

Step Out In A New Easter Outfit. It's Spring.

SO THIS IS THE EMPIRE!

Empire here and Empire there—the Empire theme is everywhere in fashion's scheme for an exciting spring and summer wardrobe.

What is it? It is a soft, feminine handling of detail that focuses attention at the top of the figure and revolves around the raised waistline.

Just under the bust or just above the natural waistline, fashion points up the Empire look with such detailing as belts, seaming or sashes; again it may be delineated with arched set-in bands, obi ties, drawstring handling or cummerbunds.

Drooped shoulder seams, wide cape-like collars and puffed sleeves all help add top width and further give illusion of smaller waists and hips.

In dressier lines, the classic Empire tradition is defined with a bit of a bodice, lifted waist and

a soft gentle flow of skirt that is bell-shaped, cone-shaped—or fluted with all the grace of a classic Greek column.

In its many fanciful variations, there's an "Empire" just right for any figure, any occasion and every fashion-conscious woman.

Fashions Enlivened By Silky Swish

In a season that stresses the elegant and colorful, it's no surprise to see pure silk emerge as inspiration for the loveliest fashions of this or any other spring.

Sweeping everything before it, the smooth elegance of silk, daily increasing in importance, is expected to be the fabric most-in-demand for every type of day or evening wear.

Silk linen and silk shantung, in slubbed and textured surface weaves, have set off a whole series of daytime fashion-fireworks.

Silk chiffon in inky black, stark white, dreamy pastels or pale-to-potent prints swirls glamorously through your evening hours.

Lavishly embroidered silk or ganza is used for casual and dressy styles, gives a luxurious air to even the simplest shirt-waist.

Silk broadcloth, a beautiful basic, is used for the shirtwaists that rank so high in fashion's favor.

Silk crepe-de-chine and georgette, newly revived, appear in some of the smartest styles.

This spring, it's a silken-spre for the style-wise!



DREAM of a travel coat—This easy wrap style has two pleats giving soft back fullness. It's lightweight, tenderly warm and so soft to touch. In an Einiger worsted, with creamy white mohair loop-frosting. Luscious colors!

RARE BULBS ARE NEW Exposed light bulbs, affixed to strips of metal tubing are the newest glamour note in furnishings. Their glitter adds drama to lighting. Also popular overhead is wallpaper pasted on the ceiling in a stripe or pattern design.

Black 'n' White Sets Smart Fashion Pace

From Easter on, the fashion picture will reveal an interesting background to its many colors in a profusion of blacks and whites.

In checks—from large to small, in pin dots or huge com dots—in abstract prints or florals—in

geometrics or stripes, and in a host of textured tweed-type fabrics, black on white, and white on black will be used in exciting profusion.

What wonderful accent-inviting combinations! Picture the exciting exclamation points of hot pinks, deep blues and blue greens—corals and reds—to dramatize the simplicity of black 'n' white.

Newly-important with these two tones are soft muted greens and glowing yellows. Glazed black leather is pointed up for newness as are the more traditional shiny patents.

Texture is particularly important in the black and white picture and this wondrous combination takes on intense vigor in slubbed silks and rayons, inhop-sacking burlap and matelasses, in lacy mohair and loopy yarns and in classic linens, shark-skins, piques and basket weaves.

Give your wardrobe an unlimited potential with a black 'n' white duo as a starting point for spring.

In selecting any shoe, fashion decrees more coordination with every costume. New shoes are a very important "costume accessory" and should be properly selected to harmonize with the rest of the ensemble.

The hand-crafting that goes into "good" shoes today is comparable to custom workmanship.

More Tights Tights are stretching on into spring—and look as though they will be just as popular this summer.

Flower colors are the big news for spring: peony, azalea, blue bell, fern and turquoise.

Tights—good with street-length shorts, short skirts, to wear uncovered at home—are now chosen by the younger set as a bright note under brief or Bermuda-type shorts.

The white shoe is scheduled for an important place in the fashion picture.

Flash! The backs on women's swimsuits will be even lower this summer.

Coats that fall softly, in the "go over everything" category, have taken off in a new-fashion direction with the addition of interesting collar treatment, cuff detail and yokes that simulate capes.

