### shion Issues A Call To Colors...And A Pretty

There are many versions of this new full-skirted influence—the bell, standing out from a tiny waist, rippling all 'round pleats, the hippyoke fullness, and the Dior-inspired back-fullness.

roll saistines must look thy in content.

This is achieved through the ship my princess line. with Sp is jackets and the high-was Empire line. In the ship in the ship in the ship is a ship place tucks an enters underscoring the nust-line.

Thy jackets, the graceful capelets, and the swirt-lawsy taffets coat mate with Spring dresses to achieve the important costume look.

achieve the important costume look.

Never has color been used with such a lavish hand as have the dress designers pained the fashion picture for Spring '52!

Shantung stands out for its brilliant colors and for the hish-outher-fashion-list slubbed look!

Crisp, rushing targeting rave notices for their ground colors, iridescent effects, and bold stripes.

stripes.
All in all, in designing dresses for this exciting season, fashion has created a starring relampresenting women at their lovellest and most captivating—the completely feminine woman!

# his Spring Fashion Creates Starring Role For Dresses Vith Lines Full Of Flattery

Designers and coutourieres this Spring all share in ingle desire, and an admirable one, too . . . it's to be women as pretty as possible.

Look at the trick fashion played on milady in the nties and the thirties. Both Prench and American deners presented a style lacked in grace and in elegance.

e toylah figure was.in vogue, watsline hugged (with a sinr lack of affection) a lady's fashion tells a different story. Deand knobby or fat knees were signers love ladies and they're givfully revealed. To heap coals in this ridiculous figure, hat deers stuck a bucket shaped the upon the poor girl's head, lof the dramatic elegance of the dit well down over her ears eyes and announced, somewhat

The opening of a new fashion

And this season promises to de-light the feminine audience and reward their highest expectations! This Spring—your dress will swirl and billow with all the cap-tivating grace of a prime ballerina. It presents YOU at your levellest it dramatizes everything en-chanting and utterly feminine about you.

/ look neat 24 hours a day in our

- Van Housen Carret shirt with the soft collar that

## worlt wrinkle ... ever



or regular Cuff

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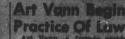
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