

Earlier Spring Shopping Seen

Which Makes Suit Choice First Consideration; Variety Keynote

Spring wardrobes will be bought earlier than ever this year, and they'll give a longer period of smart wear for that very reason—which makes the choice of the coat and suit any woman's first consideration of the season.

What is spring without a suit? Certainly the American designer plays the full gamut of suit styles. The man tailored suit of hard-twisted worsted with slightly longer jacket has a brand new look this season, while skirts are more slimly cut and have kick pleats at the side for high steps.

Worsted herringbone and gabardine are the favored fabrics in monotone or with chalk stripes. No longer severely tailored, they are now feminized with frilly blouses, lapel ornaments and pastel hats in keeping with the suits' softer detail.

Most flattering is the soft suit with swing skirt. The short, snug fitting jacket has braid bound edges and pockets, and is seen in black and navy. Worsted twill is another favorite fabric, found in variations of weaves to please the most selective.

Also on the feminine side, are casual suits of soft basket-weave wools in pastel shades. High buttoned jackets, rather wide revers, softly padded shoulders, and gored skirts distinguish them.

Suits Are Traditional
With such a wealth of suits to select from, buying is just a matter of making a decision on— which it shall be.

Suit or not suit, the separate coat is still a "must have" for the spring wardrobe. In coats, refiners express the fitted silhouette, while swaggers interpret the casual silhouette. Twilled worsteds and basket weave woollens are smart preferences in black, navy, gray, beige and dusty pastel shades.

The reffer generally has frosty white pique collars, and takes to buttons of white pearl, which may be as large as a half dollar. A smart version of the softer type of reffer has a collarless neckline, slim pin-tucked waistline amusingly fastened with hooks and eyes plain to see! Reffer coats invariably swing up to show the splashing color of the dresses beneath them, and can be worn with the most tailored as well as the most dressy frocks.

The very casual sport coat of herringbone tweed will be most popular this spring in beige and other cereal colors, whether it is self trimmed or softly furled.

For Sport—for Dress
Worsted is the well liked fabric in dressier coats because of its sheer construction and lightweight texture. It rarely requires pressing, as it's one fabric that quickly sheds wrinkles.

Other woollens represented in becoming spring suits and coats include those made of naphthalated wool which give excellent wear and come out of cleansing like new!

In both suits and coats necklines offer a lot that's new in the way of flattering detail. Trim necklines sprout tiny wings, revers work into yoke lines, and graduated tuxedo rolls copy the men's shawl collar line. Collarless garments never look bare—when accessorized with colorful scarfs or the luxury touch of fur.

Sleeves know no limitations, and the mandarine line is the favorite of all. Its straight line narrowing slightly toward the wrist. The dressiest coats have loosely draped upperarm construction, tapering to a straight wrist.

It's shoulder arms for spring—and although shoulders are simple, they are made shapely by means of darts, tucks or soft folds; while the military effect is gained with epaulet tabs, scrolls applique, and occasionally dramatic chest flanges that jut up high around the shoulders.

Zestful Variety Adds to Interest in Wardrobe Accessories; Handbag Is Larger, Gloves Classic Design

Accessories are the spice... the seasoning... that makes any wardrobe more tasteful; and this spring accessories are making their appearance in such zestful variety that many a girl will spend what she can for one smart costume—and then all she can on accessories with which to vary its chic!

Handbags, for one, are larger than medium size, with the underarm style appearing anew in attractive detailing of dressmaker appeal. Gathers, drapes, and shirred manipulation add bows, buckles, stitchings, folds and sculptured treatments for femininity; and bag bottoms are roomy enough to hold everything for a day-out.

The top-handle bag makes its handle flat and crushable, so it too can be carried underarm, which is the most convenient way to manage the new long, narrow shapes.

In addition to patent, capeskin, doeskin and calf, the popularity of fabrics such as gabardine, faille and corde grows. Red is the most important high shade, but black and navy will be most women's choice, with tans and browns, golds and blues matching the colors in the balance of the wardrobe, as will pink grey and other high style tones.

Gloves for the most part are elastically designed, considerably longer in length, and as colorful as a rainbow. The most brilliant glove design is that which allows extra length for the finger-nail, thereby saving both the nail and the glove! Details such as hand-sewing, perforations and cutouts, bows and buttons, braid and metal accents make the glove that carries a handbag its smartest accompaniment.

In a season when suits and dress-tops call for dramatization, jewelry is important indeed, and this spring falls under several influences. Inspired by southern belle trends are floral lapel pins, and metal in lay effect. Patriotism expresses itself in jewelry too, with red, white and blue combinations. From south of the border come the deep yellows, intense blues and tropical blues, as well as amusing lapel gadgets such as sombreros strung together; senoritas and senoritas in gay poses.

