

canada's
top
designers
salute you



"We believe in the soft elegance of the Chanel Look for Easter suits . . . as in this three-piece in light wools or sub silks. Stunning with the proud uplift of a Living Bra!"

Lois Larry



"The full-skirted dress is always the love of the young-in-heart . . . this one in tri-descent cotton or tie silk. Stunning with the proud uplift of a Living Bra!"

Natlynn



"This slim princess in embroidered rayon is one of our Spring favourites for youth. Beautifully enhanced when Playtex Living Girdle and Bra are beneath it!"

Tena Paige



"The slim bloused look is one of the highlights of our dress line, here in simulated silk and cotton . . . for fashionable hip control—a Mold 'n' Hold girdle!"

Kleever Kladd-



"We like this gay cotton plaid junior with its snug bodice, full skirt and demure white collar and cuffs. A Playtex Living Bandeau or Long Line gives it the smart uplift of youth!"

Jonathan Ligon



"Our famous Highland Queen skirt of 100% Botany wool, with its 58 or more knife pleats stitched down over the hips. Fits smoothly over a Magic Controller girdle by Playtex!"

Sportrite Inc.

in the **playtex*** look

Take a tip from leading fashion manufacturers—they know fashions look better over Playtex Garments . . . insist on their own models wearing them!

True, the Playtex Look is a high-fashion look . . . but it's so modestly-priced that every woman can have it. What gives this look? The smoothest control you've ever known—with the greatest freedom ever. Every girdle is made of exclusive, split-resistant Fabricon—velvety blend of latex with fused cotton lining that feels like a second skin. It shapes you to fashion, because it's shaped to ideal fashion sizes . . . without bumpy bones, seams or laces.

Its lovely ally—the Playtex Bra—completes the Playtex Look. The most comfortable Bra made, it dips low—holds high. Has exclusive criss-cross front for flattering separation . . . extra side inserts that "give" with you.

Fit yourself to Easter fashion . . . with Playtex Girdles and Bras! The most fitting name in Fashion.

Playtex Girdles from \$4.95 to \$11.95 (with zipper). Illustrated: Mold n' Hold with the handy front zipper, the non-roll top; the amazing all-over hold-in power; the breathing perforations and the pretty textured pattern, \$11.95.

Playtex Brassieres, in a style and price for all, priced from \$2.25 to \$7.50. Bra illustrated is the Living Bandeau at \$3.95 in embroidered nylon.

playtex*

Even 6 months later
Your Playtex girdle
retains its original hold-in
power, stays like new.

3 months later:
cloth girdle sags,
reveals figure faults.