



Dressmaker Details In Skirts Seen

Dressmaker details make news in spring casual dresses. Mobility, softness and more fit than sportswear is accustomed to, make the casual dress a main feature in 1954 fashion presentations.

Linen dresses, highly important, feature side-pleated skirts with a good deal of flare. Glazed chambrays and broadcloths or soft pima cottons further the "schoolgirl" look with their waist-nipping bodices and full gored skirts. Tissue-weight wools are new in spring casuals, but they take on all the youth and femininity of customary bathy-weather wear.

The empire look is present by dint of high waist molding, fuller shoulders and much top interest. A fashion ford will be the linen, cotton, and feathery tweed dresses with contoured skirts and deep bib seaming or piping that comes under the bust to give a high-waisted look. These usually have belts for those who prefer them, but suggest an unbroken, bellies line.

The princess is another casual favorite. In polished cottons and smooth synthetic blends, the style features a skirt full of soft box pleating or bias-cut gores. The bodice is snug and simple, sometimes with white lingerie touches about the neckline. Gay prints are most often used — small geometrics, Danish modern designs and bright peasant florals predominating.

Ice-cream colored knits and jerseys make attractive spring sheath casuals, with simple detail limited to the neckline area. Spectator dresses abound in tailored linen and sailcloth styles. Many have their own sporty jackets, cut on the square and featuring straight vertical trim.

Linen-like rayons are new with satin trimmings; light little wool dresses have pull-over or waist-length jackets. The pull-overs show off notched necklines, while the shorties feature natural shoulder curving and soft fullness draped in from the shoulders.

Multicolor stripes, solid pastels, dark crepes and tiny prints are slated for casual dress popularity this season. Linen is newly printed. And—surprise! — burlap makes a fashion appearance, treated luxuriously with simple styling and attractive block prints in gold and oriental colors.

Even High Fashion is Washable More and more beautifully styled clothes are newly washable this spring. Coats, dresses and suits that are easy to wash, quick-drying and shape retentive are available in many new designs.

LUGGAGE INNOVATION Newly available are portable luggage wheels that can be attached to any large case.

COLOR "JEWELS" Smart against warm-weather white are the colored necklaces, bracelets and earrings with well-cut stones that closely resemble sapphires, rubies, amethysts and emeralds.

KNIT HITS Cotton knits, formerly found only in T-shirt and rompers, are newly presented in active sportswear for adults as well as children. This spring, there are shapely skirts, dressy blouses and separate costumes made of 100 per cent cotton knit. Some are lined for greater shape retention.

DON'T LET THE PUDDLES be misleading . . . summer's coming and what snappier way to greet it than with this fun-suit of sail cloth from the J. C. Penney Co., worn by lovely Caroline Palmer of the sportswear department. She's modeling white sail cloth Torredor pants, buttoned below the knee, a red Sizzler blouse in sail cloth with three-way collar, wear it turtle-neck, open or partly loose, push-up four button sleeves. Jacket is red, in the same material with white stitching. With this very casual costume, Caroline uses a white chiffon scarf to keep her curls smooth, white buck moccasins and huge gold hoop earrings.

World Wide Variety Seen In Fresh Spring Fashions

Designers toured the world for inspirations that have made spring sportswear the most exciting in years. From Italy, South America, Turkey and the Canary Islands come native color, pattern and design apparent in every category of active sports and spectator clothes.

Oriental colors and draping techniques have been duplicated in blouses and "fancy pants." The bold prints and earth colors typical of Mexico and South America appear in shorts, cotton skirts, huge straw handbags and sombrero-type play hats.

The bright splashy look of Italian peasant clothes has influenced slacks, peasant blouses and sports jackets, while the Spanish feeling of the already-popular tapered trousers has been carried to fringed blouses and jackets.

From England comes a Victorian feeling which is whimsically translated into high-collared, white-cuffed striped shirts with garter sleeves and belted vestees covered with wallpaper-printed squares.

The can-can look from France of the 1890's and Toulouse-Lautrec is noted more and more in ruffled blouses and playsuits of typically gay poster colors.

