

Simple Lines, Bold Color Stir Up Exciting News In Spring Dresses

The many variations on dress themes for the new season point up a case for extremes. On one side—the sleek, lithe-line sheath silhouette; on the other—are the full-blown beauties.

Lending shape and style credence to these important silhouettes (and the subtle variations in the center) are exciting new fabrics, with texture, lightness of weight, color, print and pattern all equally important.

Linen, silk linens and presante are fabrics important for texture. Smoothies such as silk, shined-up cottons, jerseys, and many synthetics in solo or in harmonious blend with natural fibers are part of the picture.

Menswear fabrics and tweeds, raw silks, surrabs, tie-silks, light-as-a-tissue woolsens and crepes are tantalizing texture interests.

Airy chiffons, sheerest of cottons and host of new man-made fibers and blends are the fabrics that further drape and shape spring-into-summer dresses and ensembles.

The color news is expressed in all the bold pastels of the season plus hot colors that are "real cool." In dresses, black and white

in all possible harlequin and domino contrasts express compatible chic. And, don't forget it's going to be an "iced coffee" summer as browns step out in linens and lace, cottons and chiffons in all degrees of creamy goodness, from cafe au lait to espresso brown.

All shades of grey are standouts; paisley prints are especially good in black and brown; cheers for the red, white and blue, too—and a big welcome to off-beat combos such as purples with turquoise, but pinks with shells and trims of acid green, citron and blue.

You'll love the subtle blendings of stained glass prints, new-hued plaid and bold floral splashes.

Waistlines are in evidence, easily defined, relaxed in look. Necklines are absolutely unlimited in their many variations from cagigan to deep V plunges. Included are such themes as jewel and slit necklines, scoops, bateaus, skin

Skirts have their day in modified sheath stylings; pleats in countless variations; trumpet, pout, breezeway and bias cuts.

Many dresses have lots of midriff interest, or at the lowered waistline—others make the neckline a focal point while many alter-five styles put the spotlight on hemlines, with harem draperies and accents.

Important in dresses too, are the many little extras of matching jackets or other tops, to make the dress much more elegant, much more versatile.

REMEMBER EYELIDS

When you apply foundation cream to your face, don't neglect your eyelids. If you forget this important area, you leave blotchy-looking eyelids that don't match the rest of your beautiful skin.

Maternity Frocks Go In For Neat Deceit

Flattering standaway collars are employed as subtle diversionary tactics in two attractive new maternity styles for Spring. A dress fashioned of wild silk features a bolero black for further interest, is elegant either before or after dark. A two-piece dress in satin-finished rayon ottoman, printed all-over with dainty apple blossoms, forms a beautiful costume for evening wear.

Tunic and elongated bubble lines in unusual fabrics are also seen in new maternity fashions for Spring. Lacy ribbon knits, lace-over-taffetas, like-linen cottons, plus silks form the basis for an exciting new collection.

High voltage colors, ranging from variegated stripes to yellow, brighten the waiting period. Many designs are gaily punctuated with dots of aspirin to oversized-coin dimensions, for new pattern interest.

There are about 1½ million known cases of diabetes in the United States at the present time, nine per 1,000 population.



BATH PERFUME, luxury bath foam and creamy bath soap, as introduced by a well known cosmetic firm, help turn the routine task of bathing into one of utter delight. The rich oil concentrate, vivid with flowers, clean with herbs, will work its magic on dry roughened tissues, smooth the skin, and provide needed lubrication. Relaxing minutes in a tub of fragrant, tingling foam and a sudsing with luxurious soap produce a blissful bath, full of benefits for you and your skin. The attractively packaged bath trio is to be found locally.



AN EXCITING COLOR, black raspberry, surrounds Lynette Ezell of Leon's with elegance in this pure Irish linen embroidered sheath by Adele Martin. Its simple, straight lines are sheer sophistication. Over this she wears a three quarter length white coat featuring everything that is new, full back, new sleeve length and flattering large collar. Large pearl earrings and a novel bag give this outfit the look of spring just in time for the Easter parade.



"COOL" ice cream colors are used by Pendleton for the clean-lean suit look of the Matemaster. This model from Town Shop, worn by Joan Wizner, in the new Sunlight shade, features an unlined cardigan jacket and half-lined kick pleat skirt. Suit uses are multiple when teamed with Pendleton fleece and cashmere sweaters in contrasting or matching shades.

'Go-Places' Fashions For Women Who Are Going Places

No matter where you look this spring, you'll find certain dress themes, coats, suits, separates and sportswear that will look right, feel right and be right for any place in the world, and time of the year.

Whether worn on the fashionable boulevards of the world, or at a suburban country club, or in a smart restaurant in town, these clothes travel well with women on-the-go.

The silk and cotton tweeds, the silk tweeds, cotton and linen knits, wonderful Orlons and Dacrons, and blends with silk; cotton knits, Dacron with cotton; sheerest woolsens and fabulous double knits handled in new, individualized ways shape up these go-everywhere fashions.

These are the clothes that pack into limited weight allowance luggage, for jet flights, fit into a sports car, get on a train or go aboard ships—with equal poise.

They are almost wrinkle-free, many shrug off all stains with ease, and most are adaptable to climatic changes and any and all dress-up occasions.



We love to assist you in planning your wedding and in selecting your dress and trousseau for the happiest time of your life.



THIS DELIGHTFULLY YOUNG, couturier look, created by Mr. Fredericks for a leading cosmetic house, is described as "fluffed, new-cropped lengths, bouffant on top, curved and smooth close to the cheeks, definitely following the head's contour at the back, lying smooth at the nape of the neck." This enchanting new hair style for spring, 1961, is called "Scoubidou" (sku-be-dul). It is a style easily accomplished at home and is equally becoming for blonde, red or brunette tresses.

Dear Bride



Our Bridal Service is at your disposal. Whether you are a bride, a bride-to-be, or just in love with fine things, we invite you to come in and register your choice of patterns in our Bride's Registry Book. Listing your heart's desires will take only a minute. Your friends will appreciate knowing exactly what lovely things will live happily ever after in your home.

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EASTER PARADE

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