

Shape Up For Spring Fashions!



HATTIE CARNEGIE

Women will need to watch their figures for the figure revealing Spring fashions. Even the relaxed clothes and bias cut call for a firm figure. Here are four important silhouettes from the new collections and the figure needs they emphasize.

• **HATTIE CARNEGIE'S** silk brocade costume shows the trend back to shaped jackets and a decidedly fitting skirt. Time to watch those hips and 'high hip roll' that can spoil the indented silhouette.

• **HANNAH TROY'S** silk crepe evening gown is one example of the daring décolletage becoming more and more popular with designers. This fashion calls for firmness above the breasts and through back muscles and upper arms.

• **LARRY ALDRICH'S** princess line shape is softly feminine and figure revealing. Upper abdomen and waist muscles must be firm for the princess shape.

• **HARVEY BERIN'S** three-part town costume with its long line over-blowse makes flat stomach and well proportioned hips important.



LARRY ALDRICH



HANNAH TROY



HARVEY BERIN

On Buying Shoes

Footwear is a major investment these days so look for your money's worth. Price is some indication of quality but it's not the whole story. Ask the shoe clerk if your choice has a leather welt. This is important for longer wear, better comfort and weatherproofing. . . . Ask him about the counter, the shoe upper above the heel. It should be of leather firm enough to maintain its shape but not so firm as to cause blisters. Check on its flexibility. . . . Finally, examine the lining. It should be smooth and without ridges or projected stitching. Run your hand inside to see if it's smooth all the way to the toe.

'Low-Down' Style Tops With Teens

Teens in the know are talking about the low-down in fashions that are popping up for spring. Far, the waist has moved low, down to mid-hip in the prettiest, neppiest outfits for the fun-and-sun days ahead.

The blouse is biggest, although it's not bunchy, but rather it's softly gathered at the hips from a fitting shoulder line.

The dropped belt is important, too, in the shades of the '30's look and the overall look is slim with a hint of shaping.

Straight hanging overblouses play starring roles too in the teens' picture of fashions. Many times these have a straight sweater feeling, and are often sleeveless to meet the needs of warmer days.

THE HIGH UP waistline (Empire) that was so popular last summer and fall has dropped only slightly in favor as it still offers the almost-no-waistline effect of the low-down silhouette.

Following the same influence, the shift remains tops with fashion-minded teens. It has arrived in a host of smart new guises, too.

The shirtwaist shift that buttons all the way down the front or at least to far below the waist has also been given big play by designers this season.

The jumper-shift, too, adds up to a style that will go to a gal's heart, especially for these days when temperatures vary and the addition or subtraction of an under-blowse is so simple.

No doubt about it, teens really have the low-down on fashions for spring 1964!

Sweet Smocking
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Fashionable juniors are going steady this season with easy-care Polyester Dacron whipped cream. Full skirted, embroidered front yoke and sleeves. 5 to 13. Pink, yellow, powder.

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Kay Baum

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Light, Airy Coifs Coming This Season

Wave goodbye to hair that's tangled with teasing and stiff-as-cardboard with lacquering! In their place, get ready to welcome back hair soft as a spring breeze, with feminine waves and curls to flatter the features.

This is the word from the Lilt Reference Service in its forecast for spring 1964.

These light and airy coifs will make their appearance to go hand-in-hand with the free flowing lines of the spring fashion picture. A-line silhouettes, empire waists and straight up and down shifts all call for pretty, natural looking hairstyles.

With this in mind, Julius Caruso, style consultant for Lilt home permanents, suggests a body permanent that controls the hair while giving it bounce.

For those who home wave, there is a selection of home permanents for every type of hair. Soft waves and curls spring up from the new milk wave, while the push-button foamy type lets you control the degree of curl by the timing.

Follow the directions carefully and the results will be a feminine crown of curls and waves that welcome the spring breezes.



Cover by Eccentric Photographer Bill Thom

Cover: In the spring, milady's fancy turns to suits, an integral part of any well coordinated wardrobe. Pink-green tweed against a white background is particularly right for suburbia. . . . shades of concerts-in-the-park, the new Band Master front enhanced by Chanel influence. . . . brass buttons. . . . heavy braid on collar, cuffs and four pockets. Suit by Kay Baum, Inc.; black straw high-crowned bowler by Nan's of Birmingham.

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