



NO SPRING COSTUME, casual or dressy is complete without costume jewelry. Pearls never lose their lure, are acceptable from single strands to be worn with sweaters to stunning necklaces, combined with other gems for formal evening wear. Mrs. Roy Tidwell, bookkeeper at Rickys, displays a handsome choker, a creation by Hobe, of natural and colored pearls. The pendant is embellished with tiny enameled flowers.

All-Important Town Dress Now Comes In One-Piece, Smooth Fitting Number

With 1954 comes the one-piece town dress that shows impeccable styling and detail. The important dress is the shapely dress, often belted, sometimes belted, but always smooth-fitting over the hip. Interest is kept high by new fashion devices, such as "lingerie" touches—a bow at the shoulder, an intricate neckline, an attention-getting flat collar, and sprinklings of white. Tabs, appliques, piping and soft tucking carry the eye upward and add the shoulder bulk necessary for the "look" of this spring.

There are one-piece tunic dresses that look like two-piece dressy suits. There are two-piece bolero dresses that look like one-piece empire dresses. Beautiful "little" dresses appear beneath an assortment of attractive cover-ups.

Cocktail dresses emphasize an open neckline contrast to covered shoulders that is unusually pretty. Sleeves, trims and skirt widths are available in a wide variety, all proclaiming a light-hearted feeling.

And although the sheath skirt is still the favorite, there are many advance styles that rate the attention of fashion-wise women.

The "bird" look, prominent in crepes and chiffons, shows a backward sweep and important unpressed pleating. The "dome" look, shown to best advantage in taffetas and polished cottons, features the full, circular skirt.

Shirtwaist styles appear in linens, piques and many synthetic blends. And the princess is present everywhere, in a complete selection of crisp fabrics.

Men's Clothes Go Light In Weight For Top Style

The trend to lighter weights and lighter constructions accelerates, as the new clothes for spring bow in. In everything you'll wear, from top to toe, the keynote of the new season is "light and easy."

Suits and topcoats are easier on the shoulders. Hats are zephyr-weight. Shoes are lighter. Shirts, ties, all your wearables are streamlined.

This spring and summer, fashion will have an easy-to-wear aspect that is right on the target of the average man's inclinations.

Fabrics take precedence over silhouette this spring for the first time in many years. The variety of colors, textures and weights is the big new interest. Science and nature, together and separately, have been utilized to create new suits, topcoats and sports jackets that give greater wearing comfort and are easier to maintain than anything produced heretofore.

Fabrics the Big News

In the spotlight are crisp tropical worsteds, frequently with spriny mohair fiber added. Blends of Dacron polyester fiber and worsted are a popular fabric category, along with Orlon and worsted combinations. Such blends as Vicara and wool and dymel and wool will also make an increased bid for favor this spring.

In summer clothing, tweedy effect silks are high fashion news. Cords are expected to grow in popularity, with the increase in colors ranging from dark to light in both cotton and a variety of man-made blends.

The Color Picture

Men's wear designers have chosen both cool-looking light shades traditional for warm climates and variations of the new black which was introduced in men's clothes last fall, together with gray.

Compound colors with the bubbly touch will remain important fashion features. In the light shades, textured surfaces have given way somewhat to the illusion of texture.

Pattern interest in such established favorites as gabardines and tropicals centers in check, slub and nub effects in contrasting colors to the ground shade.

Fashion Trends

Fashion changes are evolutionary rather than revolutionary. Currently, the single-breasted model

IS THAT LOAD NECESSARY?

Take a minute to analyze the contents of your pockets. You'll probably be surprised to see how much "gear" you are carrying around with you... above and beyond what is strictly necessary. Reduce the contents of your pockets and reap a rich reward in the way your clothes look better and hold their shape longer.

SMART NEW COATS at Montgomery Wards are being modeled here by Mrs. Cora Darby (left) manager of the ready to wear department and Mrs. Tony Schoonover. Mrs. Darby wears a forget-me-not blue poodle cloth shortie with shawl length lapels, deep notched cuffs and straight-line back interest. Mrs. Schoonover chose a full-length shadow check, with soft shawl collar, deep cuffs, slashed pockets and beautifully stitched back panel. Deep darts over the bust line at the shoulder, make this coat, a charmer for all-around wear, one of the best fitting on the mezzanine floor. The pink poodle cloth shortie they're looking over, has matching taffeta lining, rhinestone button.

