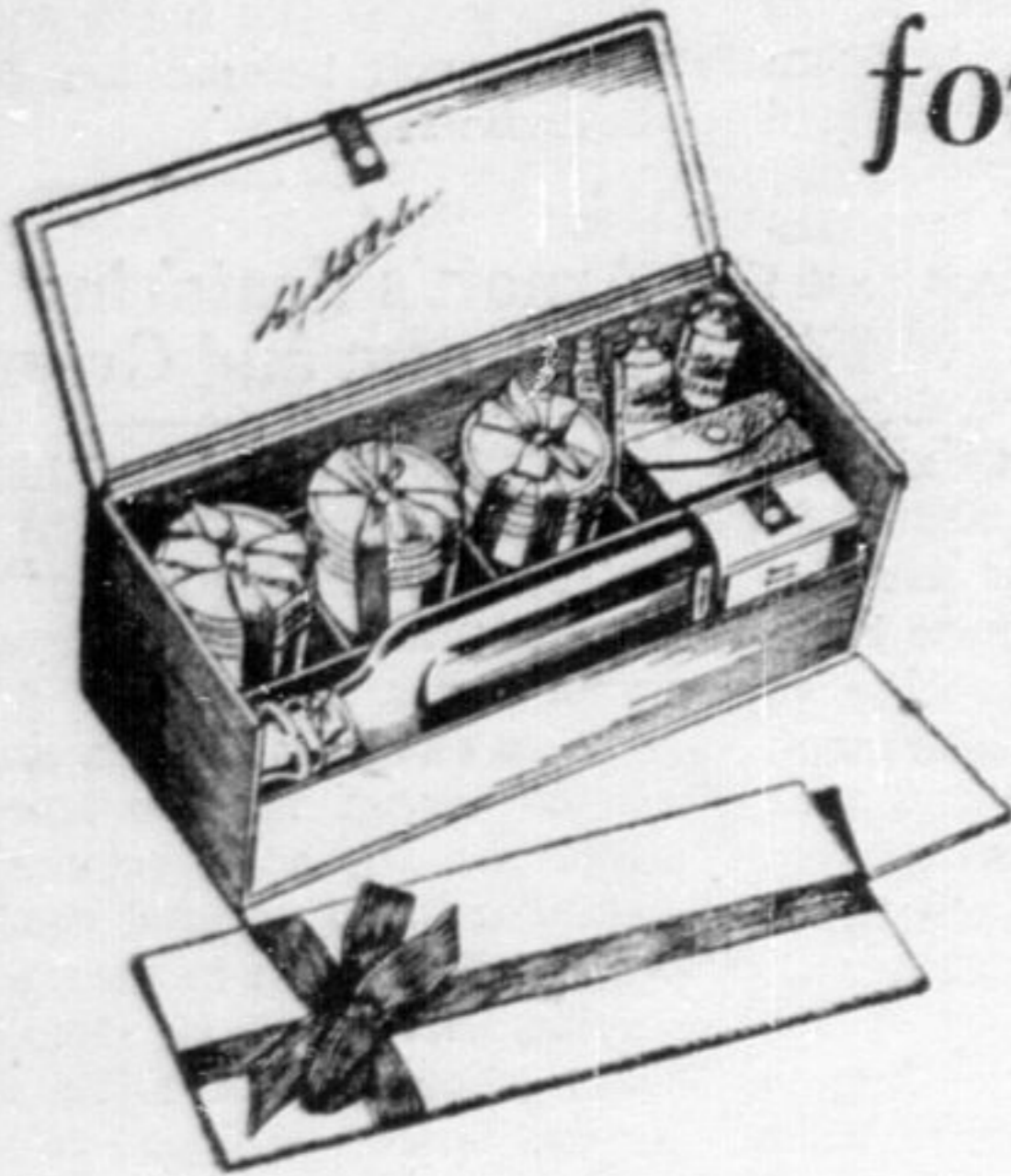




Peter Rabbit Suggests Scent-sible Gifts for Easter



ELIZABETH ARDEN AND LENTHERIC GIFTS DONE UP WITH ALL THEIR GAY TRIMMINGS ARE AS EXCITING A SURPRISE FOR YOUR LADY AS SHE'S HAD SINCE SHE USED TO FIND BRIGHT EASTER EGGS ON THAT FESTIVE MORNING. THERE'S SOMETHING FRESH AND PALPITANT AND EXTRA JOYOUS ABOUT EASTER SURPRISES . . . AND ABOUT THESE SCENTS AND BEAUTY AIDS. HERE IS SPRING IN A SURPRISE PACKAGE FOR YOUR LADY.



