

See Today's Society Section For More Spring Fashions For 1959



FOR EVERY LAD'S WARDROBE — the standard wool sports coat in smart herringbone stripes, hopsacking weave. Here in spring's new color combination of blue, brown and white. Very Ivy-ish!

Boys' Styles Continue With Adult Detailing

The lad who admires his dad's sportswear need no longer wait until he's a size 40 to emulate him. Men's styles are turning up in boy's sizes.

An example is a cotton knit shirt from France — identical to the original man's style, even to its alligator chest emblem.

It's of a wonderful French cotton knit, which has yet to be duplicated in this country for quality or performance.

Color range is wide to suit the individual tastes of young tennis stars.

Carrying a longer shirt-tail in back than in front, it insures no pulling out during court play. When paired alone with slacks or with a sports coat or jacket, it is just as suited for general casual wear.

The jump suit, another men's style, is translated into a boy's casual garment. It's trimly tailored in corduroy.

Dad likes his for lounging around the house or patio. His son will find it just as welcome for after school and weekend wear. A pocket crease adds dash to the one-piece garment as do Alpine pockets.

One suit, for the younger set, is in a favorite charcoal brown brightened by a muted silver iridescent effect. It's in a cool feather-weight fabric of Dacron polyester fiber and cotton.

Sportswear, always on the cheerful side, includes bright tie prints, bold geometric designs and vivid solid colors. White and many light pastels will appear in slacks.

The fabrics that are wash-and-wear make these bright colors practical to wear. They may show the dirt quicker, but it's now an easy matter to keep them neat, clean and fresh.

BOYS' FASHION-FUN

In sportswear for the young man, colors get bolder... bright shirts mate well with "beach boy pants" (mid-calf length).

Because there is more texture in spring fabrics for boys, there will be refinement in styling doing away with lots of trim.



WELL-BEHAVED — This delightful spring fashion-twinsome features Bates "Disciplined" fabric. Little girls will feel more like acting like little ladies in these beautiful frocks, too. Left: waffle tucking adds wonderful texture to the trapeze style. Right: the three tiered gathered skirt with embroidered bodice makes a pretty party frock. In glowing colors.

COLOR-GLASS IMPORTANT

A fast-growing trend is colored glass, usually stained, sometimes painted. It appears in major furnishings such as room dividers, tables and light fixtures. It also shapes into bowls, vases and wall plaques.

CONVERTIBLES!

Convertible straps will be shown on a number of new bra styles. The widely cut necklines of so many of the new fashions mean that ordinary strap placement will permit easy adjustment to the needs of individual dresses.

A new brandname that covers all the teen-age girl wants... lightness, flexibility, "out of this world" vamp treatments and colors. Flats and the all important little heel.



Easter FASHION PERFECTION....



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Children's Wearables Are Light-Hearted In Stylings

In the wonderfully enchanted world of little people, what could be more "grown-up" than the "fairy princess" look of the high-waisted Empire? At last, the vagabond waistline has picked the most feminine position and is settling down... way up on top! Complementing the Empire picture, fabrics contribute to the dimension of fashion with texture rising to new heights enhanced by the season's clear, clean colors.

Reign of the Empire

It's no surprise that the newest fashion is the flattering Empire. The chief shape arrangement: narrow shoulder, brief bodice and a skirt falling freely from an elevated waist.

Many of the young natural waisted dresses — and there are many — have Empire detailing such as obis, cummerbunds and sashes.

Fire-Bred Colors

Here are some of the most delicious, hot colors being served from the vats this spring: Pink — with vibrant qualities is slated to lead the parade. Blues — influenced by green and clear bright hues. Lilac — bloomed early and is picked for special wearing. Green — takes its cue from bright, clear, grassy greens. Gold-Coral — a luscious reminder of peach lemonade.

White — shows alone or combined; looks newest with beige. Light Beige — the big neutral slated to combine with a variety of blazing colors.

Texture Adds Excitement

Bulky, lightweight fabrics such as mohair, cotton knit, boucle, basketweave, and terry gain in importance in little girl fashions. Hopsacking (beautifully printed), pique and embroidery float high in the world of little girls. Sharkskin (printed or plain), ribs and cords continue... and of course synthetics return.

