

Read Every Page For The Latest Fashion Offerings For This Spring



LEAVES ARE OUT IN FULL BLOOM wherever jewelry is seen. Here two matching leaf pins in gold and stone adorn the lapel of a spring suit. Smaller similar leaves are used for earrings. The maple leaf pin is made of a fine network of gold and brilliants. Leaf and flower motifs will appear in a wide variety of necklaces, earrings and pins this season.

'Almost Fitted' Look Earmarks Suit Styles

Fit is the word for spring suits! Yes, whether you choose a new, shorter jacket, or longer classic style, or any one of the many smart variations now shown, it's the fit that counts this season!

Demi-Fitted

The shorter, waist length jackets are no longer boxy, but subtly shaped and referred to as demi-fitted.

The loose, casual suit jacket now indents slightly at the waistline for a shaplier look. And, the classic fitted, mid-hip jacket once known as the tailleur is beginning to reappear in up-dated versions.

Belts Galore

High wide belting that sometimes cinches, and more often simply circles the raised waist is the scene-stealer in the spring suit parade.

The newer the shorter is the jacket length story, with many being cropped short at the natural waistline to display smooth calf or crushed suede belts in the widest widths possible.

Big Collars or None

The short jackets are often emphasized by oversized collars or are completely collarless in order to better flaunt a colorful "muffler" designed to wind round the neck.

Detailed seaming placed high to simulate a belt, carries the so-important belted look into simply cut suits. In this connection it is interesting to note that many loose jacket suits are cut high in front to reveal wide crushed belts at the skirt waistband.

Checks are the "hottest" suit news in every conceivable size, shape and color.

Color Everywhere

Color-wise, this is a peak suit season. The new strong pinks, referred to as flamingo, magenta, watermelon, azalea and pagoda pink, create a brilliant splash.

Black is important mainly in textured silk suits, with beige in tones from sand to mushroom leading on the quieter side.

Navy or gray with the traditional spring-icing of white are still with us and much preferred for

Spring Styling In Uniforms

All the mix-and-match advantages of separates are now available in a series of spring-styled uniforms.

Uniforms, the daily wardrobe of millions of American working women have become more fashionable and more practical, with the introduction of a patented nylon adhesive used as a shirt-band closure.

The skirt fastens to the blouse by means of this tape. Thus the shirt cannot pull out and the neat appearance so necessary for uniformed women is assured.

Skirts are wrap-around, slim or pleated; blouses have short or long sleeves, convertible or tailored collars.

It's the long-awaited way to make two uniforms look, act and wear like four!

Purple Runs Bright Gamut

The purple collection is one of the leaders in the spring color promenade, destined to carry on through summer.

Shades of purple... once considered the exclusive property of the amply-endowed dowager, has come into its own as one of the high-fashion spring colors.

Ranging in tone from the palest lilac to the almost midnight-hue of deep violet, the new purple (family encompasses an entire series of vivid amethysts and mauves.

New dyes and new yarns, used alone or in combination, have made possible these intensely youthful shadings. Featured for every size and age group, from teens to women, they are often combined with green or yellow for a unique effect.

Light Weights, Light Colors Are Ahead

That old summertime lament, "all these bulky clothes in this humidity"... won't be true for men this year!

From suits to sportswear, fabrics are lightweight, cool, porous and often washable.

Some new suits weigh less than two pounds, sport coats that weigh less than a pound, and slacks that are even lighter.

Man-made fibers like Dacron polyester fiber and Orlon acrylic fiber in blends with wool, cotton or rayon, make these whisper-weight fabrics strong enough for durable wear. They stay well groomed too, because of built-in crease retention and wrinkle resistance.

New continental suits with shorter cutaway coats and suppressed waistlines are so comfortable in this spring's fabrics that even a shirtwaist for everyone, and every possible occasion.

Colors, too, are lighter and brighter.

SHIRTTWAIST IS NEW

Although the classic shirtwaist dress never leaves the fashion scene, however extreme styles may become — this season, these California-inspired basics are the rage.

