

Balloon Prize Scramble Downtown Next Saturday, March 14, 11 A.M.

Younger Male Fashions Follow Closely In Orbit of Grown-Up Male Styles

Spring weather and new clothes go hand in hand for every member of the family — even junior! The younger masculine contingent, more style-conscious than ever before, are also quite decided in their preference.

Based on past performance, the new-season style picture for the



LET'S FACE FACTS — Men look their executive-best in fine tropical-worsted that stand up when temperatures soar. The dashing pure wool "Wiggle-weave" shown here is in the popular "American Ambassador" silhouette.

Sportswear Is Brighter, Livelier

There's a whole new world of sportswear evolving for leisure-loving, sun-funning and out-of-door living!

Sparkled by the country-wide shift to informal, suburban living, active sportswear, always a teenage favorite is now found in the wardrobe of almost every American woman!

However, the style-and-palette are still the teenagers, whose fashion-wise preference always set the new-season trend.

The biggest news in sportswear is the costume look in wonderfully wearable adaptations of the style that's also a hit in its more dressy versions.

Coordination is Tops

Coordinated shorts, pants, blouse, jacket and skirt, in eye-catching combinations of print and plain or solid and stripe, lead in this newest category.

This color-coordinated look heralds a new approach to mix-and-match-mates. In this field, print or stripe tops mate with solid skirts, for an enchanting spring look. Often matching cardigans feature all-over prints, or print trim.

Easy-Care Virtues

Drip-dry is better than ever with the introduction of new dyes and fibers that enhance their no-iron quality. This fabric improvement makes possible the use of iridescent cottons and shiny satens.

Always a colorful fashion-area, sportswear is brighter than ever. In a season where color has reached new heights of style-importance!

Oriental Mood

Bright, Eastern-inspired shades lead the color cavalcade, as solids, or in fantastically gay prints. Carry-out this Oriental mood are the skinny pants, tapered and slit, that go with Chinese-look tops. These tops, braided, or with mandarin neckline, look smart even

lads-to-teens bracket shapes up as colorful, varied and above all, different.

Most important is his favorite jacket, which breaks down into three main types: the classic zip-front, the favored pullover, and the newest "low-holer," rapidly increasing in popularity. All three

lean to similar patterns of miniature stripes, plaids and checks in muted colors.

The biggest jacket news however, is the return of the reversible in a colorful blaze of glory. Both sides are so attractive, that most boys will have difficulty deciding which side to "show-off."

Solid iridescent, or bright paisleys and foulards are used heavily in reversible jackets, with the added style touch of contrasting color in the trim.

Pale blue and pink brown run neck and neck with white in the favored-jacket-color sweepstakes, with burgundy-red and antique gold way out front in the iridescent category.

Wash and wear is the big fabric story, utilizing every possible combination of wool, cotton and test-tube fibers. Vastly improved in both its wash and wear abilities, the newest fabric combinations can actually be cleaned in the automatic washer, dried in the automatic drier and emerge looking crisp, fresh and pressed.

The trouser story, whether dress slacks or play pants, is all color, color! The whites and pastels that have been traditionally shied away from because boys will be boys, come into their own this spring, with the emergence of blends and finishes that guarantee a fabric to be washable and shrink-proof.

An outstanding style feature of the new trouser lines is the beltless waistband with side adjustments. It ties in with the new "Continental" look in boys' dress clothes, carrying out the slim, tapered, uncuffed and uncluttered look.

Play shorts are longer, and called walking shorts. Polished cottons and striped denims rank high in favor, tailored with all the detailing and fineness usually reserved for dress slacks. Again color is the story here.

Bulky sweaters appear in new waffle weaves, and even the perennial cotton knit takes on shaggy airs with a new, thick texture.

Spring Warms Up To Big, New Ideas

Before spring gets established many a fun day will be marked by chill reminders of winter. For such days a lightweight wind-breaker or outerjacket is just the thing to toss over a sports shirt. Again wash-wear is the word in the newer ones.

Speaking of jackets, with the classic tropical dark-blue blazer, the well-dressed man will either wear a tissue-weight white wool flannel, or a medium gray tropical worsted.

Grey, as a neutral color, will go with practically every jacket, although the clever dresser will choose his slacks in a shade to pick-up the important color in the jacket.

Topping most leisure-time outfits are the hats and caps that are more varied than ever this year. Still high in favor are cotton Ivy caps and felt Tyroleans. Many shops carry Texas sombreros for the men who go in for leisure in a big way.

For dressy wear, there are black-felts in profusion this year, and black has even encroached on the sportswear line with some Tyroleans in the midnight shade, complete with feather duster.



THE BOLERO EFFECT will be very popular for spring. On this coat-dress the front is cut to give this impression while the back remains straight. One large black button ends the long wide collar and contrasts with the black and white small dogtooth pattern. Crisp touches of white set off the neckline and cuffs. Hat is of same woolen fabric.

Teen Footwear Sports Bright, New Themes

Teenagers, both girls and boys, like to have shoes that follow their elders' styles, but they must have the teen's distinct stamp. This is especially true of the teen girl's flats, as much a part of her life as the phone and the corner drug store.