Hearts and Spiders on the Sleeves Now

Also Suggestions About Easter Flower Bouquets.

One fashion writer this year touches on the tendency to "wear your heart on your sleeve" this spring. Also to wear a spider in your lapel! And other things like that, continuing:—

You may wear your heart on your sleeve, a spider in your lapel, or your bag on your shoulder. Besides, there are numerous possibilities you can whip up out of your own imagination if you are at all up on your horticulture, and it's fun to see how you can be just a bit different from every one else.

It's a season of a new type of accessories, of costume accents that are worn on the lapel or the shoulder or sung into the belt. Lapel accents are bold and brilliant. Gold parrots with bright feather tails . . . jewelled spiders . . . animals . . . birds . . . such amusing tricks as an enamelled hand holding a gem-studded rose . . . are meant to be worn on your lapel. There's a new gold metal heart pierced with a jewelled dart that can be worn on the upper sleeve clipped to the neckline. Clips of gold leaves, gold-tipped wood acorns or coloured bead blossoms designed in the eighteenth century manner, are also smart.

Another recipe for a spring tonic for your fashion wardrobe is to fasten clusters of small, compact buds to your lapels, one on each side. One florist suggests tiny bouquets of ranunculus, small round buds in bright red or yellow hues, that give just the right touch of colour with that Oxford grey or navy blue suit, and variety from the one-flower boutonniere. For a touch of femininity and in keeping with the whimsy of the new and ever-so-smart veil-clouded hats two miniature bouquets of English primrose sprinkled with forget-me-nots can be clipped to your collar. Just the tops of the small flowers are used, well wired together and bound into neat round clusters. They keep much longer this way, for the moisture of each one pressed against the others preserves their lasting qualities. Tucked into the refrigerator at night, they will be fresh and ready to adorn your tailored reefer for days to come.

Mix Your Flowers

Another suggestion for Easter—try a diminutive bunch of violets with a yellow primrose thrust in the middle. Sweetheart roses, clustered in the same tight, round boutonnieres, mix well with tiny, frothy flowers like forget-me-not and lily-of-the-valley are ideal builder-uppers for your plain coat or suit, either in twin sprays or with violets and tiny rosebuds.

Also for the lapel, if one is sports-minded, there is a horse's head in leather and enamel, or a yachting flag if she is so inclined. For the music-minded soul there are miniature guitars, mandolins and violins of wood with slender wire strings.

By the way, it's smart to wear clips on the ears . . . right on the top of the ear, mind you. Or to wear a large clip on one ear, a small one on the other. Silly? Yes, but feminine—and anything feminine is right—this year.

Some Scarfs Like Tidbits from Average Newspaper

Scarfs are having a Roman holiday, judging from their gay, audacious patterns. They come Roman-striped, news-gazetted, scenic-bordered. They come in ascot form and three-cornered and as handkerchiefs.

They must be gay. They must be amusing. Some of them are bordered with quaint old illustrations, some of them are plain pretty with scenes in water-colour technique, some of them look like tid-bits of today's newspaper tacked together.

The gentleman's shoe changes very little throughout the years, but this spring he has made the startling discovery that to put his best foot forward and not be left behind when the lady steps out, one thing is absolutely necessary. And that is a lighter shade of brown for spring. Neill's Shoe Store have stocked up on these new shoes for men, and there you will find a variety as great as that from which the ladies choose.

Special GIFT BOX by Elizabeth Arden

Containing convenient sizes of all that she must have for a hurried yet complete grooming . . . compactly arranged in an attractive box . . . making it ideal for the dressing table, overnight bag or the business woman's desk drawer. This Elizabeth Arden Special Gift Box contains:

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ARDENA CLEANSING CREAM AND SKIN TONIC

Used together they cleanse and cool delightfully without drying the skin.

VELVA CREAM MASK

smooths out weary lines, refines the pores, calls up fresh colour and lifts drooping contours . . . in fifteen minutes.

ORANGE SKIN CREAM

Use after removing the Mask to combat dryness and to help prevent wrinkles.

