

For the EASTER PROMENADE



Nothing mannish about Spring Tailored Wear



A Polonaise Frock and Cape from Paris



A Quaint Frock in the new Medieval Mode

Where the Summer Dress Question Is Settled—Parasol Days Come Round Again—1909 Frocks Fit Without Seeming to.

NE or two other things does all the world love—besides a lover. One is a bride; another is a holiday. Both may be enjoyed to heart's content at Atlantic City during the Easter fortnight. In fact, perhaps it is this longing for a holiday that has sprung and sprang out-of-doors tagging at the jaded winter spirit—that takes all the world to Atlantic City at Easter-tide, quite as much as a desire to display and admire glorified spring raiment on the famous Boardwalk and in the corridors of the big hotels.

Easter they are donned apologetically, because the east wind is unkind enough to blow. Everything else bespeaks spring. Yellow daffodils bloom in the gay little flower shops along the Boardwalk. Parasols betoken that the sun is once more turning the jolly side of his face earthward. Pretty women trip along without wraps and smart men accompany them garbed in frock and entway coats unencumbered by topcoats.

Once step out of the train, along with the rest of the chattering holiday crowd; breathe in the vivifying air, fresh from the sea; drink in the golden sunshine; listen to the almost forgotten voice of old ocean whispering promises of summer days to come again—and feel dull care slip away behind you for a brief, glorious space. For this is Atlantic City at Easter eve, and spring is not coming—it is here!

Paris style promises, boiled down and cooled in the mold of American decisions, offer this food for summer consideration: That skirts will be short enough for comfort, dragging skirts being considered intolerable in hot weather; that sleeves will remain long and tight; that frocks will be built in one-piece effect, shirt waists being entirely ostracized except for traveling wear with coat and skirt suits and with waisted skirts for morning use; that straight lines are correct and hips are still out of favor, but that the waistline will gradually get down to its normal place again.

Parasols and Straw Hats.
If furs are taken to Atlantic City for the Easter promenade, they are donned apologetically, because the east wind is unkind enough to blow. Everything else bespeaks spring. Yellow daffodils bloom in the gay little flower shops along the Boardwalk. Parasols betoken that the sun is once more turning the jolly side of his face earthward. Pretty women trip along without wraps and smart men accompany them garbed in frock and entway coats unencumbered by topcoats.

The New Frocks All in One Piece.
The 1909 one-piece effect will be achieved with long lengths of fabric fitted to the figure, not in the facile manner of last season, when a blouse and skirt were combined under a belt, a panel being added in front to suggest a one-piece effect. The two dress is a much more serious proposition for the inexperienced dressmaker to undertake, for it must fit apparently without fitting, and only the master hand can accomplish this effect without bungling.



A Tailored Costume of Embroidered Pongee

problem to the woman who tries to copy the wonderful sewing out of this graceful frock, the front gore being a triangle, the back a straight panel and the sides flitting around and under the other portions like a section of a jigsaw puzzle.

The Old-Time Polonaise Revived.
Perhaps the smartest of all the one-piece dresses are the new polonaises, which button from neck to hem and hang in long, simple lines which outline without accentuating the curves of the figure. One of the Easter brides at Atlantic City will wear such a polonaise, built in this case by Douellet, and part of this pretty frock may be seen under the cape shown in one of today's illustrations. Both the polonaise and the rich cape accompanying it are made of stone green broadcloth, the cape being brightened with revers embroidered with gold braid.

Middle Ages at Atlantic City.
Whether or not the Paris revival of medieval styles will be taken up by American women remains to be proved. Easter will answer the question so far as this summer is concerned, and that a few of these quaint gowns will be seen is certain. One pretty bride has two medieval frocks, both from Paris, and both

likely to cause a sensation on the Atlantic City Boardwalk.

Alms Bag Makes Its Appearance.
One of the salient style features of this middle ages revival will surely be taken up by many women, and that is the convenient little chataleine, or "alms" bag, which matches the frock in material and hangs at the side from ribbons or cords.

A Word About New Tailored Suits.
Dressy tailored wear in advance styles always makes an important entrance at Atlantic City, and this year the coat and skirt suit will be as much in evidence as ever was. But this year there will be no danger of mistaking the smartly tailored maid for her brother.

WE GIVE YOU THIS TEASPOON
We want you to know by actual trial that the genuine **LIEBIG Company's Extract of Beef** with the blue signature, is the most delicious and fringing for beef tea (1/4 teaspoonful makes a full cup) and for cooking. To induce you to try it we will **Give you this BEAUTIFUL TEASPOON** Artistic, silver plated, of exclusive *rosas patrum* and finished in *fashionable French gray* like the latest lid silver creations, and made and warranted by Wm. Rogers & Son. It is of full size and without advertising.

Odd Easter Favors

Broer Rabbit in the Old Oaken Bucket
Easter Ship manned by Chick-tars

Ribbon and Lace Economy.
At the present time the use of ribbons and lace is so considerable an item in women's dress that any little tricks whereby their use can be extended will produce noticeable economies in the dress bills of the fashionable woman.

Of Interest to Women.
Scarf Dresses the Fad.
MANY of the handsomest evening gowns of the winter have been fashioned from the finest Syrian scarfs which may be bought now in most department stores for much less than the extravagant prices asked by the solemn and crafty-eyed Egyptian nomads who proffer these wares to summer-resort visitors.

A Bandanna Kimono.
EVEN negligees are falling in line with the fad for bright colors. Dainty pinks and baby blues are yielding to the more brilliant shades of red, orange, yellow, green and silver threads.

THIS TRADE MARK
is known from one end of the continent to the other. It is the emblem of genuineness on every package of the **IMPERIAL HAIR REGULATOR**. The Standard Hair Coloring for Gray or Bleached Hair. It is the only hair restorer recognized as the only preparation which restores Gray Hair to its original color or bleached hair to its natural color. It is **ASSUREDLY** the only hair restorer that cannot be detected. Samples of your hair colored free. Privacy assured correspondence.