



Pick An Easter
Wardrobe for
All-Spring Chic
From the Ads
of Local Shops
Within These
Pages. Begin
Today to Outfit
Yourself...Your
Family...Your
Home.

Spring BEGINS WITH Easter

For many a year, our calendar has welcomed spring, then given us a few blossoming weeks to get ready for Easter. Not so this year! This year's Easter is at the very beginning of spring--so there's not a moment to lose. It's time to plan for the children home from school . . . the house filled with guests . . . visiting and parties . . . and most importantly, for the Easter parade which this year more than ever will be a march of spring fashions.

Match the spring mood in your heart with spring beauty in your wardrobe. You need a change; you want a change; and you'll find a change of scene for yourself; your family, your home--inspired by the brilliant collections of things-new in every store in town. Spring begins with Easter! How smart, and happy you will be, when you make it mark for you too--the beginning of new beauty.



Top: Herald of spring, a figure hugging redingote with fine tucking at waistline and pockets. Fashioned of Arlingcrest naphthalated wool, over a bright red rayon print dress.

Center: Antidote to spring fever, this Eisenberg Original sets winter snow flowers on a dull black ground; adds a dainty white collar and bands across the pockets. Tops it all off with a slim, fitted jacket.

Right: The new French cognac color makes a young dinner dress of silk chiffon. Clustered fulness at each side of the neckline and skirt is dramatized by simi-larly full bishop sleeves, caught at the wrist.

Extreme right: Square your shoulders in this redingote cut with military crispness. Tailored tringer-trim of Arlingcrest naphthalated wool, it boasts a white pique collar, echoed at the neckline of the rayon dress.