



Sophisticated Furs

ARE THE LUXURY TOUCHES
 THAT "MAKE" YOUR EASTER ENSEMBLE
 AND KRESGE • NEWARK HAS AN
 IMPORTANT, IMPRESSIVE COLLECTION

The luxurious beauty of choice furs spans the seasons. In the Spring, jackets, capes, stoles, scarfs take the spotlight... to play important roles in both the day and evening scenes... twin silver foxes to swathe around the shoulders of your untrimmed Easter coat... a cluster of minke to knot at the throat of your collarless suit... the fur stole, a dramatic accent for important dresses... a dashing cape for afternoon and after-five elegance... a fur jacket for now and Fall, too. Yes, furs like these are timeless in their appeal... to give the important "fur trimmed look" to your Easter ensemble... to wear for many occasions after. At Kresge • Newark you will find a superb collection.

Wild mink-dyed Russian
 Squirrel Cape... 345.00*

Wild mink-dyed Russian
 Squirrel Stole... 245.00*

Sable-dyed Russian
 Squirrel Stole... 245.00*

Silver Fox Jacket... 295.00*

Natural Wild and Ranch
 Mink Scarfs.
 Per Skin... 40.00*

2 Full-Skin Shimmering
 Silver Fox Scarfs... 195.00*

10-Skin Multiple
 Sable-Dyed Russian
 Squirrel Stole... 120.00*

Polo Wolf Jacket... 175.00*

Sable and Marten-Dyed
 Bessarisk. Per Skin... 20.00*

Sable-dyed Russian
 Squirrel Jacket... 295.00*

* PRICES ON FURS SUBJECT TO 20% TAX

FUR SALON — THIRD FLOOR



295.00*

CLASSIFIED ADVERTISING

CLASSIFIED ADVERTISING RATES
Rates: 50c minimum for 3 lines; additional lines 15c each.

HELP WANTED—Female

Women & Girls
PART TIME OR FULL TIME
GOOD PAY—In billing or packaging department.

CIBA

Pharmaceutical Products, Inc.
JUNCTION MORRIS AVENUE AND RIVER ROAD

Bell Telephone Laboratories, Inc.

Murray Hill, N. J.
Has Openings For

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One or more years experience in stenographic work required.

MESSENGERS

Recent High School graduates.
APPLY Monday through Saturday, 8:30 A. M.

SALESWOMAN

CHALMERS CUT RATE STORES
453 Springfield Ave., Summit, N. J.

EMPLOYMENT WANTED

FOR SALE
SOFA—Tapestry covered. Good condition.

WANTED TO BUY

USRD canoe, in good condition. Call Chatham 4-0758-7.

USED CARS WANTED

USED CARS WANTED. Any make, model or year.

RUBBER STAMPS

RUBBER STAMPS
In all sizes.
Newly patented marking devices.

SPRINGFIELD-SUN

"Library supply for the office."
110 Morris Avenue

HELP WANTED—Male

MEN
Opportunity for Chemical Operator.
Also openings for Stock Room Clerk.

CIBA

Pharmaceutical Products, Inc.
JUNCTION MORRIS AVENUE AND RIVER ROAD

Auto-Mechanic

Full Time
WMC Rules Observed

Wells Cadillac Oldsmobile Co.

25 VOSE AVE. SU. 2-7069
South Orange, N. J.

Business Directory

BATTERY & RADIO
Battery and Radio Sales and Service.
Mazda Lamp, Car Ignition.

SHOE REPAIRING

Export Shoe Repairing
Sports Footwear, All Styles, for Gentlemen, Ladies and Children.

WELDING & GRINDING

Repairing, Welding
Electric & Acetylene Welding
SPRINGFIELD WELDING SHOP

ELECTRICIAN

Electrical Wiring of All Kinds
Outlets, switches, etc. Appliances repaired.

INSULATION

ROOFING AND SIDING
CORRAL SPERNA CILER
Current and Corral

Notice of Special School Election

TOWNSHIP OF SPRINGFIELD SCHOOL DISTRICT
Notice is hereby given to the legal voters of the School District of the Township of Springfield in the County of Union.

Wanted to Buy

USRD canoe, in good condition. Call Chatham 4-0758-7.

Used Cars Wanted

USED CARS WANTED. Any make, model or year.

Rubber Stamps

RUBBER STAMPS
In all sizes.
Newly patented marking devices.

RATION BOARD HOURS
Town Hall, Springfield
Monday to Friday, 2 to 4:30 P. M.

LEGAL ADVERTISEMENT

TOWNSHIP OF SPRINGFIELD
ORDINANCE REGULATING THE PROVISIONS OF KEEPING, HARBOURING, LICENSING, FEEDING, DISPOSING AND REDEMPTION OF DOGS.

CIBA

Pharmaceutical Products, Inc.
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ELECTRICIAN

Electrical Wiring of All Kinds
Outlets, switches, etc. Appliances repaired.

INSULATION

ROOFING AND SIDING
CORRAL SPERNA CILER
Current and Corral

TWENTY NURSES CAPPED AT OVERLOOK HOSPITAL



Among the 20 nurses capped recently at Overlook Hospital, Summit, were three Springfield girls, Miss Rosemary Koonz, in the lower row fifth from left; Miss Doris Lamb, center row first from left, and Miss Joan Jenkins, top row fifth from left; Miss Zita McElginn of Madison, former resident, appears in the center row fifth from left.

Springfield Girls Among 20 Nurses Who Were Capped

Among twenty nurses in training at Overlook Hospital, Summit, who were "capped" on March 2, were Miss Joan Jenkins, daughter of Mr. Raymond Basini of 265-Morris-avenue; Miss Doris Lamb, daughter of Mr. and Mrs. Arthur Lamb of 27 Rose avenue; Miss Rosemary Koonz, daughter of 18 Morris avenue and Miss Zita McElginn, daughter of Mr. and Mrs. Thomas McElginn of Madison, formerly of town. The nurses were "capped" at the Nurses Home, after completing their pre-clinical work.

Easter Plants Being Sent to Sick Servicemen

Rev. Elmer F. Francis pronounced the invocation and benediction.
This aim can only be realized through the cooperation of the citizens of the State.

Police Repeat Ban on Bingo

Information that some clubs have been holding weekly bingo parties for members and their families caused Prosecutor McLean and Springfield police this week to warn that they are illegal and are banned.

Lions Lose in Bowling Match To Union Club

Springfield Lions Club bowling team entered the Essex West Division of District 16-A bowling tournament March 14 at the Hi-Way Bowl in Union and dropped two matches out of three to the Union Lions Club.

Springfield Bowling League

Table with columns for Team, Points, and Totals. Includes teams like Dick Bunell, Union Lions, etc.

COMING EVENTS

- Mar. 23-24 (Fri.-Sat.)—Senior play, "Janie," Regional High School, 8:15 P. M.
Mar. 26 (Mon.)—Citizens Advisory Committee, meeting, Town Hall, 8 P. M.

Jane Alexander Is Honored By D. A. R. Chapter

Miss Jane Alexander, daughter of Mr. and Mrs. Carl Z. Alexander of 127 Bryant avenue has been chosen to represent Short Hills Chapter, D.A.R., as its Good Citizenship Girl.

The New MILLBROOK

Advertisement for The New MILLBROOK Italian-American Restaurant and Bar. Includes menu items like LUNCHEON DAILY 11 to 2-75c and SUNDAY DINNER SERVED ALL DAY-1.50.

Order of Ananias, meeting, lodge rooms, Millburn, 8 P. M.
April 15 (Sun.)—Paper scrap drive, auspices Salvage Committee, Legion and Boy Scouts, 10 A. M.

Advertisement for The Brook Luncheon. Includes SUNDAY DINNER 12 noon to 3 P. M. and DINNER Daily 5:30 to 9.

Advertisement for MILLBURN. Includes Warner's MILLBURN and "Bowers to Broadway" on the radio program.

Advertisement for Strand Theatre. Includes SUNDAY MATINEE 2:30, 7:00 - 9:00 and To-Day Thru Saturday.

Advertisement for The New MILLBROOK. Includes LUNCHEON DAILY 11 to 2-75c and SUNDAY DINNER SERVED ALL DAY-1.50.

Advertisement for Lyric Theatre. Includes MARGARET O'BRIEN, JOSE ITURBI, JIMMY DURANTE, JUNE ALLYSON, MUSIC FOR MILLIONS.



Remember your friends with Easter Greetings!

Just Arrived! A delightful new selection of Hallmark Easter Cards... to make it easy for you to let your friends know you are thinking of them at Easter Time.

Spring Fashions
1945

The Springfield Sun

Spring Fashions
1945



L. BAMBERGER & CO.



ONE OF AMERICA'S GREAT STORES

Selecting Her New Easter Bonnet



The well dressed small fry have their own Bo Peep Millinery Bar at Charm Lane at which they can select their own fashions in headwear.

Charm Lane Better Fashion for Charming Youth

For a most unusual childrens shop, you must see the Charm Lane Shops located in Summit, Montclair and East Orange. Specializing in "Better Fashions For Charming Youth," the stores carry a complete stock for infants to pre-teen sizes. Colorful, attractive displays so arranged as to allow the customer full visual appreciation of all the merchandises. The millinery bars are a new note for youngsters. Designed for them they are probably the first approach in giving the children the opportunity of selecting and deciding on their own fashions in headwear.

Another feature of the shop is the light pastel color scheme running from the baby blues and pinks in the infants section to the darker blues and shrimps in the older departments.

George J. Kay formerly of L. Hamberger and Co. is the General Manager of the chain. Mr. Kay informed us that the stores are now carrying stocks specially designed and created for Easter and warned us to remember that Easter this year is coming early, April first to be exact.

Three Points in Fashion

On these three points hang all the news in fashion. 1. The bare midriff is back, not only for country but for town, in short dresses as well as long. 2. The corseted waist is more and more insistent, accentuating the roundness of hips and shoulders. 3. The bare thigh is the high point and focus of the now-panting bathing suits, based on the lincloth of primitive Islanders. From Harper's Bazaar.

Collar Button: Modern Version

Buttons with plastic "collar button backs" are one of Spring's most exciting fashion developments, for with these, smart women can at a moment's notice "dress up" or "dress down" a blouse or frock to suit the occasion.

Since metals marched off to war several years ago, no dress studs have been manufactured. Yet the great fashion surge to use buttons as decoration for clothes, and the fact that smaller wardrobes are a wartime necessity, has made a change of button originals more desirable than ever.

Tailored disks as small as a dime, as large as a nickel, or a quarter, are done in frosted crystal effects, simulated black jet, or transparent plastic of bright jewel shades. Some are rhinestone studded. Bolder and more dramatic studs are made of large plastic stones in a four-corner arrangement. These studs are B.G.M. Originals and have matching buttons for the women who only want studs for cuff wear, and for women who want to make matching earrings.

Quick-Change Dickey's

For lightning-quick changes you'll want a supply of spanking-fresh dickeys and gilets. And fashion has worked wonders with them for Easter! Glistering sharkskins, snowy plaques, color-bright rustling taffetas, whooshy organdies may be had in a host of styles for every suit—every mood. These include the beloved bow-tie gilet, the new woskit "front," stitched "necklace" gilets, ascot dickeys and for dress-up ultra feminine dickeys spilling over with ruffles and lace. All make really delectable suit seasonings and they're perfectly attuned to today's capsule wardrobes.

Black and White Checks Herald Spring



Spring silhouette! It's the swing-back coat in crisp black and white checks. Misses sizes. B. Altman & Co., Central Ave., East Orange.

Spring Fashions Typically American Fresh Line, Color

America—land of the free, and of freedom loving clothes! The very air we breathe is fresh, clear, exhilarating. And spring fashion collections are equally fresh in design, clear in line and exhilarating in color. Life in America is stimulating, busy, purposeful with victory its goal. And the clothes you'll wear this spring are fashion-

ed to meet with functional perfection and feminine graciousness each busy hour. Revel in spring for its promise of a better world: revel in your typically American spring wardrobe for its promise of utter becomingness and appropriateness around the clock, every day on your calendar!