The 1959 version of florals is a flat stylized print outlined in black, white or a contrasting color. And, stripes look refreshingly new when accompanied by texture such as shagbark.

The Empire influence will dominate too, in spring coats and suits marked by subtle details such as bandings, belts, bows and sashes.

Just like mommy's and big sister's, the junior misses' suit jackets are brief (as are those topping dresses and skirts) — just grazing the hipbone. Straight skirts are most popular but pleated skirts often give a graceful swing to eased suits.

Sportswear Relaxes

Ponchos introduce a fresh note in clothes for leisure living and pullover tops combine with fa-

Smart, Light Complements In Accessories

New-for-Spring neckwear features stronger accents in the bright colors and bold patterns. Many will boast a single pattern for display under the knot, some packaged to go with a matching shirt.

Stripes, checks and plaids remain in favor — some in the classic regimental colors. There will also be many white background ties to be seen, many boasting lively color designs and patterns. Paisley and other patterns with an Oriental accent are also popular.

Especially noteworthy are the very trim, slim ties. These slender lines give smart emphasis to the restrained look of male fashions.

"Skirts won't get any shorter," predicts Orry Kelly. He's the man who designed the costumes Rosalind Russell wears in her new film "Auntie Mame."

voiced capri and Jamaica length pants.

Pleated skirts and the blouson continue... the blouson now ending usually at the normal waist.

When our young lady of fashion dashes off to the beach, she'll wear the flounce, the oriental sarong or the relaxed bathing suit with matching cover-up.

Hearing Aid Smart Accessory

The days when women with proper feminine vanity set themselves off from normal living rather than wear a hearing aid are fast fading. Today, women with hearing problems are discovering that their hearing handicap need not be a beauty handicap.

Hearing aids in the last few years, have made tremendous advances in cosmetic design. With the development of miniature and subminiature parts, today's hearing aid is often so small the user may forget she has it on.

The eyeglass type, now counting for more than 60 percent of all sales, are virtually indistinguishable from ordinary eyeglass frames.

Another type of aid that is gaining popularity is the behind-the-ear model. Hairdo's can cover them completely, or the units can be molded into little jeweled brooches or barrettes. For minor hearing losses, there are now aids that fit completely in the ear.

The Accessory Look

For the many open-jacket suit styles there are fresh, new-looking weeknights, gilet pieces and dramatic labors. Assorted long ties — to be bowed very low or 'neath the chin — are new and smart too.

White frosting — for blacks and navy, as well as for the new "hot" colors — takes shape in platter collars of dainty lace, in V-neck fill-ins of lace and ruffles, in portrait collars of fine piques, nylons and dacrons.

It's smart fashion to keep in mind the bright impact that these refreshing, white neckwear accessories can give to your spring costume!

Red shoes have returned to favor.

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girls' Easter duster with new linen-look

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girls' Easter bonnets

Dainty posies and ribbon trim hat in this exciting Honeylane Easter hat collection. Charge It.

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girls' Acrilan* topper

Washable-toppers with club collars. Red, white, pink or light blue. 7-14. Charge It.

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girls' 2-way strap shoes

Black patent shoes with adjustable strap that can be worn up or down. Charge It.

3⁹⁹

*Chemstrand T.M.

Delightful Dusters for Spring

Collection of beautifully styled dusters. Some in rayon faille in your choice of eight colors. 2 to 6x. Charge It.

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Easter collection little boys suits

Handsome little long-pant, linen like suits fashioned in rayon and nylon. In variety of colors. 3-6.

3⁹⁸

little girls' T-strap shoes

Dainty little Blitwell T-strap dress shoe in fashionable white or black patent. Infants' 5 1/2-8.

3⁹⁹



boys' wash 'n wear shirts
Boyville long sleeve cotton broadcloth shirt with button-down collar. Stripes and tatters. 4 to 18.

Charge It.

boys' ivy league cotton cap

Colorful, good-looking genuine ivy league styling! Charge It.

boys' Blitwell shoes

Comfortable, easy-on Shu-Lak style in black or brown leather. Long-wearing Sealrite soles. 8 1/2-13.

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