

BUDGET WOOLENS FOR THE SPRING PARADE

MODES of the MOMENT

— by Dorothy Roe —



STRIPED CHECK . . . Big news for spring is figure-flattering dress in brown and white striped checked wool, buttoned from neck to hem with wing collar.

NAVY NOTE . . . Trim two-piece dress in navy worsted with skirt pleated in front, plain in back. Peplum jacket buttons over yellow short-sleeved bodice.

COACHMAN DRESS . . . This is one of spring's best buys, as selected by the Wool Bureau. In pin-check worsted, it makes news with its double-breasted closing, detachable collar and cuffs and penny bank price.

SUCCESS STORY . . . Light-weight dress and bolero in gray wool flannel with pearl button trim, white pique frosting.

PASTEL PICTURE . . . This smooth spring frock is in baby blue wool jersey with mushroom-pleated skirt.

60 Modes Designed for Ease and Beauty

Do you remember when? "Wa-wa" waists were elicited at a trifle daring? Dress were so important? The dimensions of your satins, and velvets were relieved by laces and ribbons? Dresses hooked up the back by the maid? Shoes were laced, buckled and buttoned and were vast be-feathered you wore a cavalieri-pen-pen-throat? Do you not remember. Do you, your memories are with the impractical discommodities of the apparel rather than the beauties themselves.

lovely smooth aspects. Your choice of colors is as gay and varied as the blooms about you. And fabric texture selections vary with your moods. This Spring, the functionalism of fashions is more prevalent than ever. There are dresses that can be worn with or without their jackets of a slightly heavier fabric. Coats are short and to the point. They're ready to be tossed over suits for lightning-speed plane trips or worn with casual elegance over Summer gowns. Suits are slim as a reed, in many instances of a rayon fabric every season of the year. Slimmer, Shorter And with our fashions, designed for quick stepping moments here, there, and elsewhere, comes the shorter silhouette, 14-inches high is the popular prediction for this Spring's skirt lengths. Over-all lines are slimmer, sleeker but femininely softened by bloused jacket backs or bodices.

Dropped shoulders, easy-moving sleeves or none at all are prominent. The sleeve fashions that often stop at bracelet or just below-the-elbow length come in designs that are opulently flounced, extravagantly cuffed or wide as a kimono's. Spicy accents are loaned to fashions for Spring '50 by buttons in all shapes, sizes and fabrics. There are also profusions of pockets, placed high and low, front and back, and shaped to add pleasant contrast to the lines of your apparel. Crisp touches of ice white linen or pique and sleek streaks of patent leather also add to the over-all look of 1950 modernity. Nylon, the magic fabric of the century captures fashion completely this momentous mid-century Spring. Easy to find and lovely to wear is nylon as nylon, nylon as rustling tafetta, soft crepe, worsted and many of your other favorite fabrics. Nylon too, will appear in opaque as well as translucent interpretations, in solids and gay prints. Blouses, dresses, even wedding gowns will be created of this wonder fabric. And because this is an exciting year and an exciting season, colors follow suit. They're clear, true,

honest as the season, abundant with checks of all sizes and small prints many of which are reminiscent of the Orient. Although navy blue is still the Number One color for Spring, the entire range of golden, sun-kissed colors from demure apricot to gently tan also holds fashion attention. Cherry red comes in for a mid-century bow as do the blues of all hues, Royal blue in particular. Yes fashions of Spring 1950 are not just an overpowering potpourri of available fabrics, Spring '50 fashions are a vital ever-changing part of our atom-paced, ever-changing world. The extreme softness of chinchilla fur is due to the fact that as many as 80 hairs sprout from a single hair follicle. Brazil's River of January (Rio de Janeiro) is not a river. It is a city.

New Lingerie Follows '50 Silhouette Trend

With the advent of the slim-skirted fashion, the well dressed woman of the mid-twentieth Century year has shifted her figure attention from her waist to her hip and thigh sections. The idea figure for this Spring of 1950 is long and lean-hipped with a gently rounded bustline and flat derrière. Every important foundation garment you purchase for this coming season will attempt to stress the new silhouette. Although the over-all look of lingerie with its gray colors and abundance of ribbons and ruffles, will dispell any possibility of a trend away from the feminine.

Handbags Set For '20 Revival

Smaller, smoother fabric-ed handbags are at hand this Spring of 1950 to pay smart homage to your new slim-lined fashions. With the "1920 in 1950" look of fashion this Spring, the envelope order to achieve as smooth an effect as possible, the one-piece foundation is suggested for both the matron and junior figure. Among the corsets being shown for Spring one offers a particularly lightweight as well as attractive design with panels of embroidered nylon marquisette. Others provide eye-appeal with embroidery, lace appliques, ribbon insets and two-color effects.

bag has appeared again. A perfect foil for new wrapped coats and shorter length sleeves, this Spring's envelope bag will be slimmer than ever and if it has a handle, the handle will be a small one, lying flat to the top of the bag. Box bags, youthful looking and roomy enough to hold all the many necessary purse accessories; slim, controlled pouch bags with narrow top-handles; shoulder strap bags that are shorter and lie close to the silhouette and spectator bags, made in contrasting tones to pair off with spectator shoes, will all be available for a right fashion choice this season. Patent leather, either the genuine or plastic type, promises to be the leading handbag fabric for Spring. Along with it smooth calfskin and deerskin finished cow-skin will be the featured fabrics in handbag designs.

NEW Spring favorite COTTON DRESS

You will find the smartest clothes lines in town carry gay cottons from our cheery new Spring group. Buy them in twos and threes so that one is always in use.

\$3.98 to \$10.98

THE FASHION SHOP
Ladies' and Children's Apparel
MAIN STREET HAZELWOOD

RAY'S has an EASTER BASKET full of surprises

Weather-Bird Shoes for boys and girls

A pair of new Weather-Birds . . . as much fun as an Easter Rabbit. Your youngster will be thrilled by these smart shoes . . . you'll like the long wearing qualities and easy-on-the-budget prices. in all sizes and widths

RAY'S SHOE DEPT.

READY WITH LOVELY PATENTS

TESTED AND COMMENDED BY PARENTS' MAGAZINE CONSUMER SERVICE BUREAU

STATEMENT OF BUREAU OF MONEY Guaranteed by Good Housekeeping NOT A DEFECTIVE OR NOT AT APPROVED SYSTEM

WEATHER-BIRD SHOES