



NEW FASHIONS focus on unusual and exciting sleeve styling, calling attention to lovely hands and arms. To make roughness disappear, massage with Sofskin hand cream. Its moisture magic ingredients soothe and soften.

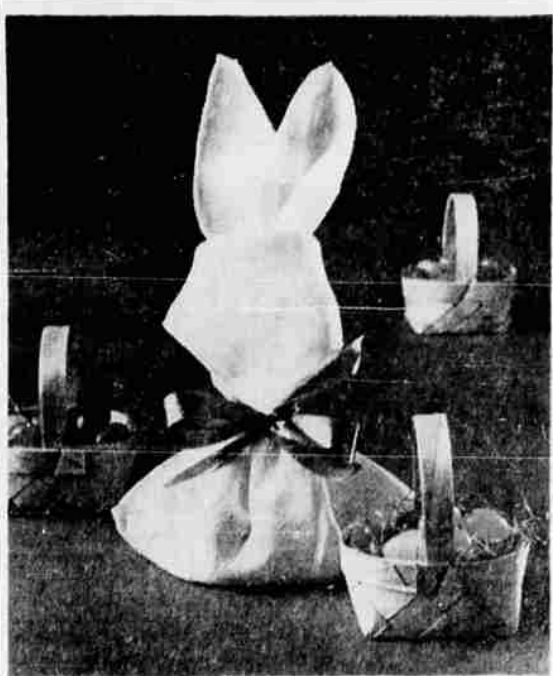
SOFSKIN

The new spring fashions tell an exciting sleeve story, with bold width and fullness in bell sleeves, lantern shapes, cape effects and many unusual and fascinating treatments. Hands and arms now share the spotlight, requiring special glamour routines if they are to match the feminine loveliness of the new fashions.

Modern charmers know that hands are a key to personality and that nervous fluttery gestures should be avoided. Graceful movements are natural as breathing. Don't reach for things with fingers outstretched. It looks grabby and tense. Move the whole hand toward where you want it to go and let the fingers follow along easily. Learn to sit with hands serenely in your lap, both palms up, one cupped lightly in the other. Quiet well-behaved hands are graceful and create a pleasant atmosphere of poise. Hands should complement and punctuate conversation, not compromise it.

Holding hands in an upright position makes prominent veins instantly disappear and makes them seem years younger. Wisk a drop of anti-perspirant across your palms if they have a tendency to get clammy and moist.

Hand beauty starts at the elbow. To make roughness disappear, apply a "moisture magic" hand cream to elbows, arms and hands. Sofskin contains special moisturizing ingredients such as "coletron" that go to work in seconds, soothing rough red hands and scaly cracked skin, restoring it to velvety smoothness. Gently massage in Sofskin before putting hands in detergent water or exposing them to harsh elements to



HIPPITY HOP, hippity hop. The starched bunny here doesn't hippity hop, but it does have a hip pocket full of jelly beans for good little boys and girls. A gay addition to the Easter table, the bunny is easy to make from a man's large handkerchief or dinner napkin.

EASTER BUNNY

The Easter Bunny in the eyes of children is the gayest symbol of the Easter season.

Imagine their delight if on the Easter table they found perky little handkerchief bunnies such as the ones shown here. Tucked inside each handkerchief could be a special treat or a favorite-flavor collection of jelly beans. A custom started this year could through the years become a family tradition. The bunnies are easy to make

avoid skin damage.

Once lovely skin is achieved with the help of this new moisturizing cream, we can turn to a bit of artifice to improve the shape of the hands. A long tapered oval nail will minimize a large hand while a small hand needs nails shaped rounder to avoid a claw-like look. Stubby fingers appear slender and longer if polish is not carried to the outer nail edges.

Red-blue polishes make skin seem whiter by contrast. To protect nails, trace a rim of gold or silver polish on the under sides of nail tips. The metal in them serves as armor against breakage.

Don't forget gloves when you leave the house or office. Hands look "naked" without them. Moreover, gloves are beauty insurance against the elements. Keep a sachet in your glove-box and the fragrance will transfer to your hands.

from a man's handkerchief (or dinner napkin). To make the ears stand up and to give the bunny a perky Easter look, starch the snowy white handkerchief to a smooth finish. Use an instant cold water starch which is precooked ready to be mixed with cold water.

