

The New Look!

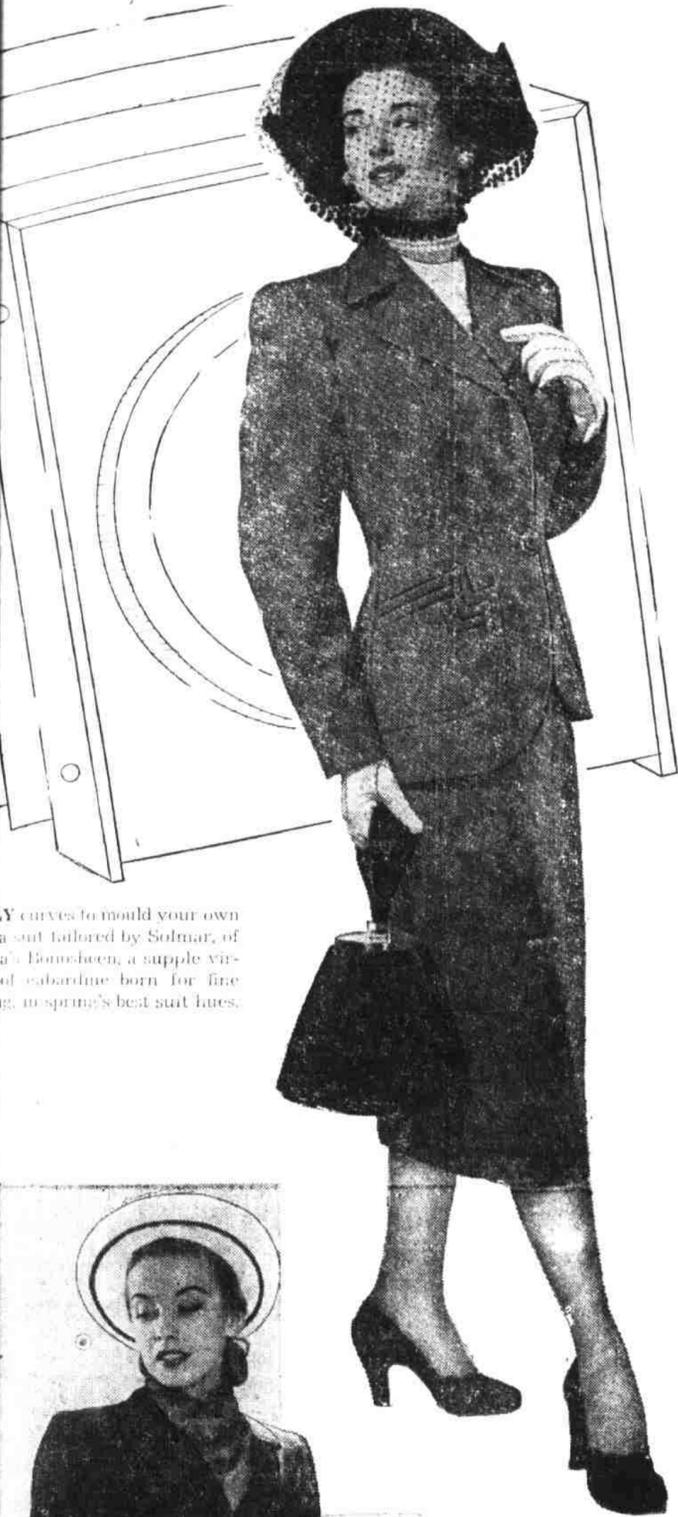
in SPRING FASHIONS

— is the way YOU LOOK in whatever fashion curve or angle you adopt to solve your own equation of chic. Longer hemline? Yes! But to the ankle only for evening clothes or daytime extremists. Thirteen to fourteen inches from the floor is almost conservative! Yet fashionable. The cocoon silhouette? Yes! If you're slender enough — tall enough — graceful enough. The fluid line? YES! Yes! Yes! And it can be ballerina-full or modified to any degree of becomingness, for any figure, for any age. It's by the simple addition of attractive color, well proportioned line and faithful fabric — this season as every season — that the sum total of the way YOU LOOK will result in your having admirably achieved the New Look!



THE SUIT-DRESS in a dark background and paisley print of rayon crepe, made of Avisco rayon yarn. The side drapery is part of the separate jacket.

SWEET ILLUSION—in a hair-erin turban of bright white abloom with tulips in a romantic combination. An ear-titling, lifting creation by G. Howard Hodge.



...curves to mould your own...
...a suit tailored by Solmar, of...
...Hombreen, a supple vir-
...of gabardine born for fine
...ing, in spring's best suit hues.



BRIGHT SCARLET! Shiny and richly banded in black satin with streamers crowned by yellow-centered daisies. A colorful profile flatterer by Thornton.



SHEER CHARM, by Jennifer of Harold Susman — two piecer with flexible portrait collar and cuffs of candy striped pique.



PLAID GINGHAM — Spring perennial! One piecer, wedding time-waist, full skirt to make from a Simplicity pattern.



DOWN TO A FINE DEGREE—and classic as a Greek...
...! This Kaybrooke fashion in virgin worsted gabar-
...a gentle drape to the notched lapel, and waist min-
...etail.



OFF-THE-SHOULDER emphasis in a narrow collar distinguishes this cocktail dress in a pastel silk print.



FULL FLARE SKIRT with a cinched-in waist. An all-occasion darling highlighted with soutache braid. And easy to make from a Simplicity pattern—in time for spring!



BUTTON your skirt! With B. G. E. Organzaes, Pencil striped skirt, white jacket.



HAND KNIT! Hand loomed! Rayon boucle done by Peggy Parker with a lace medallion neckline.



JUST RIGHT for juniors! And washable! The smooth gabardine of Avisco spun rayon and wool tailors divinely.