Hint to Mothers

Kate Greenway styles are as simple to care for as they are quaint, with short-waisted Empire bodices, long or short dirndl skirts. Pinafiores and jumpers are further laundry savors, since only the blouse or dicker worn with them needs frequent doing up.

New Version

The drop-front closing, a feature associated primarily with sailor trousers and with riding breeches has been so much favored in sportswear that now it is being bought in a host of different types at various moderate-price ranges. One is the square flap that unbuttons down each side sailor-fashion. Another is the curved drop front into which at each side inset pockets are worked. Skirts, slacks and shorts and occasionally a dress adopts some version.

VOGUE SAYS: "With a men's wear suit, a pretty-lady hat."

Fluid Line in Coats Back View Rates Special Attention

About the new coats for Spring there is a flowing quality from whence is derived the truly descriptive expression, "fluid silhouette," which will be on every tongue. This note of fluid form, the design of the sleeves and construction of shoulders comprise the high fashion points of the season.

However it may be achieved, the new shoulder silhouette is rounded, smooth looking. It may result from cut-in-one sleeves—with rounded outlines; sleeves put in almost invisibly at a dropped shoulder line or in irregular cuts at deeper armholes. But the general effect is a simple, roomy look.

The "backview" rates special attention, for the newest and smartest Spring coats and jackets have the "swing back" silhouette.

Quite the newest of coat fashions is the short topper to be worn over suit or dress. In it is to be found generous back fullness, sometimes swinging from deep, rounded shoulder yoke and deep armhole sleeve. For novelty styling, color variety and fabric diversity these toppers easily hold the limelight. While high shades are the rule, variety is to be found in loud, half-inch checks in neutral tones of black, white and gray, or in attractive color combinations such as green and violet. Colorful awning stripes in broken diagonal

lines are equally smart. Bright color fullie, gay striped or plaid taffetas line some of these smart coats, while others are accented with shoulder or sleeve insets of contrasting color.

The belted tunic coat of two-thirds length in navy, gray and some brighter colors for a high style note adds a detachable capelet often fur-bordered or braid-trimmed. In fabrics, worsted gabardines, soft Melton cloths and fleeces are favored, while black alpaca, moire and fullie are important light weights for ensemble coats and rustic toppers.

Silver fox, platinum dyed fox, summer ermine used as borders, collars and cuffs and shoulder sections lend richness and drama to the more dressy coats.

Nice Humor in Stone Set

Animal Pins and Earrings Stylized animals such as the flying fish, the fox, flying geese or a bumble-bee are executed in gold-finished sterling or sterling with natural silver finish.

These pieces achieve a dainty appearance due to the way in which they are set with small, colored stones or rhinestones. There is a nice, subtle touch of humor in some of these pieces, such as the dachshund with a sleek body made entirely of square-cut stones. A graceful feeling is conveyed by several of the birds in flight, with sweeping wings and bodies. The trend toward smaller sizes is very evident in the pins, as well as in the earrings that match the pins.

Millicent Cameron Henderson, fashion editor for the Carter Publishing Company, wishes to thank the many people in the fashion field who have cooperated so fully in making this Spring Fashion Supplement possible.

Wave Tresses With Cologne

A big date tonight and no time for the hair dresser? There's no need to forfeit your feminine allure just because you're doing a man's job as one of the important war workers of this country.

When curls disappear here's a quick re-do with toilet water. It leaves a fragrant aura of roses and spice afterwards, too.

After vigorously brushing the hair, dampen it with a well known spray toilet water. There's less chance of catching cold than with water, and the drying time is cut in half. Make little pin curls just like your favorite hairdresser, or use curlers. If you wear a hat or bandana to protect your hair during working hours, put it up with toilet water and you'll find that it will be dry and properly curled for that important social engagement after work.

Or do your hair before going to bed. The alcohol will prevent you from getting a head-cold during your sleeping hours.

VOGUE SAYS: "Sweaters—neither too light—nor too loose."

"Charm Lane" presents "BETTER FASHIONS" For CHARMING YOUTH

Specializing in Complete Ensembles From Layettes to Pre-Teens

- Colorful complete layettes for infants on Easter Parade.
- Coats and suits to gladden the hearts of growing boys and girls.
- Choice selection of dainty underwear, sleeping garments and robes.
- See our unusual Millinery Bars designed for young modern teensters.
- Sweaters, playtoys, sportswear for Spring and Summer wear.

Charm Lane
"Better Fashions for Charming Youth"

SUMMIT 370 Springfield Ave. Su. 6-5993
MONTCLAIR 43A Chitreh St. Mo. 3-0277
EAST ORANGE 626 Central Ave. Or. 4-2805

Thrilling Values BRIDAL SETS

PAY WEEKLY OR MONTHLY

The rings you select for the loveliest girl in the world to perpetuate your eternal love should be worthy. Choose them at Busch & Sons, where traditional fine quality and matchless beauty is of a standard you want your rings to possess. You'll be thrilled with our impressive selection of distinctive designs, besides they're thrift priced.

38.80 54.90 74.40 89.90
Reg. \$46.50 Reg. \$72.50 Reg. \$97.50 Reg. \$117.50
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BUSCH & SONS
375 SPRINGFIELD AVE., SUMMIT
875 Broad St., Newark — Springfield & High, Newark

Gabardine

FASHION'S BIG WORD IN SUITS FOR EASTER AND SPRING.

35

American Woollen Co. pure wool worsted gabardine with hand-picked edges

Well-bred "good" casual... clean-cut, broad-shouldered, slim-hipped. Cardigan, club collar, and notched lapel styles... with zipper placket skirts kick-pleated front and back. Beige, blue, brown, green, gray, luggage. Sizes 10 to 20.

Ganet Shops

NEWARK 121 Halsey St.
IRVINGTON At the Center
EAST ORANGE Broad at Harrison
BLOOMFIELD Broad at Franklin
MONTCLAIR Opp. the Clairidge

Designers Face New Challenge In Postwar Era

In the post-war era, the world will look to America for style direction, and New York, above all, must take its leadership seriously. The crushing events in Europe have ended the fashion dictatorship which stemmed from there, and a world challenge calls to New York—that foremost city of the United States—to create, to compete, to express, to project the thought of the future in design for a free world.

This is the time to change things. We are on the threshold of a new era, when already the postwar effort is taking shape economically and industrially. New patterns are in preparation. Experiments in new techniques and designs in new rhythms will fringe the efforts of designers from superficial variations of long-accepted fashions to structural and functional creations which will have the modern spirit.

American Fashions

There is opportunity for an entirely New Era of Fashion—Fashion initiated in America and prospered by New York leadership. But designers of new clothes must project the thought of the future rather than constantly looking backward, reviving the past, calling up the ghosts of royalties and empires and all the artificial extravagances that went with fantastic court life. Even the fashion ideal that is being coddled now in the hope of keeping alive a paying formula, must pass; it belongs to an era of snobbism which is on the way out. Women will expect a new freedom even in their clothes with a modern symmetry and rhythm.

Competitive style developments and achievements after the war will stimulate creation, fuel a new consumer interest in fashions with life, vitality, real meaning. They will produce new buying appetites in both men and women, and the fashion industry must get ready for this new era by planning now with a free spirit of enterprise for a free world.

There is already a plea for a more completely modernized interpretation—functional, simple, beautiful. Our designers must think into the future and visualize style forms that will answer this plea—they cannot forever re-work the Paris pattern. It takes courage and initiative—these, fortunately, we have among some of our leading New York designers. It also takes the spirit to encourage and the daring to compromise with profit. This is the hour to plan a general campaign for a refreshing new expression in clothes, for the living of today. American fashions for the world. They will spread good will, good cheer and a new kind of beauty to the women of this country and to those of other countries who will need and cherish them.

Fashion Industries

The New York fashion industries have a great future if designers create freely—developing form rather than depending on gadgets and tricks, and if producers are sincere in their efforts to sustain quality. We must have a change of ethics as well as a change of fashions. For that better world that everyone is looking for, we must have not only clothes that are better made but better ways of doing business, better methods in selling, more generous ideas in serving.

Leading manufacturers as well as a few of the leading retailers of New York have expressed a realization of the new place New York must take in the fashion world, their belief in the future prestige of the fashion industry. Things start in New York. It's now the broadcasting station for fashion information. It's a great fashion producing center and in this center is being realized the realization of New York leadership. There has been to present ambition and design as the voice of the fashion industries themselves, recognizing their true place, and at the same time showing some of the best types of fashion merchandise which gives New York its reputation as a great center of fashion.

All around us other industries are expressing themselves in the terms of new ideas, merchandise for a new era—new inventions, new designs. This thing that is going on under our eyes is reflected in the pages of magazines and newspapers and from the advertising of the most progressive firms now engaged in war industries. This advanced thinking must be crystallized for the fashion industries so that the lessons they have learned in the war years, the inventions that will improve their products and their service in post-war years, will carry on to share in world betterment.

In the tremendous export business of the future in American style merchandise, New York will be quoted as the style center not only in this hemisphere where it is already selling some of its best fashions to Mexico and South America, but to the other countries of the world as they revive and are able to buy from us.

These New York industries must work and design in a cooperative spirit, for broader horizons. Now we are looking at the whole world; not just one little section of it, and clothes must be created for every woman. It must be a united effort backed by individual contribution, a national campaign of a movement. —Women's Wear Daily.

GRECIAN GARLANDS

*... halo your head,
frame your face,
bare your crown
to make you look as glamorous
as the Goddess of Spring.
Field flowers
to circle a cluster of curls.
Roses to wreath
a chignon'd hair-do.
A veil-caged diadem of daisies
to crown a coronet braid.
These are some of the
bewitchingly beautiful
headdresses that forecast
the Summer hat story,
promise to make you
a 20th Century Persephone.
Grecian Garland 3.98 to \$10.
Better Millinery,
Third Floor.*



L. BAMBERGER & CO. B

Fisher Galleries Present Smart Home Fashions

In our Fisher galleries we have attempted to achieve the correct combination of good taste, smartness of design, charming style, and enduring quality. Our living room furniture for example is created by master craftsmen to our own specifications.

One of the most important rules of good decoration is to arrange the furniture in groups, each group serving a separate purpose. In the living room, the furniture should serve the leisure time interests of the family. Chairs and tables should be arranged for the greatest enjoyment of such pastimes as bridge, and gin rummy.

It is smart to start with the fireplace, because that is the heart of the living room. Group your furniture around this focal point. Two love seats facing each other in front of the fireplace are a classic example of attractive grouping. Tables and lamps should be placed conveniently as possible to give the most attractive and unusual effects.

English 18th century styles at the present moment are in good vogue. They adapt themselves most gracefully to present day requirements. Their lightness and grace of design is consistent with modern living room proportions. However, it is not necessary to fix on one period and to attempt to follow that line throughout the room. Mixing periods skillfully is a good way to achieve the informal cheery friendliness that is a mark of a perfect living room.

Color schemes should not be too exciting. Neutral backgrounds with small accents of bright colors are of course always safe and easy to work with.

Don't make your living room look fussy by crowding it. Give the lines of your furniture a chance to be seen. Successful rooms are usually the result of careful consideration of the taste and needs of the family.

Better conditions today in science. Conditions provide the possibility of any great influx of such furniture in the near future. Present day stocks at Fisher Galleries are adequate and early shopping is suggested. But there is no telling when any good additional quality will be available.

Flared Silhouette For Compromise

The flared silhouette is the compromise silhouette in spring dresses and suit-dresses. It offers some competition to the tapering silhouette that is in first place, and serves as a transition type between the slim lines that are accepted and the fuller lines that are new (examples of both illustrated on this page).

Follow the flares in skirts, and in peplum jackets, too. Nothing of the swing skirt, skirt sweeps being what they are today, but there is a feeling for animation that is not to be found in narrow outlines, a hint of more fullness to come.

