

New Look Gradually Toned Down For Easter Po Spring Suits and Coats Are Modified To Average Taste

By DOROTHY ROE
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Now that the shouting is over, it appears that Easter fashions in the U. S. A. are going to be much less alarming than earlier reports indicated.

They have a "new look" it true. But it's a far different silhouette than the droop-shouldered, barrel-skirted affair first proposed by certain Paris designers.

Now that U. S. manufacturers have recovered from the first hysteria over the revolution in fashion, they have turned out for Easter consumption an array of suits and coats as conservative as any timid shopper might demand.

For those who like their tailored clothes in the classic tradition, there are plenty of crisp, slim-skirted suits with either short or long jackets, no exaggerated wasp waists or hip pads, and a general air of good breeding. Just below the collar is the accepted skirt length.

For the more daring, there are still full-skirted, small-waisted outfits, but even in most of these the skirt flares have been modified and shoulder pads have been retained.

Fabrics are handsomer than they have been in many years, with all varieties of gabardine well out in front, and navy by all odds the favorite color. Grays in both woads and flannels, are the next best bet, and then come muted pastels and sand tones.

Hats are frankly designed to flatter the wearer and there's nothing freakish or frightening about them, either. Favorite for wear with Easter suits is the stiff little straw sailor, which may be trimmed with flower, gas imported tulle ribbon or veiling. Victorian bonnets are shown for the young, and big off-the-face Bretons are definitely in the picture. Delicate pastel tones are preferred for spring hats, to flatter the face and contrast with dark, simple suits and coats.

Shoes and handbags are lady-like and handsome. Newest shoes of the season have covered toes and heels but may be cut far down on the vamp, with perhaps a strap or two to add to the "covered-up" look. Supple kidskins and soft calf and suede leathers are being shown, with fewer platform soles than last year.

Handbags are smaller to fit the general feeling of restraint noticeable throughout the mode, with neat boxy or melon shapes most popular.



THE SUIT



THE HAT



THE BAG



THE SHOE

THE EASTER PICTURE . . . Typical of spring suit fashions in this slim-skirted tulleur designed by Monte-Sano with brief godet jacket, in navy blue gabardine by Forstrmann. At right are: a white shantung straw sailor with emerald green velvet trim and white dandelions, by Lucille Northridge; the new smaller boxy handbag and capeskin gloves, by Mark Cross; and Herman Delman's dressmaker pump, low-cut with closed heel and toe and a short strap across the low vamp.

QUICK METHOD DISCOVERED TO PRODUCE LINEN YARN

MINNEAPOLIS (UP)—The University of Minnesota has developed a new process to convert flax straw

into linen yarn in less than five hours. Most important factor is the removal of pith and other wastes from flax fiber in less than an hour. Many European linen makers, using the natural method, soak the fibers in bogs for several hours. Minnesota and the Dakotas grow 72 per cent of the nation's flax.

The first commercial glue plant was built in Holland in 1899. Some 20,000 cubic miles of rainfall occur over land areas each year.

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BURGIN'S

On Main Street



The Suit

Soft, charming and even more versatile are the suits this season. These suits in coverts and gabardine, gently tailored, extremely desirable.

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Good Taste Determines "Fashion"

A Woman's Smart When Clothes Are Becoming

Certainly with the urgency of our times and the great speed with which everything, including ourselves, is forced to move, no one will be fool-hardy enough to be hampered by too-long, voluminous skirts, oversized hats and sleeves and Victorian ruffles and laces.

If we must change—and change we must—then let's have the clothes that are right for 1948 rather than those of 1868, 78, 88, 98 and 1900. Most women want clothes to "do something" for them, to be functional and to be suited to their way of life. Most American women do not feel up to making a "production" of going to market.

Also, with shortages of fabrics of all types, too much fabric is as poor taste as filling your plate with meat when there is a shortage. It is time for women to use common sense and take a look at ourselves, find out how tall, how wide or how slim we are and balance our figures. If our shoulders look juddily rounded, then we should keep them moderately square. If we need long jackets, then let us wear five gored skirts or pated skirts.

If we can wear flared coats and



ORIENTAL PRINT in a tunic dress fashioned of an interestingly textured crepe made of Avisco rayon yarns.

skirt skirts, by all means we should wear them.

Find the skirt length that looks just right and then stick to it. If you can wear a pretty hat and veil, wear it. If you can't, have your

Well Knitted Well Fitted

This year finds machine-knitted, hand-knitted, hand-loomed and simulated hand-knitted suits, jackets and three-piece suits in varying price ranges from \$29.95 up. They are conservative but not reactionary in cut, with more detailing, flared or full skirts, and they are definitely designed for travel, town and country wear and come in new weaves, colors and textures.

HERE'S CULINARY TIP MILWAUKEE (UP)—Mrs. Carlos Gerlach, who baked an Easter food cake with pancake flour instead of cake flour, reported the cake "turned out fine and so wonderful."

hat made to suit your profile. Gloves, bags and shoes are very important. They too are so much better when geared to the wearer's scale than when oversized.

Taste is more important than style. Fashion is not to be followed blindly. It is like a table of *haute-couevres*. Take the things that you can use to make you more attractive and better dressed to your type.

Don't risk being ridiculous because you think you are in fashion. Well dressed women select and balance and weigh. They coordinate their clothes and accessories and also spend less by so doing. Don't waste anything and give away everything you cannot use.

Easter March 28

Carole King
synonyms for spring

soft

NEW

pretty

Carole King

As seen in CHARM and GLAMOUR



Scallopino

Something new in the springtime for A TYPICAL CAROLE KING GIRL. Scalloped embroidery to emphasize fashion's new look . . . rounded neckline, softened sleeve . . . plus a pretty, Victorian collar. Clipper spun rayon. Junior sizes 9 to 15. \$10.95

fine for

Carole King



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As seen in SEVENTEEN . . . every line is a wonderfully womanly or dainty design. A TYPICAL CAROLE KING now and through the clipper rayon. Junior sizes 9 to 15. \$12.95

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