ILLUSION AND CAMEO ILLUSION POWDERS

In complementary shades. Applied in the order named, these two exclusive powders achieve the famous New Complexion by Elizabeth Arden.

ARDENA CREAM ROUGE

in a wide range of shades to complement spring costumes.

L'AMOUR D'ELIZABETH PERFUME

The final fillip, a touch of perfume by Elizabeth Arden. The first breath of its gay, lilting loveliness creates a special holiday mood keyed to the occasion.

T W E E D



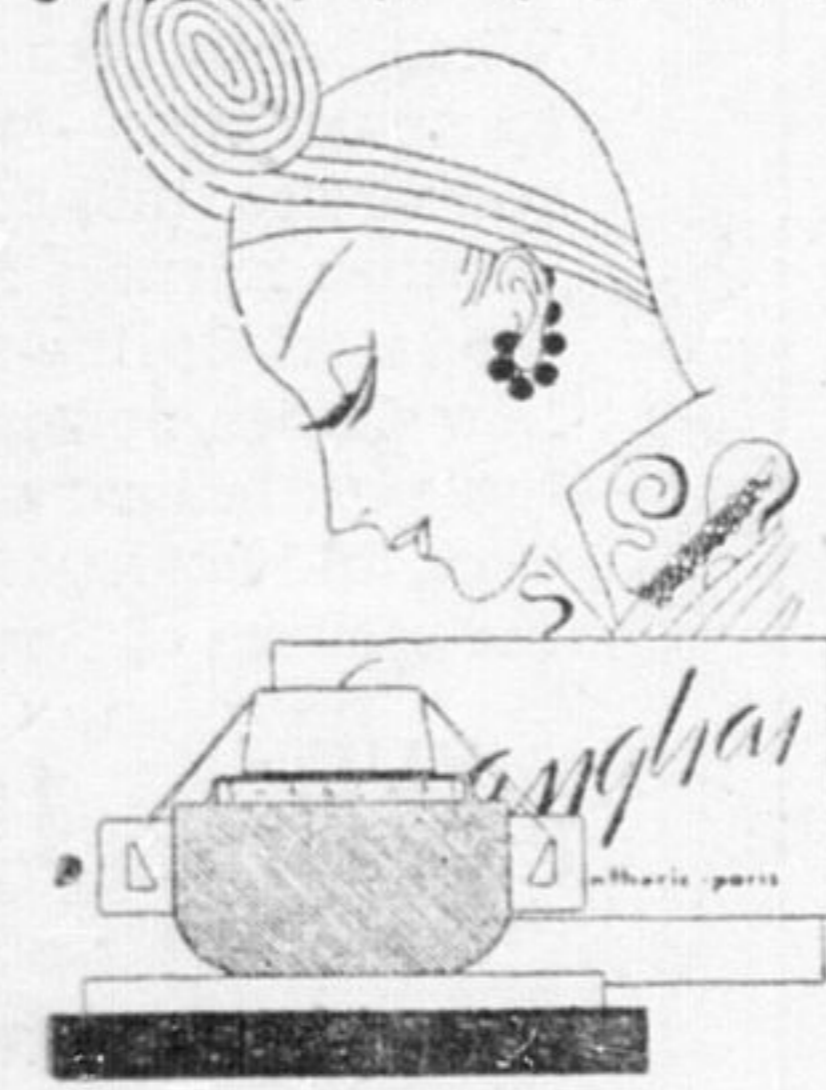
Free, open stretches of heather or country meadow . . . the playful tug of wind . . . the friendly sun . . . a crisp tang in the air . . . a joy in living! Of such is the essence of Tweed, parfum exquis by

Lenthéric
Paris

\$1.25 to \$40.00



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Modernized Oriental
Fragrance

Throb of weird music . . . contorted streets patterned with fantastic shadows . . . cadence of soft, padded footsteps. Soul of a strange and beautiful city captured in Shanghai, nouveau parfum exquis by

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AGE BEFORE! BEAUTY TODAY!



- cleanse
- tone
- soothe

Only yesterday you may have looked your age. Today, if you've followed Elizabeth Arden's directions, you're looking a different, younger, happier person with the soft, fresh bloom of youth miraculously restored. Every day you do it you turn back the clock! So guard this new loveliness well with Ardena Cream.

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- Ardena Velva Cream, or for dry skins,
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