



WOMEN ARE SHEDDING winter's darker frocks and coats with a sigh of relief and are slipping into white and pastels and brilliant colors. Attractive Mrs. Dora Mae Jackson of Sears, models a lined pink casual frock with straight lines, perfect foil for the slushable white nylon shortie coat that washes like a hankie . . . white fabric gloves, white crocheted bag and off-the-face white straw-cloth hat with wisp of veiling. Her pumps, cut low to show her beautiful moulded instep, are navy nylon mesh. She's considering a fine yellow straw bonnet framed with bronze and brown flowers.

Dressmaker Touches Add To Flattering Roundness In Lightweight New Style

Dressmaker touches, shapely fitting and lightweight fabrics make good news in suits for spring. Jacket and skirt lengths are shorter; the feeling is rounded and feminine; the all-over effect is soft, fresh and most appropriate for the balmy days ahead.

A low-necked collar marks the 1954 suit. Whether the collar is a tiny Peter Pan or a wide cape effect, it is usually flat, often topped with white linen, pique or leather. Top interest is further established with lingerie touches, such as add soft bulk about the shoulders and high on the bodice. The empire suit shows its colors with under-bust seaming or detail and almost always uses a high-rising, waist-molded skirt. Skirts may be slim or flared . . . with a happy medium slated for widest popularity.

Slim skirts are eased for walking with large box pleats to the rear. Flare skirts most often feature pleats and usually keep a well-molded hipline. Many skirts are slim in front and drawn to back fullness which is underlined by deep, unpressed box pleats. The new length is about an inch above mid-calf and open to modification according to wearer's taste.

Abbreviated Sleeves
There is a delightful new importance in sleeves—also credited to the "top interest" theme. A great many suit jackets wear short sleeves that stop somewhere above the elbow. Some have white edging peeping from beneath the sleeve hem. These short sleeves may be removable—either button-on line sleeves or detachable bells. The sleeveless suit is a definite "new" for spring.

Elbow and bracelet-length sleeves are prominent. There are basket cuffs, opening upwards, lanterns, funnels and bells—all soft and feminine. All sleeves, whether cropped or conventional, show a tendency to bulkless roundness.

Shapely Jackets
Jackets may be shrugs, boleros, waist-length "bellboys" or padded to curve to the hip. But they are definitely shorter than last year, and much more curvaceous. The cupola line jacket is a leader—outstanding, wide and most frequently bolero styled or hip-length and curved in with a band at the hip.

Pockets are generally contoured to the shape of the jacket and prettily edged. Top width is further enhanced with padded pockets, high on the jacket.

The shape is the thing in suits this spring, and this theme is carried even into the semi-box suit and the sports suit. Both have taken on fitted ways and more design variety. The sailor suit is a happy outgrowth of the box, with its wide tar collar and easy-swinging pleated skirt. Other boxies feature horseshoe collars and bracelet sleeves, or stand-away collars that are filled in with white dummies or loop-twisted scarves.

Tissue-Weight Fabrics
Fabric interest remains a primary feature of spring suits. Contributing to the graceful, feminine look are soft, smooth, fabrics. Where there is texture, it is subtle and crisp. Dress suits make much use of silk and wool blends, silk or rayon crepes and polished failles. Daytime suits appear in soft worsteds and flannels, featuring a mere hint of color blend. Sports suits proclaim the "softer spring" via ice cream tweeds and



THIS RED KID "WEEDY" with illusion heel and white perforated trim will be perfect for the new spring suits. A chic bow of self styled material at the throat gives the coveted long line to m' lady's foot. Here, Mrs. Bryce (Jean) Osborne of Miller's Shoe department also wears a new spring fashion in black patent with white kid piping, featuring a three-inch French heel and wide open toe. Another good pump for street wear. Mrs. Osborne wears a Triple A.

Spring Brides Look Young

A brand new and different "ingenue" theme makes bridal gowns young, uncluttered and very beautiful this spring. A new shirtwaist look is topped with a tiny Peter Pan collar, features big sleeves and blends into skirts that are airy and bouffant.

The simple silhouette, minus jackets and sheer yokes, is perfect for the very young bride and equally becoming for the bride-over-twenty. Instead of the strapless gown, there are lovely sweetheart, scoop and sculptured necklines. Second to the Peter Pan collar, is the big, flouncy collar that offers its own form of youthfulness.

The newest bridal gowns take their cue from popular Junior silhouettes . . . the empire being most popular. Short lengths are prevalent, a mid-calf stopping point for day and cocktail weddings, and the ballerina for evening. Trains have lost none of their importance, but they are shorter and fuller—look more bouffant than ever and are easier to manage.

Traditional nylon tulle and nets, silk and cotton organdies are abundant. But new fabrics, such as embroidered pique and slubbed tissue silks are appearing in lovely styles. Laces play a larger role this spring, particularly in the very young gowns.

Satin and taffeta make important underskirts and there are some crinolines. Ribbon and bow trims add to the "ingenue" feeling, while dainty tuckings, shirtings and appliques or delicate lace inserts are favored details.

Stockings In Spring Style

Stockings are right in step with fashion this spring. New styles and colors have been introduced to correspond with the latest in shoes and point up a one-color look for 1954.

