Waistlines Rise In Ruling Spring Fashions

Ruling fashion in spring dresses is the empire look, with waistlines getting a big build-up from the use of high-placed battons and bows, mock boleros, self welts or straps and capelet collars. The straps and capelet collars. The straps and capelet collars. general effect created is more top width, as well as more ease, for the slim line.

Although slender, one-piece, is the dress with a two-piece look, achieved by a simulated jacket most casual clothes and back buttons.

Many dresses have pleated or gently full skirts, and from the to take over. The rule here seems to be that the later the hour, the fuller is the skirt. Sheath Is Tops

For day time, topmost impor-tance goes to the sheath, now varied in attractive ways. Narrow silhouettes are softened by bloused backs, godets or pleats near the hemline, and inverted back pleats that give a panel effect.

Stressing the empire look, bodices are skillfully detailed and trimmed. Tucks, pleats, embroideries and curved seams help to define the higher waist, as to bustline trims such as contrasting ribbons, crossed tabs and, of course, buttons and bows.

Collars Have Interest In a season when so much of dress styling is concentrated on

Some interesting examples are big colors of lace, linen, organday taffeta, and necklines that change from a cowl in front to a

Sleeve treatment include everything from the dolman and kimono types to the big puffed sleeve, very dramatic as well as romantic at the top of a slim sheath.

In contrast to the neutral color range of daytime fashions brilliant hues are seen in cocktail dresses Oriental shades are favored.

Wash-Wear Togs Aid Neat Look

The problem of keeping a neat appearance during the summer heat is becoming a thing of the past as more and more men discover the convenience and comfort

The garments' high content of modern fibers, makes it possible to wash the garment, then wear it the next day with little or no ironing. The freshly washed garment is simply taken from the wash water dripping wet, hung on a non-staining hanger and allowed to drip

FULL BACK SCORES

Fashion note in late day and evening dresses is the sheath silhouette with back fullness. Overskirts float out softly at the back, to reveal contrasting lining.

ACCENT ON TURQUOIS

Hued to the slim line of spring. turquoise shows up as an important accessory color. Large hand-

BATH

TOWELS

Reg. 69c

Now 39c

First Quality - 51 Gauge

NYLONS

Children's 39c

PANTIES

2 Pairs \$1.00

DRESSES

SUITS

CONTINUING OUR EIGHTH

Anniversary Sale

WE ARE OFFERING YOU GREAT

SAVINGS!

Feminine, spring-fresh and easyslim fashions find prints a perfect Although slender, one-piece, beltless dresses predominate, spring styles prove that every rule has its beautiful exceptions. One sheath and the coat-dress costume, and are equally appropriate to the

Full covered ground prints are favored for the slim silhouette, reports the Silk and Rayon Print cocktail hour on, bouffancy begins Institute. Small, delicate patterns, often spaced florals, are used to advantage in skirts pleated to combine fullness with a narrow line.

> Richly patterned sheaths are seen separately and with jackets. Other types include textured fabrics with print blouses and identical-print-lined jackets.

> Print patterns repeat flower and foliage designs in flamboyant or muted colorings. Included are realistic florals, scattered flowers and subtle suggestions of florals and foliage. Many abstracts are noted, with

suggestions of dots, spotted effects and spattered designs predominant. Gold-splashed, sari and paisley impressions are among the more important Oriental-influence prints.

Surah, shantung, rayon linens, acetates and blends in fresh coldrawing the eye upward, neck-lines and sleeves gain importance. orings dominate the print fabric selection.

Colors Lighter In New Ties

The color picture in Spring neckwear takes on a light touch, with blues, pinks, whites, grays and beiges favored as background hues to blend with the new medium toned suits and contrast with the darker ones. Small figure motifs will be played against the new pastels

The Ivy-League trend continues, and the man who prefers more muted shades can choose from a variety of rep stripe in red, yellow. navy, green, brown and black. Ties in subtle patterns will be worn for the more formal occasions.

Tartan plaids will figure prominently on the casual scene. Black Watch, MacDuff, MacDonald and "wash and wear" suits and Campbell are but a few of the most colorful. Glen plaid motifs will also be worn with sport coats and

Fabric-wise, cotton is favored for pale ties, with a blend of cotton and silk making style news. Narrower ties continue popular However a new 3 inch width is being introduced as a compromise between the "slim Jim" width and the very wide neckwear of yester-

KEYED TO FASHION

Shose for spring come in colors that not only match handbags and gloves but are also keyed to the leading fashions and colors in dresses, suits and coats.