Lapel Pins, Compacts Are Easter Specials At Busch and Sons

Busch and Sons, jewelers, are offering for their Easter special some exquisite pins for your spring coat or suit lapel. These pins—plain or fancy—to suit your own individual taste, will add to the richness of your spring outfit.

This store has a fine assortment of compacts. Some are made from hard-to-get metals, such as sterling silver, or 14-K. solid gold. Others are the attractive tailored enameled ones. Whether gold or enameled, they will cause you to be proud whenever you use them.

The Single-Suiter
A single-suiter—a girl who knows what a difference a hat makes—a hat that will change the face of a solitary suit. A single-suiter is a canny young woman who knows that a solitary suit and a handful of hats and blouses will carry her with flying colors through every daytime occasion. Her way of dressing is a wise way, a wonderful way—above all, a wartime way. From Harper's Bazaar.

Frippery Pocket
Plush stuff for those who would rather be pampered. A bed pocket (one flap tethers under the mattress) to hold handkerchiefs and midnight frippery. Much elegance in trapunto-trimmed Colanese rayon, and just the thing to make you feel very French actressy.

Murray Millinery



22A North Harrison St.
EAST ORANGE

Exclusive Easter Apparel Shown at Michaels



A whole collection of suits, coats, dresses and accessories to make you look definitely "Spring 1945," has been assembled at Michaels Department Store, Market and Washington Streets, Newark. They are especially proud of their exclusive "Ann-Stephanie" suits, coats and toppers. "Ann Stephanie" are made in a variety of styles and materials that embody all the newest fashion points. Cardigans, boleros and classic models in 100% wools, shetlands and beautiful gabardines.

These "Ann-Stephanie" styles in coats, suits and toppers are remarkable for their reasonable

price tags as well as their beautiful materials and exclusive style features.

Furs, too, are an important part of the spring fashion picture at Michaels. A fur jacket of fox scarf is a perfect complement to your Easter outfit whether it be a suit, coat or dress. You'll be able to select just the fur you want in the second floor fashion shop at Michaels. Their really beautiful fur department is managed by an expert furrier with many years of experience. You'll also find the accessories to complete your Easter outfit—in the Accessory Shop on the main floor at Michaels where blouses, bags, gloves



and costume jewelry are shown in great variety. We believe Michaels is definitely the place to shop, if you appreciate quality, but insist

on a reasonable price tag. You'll find this happy combination at Michaels Department Store in Newark.

New Raincoats Liven Drab-Days

Inclement weather has its attraction these days when raincoats emerge as good-looking as they are practical. No longer are they functional and unbecoming; no longer do they resemble the shapeless, drab garb of college boys. Bright with color or stonky black, they are endowed with imaginative silhouettes, trim details and are made of workmanlike fabrics.

Pastel gabardine coats made on casual lines are pretty enough to do topcoat duty all summer long. Deep-cut armholes and rounded shoulders are features that make the raincoats comfortable over suits. These require reprocessing when dry-cleaned to keep their water-repellent qualities.

Rayon satin, processed for rainy weather, makes a sophisticated appearance in black or pastels.

Champagne, an off-white shade, proves a neutral choice for which it is easy to get accessories. The gleam of the fabric necessitates a simple silhouette and the trench-coat is a popular conception.

A rain fabric that is little short of miraculous in its qualities is made of parachute silk that has been rejected by the Government. It has been resin-coated by du Pont and according to them will not crack or smell, as rubber generally does. It is as light as silk and the most enveloping coat or cape is as light as the proverbial feather. Available now in navy or gold color, it has been fashioned with as much style as would be devoted to any high-fashion costume.

Pufftop Sleeves
A gathered sleeve top is a new feature. The modified leg o'mutton effect is accented by the tucked elbow band.

New Looking, Full Sleeves and Skirts

The fuller, easier silhouette is the big new silhouette in spring dresses. Shoulders, armholes, skirt lines—they all talk in softer terms for spring. Newest shoulders follow more rounded contours—no sharp exaggerations for 1945. Newest armholes are deeper; within the law but definitely deeper, easier, with a comfortable look.

Ensemble coats of rayon fabrics are particularly smart looking as shown in the new collections with full rounded sleeves and easy skirt fullness belted in to give a trim look to the silhouette. The beautiful working of stripes is mitered or contrasted, one of the most interesting phases of fashions this season. The relaxed silhouette is the newest in the spring fashion program.

White Takes Lead

This season white takes on the importance of a color—for suddenly white wool sports and casual clothes are coming in again as a fashion. Most noticeable are the white fleeco coats that are staging a revival in box silhouettes. They look newer and handsomer than the pale beige and nude tones that have been such top sellers, and for resort and Spring they are particularly striking when they show vivid color linings or facings such as royal, scarlet or green.

VOGUE SAYS: "With a navy suit, a bright plaid hat."

Bolero Shield

Bolero Shield is a combination back and underarm shield, perfect to wear under a suit jacket when you don't wear a blouse. Keeps precious linings from staining, prevents marks from perspiration and rubbing when you wear velvet or nap fabrics. Wash shields often to keep fresh.

Soft and Smooth

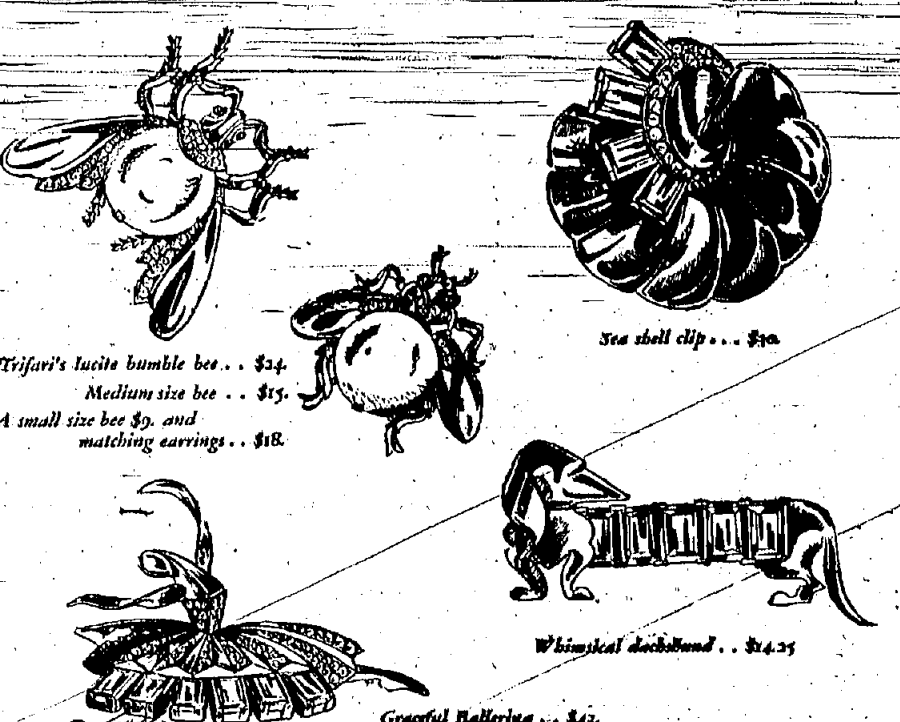
Delightfully soft and smooth—that is the look of the new Spring suits . . . they give a feeling of youthful slowness and much is due to the appealing colors of the sleek materials.

WISS

... with an eye to Easter

Eye catching accessories, happily arrived in time to become part of your Easter outfit. They're beautiful, and they're beautifully made, and they're just a small part of the reason why we're constantly being told that our fashion jewelry collection is the loveliest in town.

In gold finished sterling silver set with jewel color stones and rhinestones.



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Groomed For the Occasion

From the post newspaper at Camp Grant, Illinois, comes this description of an Army wedding: The groom, buck private scion of a well-known Egg Harbor, Wis., cousin, family, chose the season's popular olive drab blouse and trousers of wool serge with harmonizing sun-tan shirt, for his wedding.

Setting off the straight lines of the blouse was a single row of bright brass buttons down the front, with matching individual buttons.

His trousers were straight-cut without cuffs. Cotton sock of olive drab, with harmonizing brown shoes and a contrasting black woolen serge tie completed his ensemble. In his left hip pocket he carried a white linen handkerchief.

After a luxurious breakfast at a downtown hotel, the bride and groom left on a short honeymoon. For going away, the groom chose a heavy woolen coat of olive drab with brass buttons on front and shoulders. A dressy traveling hat of garrison design in olive drab with harmonizing brown leather brim and chin strap, and a pair of knit woolen gloves of olive drab were his only accessories.

The bride wore blue.—Frances Cavanah and Ruth Cromer Weir in Liberty Laughs (Dell Publishing Co.)

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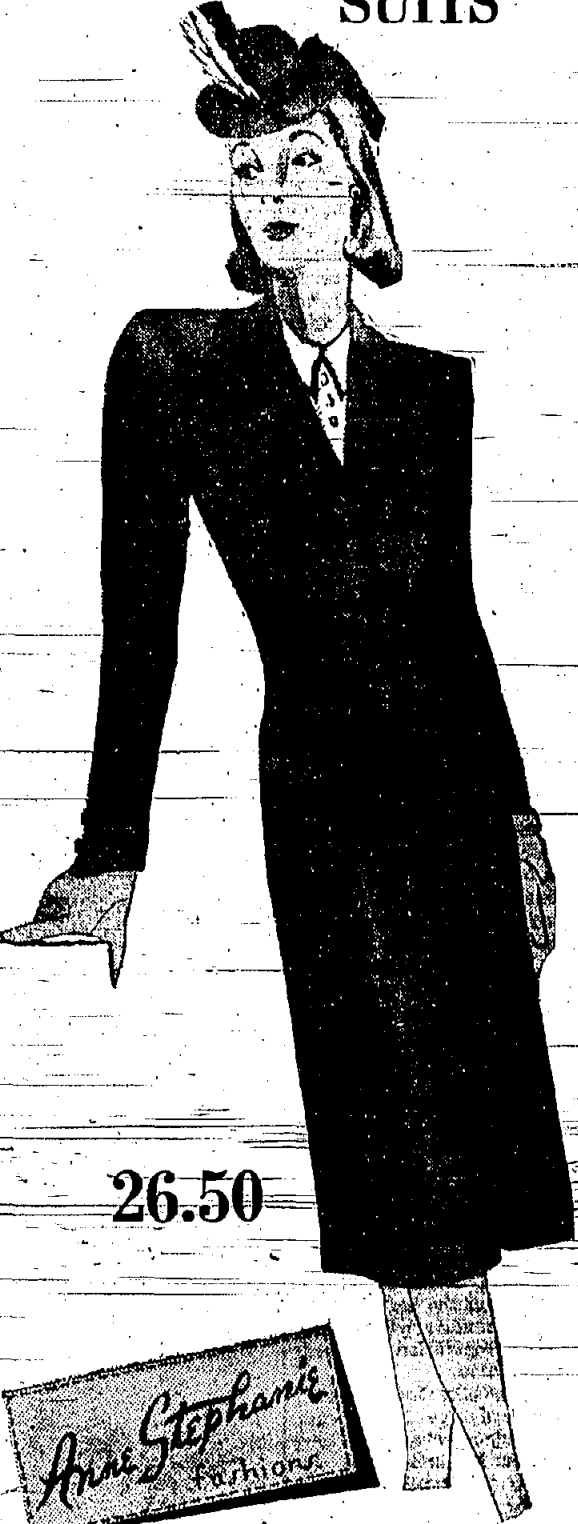
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**Kresge-Newark Says:
Sailors Are First,
Flowers Second**

Spring goes to your head with a confection collection of appealingly romantic hats—sassy, sissy sailors, concoctions banked with flowers, rakish, little Churchill bowlers, demure Directoire Dandy bangs and cherubic head-bugs, rings, eye-line cloches, to name but a brief few—all of them matching your more-than-ever feminine mood with froths of veiling, little-girl ribbon streamers, eye-catching designing.

