

Costumes; Slim Silhouettes; Coordination— The Royal Keynotes of Newest Fashions

The texture, shape and silhouette of Spring fashion is dramatically punctuated with excitement . . . royalty . . . and fantasy!

The coronation, of course, is the primary influence on the fashion scene. All of the splendor of this British state occasion is translated herein into royal colors, regal silhouettes and queenly fabrics.

Crowning favorite of the Spring showings — is the costume suit, and its keynote is coordination and integration of fabric and color.

The slim sheath is the queen of dresses . . . the moderately full skirt, a majestic ally!

The boxy-jacket wears the crown of glory in suits, costumes and sportswear. The fitted suit, now enhanced with a stole or capelet, is a reigning favorite.

The soft, bloused profile and the "chemise" look are new, with a wonderful affinity for soft supple fabrics for Spring. The newer-than-new "exclamation point" theme in coats provokes excitement from its narrow shoulders to its nar-

rower hemline! Graceful back curves give a "parentheses" look to coat and suit line!

Look for — many new "feats with pleats" . . . the Chesterfield influence with waist nips or boxy look . . . the clutch coats . . . the "cow!" drape!

The stole . . . is "ah" in fashion importance and shawls become specially significant — particularly, fringed!

In sportswear, the "bloomer girl" returns in pertly-panted sun and swim wear . . . the long-torso swim suit is new and "in the swim!"

All smart women are "wearing the pants" — in fitted, tapered pants (Capri-inspired); modified "knickers" . . . walking shorts . . . shorter — than-short shorts — enhanced and dramatized by clever, capricious T-tops and cover-up shirts and jackets.

Your jewels, milady — on dresses, coats, and suits . . . sparkling from simple rayon-linen sheaths to the most expensive of coats.

Fringes — all kinds, all lengths — jeweled embroideries — sparkles, jet and glitter accents add to the regal look of Spring!

From the top of your head in shiny "patent" straws to the tip of your toes in sparkling black — patent is the target for attention!

You'll find a suave, polished look to leather, in footwear, handbags and belts! Smooth, svelte fabrics and roughly-textured ones in ready-to-wear for high fashion importance.

It will be a "white-light and bright" season! Fashion "breaks into print" again! The rose is queen of the flowers . . . in colors, floral accessories, as a print-motif — as the official royal flower of spring!

The shape of spring is important — so put yourself into shape, too — choose a new foundation — one of the long-line girdles, for an all-in-one.

Don't flatten yourself, but flatter yourself, for Spring Fashions for '53 do not curb the curves!

Here is the summary of a high-inspiring, exciting Fashion Spring: The Three-Piece Suit — boxy or fitted jacket, slim skirt, blouse to match lining. The Long Coat Ensemble . . . dress in print, coat in solid, sometimes lined in the print. The Jacket Ensemble . . . slim dress and "shell" boxy jacket or self or coordinated fabric. The Stole Costume . . . fitted suit with stole, slim dress with stole, or skirt with stole. The Sweater Costume . . . dress and related sweater or shrug.

Out of a wide variety of themes, treatments, ideas and trims come the fabulous . . . the carefree and the casual fashions of the new season.

Milady is lucky . . . the fashion world is at her feet — this Spring, Mrs., Miss and Jr. Miss

America are given the most royal treats of all — exciting wearables, that rival — in styling, fabric, workmanship and color — those of any queen!

Coordinates and Separates Are Gay for Spring

Separates have long played an active role in the wardrobes of women — from college girls to matrons. There's always a sense of fashion achievement in choosing imaginative separates that interchange to give endless variety to even the most modest wardrobe.

These wonderfully wearable "extras" for Spring, 1953, are more colorful, more eye-catching, and more versatile than ever!

They are designed to give a definite costume look, even in the most casual interpretations. This go-together effect is due in a great part to the well-coordinated choice of fabrics. Although stripes, checks, prints and plain colors are used extensively, there is always a thread of color-planning running through a group.

Jackets, skirts, and blouses are the favorite wardrobe-stretchers of the college and career girl. Jackets are being shown in interesting new versions, with the cardigan a leading favorite. The lines are narrower, tapered to the hipline or cut in boxy silhouettes. Skirts are generally slimmer, although pleated styles are important.

Orlon - and - wool combinations, menswear flannel, and tweeds are top favorites in these separates in the tailored mood.

Stoles, often in reversible versions, are a big stand-out in the separates field. They perform a mix-match function in several outfits, if selected to match a skirt or top. Sweaters matched to separates, often banded in matching fabric, offer an interesting accent to an ensemble.

Just appearing on the Spring scene are the separates with a new-into-Summer air. They are the fun fashions always looked forward to so eagerly.

Here, skirts go full with flared lines, good panels, or unpressed pleats to make them extra full.

Tops are invariably sleeveless and team equally well with skirts, shorts, or tapered patio pants. Halters are strong favorites.

In this field, cotton soars to new heights of smartness in its imaginative interpretations. Designers are using denim in a wealth of new colors and with distinctive details. Madagascar "strawcloth" is an important newcomer, white gingham, calicos, cotton taffetas, chambrays, and printed cottons of all types are used with new inspiration.

Go-together separates that give a one-piece look still shine brightly in the after-five fashion limelight and are even being shown for the Spring bride and her attendants!

Although farming is one of the oldest human occupations, the teaching of agriculture in schools is of comparatively recent date.



Town Cotton—This sleek outfit in soft green needle-point cotton may be worn with its bolero jacket for the Easter Parade, or minus the jacket all through summer. The sleeveless dress has square neck and white pique trim, jacket has trim triangle closing.



The big question about shoulders — to reveal or conceal? charming halter dress says "yes and no" with a halter dress and stole in a taffetized cotton print; gently bouffant, it is equally good day time or date-time. McMullen rivals the print with a gaily-striped chambray, and reveals slightly with a decollete (or not) neckline on a smart, flouncy frock.

What's "Slub" What's Nub?"

Everywhere you go on the Spring fashion scene, there's talk of "slubs" and talk of "nubs."

Here's what they are:

Slubs — yarns of uneven thickness, they may suggest a faint plaid pattern or short-dashes.

Nubs — either small balls of brightly-colored yarn used for color and texture variation, or they may be uneven bumps on yarn which are allowed to protrude on the fabric surface.

It is estimated that one out of three office and factory workers need glasses to see properly on their jobs.

COWL NECKLINES

A most successful carry-over from the previous fashion season is the cowl neckline! Excitingly adapted from the popular monks' collar dresses, the cowl neckline graces many of the new season's smartest creations.

many of the newer, cowl-necked dresses.

Heavy exposure to glare in bright sunlight or other glare may produce effects in the human eye which will reduce their efficiency for as much as 48 hours, says the American Optometric association.

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