



A SPORT SHIRT OF DAN RIVER'S SPUNRAY (50% rayon, 50% cotton) that's washable, sanforized, vat-dyed, and crease-resistant. Note the front yoke with zipper, the hand-picked yoke and collar.

Feminine Silhouette Still Holds The Spotlight For Spring

NEWNESS SEEN IN FABRIC, DETAIL:
NO DRASTIC STYLE CHANGE

This Spring finds us in the midst of the current fashion cycle which had its beginnings two years ago and will, according to the experts, take four years more to run its course. What this means to the average woman is that there will be no drastic style changes for several seasons yet to come.

The season's selections give the widest possible latitude to individual tastes. What rules there are may be conveniently forgotten by the woman who dresses to suit herself, in the style that does the most for her face, her figure, her personality.

If she is still wondering whether her skirt should be slim or full, she may simply follow her own inclinations. As a general rule, suit skirts are slim, coats are full, and dresses are everything... flared, or hobble-slim... while sportswear takes a middle-road course somewhere between sheath and swirl.

Length is not an arbitrary matter either. The right length is

one that is graceful, ladylike, becoming... that looks and feels right to the wearer. If in doubt, 12 inches from the floor is a safe bet for street and daytime wear, although some skirts may climb a little higher for Spring, and for Summer.

Important dress types being shown are feminized shirtwaist models with wide open or plunging necklines; Empire styles with a high bustline and molded bodice treatment, especially for junior misses; coat dresses in a wide variety of basic, redingote, and princess styles; and dresses that are slim and molded with tiered skirts and side drapery. Look for daytime as well as late afternoon wear... taffeta, failles, pure silk shantung, in small dot patterns and surah prints with a new crispness and texture.

Fabrics Tell New Spring Fashion Story

CRISP TEXTURES,
SMALL PATTERNS
HIGH IN FAVOR

The fabric is the fashion for Spring... the real news... the big difference that makes the season's styles exciting, inspiring! Fabric is the "something to talk about," the answer to an advertising copywriter's prayer, the reason why femininity will succumb to perennial Spring longings for beautiful, new clothes.

It is a season of no major silhouette changes... and the fabric is everything. In coats, suits, dresses, and sportswear, it is the high point of fashion interest. Whether milady buys her clothes in the ready-to-wear, or the yardage department... this year fabrics get top-billing, for they dominate the entire fashion scene.

Spring's important fabric story can be summed up in four words: textured, patterned, airy, and crisp.

"Dare To Go Bare" Sportswear Theme For 1949 Summer

"She shall have sunbaths wherever she goes..." keynotes the theme for active sports and play clothes for warm, sunny days ahead.

Pick a pretty pinafore... bra halter and short-shorts, but top your bare shoulders with clever cover up of stole, capelet or flare-back jacket.

Every active sport has keen, clever togs, especially designed for action-plus and smart comfort. For golf: handsome dresses with "you can hardly tell" divided skirts. Tennis dresses are much pleated, very brief and divided in the skirt. Shorts are very brief and smooth fitting. Slacks, though less popular for general use, are created with smooth simplicity,

"derriere-flattering" and action motivated.

There's a great hue and cry about the smartness of denims... yes, this year denims go dramatic in iridescent hues, pastel shades and novelty stripings. Denims

will be found in gaily styled shorts, bike pants, halters, bras, great jackets and every other popular play tog item.

Between four and eight per cent of the population is left handed.



Dress Up the Family for Easter Dad - Mother - Brother - Sister

See All the Latest 1949 Styles

at
Lorenz



White Shirts by Arrow
are right for EASTER
Regular collar or stub.

\$3.65 to \$4.50



Adrian Tabin Dresses

for Easter—Prints with plain Bolero Jackets.
Navy, brown and grey, with contrasting
prints. Sizes 12-14-16. \$24.95

Men's Suits by Michael Sterns, in hard weaves, gabardines and worsteds. Plains and Stripes — 100 years of tailoring have gone into the making of Michael Sterns Suits \$60.00



Round out your Eastern ensemble with a beautiful Spring Tie by ARROW or BOTANY—the finest ties made.

\$1.00 to \$2.50

You're the Star
of our
Spring FASHION SHOW



HATS by MALLORY
Dress up for Easter in a fine, good-looking MALLORY hat — the hat of distinction. Feel the difference in a Mallory.



Hats • Hats • Hats

of every description and color—black, navy, brown, straw, toast, pink, kelly green, powder

blue, grey, red. ROLLERS, TAMS, SAILORS, BONNETS & COLOTS \$3.98 to \$9.95

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