Straight from Paris comes the military trend, principally in metal jewelry.

Flowers in Bloom
Flowers decorate spring ensembles too, varying from old-fashioned corsages in southern belle fashion, to red, white and blue field flowers expressive of Americana. White pique and lingerie flowers express the Beau Brummel spirit of the chic woman.

Flowers will be worn on necklines and lapels, on millinery, and especially tucked in at the side or back of snoods.

Neckwear is another spring accessory, indispensable because of the spring dresses which come with neckwear—requiring one or more changes. Neckwear, too, will take the place of "jewelry collars" too heavy for warmer weather, and it resorts to many tricks to be worn with suits and tailcoats, and even coats.

Buster collars, harlequin ruffles and yokes all lend themselves well; while low and high V's and jabots, vestees and guimpes complete the neckwear picture.

Hearts, Flowers Found on Blouse

Hearts set on flowers, will find them in the most feminine blouses, and silk jersey looks very new in shirt and softer types.

Dinner hour brings forth a galaxy of silk sheer blouses, frilly enough to satisfy the most coquettish wearers, with ruffles, fichus and detailed pockets. Val lace and lous, full, frilled sleeves just a few news-making trends.

Rounded Hip Line

The longer torso silhouette calls for really practical foundations to give the smoothly rounded hip line, and high, well-defined bosom with slimmed waist, that epitomize 1940 costume chic.

Hostess Ensemble Will Be Colorful

Informal Hospitality Is the Thing; Brilliant Stripes Are Seen

Lingerie has never been more flattering or more wearable. Lots of women are learning the graciousness of informal hospital-

ity at home, accounting for all the new silk hostess ensembles. South America's brilliant stripes and Civil war frills inspire their design, with basque bodices, full skirts, and full high-shouldered sleeves preferred; whether skirts are bouffant, or slim and narrow, draped or tiered like an Argentine's dancing skirt. Silk nighties adopt evening frock treatments with decorative bodices and wide skirts, with plastron fronts, yokes, tiny lace frills reminiscent of the 1880's, and low-necked strap shoulder

Simplicity Marks Styles for Youth

Clothes for work and play take their place as the most important young-American fashions this spring. Tailored simplicity distinguishes them all—swing skirts with pockets, shirtwaist blouses with sport collars, shorts with turn-back cuffs, and sleek slacks. The new denim clothes especially appeal to girls in their teens. Their cleverly cut lines

and careful details prove practical as well as good looking. In glorified dusty pinks and blues, denim is one spring fabric-in-fashion which lends itself to "scrambling." It comes striped or plain, in fast colors, tubular and shrinkage-free, and comes labeled with a guarantee of fit. The natural follow-up of the coat shirt is the sack suit, which was seen throughout America last year. It will be even more popular this season, and many stores are offering ensembles which contain two shirts and one pair of trousers.

Miller's New Windows Tell the Story of - - - - - Spring Opening

AND

Easter Parade

Easter Sunday is just days away! What are you going to wear? Will you find your picture in the papers the day after? You'll be news-worthy, wearing any of these completely planned ensembles! We've costume suits and print dresses, we've fitted coats and casual clothes, along with all the compliment-winning millinery and feminine accessories that are smart this season. Easter Sunday is just days away! But the clothes you select here for the occasion will endow you with a wonderful fashion reputation to carry on all spring!

NEW WINDOWS

Tonight, Miller's show their newly remodelled windows in all the splendor that IS Spring! Creating the illusion of the stereoscopic or fourth dimensional effect, each window with its oval valance of black enamel and silver trim foreground introduces the novel curved background which creates this very unusual scenic picture.

Tonight at 7:30, Miller's unveil these windows for the first showing to the public. Each window will tell a definite fashion story of Spring's smartest and newest apparel for men, women and children. Gorgeous color schemes, luxurious fabrics... all that is new for Spring will be depicted in these modern settings... come early... stay late! You are cordially invited!

SPECIAL NOTE!

Weather permitting... Miller's will hold their annual Spring Fashion Revue on the Liberty street marquee with pretty models displaying all the newest Spring apparel including sports wear, swim suits, etc. A group of formals will be an added attraction.

MILLER'S 2ND FLOOR
Spring Opening



EASTER STRAWS
ARE IN FULL BLOOM \$5

Crowns full... brims full... even sprinkles on bonnets! Everywhere you look Easter straws are in bloom. Pick your favorite flower from our refreshing collection—roses! violets! lilies! carnations! gardenias!



Miller's