Leading them all is the sailor... that jaunty little job that makes a bold play for your suit's affection and wins, hands down! There's something about a sailor this Spring, that leaves no doubt as to why it's the love your suit life... in fact, there are lots of somethings! For instance—crowns go from one extreme to the other from—pancake-flat-to-soaring skyward. Brims are modified or wide, or diminish to a mere shadow of their former self. Veils swathe them with allure... flowers twish around their crowns... streamers add to their impudent charm. You'll wear them backward or forward or (shades of your grandmother) plunked smack on the top of your head. You'll wear them constantly with suits... which is just about every-day plus Sunday... and anyway you wear them—you'll find your sailor utterly fascinating!

And then to please your completely frivolous side... come the hats that put on their own personal flower show. Angelic little affairs—that give the sailors a close run for their fashion money. Undoubtedly, with many, they'll even outrank the nautical nifties. We wouldn't question it. Because, without a doubt, this Spring's little blossoming hats we saw at Kresge, Newark, are more outrageously fluttering than ever. There are wreaths to crown your curly topknot... clothes completely enveloped in blooms... full-blown disc bouquets that perch provocatively over one eye... herefs and tiaras and sailors again... this time not straw-or-felt with flower touches, but entire masses of lush-toned blossoms.

So much for the silhouette. Now, speaking of colors—black, navy, brown and grey are reigning favorites... but that's not all, definitely not—snowy, ever-becoming WHITE is the flash news of the season... even threatening to outflank black for top honors! And watch pink... delicate as the petals on a rose, it's in the fashion picture and importantly so... exquisite foil for navy... to give you and your costume a light and lovely radiance. And so there you have a brief resume of the Spring-through-Easter millinery outlook. Now what about the sunny days to follow. Well, here are glad tidings! Flatferry will again be yours under the endearing shadow of a great big hat! Yes, whopping brims are coming back... to wear with your shanting town suits, your afternoon prints, your Sunday-go-to-meeting cottons... in milk and Rio braid and sheer lacey straws... in shady black, navy, brown, and cool white—and last, but definitely not least... delicious, golden-toast.

And just wait 'til you see your old friend Panama! There's a surprise in store for you there! Because Panama has taken to dressing up, like a duck takes to water! And the result is cute little hats that sweep back from your brow... sailors glamorized with veiling... and for both casual and dress-up occasions, the cloche will be on hand in several delightful versions.

So there you have the highlights of the Spring and Summer millinery story in a fashion nutshell... all the completely enchanting hats... completely smart hats... that the newest suits, the newest coats, the newest frocks are asking for.

PETTICOAT RULE

PETTICOAT RULE—is coming through again in spring dresses. This means the swish of actual petticoats and it means the glimpse of petticoat ruffles; in any style terms it means more femininity.

The petticoats are in crisp striped or plaided taffeta or tulle worn with two-piece suits and separately priced, of course. They give a zip, an impression of grandeur or flare, to skirts; some of them are sparkled up with sequins for a more provocative effect.

The petticoat ruffles are set into skirts, near the hemline, to give more flutter to the silhouette, and they froth out of redingote ensembles for more animation. Even the petticoat ruffle at the hemline of the narrow silhouette plays its part in the petticoat story, a story that can definitely be marked "To Be Continued."

YOKE SHOULDERS

YOKE SHOULDERS—broadening at the top is a fashion story that bears repetition for spring because it is one of the big themes of the season. Jackets and coats, often shedding collars, put their style emphasis on shoulder yokes that widen as they—decorate. Spring shoulders, 1945 style, give new ardor to a familiar silhouette. Not only in box shape but also in new rounded or oval drop shoulder effect.



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Newark**

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Luxurious choice for your important new suit . . . superb imported woolen . . . tailored with dressmaker gentleness. The wide-flanged shoulders are extremely new . . . extremely flattering. Checked in black and white, brown and white. Misses' sizes. **59.95**

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- Tortoise-Trimmed Fulle Pouch Bag . . . 25.00*
- Handbag—Street Floor
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- Jewelry—Street Floor
- Hand-Sewn White Cotton Slippers . . . 4.00
- Gloves—Street Floor

* Subject to 20% tax

Spring Millinery Lavish in Use Of "Lure" Devices

A new bonnet is always a wonderful lift for your spirit and the new hat fashions for Spring 1945 will send them sky high. The hats that are the smartest are also the prettiest this season, frankly out to charm and beguile. Even the tailored toppers—and there are fewer of them—have soft and flattering lines, luscious colors and rich-looking fabrics to add to their appeal.

There is a definite trend to height, for tall toques and turbans are so slenderizing to the face and figure. However, for the long thin face, there are also many charming lower lines and modified silhouettes. Flowers and veiling, bloused crowns, rippled brims and original color combinations are strategically used to enhance the feminine allure of the new Spring chapeaux.

Although most women think first of a straw hat for Spring, this year's fabrics are so exciting that they merit careful consideration. Lightweight pastel felts, tulle and satin ribbon, and a variety of new novelties will also be part of the picture. Laces, both heavy Irish types and sheer Chantilly types, are delightfully feminine. Straws are rough and shiny, lacy, nubby, smooth or soft enough to be manipulated like fabrics. Roses lead the flower collection, but almost every flower known will bloom on a pretty hat this Spring. Flower-like feathers, pastel ostrich curls, glossy hackle and dashing quills are combined with straw and veiling for a new look.

Pink is such a pretty color that every woman will surely choose one pink hat, or one hat with pink on it, this Spring. Every hue and shade will be seen, from faintest blush through warm rose shades to brilliant cyclamen and fuchsia. Leaf greens and the sparkling new limelight are wonderful foils for flower colors. Clear light blues, vibrant royal blue and lively aquamarines will rival shade navy. Straw colors, lime shades and cloud white are other spirit-lifting colors for charming new hats. Sailors in the Spring picture will follow the trend to higher crowns, although some wider, shallow versions will also be seen. Simple straw sailors and colored felt sailors may be utterly simple with contrasting ribbon bands and short streamers. Others will be wreathed with flowers and veillings.

Toques and brief-brimmed hats with a forward feeling are interesting. Cloches and toques may have the high turbaned look. Turbans will have a lighter feeling, adorned with flowers and veiling and often with airy open crowns. Modified bretons with upcurving brims are in the new mood and here are high and full. The "Psyche" silhouette following the curve of the head with twin tiny hats fore and aft is a distinctive silhouette that should be watched. And the Georges Sands hat with the stovepipe crown, narrow, rolled brim and suave face veil promises to be another favorite.

Hosiery Fashioning Of Varied Types

Several Methods Used

Since the human leg is curved and rounded, hosiery must be shaped to fit. This is accomplished by one of the following methods:

Full-fashioned—Knit on a flat machine. Permanent shaping results from changing the number of stitches at stated intervals during the knitting. This construction may be recognized by the seam down the back plus the fashion marks that look like dots at the thigh, calf, heel and foot. The greatest percentage of rayon stockings are made full-fashioned.

Seamless—Knit on a circular machine which produces a tubular fabric. Its fit depends on elasticity. This type is also called barologged and eliminates the hazard of crooked seams.

Cut goods—Made of a fabric which is knit flat, cut to shape and then seamed. Stockings made this way look well shaped when new and retain good fit if made of mesh or a lace knit which has some natural elasticity or "give" due to its construction.

A course is one of a row of stitches which run crossways.

A whale is one of a row of stitches which run up and down. The greater the number of courses and whales, the smaller the loops, the finer the texture and the greater the elasticity of the fabric.

Denier designates the measurement, thickness or weight of the yarn. The higher the number, the coarser the yarn. For example, 100 denier yarn is twice as heavy as fifty denier.

Gauge indicates the number of stitches per 1/2-inch on full-fashioned hose. The more stitches, the closer the construction and the finer the texture. OPA allows a range from thirty-nine to fifty-four and up.

Needles indicate the total number of stitches around the circumference of seamless hose. The OPA allows from 260 to 400.

The denier of the yarn is considered when the gauge or needles are set. A fine yarn is knit at a higher count than is a heavier, higher denier yarn.

Fashion marks are small clusters of stitches visible below the welt and along the leg seam of a

Joyce Suggests Wearing One Shoe of One Color The Second of Another

Joyce, Inc. taking full advantage of the more lenient shoe restrictions, swings into spring with harmonious groupings of play and casual shoes. "Cotton carnival" is a group of duckskins in blue bottle, banana, geranium, turquoise, cochineal and parakeet. They are scuffs, suggested for wear in contrasting colors as an added note of gaiety: Blue bottle with banana, geranium with turquoise, cochineal with parakeet, but this pairing would be done by the customer through two pair purchase.

Three bedroom shoes, the strawberry patch, checkerberry and highland fling, are allied in the carnival division also. Strawberry patch takes its name from the strawberry blossoms and leaves of felt forming the pompon on natural linen-crash-like duckskin; the checkerberry, a checked cotton with berries and blossoms, and the highland fling Joyce's popular MacLeod, Cameron and MacArthur plaids, with felt and ribbon cocard for pompon.

The islander and mariner, a "song of the island" symphony, include an ankle strap and a cotton cord laced ghillie, in the same duckskin color range as the scuffs from "cotton carnival." "Old favorites" Piker flat, heyday, alert and hopscotch, have been "revised" over, this time in ash blonde box-glove leather.

As its "good neighbor favorites," Joyce has chosen the Mexicoloco, which is not permitted yet, but it hopes may be soon, and oxaca, or wah-hih-kah, a wide-vamp sandal with strap that laces through the vamp, continues to tunnel through side straps and buckle at side-front. This is in natural sandal leather.

"Variations on a casual theme" tells the story for the contempo last group, this time a bareback and a dog collar pattern as new diversions of the fall casual, which itself is repeated, but with perforated vamp. These are featured in white suede.

Guatemalan hand-loomed cottons in Bougainville yellow gold, coffee bean and turquoise with white stripes, are creations on a new bantam last. This is a 15/8ths tapered wedge heel pump or sabot with open back.

Studded suitings have been developed on the bantam last also, a starbright pump and sabot in white, gray, black or dark brown with studding on wedge heels and on the sabot. Bantams in box-glove are offered also, a pump, tie and sabot featuring geranium and parakeet box-glove.

A new look in the Joyce line are the "bantams in swing," as they are called, a swing high and swing low, either in suede or box-glove. As the names indicate, the first swings high at inside from a wide toeless vamp, and buckles to the outside with narrow strap. Swing low is a lower swing model, building up the outside. Stay-at-home Joyce's, featuring cochineal and parakeet suede and gold and silver kid in limited quantity include the coccomb, number out of Robin Hood; crisscross, the same in a sandal with emphasized boot strap at back, and cat's cradle, a fine multi-strap pattern designed to cross rather than cruce the toes, the firm assures.

SPRING CUTAWAY

SPRING CUTAWAY—another new line in spring costumes. There are the cutaway themes in bolero jackets, sometimes sharply cut up, sometimes curving throatward in a rounding line, but definitely cut AWAY from the waist. Sometimes the skirt itself is cut higher for compensation. In suit jackets, too, the cutaway silhouette is again an influence slashed away below the waistline and dipping at back, or sliced back and incorporating the foldover tabs or "lapel" effects which still look fresh and snappy. Rows of buttons also accentuate the cutaway line. It is our prediction that the cutaway will go a long way in spring selling.

White Is Tops

As the Spring season advances into Summer for fabrics the appearance of more and more white ground prints is noted in rayons. White denier crepes form floral patterns in pastels and broad stroke outline designs is one bright color. White is also noted as the ground color for an extensive group of Summer acetate jersey prints. A new style trend is leaving large areas of the fabric white so that any color in the print becomes sharper in contrast by its "isolation." This is also in keeping with the policy of using less color in prints.

full-fashioned stocking. They indicate a change in the number of stitches.

Plating is a process of knitting in an extra thread so that it appears on the wrong side only. It is used for reinforcements.

A run-stop is one or more rows of lock stitches placed below the welt to prevent garter runs from continuing down into the leg section.