GOING TO BLAZERS History (circa, 1910) repeats itself as the striped blazer jacket bags or hats in turquoise accent makes a newsworthy come-back for slender fashions in beige or natural spring and summer casual wear, especially in "Ivy" circles.

MEN'S STRETCH

SOCKS

Reg. \$1.00

Now 69c

Ladies' 59c

PANTIES

3 Pairs \$1.00

• COATS



Spring fashion centered around the bolero finds an enchanting exponent in a costume of checked, lightweight British worsted. Costume combines a slim skirt that has its own camisole, pique blouse and bolero with pique cuffs,

Bright Shades Add Color To Beige-Brown-Black

Style Tips

COSTUMES LOOK NEW Sleeveless jackets, combined with slim skirts, give a very new, very casual costume effect. They may be short and semi-fitted or tubular and tunic length, and the a full-sleeved blouse.

THEY'RE HANDY

Tiny silver-foil pillows containapplication make handy purse ac-

HAREM SKIRT LIKED Harem skirts enter the day time

picture this season. One designer breaks the slim line with a gentlybloused skirt, held in check by a wide band at the hem.

TO ACCENT SHEATHS Pins assume importance in spring

ewelery, as glittering accents for smooth sheaths. They may be worn at the shoulder, hip or waist-



This light grey model typifies the new trend toward elegance in hat fashions for business wear,



sories complete the picture for the well-dressed man, for spring and summer, Shown here, cuff links and tie bar in matching hieroglyphic design, and light elastic belt with matching suede

Just Received JANTZEN SWIM SUITS PLAY CLOTHES DURING OUR BIRTHDAY CELEBRATION WE ARE GIVING OFF ON ALL NEW SPRING TOPPERS

Soft, party-cake hues from the off-white of whipped cream to shades of cocoa icing herald spring 56's warm, light approach to color. to every classic wardrobe, appear The basic recipe is founded on beige-brown, black and gray monotones in suits and coats.

Navy headlines dress collections. Flashes of color are introduced in important. Frequently tweeds, completed outfit generally includes checks, dots and plaids supplement the solid color look. Particularly effective in this

fabrics, the beige tones range from ing sufficient hand lotion for one the lightest of creamy shades to amber. They appear most often in monotone tweed blends of silk, wool and worted, or worsted with silk, linen or cotton.

Some curry tones in suits spice the generally neutral color picture. Tawny shades with the mouthwatering names of apricot, brandy and cognac flavor silk dress collec-

Pastels closely follow the basic neutrals in fashion's favor in the spring suit picture. Delphinium blues, creamy greens, pinks and yellows are especially beautiful in lightweight tweeds and flannel

Blues are played in many keys. Navy, dominant in the basic crepe and sheer wool dress, sometimes has a hairline pinstripe running through it, or is accented in striking white

SHOW NEW COLORS Infants' shoes for spring have a new note of color. Many shades are available. Softer leathers are



Sleeveless blouse with doublepleated fan dicky captures teens' spring fancy.



Fabric Picture Show Linens, Silks In Lead

Fashion spotlights textured, lightweight fabrics for spring with subdued patterning and monotone tweedy effects. The two major influences are linen and silk. Many fabrics contain linen alone

or in mixtures, or else attain its textured effect in other fiber combinations. Blended with wool or worsted, linen is most effective when translated into coats, suits and sportswear outfits.

Cotton, linen and rayon often combine in unusual reversible coatings. In sophisticated Oriental-styled coats-the caftan especially-natural textured linens and basket-weave linen tweeds are beautiful.

Silk has reached a new peak of opularity and versatility, making its spring debut in every field of fashion from the basic suit to the "little evening" sheath. Often it has a tweedy character.

Most striking are the herringbone, Donegal, strie and pepper salt weaves in the season's new coats and suits. Rustic silks are seen most frequently in black, navy, beige and brown.

A "knit look" highlights the new lightweight wool blends, achieved through use of hopsacking, basketweave and boucle woolens with nubby or slubbed surfaces. Oat meal coloring emphasizes spring's natural look." Wool combine with cotton as well as with linen in many coats to achieve the im portant light-textured feeling. Fleece Has Spring Airs

Coats in the pastel palette capcloud-like fleece. New colors are luscious pervenche blue and butter yellows.