A slim, tapered heel stocking goes with tapered pumps. Seamless sandalfoot stockings with no reinforcement are preferred with bare sandals and wide-open toed shoes. Knee-length stockings are increasingly available, but should be worn with full skirts to keep their tops invisible when the wearer is seated.

Sheer and sheerer are stocking keywords. As gauges go up and deniers go down, added effort goes to make hose longer-lasting. High twist, double threads and stretchy tops make stockings stronger. One manufacturer uses an exclusive finish to add strength and durability.

Striking new shades are available to complement every costume color. There are silver tints to wear with greys and off-blacks. Beiges appear in a new pale cast to match the biscuit and honey shades.

Legs can see the spring world through rose-colored stockings, pale tints to blend with pastels. Finally, hosiery is dyed in glowing hues to match the nasturtium range, expected to reach a popularity peak this year in kid shoes as well as costumes.

Kitchens Can Be Beautiful

Spring fashion has contrived to bring new prettiness into the kitchen during a homemaker's working hours. Comfort and practicality have long been a housewife's feature; but now, with marketing and morning social hours in mind, there are dresses a-plenty in which housewives will be proud to be seen.

Glazed cottons, butcher rayons, gingham and chambrays are just a few of the cool fabrics that have been interpreted into good-looking styles for street as well as home-wear. Hard-working denim and sailcloth come in attractive styles with interesting siltch and rick-track trims.

New interest has been added to the neckline, to pockets and to sleeves. Colors are softer, and more becoming shapes have been placed in the repertoire. The wrap-around, the coat-dress and the button-down-the-back styles, all old favorites, appear in fashion-wise new guises. Ruffles, piping and appliques bring style interest; and many are crisped with white splicing.

Cobbler and tunic aprons abound in feminine designs, pretty enough for morning coffee hour with the neighbors. And there are many dainty tea aprons for more formal entertaining. These, in organdies and sheer crepe are often ruffled and tied with velvet tabs.



GENTLEMEN PREFER a lightweight blue-grey sharkskin with indistinct pattern for summer suit wear. Richard Douglas of the Oregon Woolen Store, models a snazzy, "one-button, roll," hip-length jacket with big patch pockets. Trousers keep a razor crease. With it Dick wears a black gabardine shirt with smoked pearl buttons, his "favorite".

Get the jump on the Easter Bunny
SEARS
ROEBUCK AND CO.
Pre-Easter LAY-AWAY
Just 100 holds
your selections
until APRIL 17th

easter-fresh
made-in-California
suits
in rayon with the
crisp look of linen
\$12.95

easter flattery!
pert, pretty
flat-top hat
\$3.98

As new as new can be!
It's the flat-top charmer.
Choose from this and
many other tailored and
dressy styles. Popular colors.

Superbly styled in the
crackle-crisp, fashion-foremost
fabric that's setting the pace
this season: linen-look rayon!
These are suits treated to an
unexpected wealth of detail,
including fully lined jackets. Shown
here is just one of many designs. The
briefly stated jacket features an
arrow-trimmed shawl collar.
The skirt is tailored sliver-slim.
Natural, pink, blue or
navy. 10 to 16.

BIG SPRING SPECIAL! 2 Brand New Low-Priced FRIGIDAIRE ELECTRIC RANGES

Come In! See These Features!

- Cook-Master Oven Clock Control turns even on and off while you're away
- Big Master Oven with exclusive Frigidaire Evenizer
- Upper Storage Drawer
- Simpli-Matic Oven Control assures even cooking and baking . . . automatically
- Oven Signal-Light
- High-Speed, smokeless-type Broiler, waist high
- Lifetime Porcelain Finish on cabinet and oven
- Radiantube Surface Units



YOUR CHOICE . . .
214.95

Buy either of
these brand new,
1954 ranges
for only \$9.33 a
month after small
down payment.

Better than ever "Thrifty-30" Electric Range

Only 30" wide—but big in everything that counts! Model RT-30 is fully automatic, has famous Cook-Master Oven Clock Control, Cooking-top Lamp, Timer and Storage Drawer.

MODEL RT-30—FULLY AUTOMATIC COOKING AT A LOW, LOW PRICE!

- Lifetime Porcelain Finish, inside and out
- Radiantube Cooking Units
- All-steel, one-piece cabinet
- Sliding, adjustable, tip-proof shelves
- Waist-high Broiler

WE'VE GOT A FREE GIFT FOR YOU!

A pot and pan handler that's different—slips over the handle—fits all pots and pans—colorful! Attractive! Washable!

Get Your Spring Opening Tickets Here—Free!

VERN OWENS'

Cascade Home Furnishings

124 No. 4th

Ph. 8365

Satisfaction guaranteed or your money back

Store Hours: 9:00 a.m. to 5:30 p.m.
133 So. 8th Phone 8188

TWO ON A MATCH

Among the interesting new ideas for Spring sportswear is a jacket and beret set, made of nylon-cotton blend in a wide color range; beret can be put in breast pocket which has concealed zipper.

SHORT STORY

Walking shorts should be chosen with due consideration for the rest of the items in the ensemble. Usually the accompanying shirt should be in the short sleeve style with convertible collar. If the shorts are in a plain solid color, the shirt may be patterned, figured, checked or striped and vice versa.