A welt is the upper part of a stocking made strong and heavy to take the strain of garter pull. It may be double, single, adjustable or plated—made of the same yarn as the leg—or of a different yarn. The afterwelt is a narrower strip, reinforced but less heavy, below the welt.

Spring Silhouettes Full-Flared, Tapered Soften Contours

In the current New York openings—dresses and suits and coats take on new, rounded, softened contours. New degrees of fullness are interpreted in bias-flare. Un-

pressed pleats contribute to that released look and the rounded shoulder silhouettes are smoother, less angular and frequently expressed in cap oversleeves.

It is a season of beautifully worked stripes, stripes used in the Adrian manner for figure flattery. Of many more bare midriffs in day and evening dresses and collarlessness in all style types.

The tapered look is irresistible because the slim diminishing skirt width is smart below peplums or

tunics which continue with new drapes or more fullness.

Sheepskin in "Saddle Color"

"Saddle color," which may no longer be featured for handbags and belts when made of cowhide, is now being done in sheepskin, of a fairly rugged quality, which gives a nice approximation of the original.

The sheep is sometimes highly glazed, with a lustrous satiny surface, which makes particularly ef-

fective the soft rusty light tan which is identified with this color family.

Saddle color bags and belts, a nice coordination, are interesting to accompany gray flannel suits, navy suits, especially when rather tailored; dramatic with black tailored costumes. Retailers have had success with this color in genuine saddle leather, i.e., natural cowhide or side leather, and are responding heartily to 1945 interpretations done in the replacement, "saddle sheep."

Flowers-Flowers Everywhere !!

CASUAL CLOCHE—Is the first of the head-fitting shapes to gain substantial and current American acceptance. Revived two years ago. It has been the all-American favorite continuously for six years as a coverall when bobbed hair came into fashion. Nineteen forty-five characteristics: Face-revealing, squared as to crown, tilted back.

This spring put on your own personal flower show. Bedeck yourself with blossoms! Garland your hair, your throat, your clothes, festoon yourself with fashion flowers. Flowers beyond your most fantastic dream of color and profusion!



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Juniors and 'Teens Have Their Own Fashion Trends

Styles designed for their years and figures, but with a pert, sophisticated freshness and individuality that 'teen girls' love are in the dresses of cotton, rayon, woolsens which make up the Spring fashion picture for the young crowd.

There's the lumber-jerkin, a novelty, sleeveless sports dress combining the features of the lumber jacket and the jerkin to be worn with crisp blouse, sweater, tailored shirt or knit cotton slip-over. Its appeal is great in checked woollens, herringbone tweeds, plaid or striped cottons.

High colors and woven plaids are the thing in cottons, new details in styling adding to their effectiveness. Port peplums, eyelet embroidery, draw string necklines with colored ribbons to provide contrast, new cap sleeves, use of diagonal pockets, are detail devices employed. One and two-piece collarless dresses of striped chambray with eyelet trimming in ruffles, tiny yokes or neckline insets vie with checked and plaid gingham in ice cream colors trimmed with scalloped collars, cuffs and pocket flaps in white pique and pleated skirts.

For the Junior-sophisticate's important dates are many novelty designs including variations of the poplin dress—Mod-often peplums are at the front, the back remains plain and smooth. Checked tafeta with a perky front peplum-trimmed in rickrack braid has an accompanying bolero fitted snugly into the waist to give a one-piece look. Navy slices with grosgrain trimming the peplum, neckline and belt are very chic looking. Even the popular print suit dress looks new and more sophisticated this year with a deep shirred peplum, and a rayon shantung print becomes very dressy when trimmed with black lace entwined with a front slit peplum.

Swing Into Spring

Short flared toppers with plenty of swing from the shoulders, boxy coats and toppers make fashion news for 'teeners' with colors as varied as the rainbow's. Radiant pink, lime, yellow, soft blues, American beauty, cocoa tan, Kelly green and Admiralty blue are seen in profusion. Effective for a contrast is the use of vari-colored jersey knit, striped fabric for facings with matching scarf on boxy coats, or swagger in matching color for rounded shoulder yokes—or patch pockets on short, flared toppers. Recorders broadened at the shoulders and tapered at the waistline by use of braid trimming, repeated on the military collar, are very trim looking with silver button closing.

Chesterfield toppers in tweeds and soft woollens still are popular, and the belted tulle topper with high breast pockets borrowed from the older girl, is extremely flattering to the young figure.

With career girl and school girl alike, the practical, collarless cardigan suit with flap pockets and pleated skirt, worn with a companion topper, is easily the number one hit in the Spring fashion parade. Wholly charming is a navy-and-white checked suit with bright colored companion topper tossed over it. Plain colors with matching topper and large decorative buttons, and a plain color jacket bound with a checked fabric to match skirt and topper are smart. Woollen gabardine, Shetland type woollens, melton cloth and flannels are favored fabrics.

For Dressing-Up

More dressy is the dressmaker suit with softly bloused waistline, rounded collar ends and sleeves tightened at the wrist. A definitely new and glamorous fashion launched for Spring is the cape suit.—Gay shoulder capes with skirts to match in bold plaids or dashing bright red trimmed with military bands of navy blue are striking indeed. Suits for the tiny miss are equally as important as those for big sister. Puffed checked-boxy suits trimmed or combined with corduroy are new, and leisure jackets combining plain and plaid fabrics in luscious pastels will delight little sister no end.

The all-round pleated skirt has now interest in button down front closing. The shirred pleated skirt carries in its popularity in many new looking plaids in high colors, and the gray flannel "job" skirt with button panel front looks like a winner.

Lavish cabbage roses and black lace veiling combine to make this hat a vision of loveliness. The hat is a fine, natural colored straw. From L. Bamberger & Co.

Flowers and Veiling Enhance Your Loveliness



Lavish cabbage roses and black lace veiling combine to make this hat a vision of loveliness. The hat is a fine, natural colored straw. From L. Bamberger & Co.

L. Bamberger & Co. Presents An Exciting Fashion Picture

In Spring a young man's fancy may lightly turn to thoughts of love, but a young lady's thoughts turn seriously to fashion. And this Spring she has a wonderful treat in store for her. The fashion picture is so exciting and interesting it will warm her heart. Continuing the trend which began last season, the prosaic likeness in fashions has vanished and definite distinction and individuality are the keystones of each new costume.

Spring hats are important even before the first robin makes his appearance, and this season they are more important than ever. Again the small hat is overshadowed by larger hats with graceful charm. They're made with an eye toward pleasing the men too, which we know is an important factor in buying a hat. The large flowered, feathered, veiled hats that add graciousness to your self and your costume are as romantic as the mildest day of Spring. Sailors of all kinds, pouch baskets, turbans, bonnets, cloches and beehives have a delicate grace to add a new look to any costume. Yards and yards of tulle and veiling as well as birds and flowers will run riot—completely covering—brims—crowns—sometimes appearing on the back of the hat in bubble fashion, sometimes peeping shyly from beneath large brims. The open crown hat completely covered with gay field flowers, which can be seen at Bamberger's is typical of the breathtakingly lovely trend Spring Millinery is taking.

The narrow pencil slim line which exemplified the dress of last spring is this Spring enhanced by lavish drapes, bustles and peplums which are so figure-flattering. Prints will be seen in profusion and will be smarter and more distinguished looking, for prints are at last being shown at their best... without the additional frou-frou of ruffles and plaits that detract from a smooth line. Interest this spring lies not only in color and design, but in the fabrics to which these prints have been applied. Unusual colors and high style designs on falls and Jersey as well as the more usual rayon crepes combine to give print a "costume" look.

Suits express a new versatility and individuality which makes it possible for any woman to make that old saw "suit yourself with a suit" come true. There are new shoulder treatments for this Spring's suits. There is news in the way sleeves are handled. Classic tweeds and flannels are not so severely tailored, but have assumed a graceful femininity with soft peplums, port bustles and flared tunics. The shirtwaist suit with shirt pockets and soft sleeves gathered in to a tight cuff is definitely 1945 news. Dramatic highlights in new suits can be found in the elbow cape, the new flared back jacket and the Dolman sleeve. An exceptionally wide variety of Spring suits can be viewed in Bamberger's Specialty Shop and Suit Department.

Coats are being designed with a somewhat top heavy look to center interest above the waist. Shoulders have been built out, armholes are wider and double rows of buttons are concentrated above the waist even when they are purely ornamental giving the skirt of the coat an enviable slim look. Wonderful new colors are used too, ranging from soft pastel shades to bright vibrant variations of reds, blues and greens.

And of course, there are lavish looking accessories to complement your spring costumes. Bags are smaller, but fuller. Pigskin, goatskin and fabrics have all been utilized to produce handsome bags with a new and delicate charm. Blouses in every style the imagination could conceive are available after a season or two of their scarcity, and you can give your suit a different look with each blouse. There are sophisticated crepes with high draped or surprise-crossed necklines, lingerie sheer cottons, and dainty prints. Inspired by Le Dandy perfume, Bamberger's has created a collection of accessories designed in colorful plaids to accentuate your Spring suit. Scarves, scarfs and handbags come in both large or small plaids. The large plaids feature subtle black and fuchsia, and the small one, navy-fuchsia-lime. Particularly exciting is a plaid encased umbrella for gloomy skies or a quick April shower, carrying an umbrella can be fun when it matches your costume. For the first time since we can remember,

Tailoring Is Tempered With a Dressmaker Touch



Ideally suited not only to all types of Spring life and the way the sleeves are gathered into a "tight cuff." From L. Bamberger & Co.

Collarless Coat

When the Easter coat begins to make its appearance it will be interesting to note how many of them are in color, how many are collarless, and how many have soft front fullness from a fitted or belted waistline. These factors make the formula this season for the afternoon coat when it gets away from the box silhouette.

When the Easter coat begins to make its appearance it will be interesting to note how many of them are in color, how many are collarless, and how many have soft front fullness from a fitted or belted waistline. These factors make the formula this season for the afternoon coat when it gets away from the box silhouette.

Simple Line Compliments This Interesting Print



Getting away from the cluttered prints of former years, this simple turquoise and black print is outstanding for its simplicity. Notice the scarf neckline which ends in a sash. Large black cartwheel sailor and long black gloves complete the costume. From L. Bamberger & Co.

"Had Eve Worn Clothes"

Punta del Este, "Si Ve Se Hables Vestido" is the title of the biggest Corrientes-local Broadway-hit of the season. Leading designers, Frida Loos, Henriette and Hector Forguo made the dresses for the musical comedy which plays in Punta del Este, the fashionable Uruguayan seaside resort.

Featured two-piece beach outfits with drawn blind skirts and bra-tops. An outstanding evening gown consisted of dark brown tulle with fitting bodice and deep decolette. The gown developed into four very full tulle skirts of different lengths and shades producing at bottom a rainbow color effect. As the latest beach style, a garment is quoted in this play which in summer serves as a swim-suit, and in winter as a handkerchief.

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Soft Sheer Wools

Soft sheer wool dresses in Fort-mann fabric have flattering details as jewel-studded belts, side drapes, "hourglass" figure detail.

The all-round pleated skirt has now interest in button down front closing. The shirred pleated skirt carries in its popularity in many new looking plaids in high colors, and the gray flannel "job" skirt with button panel front looks like a winner.

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Millinery

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"PROUD LADY LOOK... DARK, SHEER and GRACIOUS"

A Pattullo original designed by Jo Copeland. As featured in Town and Country March 1st.

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EAST ORANGE, N. J.



"MORE CHARM PER CAPITA... BY JOHN FREDERICKS"

Width in face framing flattery... with hand-tied frou of ribbon belting... Natural straw with taupe...

Doop's
630 CENTRAL AVE.
EAST ORANGE, N. J.

GENUINE ALLIGATOR



"The JAUNTY"

A SMART SLING-BACK PUMP WITH MEDIUM-HEEL.



