Milady's Spring Fashions Present Parade of New Ideas

Slender Lines to Be Glorified; Changes Appear in Necklines, Shades: Prints Return to Favor

The shape of things to come in fashions is going to seem peculiar at first. Springtime will see glorification of the slim line-meaning a softened slenderness and a look that can be called "pretty," "lady like" or feminine."

Briefly, we're going to buy new necklines, new materials, pointed shoes, togue hats, "blousy" dresses in polka dots or print and we'll wear neutral, particularly gray, shades.

Collars are perhaps the newest of the new, They have been removed completely in some cases and doubled in others. The neckline however, is invariably wide on coats, suits or dresses.

Fabrics our grandparents used to, enjoy are returning to favor now—the chilfons or crepes, geogrette, de Chine, romaine, or Chainuse and gabardine. Even the old standbys like the wools and knits are coming out with a new face. They can be tissue thin or have an open, almost lacy, weave.

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This season, too, madam is going to be more fussy than in a long time. Prints are coming back into favor and she will see dots, checks and Gowers blooming everywhere. Particularly the rose which will be in every imaginable color and size.

Pats Change Again

As far as hats are concerned, when hats don't change it'll be news. This year, as usual, there are a variety of shades but in the main we're going back to the large brimmed, flowery hats, or very small close fitting hats in organdy, net, straw or chiffon Brims on the new hats are turned down and all quite wide, while the smaller hats are almost stight they resemble turbans.

Shoes are going through their list water the classics of Grandpa's day. Designs will be going a constant of the same that were the classics of Grandpa's day. Designs will be

oes are going through their of Grandpa's day. Designs will be metamorphasis this year more intricate and keyed to are snoes are going through their first metamorphisis this year since the rounded toe became pop-ular quite awhile ago. Now the toe is pointed. Of course, there are all kinds of decorations, but-tons and bows, but the shape is the same-pointed. And the heels are new too. more intricate and keyed to specific themes.

Under that spring suit, the plain blouse is now out of fashion. Flowered or print blouses with long sleeves are the newest thing. Pleats and drapes in the skirt will add to this more feminine look, in place of the sheath lines.

look, in place of the sheath lines. Belts on coats and dresses have also achieved a newness. They are now to be casually knotted—like a sashe. Cummerbunds or draping are also being used to mark the new waistline. This line will, as usual be both up and down. Some experts are claiming the "empire" style while others have lowered the line. But so far women still seem to prefer the natural line at the waist.

Now of course, every fashion

Now of course, every fashion magazine or fashion expert will advocate certain colors or innovations or modes as "the rule" for the new season. And, as usual, women will buy simple what suits them best. But there is a new outling to fashion this score. outline to fashion this year sa-whatever madam adds or takes away-the effect will be-softer, rounder, definitely slim, lady-like and feminine.

Crystals Due As Women's Fashion Item

Crystals beaded in a long rope vill be fashionable this spring. This sparkling stuff, in shades of every color, can be wound in a thousand different ways around the throat or wrists. They are part of the newly popular styles fo

Gold Edwardian-type chain bracelets and neckwear with pen-dant balls of flowers will also be seen this season, along with apprays for flowers or stones, in earrings.

So we will have two distinct choices in decoration—light or bulky.

Pastel colors are an important part of the new delicate look Mauve tints are popular, along with auch flower shades as soft blue, pink, yellow and green.

Spring flowers inspire many nev jewelry designs as well as colors even to the use of more green follage effects.

Jet iris and aurora stones will e popular as will white and gold embinations.

Burnished gold and bead neck-laces and center pendants with gold fillgree will lead the field in the bulky class of jewelry. You will also find enamel bracelets shaped like wide culfs and coils of golden silver for a wristlet.

Whatever you choose, wear a tof it and you'll be in style with a rest of spring.

Cap Is Set for Season



The large brim, the high crown, the bunch of flowers, these are all part of the new look-the feminine, soft look that will be a popular part of this Spring. This bonnet is beige straw with a side-cluster of yellow silk violets.

Pattern Push More Colors **Shirt Trend**

Patterned shirts will enjoy a big push this spring—including many with bold, bold stripes.

Checks and neat printed pat-terns such as pin dots also will be popular with the male sex. In-terest in the more elegant shirts will be confined chiefly to even-ing wear, not so much in the pleated bosoms as in the ruffled variety.

There will be few new collar styles. One new idea is a collar with built-in stays.

In Stockings

Taking their cue from a spring fashion and color preferences, hosicry stylists have designed new stockings as costume accessories in soft, pale hues and color blends. To harmonize with navy cos tumes, there are nylons in Wedge wood gravs and smoky blue gravs The beige family will get plenty of play and nylons in gray tones

Modest Trend Noted in Feminine Footwear

We're going to be more modest in our footwear this season.

You can have your choice of the flattering high heel, tapered, heel, or the French heel. And there will be all kinds of leathers, soft and hard, rough or smooth, from which to choose.

With coats, the changes will be drastic. In the first place, capes are coming back. You will see full coat-length capes and coats with cape collars. However, in complete contrast to the cape, courtiers are also showing coats, straight with collar, pushed up sleeves and rounded back. This is devolving into what will be known as the "cocoon" shape, And part of this new line will be the dropped shoulder.

Plain Blouse Out

We're going to be more modest in our footwear this season.

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Slings, w



At Erich of New York's we're artists at adapting the new hair styles to fit you . . . or fashioning smart, individual coiffures. You can always be confident that when we style your hair, you look your loveliest. Welcome Spring with a new permanent wave and hair style.



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Shrinking Reduced

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The Suit With A FAMOUS Label

Crowns Going Up, Brims Come

Down in Ladies' Hat Creations

We're going to wear crowns this year—all of us.

Styles in hats have gone both up and down. The crown has gone up and the brims been turned down. Made in the softest of materials and trimmed with great bunches of flowers-you have Spring's newest hat.

Softness of line and texture are the keynote of spring. Even the most symmetrically balanced hats often have a flattering lift above the brow, a softly cushioned edge or an uprolled brim. The toque shape, with its prominent crown is prettily rounded, tapered, dimpled or draped.

The pfolle hat, with a dashing tilt of crown or a deep side dip of brim recalls the glamourous styles of the 30's.

Fabrics contribute a feminine.

styles of the 30's.
Fabrics contribute a feminine, milliner made look. Chiffon, georgettes, organdy and "souffle" straw are intricately tucked, pleated, puffed and draped to make both small and larger hats look light and lovely as clouds.

Felis Liked

Now Elegant

There's going to be more elegance in teen-age footwear this spring. And this will answer those who say the youngsters don't have taste.

Flats and casuals, long favored

transparency in designs that inter-weave flossy souffle with yearn. Chief colors are the beige to

Transparent hairbraid combined and green shades as well as black with straw has a frothy dept, while and white, alone or combined

ribbon, beads and braids.



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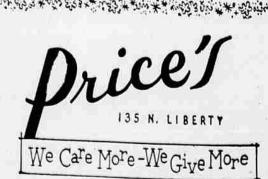
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