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your baby against  
diaper irritation!



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Protects like oil—  
soothes like powder!

See for yourself. Smooth Z. B. T. Baby Powder on palm of hand, sprinkle with water. See how it runs off without penetrating Z. B. T.'s protective sheath. There's proof that Z. B. T. Baby Powder with Olive Oil repels irritation-causing moisture, where ordinary baby powders absorb it. Guard your baby's tender skin against urine scald, diaper rash by using Z. B. T. Baby Powder after every bath and diaper change!

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Used by hundreds of hospital nurseries



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Nose fills up  
Spoils Sleep!**

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FASHIONS

EXCLUSIVE:

How Paris Designers



Lace frames the edges of this silk and satin gown by Guy Laroche. The asymmetrical patch pocket and medieval headdress turn a highly demure effect into a surprisingly original one.

All fabrics by Brinet, Doguin, Ducharme, Hunel are with Dupont nylon. Photographed in Paris, France, for Family Weekly by Jacques Rouchon at the Hotel Prince des Galles and St. Severin Church.

See the Spring Bride

by ALLYN RICE



Serge Matta's bride (above) looks like a Spanish infanta in widely puffed veiling. The top is a jacket hiding gold beading.

Michael Goma's tunic jacket (left) makes news of the hourglass silhouette in his deliciously young gown with sweeping veil.

From the house of Carven (below) comes an exquisitely simple design in nylon lace. Its train is one of the longest in Paris.



FROM PARIS, a city whose way of life is devoted to elegance and romance, comes this exclusive preview of what the spring bride will wear. Each gown has the kind of individuality that has come to be identified with the French touch of designing genius.

Sleeves vary in width, skirts vary in shape, but all have a graceful silhouette in common. Though traditional in length, the train has gone and in its place are yards of delicate veiling that surround the bride's tresses like a cloud. Materials are chosen for their regal look and whisper weight. Summed up: these are once-in-a-lifetime gowns for a once-in-a-lifetime occasion.

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