"The SANDRA"

MODISH OPEN TOE, OPEN BACK OPERA WITH HIGH HEEL.



"The GLAMOUR"

HIGH HEELED, CLOSED TOE PUMP WITH NEW SQUARED TOE.

ABOVE STYLES ATTRACTIVELY PRICED 16⁹⁵

HARRISON BROTHERS

Designers and Retailers of Fine Footwear

MONTCLAIR: 540 Bloomfield Ave.

EAST ORANGE: 551 Main Street

ESTABLISHED 1876

Tapering Silhouette

Is Still a Favorite

The tapering silhouette is polling the greatest number of votes in spring dresses. American women have taken it up enthusiastically, and apparently will keep on with it for spring because it is flattering to a number of figures. Here shoulders are broader, hip-lines are emphasized, but skirts narrow to taper the silhouette to a T. The greatest variation is at the hip-line, where tucks break the slender skirt line, or pleats make the break, or drapery adds that bit of figure flattery.



ELSA HATS

536 Main St., East Orange
20 Church Street, Montclair

Play Clothes From Jane Engel



Now is the time to start looking forward to that summer sunshine, and if you want to be very smart, get your play clothes now while such lovely ones as these are still available. The tie-shouldered, sleeveless sun dress is of soft everglaze and the dirndl skirt is banded at the hem with a wide band of the crisp white pique. Sizes 10 to 16.

Magnificence in Silver Fox



Gleaming frosted loveliness of silver fox in a classic jacket designed for night-and-day wear from TERZAKO Furs, 10 Prospect Street, East Orange.

The Small Fry Planning Their Spring Wardrobes at the Maypole



Tea-partying at the Maypole finds three junior women-comparing notes on what they will wear to Easter Events. The young fry get very enthusiastic about wardrobe planning, and here we find Dayle Marlene Fish, Juanita Megaro, and Barbara Steiner making early plans. Clothes are all by the Maypole, 605 Central Avenue, East Orange.



TOP HONORS
Go to this

Marian Carol STUD DRESS

Tailored by Brookmeade in Duplex CLEONA CREPE

For with us! When you see the Marian Carol label, you can depend on noteworthy quality in every detail. Flattering pose's collar boasts detailed stitching, repeated on cuffs, pockets and belt. The contrasting flying fish studs give it an added touch of dash. Good skirt. Navy, sky blue, coral sea, aquatone. Sizes 12 to 42

\$14.95

Reg. U. S. Pat. Off.
Edith Taylor
DRESSES
118 Maplewood Avenue
Maplewood, N. J.

Chambray Party Dress With Eyelet Embroidery



The eye catching slogan, typically JANE ENGEL applies just as well to the Jane Engel Children's Shop-as-to-the dress department. What could be more charming than this pastel, self-figured chambray party dress, with its bands of white eyelet embroidery, one at the waist band, and one forming a shoulder to shoulder yoke. The softly shirred skirt, puff sleeves and gay little bow are vastly flattering to the little miss, and-of course-it tubs beautifully. Sizes 8 to 6x.

Put Sparkle in Your Eye

Eye sparkle is a must for that full-of-vitality look. That's your cue to take up where nature leaves off. And you do it with your rouge-correctly placed. The Pond's Company reports the simple tri-dot system for sure-fire sparkle. With a fresh puff or a piece of cotton place one dot on the cheek just below the pupil of your eye. The second dot goes on at the cheekbone. Place the third no lower than the tip of your nose. Now fill in the triangle, and blend-blend-until your rouge resembles a natural glow. Reason Red is true, clear color for natural sparkle.



PETITEEN DRESSES

For you who are 9 to 15, too small for teens and too old to wear a child's dress, these dresses are the perfect answer.

There are many lovely styles-the one pictured is in over fast rayon and cotton, washable, in a multi-color stripe with a white background. 10 to 14. 7.95.

Jane engel

18 Washington St.
East Orange
Open Thursdays 'til 9

Typically Jane engel

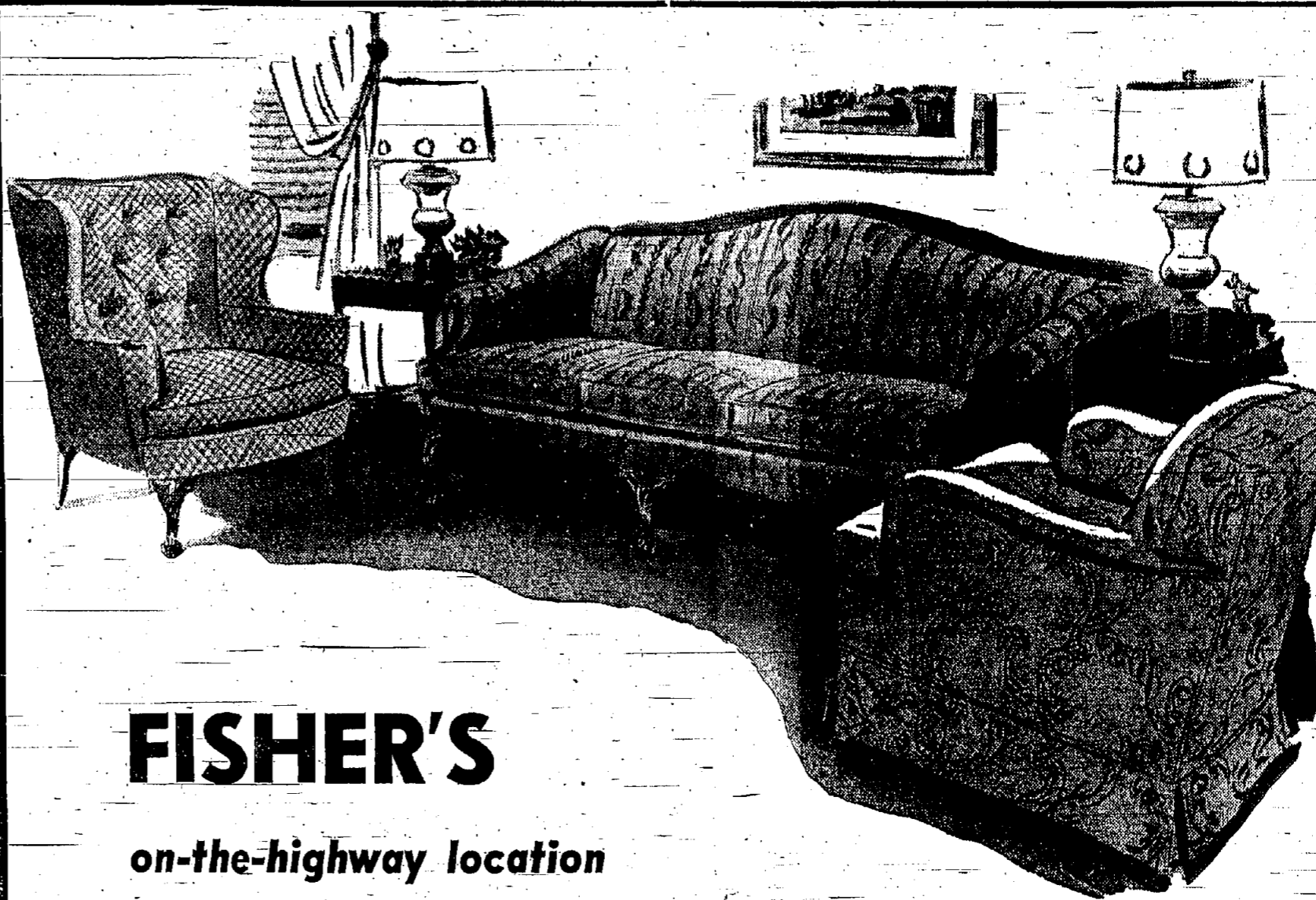
SUITS

Gabardines, wools-long jackets, short jackets, Etons-classic and dressy.

Sizes 9 to 18.
17.95 to 65.00



18 Washington Street, East Orange
Open Thursdays 'til 9



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QUALITY FURNITURE

At Marked Savings



We're on the highway, conveniently located, practically in the backyard of most of the better homes of Northern New Jersey. We've eliminated the foldovers usually associated with the selling of Decorator type furniture, added the savings to the economies made possible by our low cost location, and passed the sum total on to you. We invite you to visit our extensive display (you'll find it the largest showing of better-type living room furniture in these parts), and discover the difference.

FISHER Furniture Galleries

505 MILLBURN AVE. . . (opp. Chantier) . . . MILLBURN, NEW JERSEY
Open Evenings to 9 P. M. . . . Planned Payments Millburn 6-0290

Keep Nurses' Aide Uniforms Smart; Dip Into Blue Tint

Here's a suggestion for keeping nurses' aide uniforms smart, color-bright and fresh-looking. Since these uniforms require frequent washings by reason of the patriotic tasks performed by their wearers, faded color poses a perennial problem.

It's a problem, though, that's easy to solve—as many nurses' aides have discovered. All you need do when the original color begins to lose its freshness is dip the uniform into a French blue tint-bath. In a few minutes your uniform will emerge looking as fresh and sparkling as the day you bought it. The French blue shade is one of the fifty true-to-type tones you get in those gray boxes of tints and dyes carried by practically every drug, department and dime store.

The tinting process is simply itself—a fact known to the millions of women who re-dye their wardrobes and home decorations regularly. You need but follow the easy-to-understand directions on every box. The cost is so trifling (a package of tint or dye costs but ten or fifteen cents) that you can re-tint your uniforms as often as necessary. That won't be too often since a lining will last through a number of washings.

ROMAN STRIPES—Matching head scarf and high-tied neck scarf, done in Roman striped celanese fabric with a gossamer sheen is typical of a group of coordinated accessories to set off the simple shirtwaist type frock or the early spring suit.

Smart-Simple Line After the Chinese



The Mandarin Silhouette . . . exemplified by this straight-lined, slit-side topper and contrasting skirt . . . priced separately. Coat in yarn-dyed grey wool, bound-in-noon-blue or-kelly-green; skirt in neon-blue or-kelly. Suit Shop . . . Kresge, Newark.

A Flattering Fur Jacket to Compliment Your Afternoon or Evening Dress



Russian sable-dyed squirrel . . . styled with this Spring's fur elegance . . . in a day-and-night-jacket with collarless neckline, windblown lapels, deep manipulated cuffs. From the Fur Salon's important collection . . . Kresge, Newark.

The Fur Trimmed Topper In An Elegant Mood



Heralding the return of the fabulously furred Spring coat . . . a free-swinging brief topper in aqua, mist grey, gold or green suede-textured-wool . . . with lavish cuffs of lynx-dyed white fox. Coat Shop . . . Kresge, Newark.

To Toss Over Suits or Casual Clothes



Casual coat softly draped and belted, featuring unusual shoulder treatment. The type of new, short coat fashion to wear over suits and dresses to make a versatile spring wardrobe. Hahne & Co.

Flower Accessories to Complete Your Ensemble



Pretty prescriptions for spring fashion fever: your face charmingly framed in a bow of flowers, and wearing the "hands-off" glove in fresh flower colors. Daytime accessories with an evening look about them. Hahne & Co.

Smartly Suited With Soft Dressmaker Touches



As the temperature goes, so goes the enthusiasm for spring suits—and it is rising rapidly. Hahne and Company show this flattering spring wool suit with the new "uncluttered look." The distinctive scallop shoulder treatment is appealingly feminine.

Head-Huggers

Nothing better for comings and goings than those young head-huggers, which are made of scraps more often than not. And nothing snazzier with them than a squashy draw-string bag to match.



Spring Blouse

for the spring-suit—in a variety of this season's favorite colors—fuchsia, maize, aqua, teal, black and white, priced at \$5.98.

524 Main St., East Orange.

Fashion Note

Crisp suit hats are high in number in the Spring hat collection. A fedora in brown straw braid trimmed with quills is one of the smartest.

Tunic Coat Fitted Often With Skirt

Success of the fall-season, the tunic length coat now aims for even a better spring record. In its newest phase, pared down to a sleek, fitted, hollow-tailor, the fitted, gathered silhouette so good this fall is giving way to this new smooth treatment—usually collarless.

