



MRS. WILLIAM PALEY

Glamorous Women (Continued from page 13)

these advantages are important, they are not a necessity. The first prerequisite is not social background but the background of a fine bone structure.

Most women, however, are not pure elegance or sensuality incarnate. For example, the charm of Suzy Parker is that she is part dramatic actress and part girl of good background; part fully woman and part immature. Her striking loveliness demonstrates that such a combination is not a flaw; indeed, there are no absolutes in beauty.

FADS DO NOT sway Suzy. She knows she needs full tresses to emphasize her blue eyes and to frame her small face. And whether stylists decree that hair shall be piled high or contorted beyond credulity—Suzy's remains the same.

Suzy has broad shoulders and full hips but a small bust, and she makes the contrast charming. By wearing skirts of no particular silhouette, loose-fitting suits, and shirts that are very much like a man's, she achieves a carefully conceived look of elegant neglect.

Conversely, a girl with small hips and a

full bust—just the opposite of Suzy—would do well to keep lines fluid at the top and wear her skirts tight across her hips, thus playing down (but not concealing) her bust and emphasizing her small hips, which modern fashion has made a much-sought virtue.

SUCH EMPHASIS on a woman's strong points is elemental. Rita Hayworth has good legs, a good bust, and a beautiful face, but she is rather shortwaisted. To emphasize her best features, I dressed her in clothes of utter simplicity, which might be called the envelope look.

But emphasis is one thing—and distortion another. You cannot be any type you wish; clothes are even less than skin deep. A basically pleasant, simple woman does not become sensually dramatic by dressing like Mrs. Paley—she becomes ridiculous.

Don't let sales persons, your women friends, or even your husband bully you into wearing something that isn't right for you. A well-dressed woman dresses neither for men nor for other women but for herself—and in doing so pleases the discriminating among both sexes.



PRINCESS GRACE



HERE'S THE RUGGED POWER

YOU NEED WHEN THE STARTING GETS TOUGH!



Atlas Batteries are tested to prove they can take it: frozen in the laboratory, cooked in intense heat, vibrated 2,000 times a minute. With Atlas you get dependable stamina, plus:

- **Perma-Ful® Protection**—guards against damage from heat and low water level.

- **Extra Capacity** — handles all electrical demands on today's cars.

- **Hard Rubber Separators** — provide better insulation against internal shorts.

- **High-impact Rubber Case** — protects against effects of extreme heat, cold and vibration.

More than 50,000 Service Station Dealers in all 50 States and Canada recommend Atlas Batteries, tires and accessories.

WHEN THE CHOICE IS YOURS... CHOOSE

ATLAS

Trade-marks "Atlas," "Perma-Ful," Reg. U. S. Pat. Off. © 1962, Atlas Supply Co., Newark 7, N. J.