To starch the handkerchief, gradually add $\frac{1}{2}$ cup of the instant starch to each quart of cold water, swishing with your hand until the starch is dissolved. Dip and squeeze the handkerchief in the starch. Wring, then roll and wrap in a turkish towel, from the handkerchief immediately using a hot iron.

To tie up the bunny, follow these directions from Niagara Starch:

1. Fold handkerchief into a triangle.
2. Draw the two folded corners up to form the ears.
3. Holding the ears with one hand about four inches from the top, draw up the pointed end and fold downward to form a face.
4. Tie a bow around the neck.
5. Place a small present or jelly beans on handkerchief at back. Gather up back and fasten with a safety pin.

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MODERN FINISHES, FIBERS AND FABRICS

Startling things are taking place in the textile world today. In fact the changes in fibers, fabrics and fabric finishes are occurring so rapidly that the average consumer is confused when she selects new garments and household furnishings. The end purpose and goal in all this change is to achieve fabrics that require minimum care, yet lose nothing in beauty and attractiveness. The ideal is the garment that is home launderable yet requires little or no ironing.

Because it is increasingly difficult to identify fabrics just by looking at them, a new federal law came into effect on March 3, 1960. It is the Textile Fiber Identification Act. This law requires that the percentage of each fiber in a fabric must be stated, along with its generic name, trade name

and producer.

In order to help you purchase wisely and knowingly and to give the best and easiest care to these fabrics once you get them home, White King Soap Company makes the following recommendations.

1. Learn the new fiber and fabric names by studying the manufacturer's hang tags, and the current ads in women's magazines and the newspapers.

2. Use these hang tags as your best guide. Be sure to save them. Keep them near your washer so you can refer to them just before washing the garment.

3. The fabrics that need the least ironing are 100 per cent synthetic or at least 50 per cent or more of the synthetic fiber.

4. Many good wrinkle resistant finishes are found on 100 per cent cotton fabrics too. Quality trade names are your best guide here.

5. Just because the material is washable does not always mean the garment is washable. Look for well constructed clothes. Watch the trimming and buttons. Sometimes they must be removed for successful washing results.

For the best results with home washing of synthetic and "easy-care" fabrics, White King Soap Company recommends the following:

1. If the fact tag says it's washable, machine wash the garments

FRUIT SALAD "HEARTS"

Serve a fruit salad chilled in heart shaped molds. Prepare a package of raspberry or strawberry flavored gelatin, adding 2 tablespoons fresh lemon juice. When gelatin is thickened but not firm, fold in well drained canned fruit cocktail and turn into heart shaped molds. Unmold when firm, and pipe a ruffle of softened cream cheese around the edges of mold.

BREAKFAST TROUBLES?

Little sugar and spice breakfast puffs will bring your family to the table in a hurry. Combine $\frac{1}{2}$ cup raisins with 2 cups biscuit mix. Add 2-3 cup milk and 2 tablespoons melted shortening. Drop dough by tablespoons into a mixture of 3 tablespoons brown sugar and $\frac{1}{2}$ teaspoon cinnamon. Put sugar side up on greased baking sheet and bake in hot oven 15 minutes.