Like her mother's shoes, the teen girl's flats are pointed this spring. And the ever-popular ballet slipper is dressed up with T-straps. New details mark them as belonging strictly to the high school set.

They have, for instance, one-inch heels shaped like pears or fiddles, or round as pancakes.

Obi Sashes Have Historical Past

The obi-style sash-belt, so important in spring's Oriental-influence fashion picture has a glamorous and fascinating history.

Distinctly Japanese, the obi evolved as a broad sash to be worn with their traditional kimono. Obis were, and still are, one of the most important items in a woman's wardrobe.

Elaborately fashioned of the finest silk, hand-woven and often adorned with pure gold or silver thread, obis are family heirlooms, traditionally passed from mother to daughter.

Many antique obis repose in museums and are valued at astronomical figures. Even today, a price of \$500 is not uncommon for an obi, which often takes months to weave and fashion.

Girls-type laces fastened by bright-colored hooks that contrast with the leather color is another identifying mark. Fruit and nut clusters, pom-poms and flower bouquets in brilliant colors provide light-hearted trim.

SOFT LEATHERS — GAY COLORS

Feather-soft leathers and suedes in plain-but-pretty designs make flats more appealing this spring, thanks to color!

Red and black are favored; other leaders being coral, turquoise, and bright blue in suede and oyster beige and turf in smooth, shiny leather.

Two, and even three-colored flats will be popular, too; some have black patent leather on one side and gray suede leather on the other. And... lots of Yankee Doodle flats in red, white and blue.

Pumps, on the other hand, are plain, with draped vamps or cut-outs as trim, and have small squat heels. Some have small bows with a pearl in the center.

NEW COLORS FOR BOYS

Teen-age boys will be wearing grained leathers in black and brown, and smooth leathers in mellow browns such as butternut. They'll also wear brushed leathers in lightish brown and loden green and, of course their conventional cherry-toned cordovans.

Ties have wide-flared wingtips and much perforation around the top, vamp and heel.

Boys will be wearing more slippers and, like their fathers, they'll favor a combination of smooth and grained leathers.

New 'French Uprising' Hits Fashion In Empire Onset

There are new directions in the world of fashion for Spring 1936! And, every day of the new season will prove to be lady's day in a mood of more feminine, casual elegance.

SUDDENLY — nipped-in, clearly-defined waistlines make news again!

One of the newest directions taken in fashion's fling — is upward! Fashion is up to its high waist in a trend that accents a moulded bustline or keynotes an upward-of-the-waist emphasis.

The High-rise or Empire Silhouette is unquestionably the leader of the season. Dresses, coats and suits are all pointing up the just "neath-the-bust" detailing.

The Blouson, an established silhouette that finds favor in fashions for larger sizes, is important in sportswear and casual themes.

The Shirtheist: from the most casual day-timer to suavely-handled date-times, the perennially popular shirtheist is sure to be a great favorite this season. Particularly handsome with a wide, high-rise belt, it is destined for acceptance in full-skirted and slim skirt stylings.

The Sheath: this silhouette comes into orbit with the teen set especially. It creates a new excitement in the costume class — especially in Empire styling and topped with bolero, jacket or long coat.

The Overblouse: Sportswear has really taken this style to its fashion heart. Overblouses — in all

fabrics, colors and textures top slim skirts, long or short-skirts and pants. The overblouse currently is being brightened with Empire detailing.

THE NATURAL WAIST — It's been a long time since fashion has remembered that a woman's charm is often encircled at the middle!

The natural waist look for

Long 'Lost' Waistline Is Welcomed Back

Designers 'round the fashion world in the United States and abroad have switched their "foreign" policy! They've made a bid for good will and normalcy that's destined to win approval from the American male, his spouse and daughter who could not or would not — accept some of the more recent fashion innovations.

So goodbye, chemise, trapeze and variations on the "no-look" look! Hello, waistlines, shape and femininity!

Yes, once again women are going to be wearing the kind of clothes that are more attractive to the majority of figures and may stay in style for more than a season!

Big news in the couture collections in New York and abroad late last year was the Empire silhouette. It has subtly and

spring into summer is pointed up with smart emphasis with full skirt, shirtheist top or scoop neck, short-sleeved top.

Wherever you look, fashion will play many variations on the high-rise and Empire themes. In every facet of the style picture, this decidedly-feminine look will come to the fore for flattery, fit and a fashionable future.

A GOOD CHOICE

Like the fitted look? You'll find it in all apparel collections! Full skirts? You bet! Slender ones? By the dozen! Colors? The biggest, most exciting palette to choose from!

Best of all — women who like their waistlines to be defined — whether of glamour measurements or not — are sure to be in good fashion again!



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New Silk Knits Spin Bright Fashion Yarn

Silk emerges from the cocoons to be knit into spring's most exquisite sweaters.

The fine gauge silk knit or-ganize appears shaped into elegant little counter-jumpers and pullovers.

Styles range from the classic polo shirt, though the over-lovin' cardigan to a hip shirt that is right at home with a minik coat.

Blouses and Empire-silhouettes are not forgotten — and details of pockets and collars make these sweaters first kin to luxurious blouses.

Silk, which always takes to color or more beautifully than most any other fabric — takes no exception in the knits. Pastel or brilliant — go on easygoing.

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