hours and check perspiration effectively is to turn the bottle up-side-down and apply the plastic marble insert in the bottle top to the skin surface.

What a pleasure it is, too, to think you can buy almost any dress you wish and not be worried about perspiration stains. Ban has been tested on over 600 fabrics by the American Institute of Launder-



TAKE A TIP from a fashion model and use Ban, Bristol-Myers' new kind of lotion deodorant and anti-perspirant that rolls-on without waste, drip or messy fingers and is guaranteed not to stain fabrics.

ing and found non-injurious. Neither will you have to change your mind about that sleeveless blouse or dress you wanted to wear as of the minute because you forgot to shave. You can use Ban, under normal conditions, immediately af-



THE STROLLER, a suit dress that makes friends morning, noon and afternoon, made of tweed linen-type suiting of Celanese Arnel and rayon, this is the way it looks without pressing after traveling 40 hours in a suit case. It is styled by Handmacher. Any time is apt to be vacation time to Americans, bringing along the need for something new to wear. And new on the tags of many dresses and play clothes shoppers are reading: "Relax — this is Arnel." A new triacetate fiber, Arnel's claim to distinction is in its extraordinary ease-of-care characteristics added to beauty of texture. It resists creasing, wrinkling and musing and pleats actually stay in.

Too Many Bags May Spoil Trip

Though most European terminals have enough baggage porters for a normal flow of traffic, you might find yourself carrying all—at least, part—of your baggage during July

and August, heaviest tourist months on the continent. Lugging suitcases can work havoc on your muscles, not to mention your temper.

Why not substitute one of the tartan-plaid auto bags, originally designed for men's suits, for one

of your regular suitcases? Like many another masculine fashion, the inexpensive, sturdy but lightweight bag has been taken over by the ladies, who find them extremely satisfactory for packing suits, dresses, blouses and even shoes.

And if you're traveling by steamship, likely you'll go both ways on the same line. Pack one bag with clothes you'll wear on board ship and have the steamship line store it for the summer. Your bag will be as safe as American Express Travelers Cheques (the best way to carry your travel funds).

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Easter Fashions

The 1956 Avenue
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hi fashion

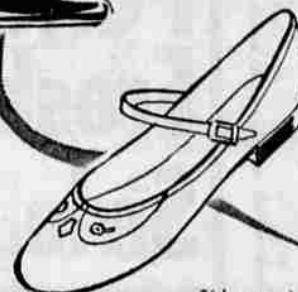
It's Spring!

The time for party fashions blooming in flower pastels and sparkling patents!

Skimmer flatty pumps gay plaid lining **3.98**



Dressy pumps ribbon band with bow at back **4.98**



Feminine Peter Pan type—soft lining—**4.98**



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Smart leather wing tip oxford **5.50**



Roomy moc-toe oxford **3.98**



Some Easter Specials for the Boys!

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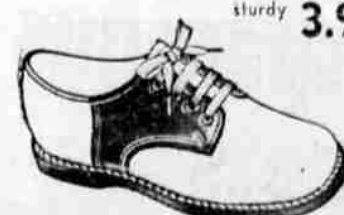
Dressy 2-eyelet tie **6.50**

fashion begins at an early age

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