Once known as classic, because of their simple, semi-full lines, these coats now fit easily into the high-fashion picture because of the red-carpet style treatment incorporated in these custom-look details.

Woolens prevail in fabrics in new and interesting textures. The looped, bulky type is considerably flatter, with interest centered in the tone-on-tone patterns achieved with subtle weaving.

Black silk in faille and ottoman weaves turn even the simplest coats into a dressy adjunct for the cocktail or dinner hour.

Overtaking and forging ahead of the traditional tweed for casual coats are checks, checks and more checks!

From the stark black and white to the newest combinations of pastels or "hot" shades, checks are certainly checked for coat fashion acceptance!

Color emphasis centers on the medium blues and cherry reds, with purple, lilac, pagoda pink, gold and taffy shades increasing steadily in style importance.

Navy and gray, perennial spring favorites will continue strong, especially in the casual coat collections. Their ability to complement almost every known pale or bright shade makes them more important than ever in a season that concentrates on color.

An interesting note for late-spring and early-summer coats is the use of textured cotton in tweedy weaves.

With the wide choice of styles and colors on display for milady's choice, this spring it will be easier than ever to suit every individual taste.



MISS AMERICA 1959, lovely Mary Ann Mobley, models a beautiful Empire-silhouette short evening gown made especially for her. It represents the first "Ban-Lon" dress lace made in this country.

Checks Are Smart, New, Spring Asset

Checked and double-checked for fashion distinction is the spring revival of... checks!

Little checks, big checks and out-size "race-track" checks are seen everywhere! Yes, checks are featured on every inch of the spring fashion picture!

Favored for sports, casual and travel wear are the big bold checks in dramatic combinations ranging from stark black and white to two-toned pastels. Dressier clothes feature variations of smaller checks in subdued, yet vivid colors.

Here's a tip for the fashion conscious on a limited budget... check your closet and add a strategic helping of checks to update spring wardrobe.

Undeniably New for EASTER '59!

A pump with the delightfully new look for spring... made of soft supple leather with the softly glowing finish of a polished pearl. Colored in the light, bright shades featured in your favorite fashion magazines. Detailed for that look of perfection found only in...



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ALSO

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Top: DO-SI-DO: Glamour Debut flat in patent or white calf. \$8.95

Above: BANDSTAND: in black patent and white calf. \$7.95

Right: JAMBOREE: in platinum elk or black. \$7.95

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Buster Brown.

New Boy's Styles, Too!

She can wear it with the strap up or with it back—it's cute and comfortable either way. And Mother, because it's Buster Brown, you know it will provide the fit to protect her growing foot. \$6.99 and \$7.99 In Black and Patent or White

See the New Robbles and Pedwins for Men and Young Men!

Pedwin's "LINE BACKER" Chukka Boot

The big Chukka boot is here now! The rage of the season... high top of Panama Sheg leather on a wedge sole of springy Cush-N-Crepe; a sure winner anywhere!

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Many others to choose from!

SHOES FOR ALL THE FAMILY

See the VICTOR BORGE SHOW SUNDAY-MAR. 15th-KUHS

617 MAIN

New Coats Marked by Softer, Gentled Line

"Gently does it" is the fashionable whisper of spring's newest coat styles.

Severely fitted models have been supplanted by soft, semi-fitted styles with gently high-waisted belts that hint of, rather than display your figure.

Keyed to the prevailing Empire mood in fashion, these models are running neck and neck in popularity with the easy-fit straighter silhouettes.

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SURFACE INTEREST keynotes this spring's collections of woolen coats. This off-white coat is loose, has an elongated collar and two-button closure. The high waist look is effected by a double row of stitching circling the body. Particularly new are the "triangular" three-quarter length cape sleeves closed by only one button.

spring jewelry event!

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As fresh as spring itself—this collection of our regular \$1.10 and \$2.20 jewelry. Necklaces, earrings, pins, bracelets, gadget jewelry... all designed to highlight your Easter or spring casual ensemble. Select for yourself and for Easter giving. Just 69c each, tax incl.



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