



Smithsonian Institution

National Museum of African American History and Culture

Theatre Program for As Thousands Cheer

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6 THE NEW YORK MAGAZINE PROGRAM

[[image]]
"Strapless and Backless"
Leads the Evening

Brassiere Mode

No matter how revealing your most formal gown may be - Maiden Form has created just the right evening brassiere to go under it! Shown above is "Backless and Strapless," ideal beneath drop-shoulders or dresses with very slender shoulder straps.

[[image]]

Left: "Full-Fashion" Evening Brasserie - eliminates breast-section seams, has no back at all! Shown with "High-Waist" Girdle No. 1743

•

[[image]]

Right: "Double-Support" Evening Brassiere adds a deep diaphragm band. Shown with "High-Waist" Girdle No. 1747.

There are Maiden Form brassieres, girdles and "Once-Overs" (one-piece foundations) for every type of figure and for every costume need.

Send for free booklet of complete line. Dept. TP

Maiden Form Brassiere Co., Inc., New York, N.Y.

[[image]] NRA MEMBER U.S. WE DO OUR PART

LOOK FOR THE NAME Reg. U.S. Pat. Off.

Maiden [[image]] Form

BRASSIERES

GIRDLES•GARTER BELTS

NONE GENUINE WITHOUT THIS LABEL

[[IMAGE]] WHAT the WOMAN WILL WEAR

Continued

The same trick with ruffle and flowers has been developed for daytime in the wool dress in sketch 2. Done in one of those faded blue-greens you see in old portraits, this dress is definitely in the mid-winter afternoon class. Both dresses from Lillian Sloane.

The big excitement of the moment, of course, is hats. Will you have yours pushed down on the nose to show your back curls, Madame, or pushed back on the head in a manner reminiscent of your flapper days? As we see it, it's a matter of wardrobe and coiffure. If you have clung to the quaint, resisting all efforts to abandon curls on the neck, bangs over the brow and puffs at the shoulders, the pushed-back-on-the-head movement in millinery is likely to make you look a little silly, and more than a little bit out of balance. A simple coiffure, waved softly over the ears and cropped fairly close in back, is what you want under an off-the-face hat; and dresses that drape heavily about in folds, suave and sophisticated and opulent.

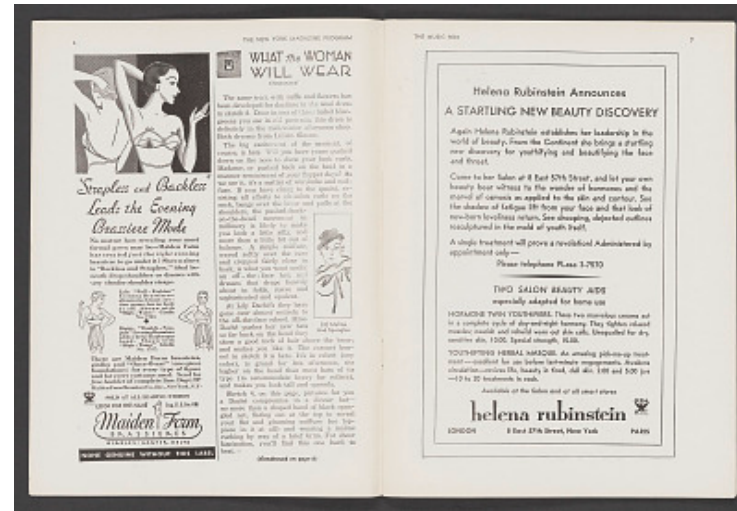
At Lily Daché's they have gone over almost entirely to the off-the-face school. Mme. Daché pushes her new hats so far back on the head they show a good inch of hair above the brow; and makes you like it. The coronet bonnet in sketch 3 is hers. It's in velvet (any color), is grand for late afternoon, sits higher on the head than most hats of its type (to accommodate heavy fur collars), and makes you look tall and queenly. Sketch 4, on this page, pictures for you a Daché compromise in a dinner hat - no more than a shaped band of black spangled net, flaring out at the top to reveal your flat and gleaming coiffure (no top-piece in it at all) and wearing a maline ruching by way of a brief brim. For sheer fascination, you'll find this one hard to beat.

(Continued on page 8)

[[image]]

(4) Maline And Spangles

THE MUSIC BOX 7



Helena Rubinstein Announces
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treatments in each.
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helena rubinstein
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