Sold in high color separately, such as American Beauty or Royal with black slim skirts or else the companion skirt can match to form a long-jacket suit look.

It recalls the 1914-1918 era when the tunic coat was the darling of fashions. In soft colors such as almond green, putty pink or Victorian white (grey), it is more youthful and springlike, and still has a certain elegance that goes well with the new larger hats.

More Low Necks

Last Summer, as far as dresses were concerned, the bare-top-look was mostly a matter of low necks. But this Summer, it's going to be more low necks, all kinds of clipped-on sleeves or built-out shoulders, and the ideal shoulder-strap dress that comes with a cover-up jacket so that it's a practical proposition.

WELCH SHOP

2 Washington Street
East Orange
SMART DRESSES
FOR SPRING and SUMMER
Women's and Misses' Sizes
Open Wednesday Even.
7:30 P. M.

Checks, Stripes For Sportswear

The asymmetric drape with one shoulder strap effect and that lightly fitted and wrapped look through the body, is a dramatic feature of this season's fashions.

As suggested by a beach dress in a Guatemalan cotton black ground with red, blue and gold stripes. The bustle ripple in the back another significant fashion in beachwear this season, as seen in rayon surah, with the new swishy feeling in dramatic black and white check with a soft blue pastel woven in, an all day dress with the simplest lines and cap sleeves that are characteristic of some of the new season's best fashions.

Dream Wardrobe

WAC ideas on their postwar wardrobe do not include khaki. They have made up a composite "dream wardrobe" in those tones: Shell pink-trimmed-with-ecru-lace nightgown; eye-catchmen pink-housecoat with grand slide fastener all the way down the front; four formal dresses including a sleek black, a smoky blue with yards of tulle, a dazzling blue with yards of polka-dot red-or-emerald-green and a swirling skirt of white chiffon.

Easter Tip

Steal the spotlight—recast your Easter costume with a fashionable fur scarf—prize it through Spring too!

"Rancho Rose"

Rippling the name as only she can do it, "Rancho Rose" is Josephine Hull's description of her daughter's afternoon reception dress as she telephoned the society editor in "Harvey" the new comedy—hit at the Forty-Eighth Street Theatre. It's a good-term, too, for the bold de rose crepe-slim afternoon dress with emerald-green satin wide girlo, cap sleeves and

Such Goings on—

On Central Avenue at the Oranges Fashion Shop

You will see spring suits designed for the well-dressed woman who wants that long and lean appearance. Here, too, you will find the correct accessories—handbags—long wearing bags that retain their good looks—matching gloves and blouses.

The Oranges Fashion Shop
Ladies' Custom Made Suits and Coats
THE FINEST HANDBAGS, GLOVES, REDUSES AND COSTUME JEWELRY
609 Central Avenue East Orange

Helen Michel



Spring Into Summer Style
Six Party buttons accenting the perfect effect. Tulle-pose, rayon, Pouter-like waves. Gay smile-outside. You'll wish for more of the same.
531 Main St. East Orange
At Brick Church

Spring Furs

For your immediate inspection . . . Terzako Furs presents a new, beautiful Spring collection of Jackets and Scarfs . . . in a variety of furs and prices . . .

TERZAKO

FURS
19 Prospect St., East Orange, N. J. OR 5-1313



Presenting premier of the Easter Parade
Yes! the young fry takes the spotlight this Spring.
Infants—boys and girls—up to 6

The Maypole
595 Central Avenue
East Orange
Janet Flax, owner OR 4-9834

**Color-Style-Fabric
Made for Every Hour
Variety Endless**

Everything significant in fashion for spring defines them as typically American. In dress-up clothes there is elegance without ostentation. In sports wear there is clean-cutness without stark, functional simplicity. In fashions for the business woman there is simplicity without masculinity. In short—designers have been guided by the requirements of life in America and by the true femininity of the American woman's desire to always look "pretty."

In dresses the activated silhouette will be the most important: the silhouette which is not a straight, uninterrupted line—but one given motion by the use of a peplum, a tunic, tiers ruffled with restraint, or by the play of color against color.

Although any becoming sleeve length is good style, the newest of all for spring is the sleeve so brief it's like the shoulder extension of a jumper; just a cap given gracefulness with a slightly flared cut or a cuff matching or contrasting with the entire garment, or button adorned.

At last there really are capes to flatter every height, girth and figure contour. There are minuscule capes rippling over the shoulder, some midway between shoulder and elbow, and on to elbow, hip and longer lengths. They're on the dresses themselves, on the jackets of suit jackets, on the stand-in as companion garments to jacket suits, or substitute for coats.

No "Stop" Light
And just as there is no "stop" light in colors, neither is there in the variety of fabric weaves, or in prints. The dearly beloved dots, checks, stripes and plaids persist—but in many variations on the original theme; and prints go in for all sorts of whimsy such as V-mail and ballet dancers—or favor the quiet elegance of penmanship motifs—and there are always flowers, dainty as buds or so large that a single one may dominate the front of a dress. And fruits grow on many a fabric.

Perhaps you've sewn a little or perhaps you've never sewn at all. Anyway you don't think seriously about it one way or another. But, unexpectedly, one quiet afternoon you find yourself in the piece goods department of your favorite store.

The counters are not as full as they were several years ago but there are still plenty of fabrics which captivate your imagination and answer to a need as well as to a whim.

There is so much news in spring fashions! Yet because they are so typically American, they also reflect our love for the traditionally classic. That means—the coat dress, and the slim skirt with simple little fitted jacket. That means the shirt dress, and the middie dress, and all these fashions which the years have proved ever more wearable.

For After Five
And at the other end of the fashion picture—is the strictly dress-up dress which promises to have a busy life all spring and summer. It starts its social life any time after five p. m. and may be seen over restaurant tables, on dance floors, and house parties, and wherever there's a good crowd. In these dresses the briefest sleeves are the smartest with street length hosiery; while strictly formal gowns have an inhibitions insofar as the double exposure of shoulders and backs are concerned. They use colors most dramatically, and a great deal of drapery, to accentuate the line from shoulder to waist, and to make skirts provocatively flattering, especially when they're slashed at the ankle. A great many low placed bows in the back and tiers of draped fabric give a bustle effect without bulk.

This is decidedly a season for every woman to name her fashion—and find it: for in typically American spirit, there is a fashion for every woman.

**Quality Buys
Are Wisest**

It has long been proven that true economy is achieved only by quality... that quantity will not necessarily give good service, nor confidence for present or future use. The purchase of a good brand item, backed by performance and service to the public is a comfort and a necessity for every American housewife as much as is dollar-value. And the American woman has learned the need of quality merchandise to give long and dependable wear so that "storms" may be more easily weathered.

Just such "storms" today, as the government program which is asking us to adhere to, provoke added value of good labeled and brand merchandise. So, we must consider all the fine points to get the best for maximum wear and service, which will help to maintain our high and envied standard of living.

Beguiling Beret

A beret can be very beguiling with a dash of Mexican-style embroidery atop. And with its very own bag! Try set in red embroidery on white.

THE PATTERN, THE NEEDLE AND YOU

Are You Satisfied With Your Clothes?

If you are, we envy you... but if you are like most of us, here are some ideas which may open up a new world!



Your attention is caught suddenly by a wonderful rayon print! It looks familiar and you remember seeing it made up in a perfectly simple dress priced at \$85.00. You consult the tag at the end of the bolt and find that the fabric costs all of \$3.95 per yard. For \$15.00 you can make a dress similar to the one you saw for \$65.00! The print is lovely—pale blue leaves on a black ground—and you visualize yourself wearing it with a large black hat and pale blue doekin gloves crushed down at the wrist. You're sold! Then you discover another fabric with clove-and-horse cavorting happily over a bright pink ground. The tag specifies rayon but the feel is that of pure silk. The print



This is one of the most beautifully fitting sunbacks we've seen. It's cut just right around the arms and in back and is shown in a California border print called "Victory Gardens." The tiny figures and flowers are fuchsias, purple and brilliant green. The ground is sparkling, sparkling white. McCall 5594.

It begins quite simply—this desire to sew! You want a jacket that comes to just the Right Length and can't find one. You'd like a neckline that makes your throat slender and long and gives your head a patrician look; a sleeve that accentuates your lovely hands; a dress that makes your waist truly hand-span and your figure young and dynamic. You can't find them anywhere and you're tired of compromises. What to do!

Perhaps you've sewn a little or perhaps you've never sewn at all. Anyway you don't think seriously about it one way or another. But, unexpectedly, one quiet afternoon you find yourself in the piece goods department of your favorite store.

The counters are not as full as they were several years ago but there are still plenty of fabrics



This soft dressmaker suit in deep lavender wool, has a shoulder flange, a nipped-in waist and a beautifully fitted skirt. Ideal for the woman of any age. It is pattern No. 5982.

and coloring are exquisite. There is a mirror nearby. You drape the prints over your shoulder and wonder if you may have both. The clerk smiles and says a dress length of each is permissible. While your packages are being wrapped, you begin to think about your other clothes. These dresses (or makings) you just bought are necessary but what about the things hanging in your closet? What can you do with them? That gray suit, for instance. It's plain and not quite—but almost—dowdy! Could you team it with a brilliant scarf... perhaps the leftovers of the bright pink print? And make a new mimosa-yellow blouse with a high swathed neckline?

What about revamping that old black dress, so plain and so perfect but worn all shiny where you sit? How would that look with a huge square of silk or rayon printed around the waist, like an

apron in reverse! Or a flaring peplum! Or a bright jacket! By this time you are armed to the teeth with ideas and you make a bee-line for the pattern counter.

You may be familiar with McCall Patterns, through use or hearsay. But maybe you aren't and for the first time in your life you discover that McCall Patterns are PRINTED! When you analyze that fact, you realize that this alone assures you of an EXACT reproduction of the master dress which was made up in the designer's workroom.

Upon examination, you find that McCall Patterns have a double printed cutting line with a MARGIN which enables you to anchor the fabric firmly on BOTH SIDES of the cutting line. That margin is your safeguard because it not only protects the perfect accuracy of the cutting line but it is your



A spectator sports dress in the pink of a strawberry soda. It has those simple, easy lines suitable for any age or figure type and can be made with long or short sleeves. The pocket-like tabs and set-in bib are beautifully detailed and stitching forms the only decoration. Pattern 5930.



assurance that your scissors won't slip—even on the thinnest, most slithery fabrics. Your seams will be straight and true because you cut THROUGH TISSUE and achieve a clean and perfect edge. Instructions are printed right on the pattern pieces. Notches are numbered so that matching them is simple as A, B, C. The grain of the fabric (so very important to the final look, hang AND wear of your garment) is clearly indicated by long thin printed arrows.

You just can't make a mistake. Everything is so clearly outlined and you realize suddenly that anyone who can read, can sew! The pattern pieces indicate the seam allowance and the cutting charts show just how to place the pattern pieces on the fabric. To put the dress together, you simply follow the clearly written sewing guide with its down-to-earth illustrations. Before you know it, the guide and printed tissues have led you through every step of the making of a dress and you begin to realize how easy sewing is when the technical details are so clearly set before you. When you sew, you discover a whole new world of creative interest and exciting pastime. You

This is a mix-match combination. The lime green-side-draped skirt is pattern 5847 combined with a clover printed blouse, 5783. The lime green wool jacket, 5699, loose and casual, may be worn with the printed dress or the skirt. The coat is lined with the same grey clover print that makes the dress, 5789, and the blouse.

learn to make color, texture and design do your bidding—and delight in the skill of your hands, in directing them with taste and imagination. There is a great stimulation in creating, in making something yourself!

Sew, and have fun doing it. In those few extra hours after your job or between periods of volunteer activity, you can pursue this hobby when you like, pick it up or lay it down and you'll find it is limited only by the number of ideas you see or hear and the time you have.