Done in all fabrics, in dozens of variations from slender skirted styles to full-flaring ones, there's a shirtwaist for everyone, and every possible occasion.

9th & Pine

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Famous Brentshire Toppers

16⁹⁸

Spring editions with extras in fashion and value

Selected by our New York fashion experts for their exceptionally fine fabrics, quality tailoring, their "dollars more" fashion look. See them today!

(A) Lustrous polished all wool zibeline with easy fit, graceful flare and wide cuffs. Elegantly lined. Grey, red, black, 8-18.

(B) Wool and cashmere fleece with Syl-mer® rain-shed finish, Earl-Glo Sanitized lining for lasting freshness. Grey, beige, pink, blue, sizes 8 to 18.

Open a convenient credit account at Wards.



SMART TRAVELER — This Empire-look overblouse dress packs marvelously — can be worn without pressing. In Cohama's coin-printed jersey with taffeta skirt lining.

New, Jauntier Styling Is High Spot in Men's Wear

This season, fun and leisure wear for men is slanted more than ever toward the group idea that it's twice as enjoyable to relax when you're dressed right for it.

A survey of the entire range of spring and summer sportswear by the American Institute of Men's and Boys' Wear, brags this out: For instance, sports jackets are now fashioned in feather-weight wools for increased comfort and ease in wearing, along with crisp smartness in looks.

Styled for good looks, they also boast new built-in tailoring features that make for utmost freedom of movement.

The sports jacket range goes all the way from traditional wool fabrics — in the lightweights men now prefer — to wash-wear treated cottons and the newest test-tube fabrics that are both handsome and versatile. Many comprise blends of these and other fabrics such as silk, to make for one of the widest selections ever to appear from the apparel makers.

The Institute also points out the continuing popularity of knitted sport shirts. Easy to wear pull-overs, for instance, are just the thing for heating, tennis and other active times. Some of the new ones are buttoned down the front like cardigan sweaters. They're available in stripes, solids and scores of patterns. As for colors — you'll find every shade of the rainbow.

Slacks to go with the jackets are headlined by new "Continental" features, including the slimmer-than-ever streamlined effect. "Continental" slacks, besides being slim, and slugging lines also spotlight a single-pleat cut, side pockets and side tabs.

Isy-inspired slacks are like-wise much to the fore, marked by their new familiar backstraps and buck flap pockets.

Many have built-in self supports — no belt needed.

Incidentally, wash-wear lines are available in both slacks and jackets this season. Thanks to test-tube fabrics and science-

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WARDS
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Hand picked for Easter

Wards all-star cast of top Easter values in the styles, fabrics and colors that are going to lead the Easter Parade!

Boys' wool sport coats **10.98**

Charming nylon dresses with attached petticoats **2.98 3.98**

Sizes 1 to 3, 3 to 6x Sizes 7 to 14

Wards Easter dresses are little gems of fashion! Sweet parfait nylons that wash and dry, need little or no ironing. Pastels, floxed florals, pretty eyelets. Gay ribbon and lace trims, twinkle buttons. Full skirts float over attached petticoats. And just look at Wards tiny prices!

Boys' oxfords **4.99**

Girls' patents **4.99**

Girls' flip-strap **4.99**

Girls' slippers **1.98**

Handsome tweeds in new spring colors. Full rayon lining. Sizes 12 to 20.

SIZES 6 to 10... 7.98

DRESS SHIRTS... 1.98

SLACKS, 12 to 18... 4.98

SLACKS, 6 to 10... 3.98

Rich black leather, supple and lustrous! Flexible leather soles. Sizes from 8 1/2 to 4.

Wear as pump or as 1-strap! Supple leather, Neolite soles. Red or brown. 8 1/2 to 4.

Handsome, supple, sturdy! Grain leather vamp, Neolite soles. Brown, black, 10 to 3.

Lustrous Everglaze® cotton. Pretty details. Washable. 7 to 14. Sizes 3 to 6x... 1.49