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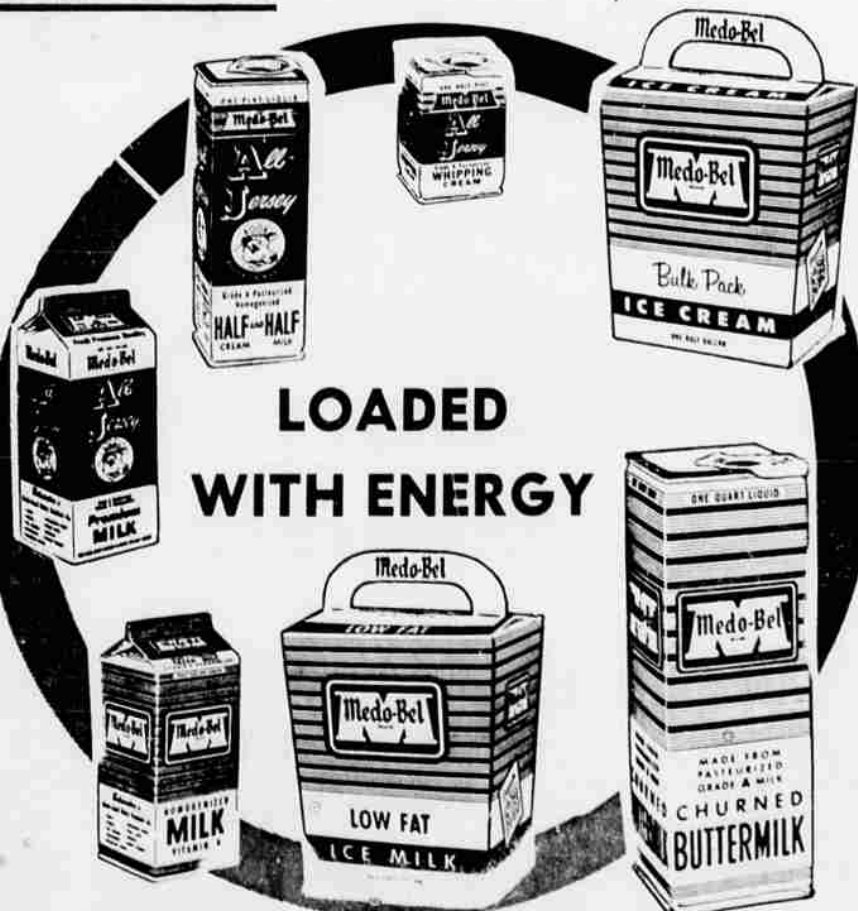
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that are well made and firmly woven. This includes synthetic sweaters. Loose weaves and delicate construction are best hand washed.

2. Pre-treat bad stains or soiled areas by making a paste of White King Soap, "D," or pouring Sun right onto the spot. Rub with fingers or a soft brush. Finish washing with the same product with which you pre-treat.

3. Wash for three to five minutes or use the short or Wash 'n' Wear cycle on the washing machine.

4. Wash only a few of these garments at a time in plenty of water. Colored clothes should be washed with warm water. Cold water is for light soil. Results: less wrinkling. Sun liquid detergent is excellent for cold water loads.

White synthetics can take hot water.

5. To whiten dingy nylons or other synthetics, condition with hot water and White King Softener Conditioner. For further whitening use White King Bleach Tabs. Do not bleach white, wrinkle resistant cottons unless manufacturer recommends it.

6. Rinse thoroughly in cold water. For a softer feel, brighter colors and no lint, add White King Softener Conditioner to the first rinse.

7. Never twist or wring these garments. Shorten the spin-dry period in the automatic washer to one minute, unless using a special synthetic cycle.

8. If little or no ironing is desired, tumble "drip-dry" garments in the automatic dryer. (Perman-

ent-pleated acrylics are the only exception.) Set dryer to low or synthetic heat and tumble for short period. Dry just a few items at a time. Remove immediately and place on hangers. If line drying is used, remove garments from the rinse water and "drip-dry" on rust-proof hangers.

9. When ironing is necessary, use a steam iron or the low heat on a regular iron.



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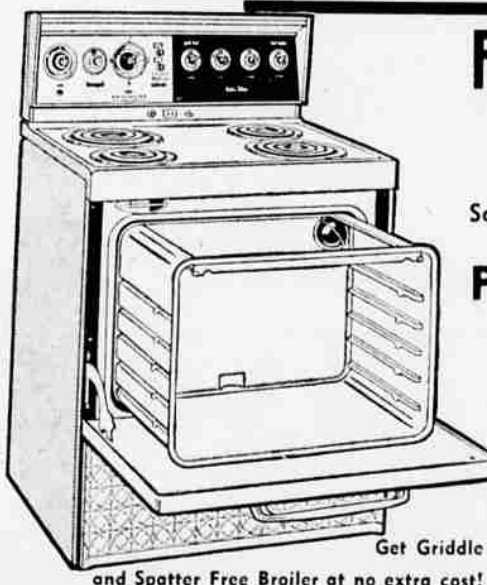
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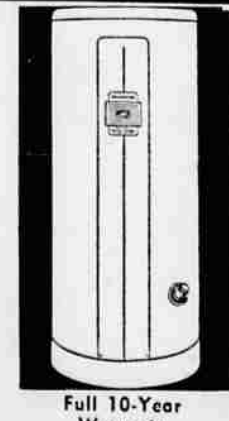
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