Warmth Without Weight Is Keynote For New Topcoats

"Warmth without weight" is the keynote of the new topcoats for spring, in tune with the trend to the "light and easy" in everything that a man wears.

Easier on the back and shoulders, the new topcoats will still give you snug warmth on the chilly days and nights of spring and fall; in fact, will be worn with comfort during a large part of the year in most areas.

The popular demand for outer garments that are "light but warm" has spurred the advent of the jersey topcoat—the first basic change in men's overcoats in many years. It comes in a knit fabric so closely constructed that it appears to be a woven cloth. Visually, the jersey topcoat contains all the pattern and color associated with conventional woolsens.

Tweeds, nubby effects, as well as herringbones in set-in sleeves and raglan models are present in the new fabric. Durability is another advantage, and the remarkable resilience inherent in jersey reduces wrinkling to a minimum.

Another newcomer on the topcoat fabrics scene with a brilliant future is Lodenbury cloth, a fleece type that has been extremely popular in Europe, now making its American debut.

Tweeds, shetlands and chevils will again be prominent in the spring topcoat picture, with gabardine still holding its position as the top favorite of many men.

Stylewise, the Chesterfield and Raglan models will continue to be the two most favored models, the choice between them, a matter of personal preference between the fitted and the loosely cut garment.



9th and Pine

Montgomery Ward

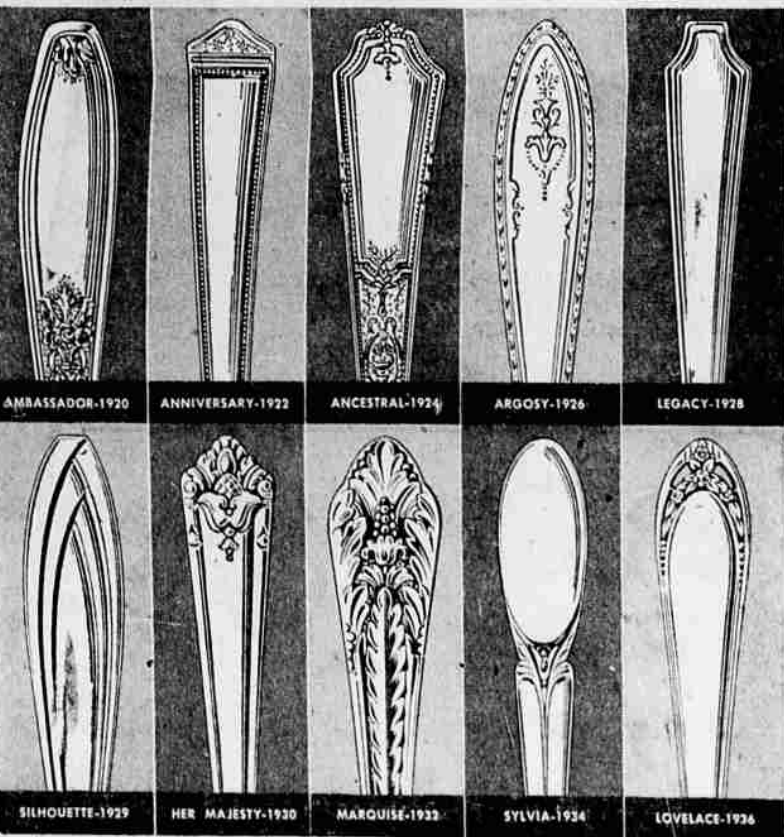
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- C Tucked Blouse in Sanforized cotton broadcloth. White, pink, blue, maize, red or navy. Sizes 32 to 38. **2.98**
- D Skirt, slim-line style in rayon-silk nubby tweed. Tab pockets. Gray, blue, brown, gold, pink. 22-30. **5.98**
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- F Coat Dress in a washable rayon dobby denim. Charcoal gray, navy, brown, powder blue. Misses'. **9.98**
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