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Cool, Airy Mesh Favor In New Shoe Styles For Spring

The new shoes for Spring and Summer are right in line with the switch to lighter-weight clothes, according to The National Shoe Institute, which predicts that the new models in cool, airy nylon mesh will find high favor with the well-dressed man for general street wear.

Lighter shades, basket-weaves and two-tone tweedy effects will

lend variety to the new meshes which will appear in the classic wingtip, the newer U-wing and variations on these themes.

While smooth leathers are likely to rate first for combination with meshes, grained leathers and reptile will enjoy increased popularity. Style-wise, this type of shoe will be slimmer, narrower and feature a more elegant silhouette.

The laceless shoe will continue to loom prominently in the style picture for Spring because of its ease, comfort, excellent fit and smart styling. The tassel moccasin is already a favorite among the slip-on types, but many other interesting moccasin treatments will vie for favor, this season.

The new lightweight tropical leathers will fill the need for good-

looking footwear to go with the light-weight Spring and Summer suits and combinations, according to the Leather Industries of America.

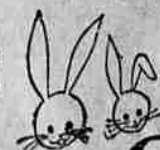
The forecast is for a sharp upsurge of blue, particularly in suede leather used in all-over effects and in a combination with blue smooth-finished calf. Also popular will be the light browns in the combina-

tion of brown suede with tan calf or tan suede leather with brown calf.

The textures of the leathers play an important part in new fashion developments. Varied grains show up in soft, pliable glove-like leathers. The embossed leathers with fine grain will also be popular. Many new variations of perforated leather will be seen.

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The shapes of the Spring to come! Penney's petite swiss straw braids add the perfect spice to your Easter costume, the perfect color note. Here, the level bumper, the roller, the scoop. Darks, white, pastels.

Second Floor

CRISP RAFFIA STRAW HANDBAGS

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Fashion in hand — natural color raffia straw handbags in many new shapes, new styles. Some are prettily trimmed in gay colors. Wonderful with summer fashions—perfect for gifts. At Penney's now!



Main Floor

SHEER GAYMODES 1.35

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Main Floor

Infants Tiny STRAP PUMP

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Sizes 5 1/2-8

Shiny black patent leather . . . There's a quality look to the style and to the leather; there's a sturdy sole, and as always, you get cleaner, better wear because they are Sanitized!

Basement



TODDLER GIRLS' ENSEMBLE IN NAVY FAILE 9.90

All dressed up and ready to go parading on Easter Sunday and right 'thru Spring! Darling dress-up ensemble in cotton and rayon faille, touched with frosty white! Also matching hand bag. Sizes 3 to 6x.



SECOND FLOOR



"SHIRT LOOK" DRESSES

but so feminine!

12.90

Sizes 10 to 18

The shirt off "his" back goes into Penney dresses with so unmistakably feminine touches! Superlatively designed in solid or woven cottons or fashion-favored butcher rayons, all gently machine-washable in lukewarm water, all with that "just right" man-tailored collar, French cuffs; and, all glittering with rhinestones. Navy and Spring-like shades.



SECOND FLOOR



TEENS TAKE TO TRIMMING! FLAT STRAPPED STAR

3.98

The shine of patent or the richness of smooth leather is sparked vivaciously with white piping. Low-cut vamp, neat low heel. Black patent; red, blue, white smooth. AA to B, 4 1/2 to 9. Sanitized for cleaner, better wear!



THE SPECTATOR IS RIGHT! NEAT PUMP FASHION

4.98

The perfect spectator—this fashion-right pump from Penney's! Slim high heel, sleek low vamp; white for smooth leather with tan or blue trim. AA to B, 5 to 9. Sanitized for cleaner, better wear!



NEW COMFORT IN YOUR CALF PUMP

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Handsome good looks, heavenly comfort! Lastex lined for snug fit, air-foam insole for real cloud-walking. Black, blue, brown, red, white calf. AA to B, 4 to 9. Sanitized for cleaner wear.

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