

Fabric Marvels Tougher in New Styles for Spring

Today's fashion-conscious woman is the fabric-conscious woman. When she shops for herself, her family or her home, she looks not only for style, but for durability and ease of care as well.

The now familiar wash and wear label on clothing holds great attraction for the smart shopper who wants to cut down on her laundering chores and cleaning costs. As a result, fashions in fabric are swinging more and more toward "minimum care."

Because wash 'n wear — or "minimum care" or "easy care" — can mean almost any fabric today, the wise buyer would do well to determine just what fabric she is buying.

Act To Help
To assist the shopper in the proper identification of fabric, the Textile Fiber Products Identification act was passed in 1958 and becomes effective this year. It requires that all fibers used in clothing be labeled according to predominance of weight, such as "75-per cent Dacron, 25-per cent cotton."

In addition, many manufacturers are including laundering and cleaning recommendations on hang-tags to assure top performance of their products.

Automatic washers, too, have done their part to guide the busy — and sometimes quite bewildered — homemaker — through the confusing maze of modern all-fabric laundry.

And now for example, the Maytag company's recently introduced "single control, all-fabric" automatic washer has eliminated the element of risk completely by predetermining proper time allowances, water temperature and level, and agitation and spin speeds for every type of fabric — according to its origin and construction.

With the solution of her laundry problems literally at her fingertips, the homemaker is now secure in the knowledge that if what she buys can be washed, it will be washed with proper care — and with no more effort than it takes to push a button.



SPRING LOOK — Important look for spring is the "Chanel beret" that sits at the back of the head. Gray taffeta is used to interpret this style in the hat shown here. By Mr. John.

Elegant Handbags Important News In Fashion World

Smart and elegant handbags in colorful leathers are important fashion news as complements for the "tailleur look" of sleek suits and distinctive costumes, but fashion puts a host of gay novelty handbags front and center for new season importance.

Most often flaunting a split-color personality, these handbags are happy combinations of straw, leather and wood — with color!

In this category, the new bugles are particularly interesting — looking pert and jaunty in melon, oval and pouch shapes.

In addition to their natural "woody" tones — bamboo, wicker and willow — textured straws also come in colorful guises of vibrant violet, hot orange, cool cocoa, tea, coffee and a range of icy sherry shades.

With rope, leather and braided straw handles, these bags sport distinctive brass-and-gold colored hardware trims, are handsomely sparkled with gay flowers and novelty baubles, bangles and beads.

Upholstery — type fabrics, straw cloths, tapestry, tweed and linen textures are all bright with color, pattern, large handles and are often shaped on wooden frames or are bound in leather.

Handbags that serve equally well for a shopping excursion, a casual day time affair or to carry aboard train, plane or ship — do their double duty with lots of room, plastic linings, inside compartments and dividers as well as with outside pockets for important travel papers or other necessities.

Overblouses once again steal the spotlight in spring blouse lines. The short cropped overblouse and split levels are well represented in solids and prints to coordinate with pleated skirts which also dominate the scene.

Springtime Is Time to Give Home Fresh Look With New Furniture

Springtime is the time to give your home a fresh new look with new furniture. Whether you plan on buying a little or a lot, you'll find the Spring '60 furniture picture is a masterpiece of fine styling and superb craftsmanship.

There are two major trends in the world of furniture fashions, both contributing new charm and new beauty to today's living.

Contemporary furniture is characterized by new warmth and softness . . . with less stress on its purely functional appearance and rather severe geometric proportions.

Increasingly Popular
Colonial and Early American are increasingly popular. They are best-sellers priced for all budgets. Mahogany, cherry and maple woods are styled with authenticity and charm. Pine and oak are important newcomers in the "country style" furniture.

In the contemporary field, architectural styling has a classic beauty, yet a trim, young, clean, clean-cut look. This smooth-lined furniture seems to have been built for the room. Functional cabinets with arched tops in beautifully grained mahogany are outstanding examples.

Danish Modern continues to be a prime favorite in all price ranges. The use of elm as well as walnut give it richness and

durability. It is featured in groups of co-ordinated furniture for a harmonious theme throughout the home.

All in all, the new furniture styles are more versatile, more livable and more beautiful than ever. They interpret the best of the past for the way you want to live today and in the future.

Important Trend
The other important trend is the very pronounced traditional influence, both in authentic reproductions of furniture classics and in contemporary interpretations inspired by the past.

Such illustrious names as Empire, Regency, Directoire and Biedermeier lend new enchantment to current collections!

The revival of interest in historical furniture is manifested in neo-classic which is symmetrically proportioned and gracefully ornamented. It is based on classic Grecian and Roman design and flourished in Europe in the late 18th and early 19th centuries.

Provincial furniture, whether of French or Italian inspiration has a unique aura of elegance and light-hearted living. Walnut, cherry and burnished white are the favored finishes. Grill inserts are a new, attractive feature.



HARDWOOD VENEERS—Furniture shopping terms "come alive" in a handsome room where fine hardwood veneers appear in all furniture surfaces, even the lovely elm paneling, says the Fine Hardwoods Association. The fine hardwoods used in the furniture shown are teak, an exotic wood, and walnut. Although finished in similar wood tones to harmonize, they offer individuality in their natural grain or unusual pattern. The table and chair legs are solid wood, the rest veneer.—Furniture by Dux—Lamp by Marshall Studios—Elm paneling by Panawall



EARLY AMERICAN—Distinctive decor is achieved with a properly placed, extremely attractive multi-drawer apothecary chest—and maple-framed portrait photographs. This idea is especially good for an Early American styled room.—Chest by Baumritter

"Pretty", "simple", "becoming" — these are the adjectives that describe the fashions for spring. Silhouettes are so diversified that women will find many flattering ones.

A beautiful cross between a bulky sweater and a short coat has blossomed for Spring. In lots of varied knits, colors and prices . . . this knit top style is sure to turn out to be a very popular style.

Slacks go fancy for Spring 1960. Plaids, checks, even stripes are in the news. There are Continental styles for every age group.

The big sleeved sheath with marked waistlines and rounded hiplines — is the most significant look for Spring, 1960 dresses.



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