Woolen suits and dresses, appear in "paper thin" or chiffon weight fabrics. Fine tweeds, basic in pastel shades and get an "extra portant suit fabrics for spring are wool bargathea, worsted crepes,

Spring evenings will float by in year's important subtly textured cocktail dress-soft and moldable or lightly starched. Paper taffetas and satiny surfaced silks are also designed to enhance a party en-

RIGHT ON THE BUTTON Fashion authorities say that on the three button jacket, the middle button only is the correct one to fasten, while the top one is correct on the two button jacket.

TIE SCORE The slim-cut tie is practically a must" with the natural look suit. This becomes crystal-clear when one bears in mind that with this type of suit, a wide tie would practically cover up the small amount of shirt showing.

WELL KNIT IDEA Knitted sport shirts have a refreshing new style treatment for pring in which the ribbing runs the vertical strippings.



Deep slit sides, kimono shoulders, mandarin collar give Oriental air to this fleeked tweed

Ensembles Take To Short Tops

Sheath dresses take new partners for spring, teaming with boleros or other short jackets, capes ture the light feeling of spring in or stoles. Result is a distinctive ensemble look that vies for popularity with the long favored coat and dress costume. Jackets, cropped at the waist or

even shorter, make themselves noticed in a number of delightful ways. Some are straigth and stand out from the body; some are easysoft" look from mixtures of wool fitting. Others are straight in with rabbit or angora. Other im- front and back closings are used.

The cape ensemble provides equally refreshing interest, paraccessories-turquoise and red are fine twill and silk with mohair ticularly in elbow length styles. Capelets with back blousing or in the form of huge white collars are swirl of transparent sheers. Pet designer favorites and present a of the season is the silk chiffon striking highlight atop slim wool-

Stoles have returned as an important costume item, worn over both daytime and evening dresses. Though mostly wide and unadorned, some stoles feature buttons and pockets, producing a handsomely integrated effect.

Pretty and practical fashion is the short-sleeved costume dress designed to be worn alone just as effectively as with a jacket. The addition of three new coat

lengths to the coat and dress group is a noteworthy event. The perennial full length coat

continues to be the top favorite here, but seven-eighths and threequarter models are becoming increasingly popular, and the tunic promises to score as well.

HAVE MANY LOOKS

Party-going fashions for juniors horizontally in contradistinction to include a variety of looks. They may follow the sleek, sophisticated line, turn to the tunic, or flare One 10th of U. S. crops are lost out into floating skirts of solidcolored chiffon or printed silk.

Low Torso Finds Place In Girls' Fashions

STRIPES ARE STARS Stripes will play a stellar role on the sportswear stage this year.
Shirts, slacks, shorts and knit The lightweight tabular shirts run the gamut from the boldest of blazer stripes to the finest of hairlines in both horizontal and vertical treaments.



Light in color and fabric, long of torso and with lots of frillssuch is the picture-pretty status

The lightweight fabrics and pastel colors follow the over-all trend of the season, but interest in lengthened-torso styling has greater strength among the grade school set than in older age groups. As for the frills, they are the

designers' answer to young fashionables', demand for more dressy apparel. Again, the general acceptance of very feminine designs is reflected here. Why is it that almost all girls'

dresses, suits and separates have long torso lines, instead of sharing the limelight with the adultfavored empire waistline? Fits Figure Needs The explanation is not hard

to find, for it lies in the figure requirements of the girls themselves. The long torso, with its hipline cuffs, back belts and sashes, is much more flattering to the figure of the growing girl, from toddlers on up. Usually, this spring's dresses

for girls couple the low torso with a bouffant skirt, to produce a dainty and feminine look. Pinafore styling is liked, with either a real or simulated pinafore. An interesting effect is

chieved in broadcloth, cotton, satin or gingham dresses with a stitched down bib and sewn-on overskirts of a different fabric. Other pinafore - dresses include eyelet or embroidered organdy or embroidered batiste over solidcolor broadcloth or pin-checked

Prints show a variety of florals

123 Main Street

Strand Theatre Bldg.

party-minded dress has an organ overskirt cut to give a petal ef-