This is a way to have your cake and eat it too! Learn to dress beautifully—on little. Have the kind of clothes you want, in quality fabrics, and still be economical, conserving and patriotic the American Way, by making your own!

**Flowers, Ribbons
Add to Gay Easter
Millinery Season**

The fashion spotlight places emphatic approval for headfit through the larger, often squared crown allied with cloche, directoire-inspired bonnet, sullen or profile brim hats. In many instances the contours are sharp and tailored but this effect is balanced by the softly draped ideas in which the focal point is the larger often squared crown. The head fitting crown is developed on youthful, non-heavy lines, and posed back on the head.

Open crowns and cutouts with "That Bare Look" express the designers ingenuity—wreath ideas, lightening the look of the top-lofty crown by omitting the lip, cutting out the brim back to accommodate the chignon or long bob. Often sheer mesh or flowered hats are worked on wire frames. Brims build the drama in large and small hats, they have equal versatility and verve with crowns this season.

Two new-looking silhouettes reflect the influence of Greek inspiration. One is Walter Fiori's "Psyche" silhouette, expressed in flowers and ribbons with tiny funnel crown worn at the center back of the head and projecting outward. The second is Harryson Hats "Oracles" inspired by the 1830 Greek Revival in America period. These, interpreted for day and after five wear, are shaped to the head, worn far back, and curved upward with some thickness not to interfere with the chignon.

The fresh ideas in flowered hats, is the emphasis put upon the large or more exotic looking as well as the smaller blossom. The wreath or hoop designs of flowers are worn straight or back; in this season of the back treatments in costumes, the bustle-back cascade of flowers and ribbon bows and some reflection of back treatments for height are recurrent. Roses stand out as the number-one choice, in pink and rose shades, usually contrasted with green leaves or green satin ribbon.

Every type of ribbon available in the market is used—satin, plaid, checked, taffeta.

Wide streamers reappear, smashing bows at front or back pick up the emphasis on the larger silhouette.

VOGUE SAYS: "Wrap a silk scarf (or two) around your throat."

**Your pattern—
is your KEY!**

To turn the lock and open wide the door to fashion rightness... to personal suitability—McCall gives to you—the woman who sews—a wide choice of clothes. The design becomes individually yours, because you choose the fabric, you combine the textures, you choose your colors. You can have a charming wardrobe, using a small amount of fabric and an equally small amount of money.

Spread the McCall pages of fashion before you and plan your wardrobe now.

Choose a shorter length coat with the flared back... a suit with bloused effect... and the newest in sleeves, the modified dolman.

Welcome the wonderful two-piece that can mix and match so beautifully... then the soft skirt fulness of the side drape makes the perfect afternoon frock.

Let your McCall® printed pattern be your key to fashion loveliness!

**McCall—the only modern printed pattern
is your KEY to fashion success.**

Buy Your Preferred McCall Printed Patterns At Leading Department Stores

More Trimming Characterizes the Topper For Spring



Three new fashion points make this spring coat outstanding. Its flatteringly simple lines give it the new-cape-like look; being three-quarter

length, it has a new debonaire flair and drapes beautifully over your spring suit, and the airy crisp wool accented with braid is decidedly new. Hahne and Co.

Hahne's New Feminine Fashions For Spring Are Easy to Wear

Today, women are busy. The entire scheme of living for many has been radically altered. Their many duties require them to be well-dressed, and becomingly dressed. The influence of the war, which all are feeling in their mode of living, is subtly reflected in the innate feeling of women to be feminine. However, it is a femininity not accompanied by needless frillery and gewgaws, but rather a simple type of femininity revealed in the softly tailored new suits, the little suit dresses, three-quarter length toss-on coats with their debonaire flare, and conversation-making blouses.

Like many new, good ideas, the new spring fashions are really very simple. Although it's smart to possess that new "uncluttered look"—it is offset by the gayest, most colorful feminine accessories in years; and pert sailors, hats laden with flowers, hats sweeping off the face or tilted over an eye.

As a matter of fact, HAHNE'S Spring Coats in general are arousing an enthusiastic acclaim. Their versatility is amazingly flattering to all types of figures. They are bright or subdued in color. As long or as short as you wish, but again—they are now in feeling. Shoulders are soft and rounded, the armhole may be deeply cut to smartly accommodate a softly tailored suit underneath. And

ZINGO—A Thousand Dresses

It could only happen here. In no other country of the world are clothes and fashions made in the mass: one for all. There is nothing an inventive designer invents, nothing a demanding American girl demands that the native genius for mass production can't work out and turn out—the new, the nifty, the clean in color and fresh in fashion; the little flannel skirt that costs \$10 and wears for years. It's not an easy trick. The clothes-makers have come a long way from the first house dress to the ready-made dress with the made-to-order air. They faced the size dilemma and the individuality-of-taste dilemma (why should two size-16 women be alike?), and gave us adjustable waistslines, convertible necklines, detachable sleeves, and outfits with interchangeable parts. They faced L-85, the wartime restriction on fabrics, and gave us a new look . . . and proof that American—namely, makes of short-skirts, not makeshifts, but new worlds.

The electric knife slices a thousand layers of stripes at a clip, and zingo a thousand dresses are on the line . . . a thousand different dresses that a thousand different women will make their own: one by way of her brass-buckled belt, one by her scarlet shoes, and one by the ribbon she braids in her hair. From Harper's Bazaar.

Open Shirts

Proceeding on the assumption that many women like to wear shirts open at the neck, blouses are being made with revers, worn pinned back with sparkling costume jewelry over the lapels of a suit jacket. This trick of accentuating the dressy blouse collar increases feminine look of suits. Especially pretty are black shirts, combined with pastel or gray Spring suits.

Spring Beret Crop

The beret crop for Spring is exceedingly versatile, including deep-sided styles worn back that have a padded, curved outline; tortoise, profile and kidney-shaped versions, as well as the classic favorites which practically every woman can wear.

speaking of suits, it goes without saying that this Spring your wardrobe begins with a suit. These busy days demand the comfortable, trim ease of a suit and you will be wearing them every hour of the day.

Of course, you'll wear a colorful scarf, tied ascot-fashion about your throat. Your handbag and gloves, those all-important accessories, must lend a deft touch to your ensemble. Spring costume jewelry is perfect if it is terribly important, especially earrings—with the new hair-dos and hats. These are the little things that make or unmake that youthful, charming look that means Spring 1945.

Fashion Critics 1944 Awards Reflect Large Scope of Am. Design

Adrian, Tina Leser, and Emily Wilkens were chosen by the American Fashion Critics Jury as the designers who have contributed significantly to the development of American fashions in 1944. Designers influencing industry, as well as marking artistic progress, under wartime restrictions.

Adrian received the Malvina Hoffman statuette and \$1000 in war bonds, Miss Leser, a silver plaque and \$750 in war bonds, and Miss Wilkens, a silver plaque and \$500 in war bonds. This is the first year in which all the awards have gone to costume designers exclusively; in the past, honors were shared with milliners and accessories designers.

Adrian, first-award winner of the third annual award of the American Fashion Critics, sponsored by Coty, is entering his second decade as an influence on American fashion. First as Adrian of Hollywood, designer for 12 years with Metro-Goldwyn-Mayer, the clothes he made for Greta Garbo, Joan Crawford, Norma Shearer, and other big movie stars, the impact of his individual designs on movie audiences shaped style trends—some still widely accepted fashions.

Now the influence of Adrian of Beverly Hills, the dressmaker, spreads even more emphatically. The Adrian shoulders have become universally adopted in every possible type of garment; even the shoulders of children's coats have become "Adrianized."

At the moment when suits were threatened with monotony of style—the strictly mannish tallomade—Adrian's soft tallieur re-formed the pattern of suit making. The shoulder, of course, but just as vitalizing, the drape of body and sleeve, the collarless neckline, the buttonless fastenings, and innumerable tailored seaming patterns, including the most famous V-necked back. Through these seamings introduced in a striped suit, striped clothes have had a new birth, and after three years are still going strong.

Swinging into L-85 regulations, Adrian made the narrow silhouette in dresses seem the only possible one for women to want to wear. He brought out the drama of a long slim skirted dinner dress with Greek drapes in asymmetric and swagged panels for the skirt, poplins, and widened underarm bodices, and soft wing shoulders. Each of these has made its imprint on soft dress fashions, and the bustle for daytime wear can be added to that list.

The Style Shop Offers Casual or Suit Dresses In Pastel Shades, Prints

The Style Shop of 377 Springfield Avenue has a complete line of casual or suit dresses in pastel shades and prints, sizes 9 to 15 for juniors, in cotton or rayon, and sizes 12 to 24 1/2 for women in rayon.

A selection of suits and coats, ranging from size 12 to 20 in the spring shades, are offered. Hats, flowered, plain, or with ribbons, are on display.

Cap Oversleeve On Suits, Coats

The cap oversleeve on suits and coats for spring is now in the ranks of more popular styles. Tracing it back to its beginning when it was a jumper and then came through in sportswear inspired by medieval fashions, it is now one of the first fashions in new suits.

The oversleeve cap brings the realization that something new is finally happening to shoulders—that the upholstered broad, exaggerated line is softening and sloping downward. Some of these caps are short and just over the shoulder, others drop lower into a double effect—youth looking, it says spring 1945.

Kresge-Newark Says: Spring Suits Have a Dramatic New Personality

Suits say it's Spring! And Spring, 1945, says it's Suits . . . dramatically different! Suits as individual as your own personality. Suits with a new look from the curve of their more decisively broadened, newly rounded shoulders to the animated tip of their hemline-pleated skirts. Suits that follow the trend to the costumed look with a world of beautifully executed distinction in their every line.

Yes, things have happened to suits to give them a world of news, and all of it's good! Jackets go to all lengths to provide new silhouette excitement . . . from the cropped-short dash of the bolero down to the hip-length drama of the tunic. Shoulders are stressed impressively. They're either emphatically squared, fluidly curved, flared, capped, or set above a dolman-arm-hole. Collarless necklines abound and have inspired varied, new prettifying-up treatments, such as petalling, nothing, or curving, with one flowing line sweeping from the throat over the arch of the shoulder. Collars that do exist, more often than not, jut in

dashing-lapels. Skirts are slim-as-an-arrow . . . supplemented by gores, spirited hemline pleats, insouciant all sides. Colors run the gamut from pale poetic pastels to sharply flavored shades, with black, grey, and navy, predominant favorites as always. . . the latest's prestige hoisted enormously by the return of navy shoes to the fashion fold. Stripes are good . . . checks, miniature or bold, better than ever. Luxuriously textured woolen fabrics include gabardines, crepes, doeskins, twills, worsteds, flannels, genuine Shetland tweeds . . . their superb quality assured by such famous names as Forstmann, Julliard, Pacific, Gera, Hockanum, and Stroock, among others.

So you can see that there's nothing half way about the new Spring suits. Kresge, Newark, is sponsoring them all the way as Easter's top-ranking fashion. Their collection is abundant, diversified . . . with each and every suit a perfect exponent of the "new look."

So much for suits in themselves. Now let's remember that there's more to the Spring suit picture

than just the basic ensemble. Naturally, the suit is the focal point . . . you begin with it, yes! But you triumph with the extra touch! And what exemplifies the extra touch? You guessed it! It's the touch of accessories . . . keyed to each other . . . keyed to your suit. Yes, accessories to your suit. Haberdashery, as they've been "christened" by Kresge, Newark, . . . are the little things that are of such tremendous importance to the complete success of your Easter suit.

For instance—pick a pair of mated beauties in your bag and shoes . . . add a few well-chosen accessory accomplices . . . presto, your important suit assumes an impressive personality! Let us give you a brief guide to Easter drama in accessories . . . colorful, planned accents that will cast a magic spell over your entire ensemble.

Choose red for your pumps and handbag . . . frost it with a white gilet, white cotton shorts, a white double row pearl choicer. Or with navy shoes and bag, we think you will find the subtle harmony of roses in a flower corsage and rosy-litened cosmetics, irresistible. Highlight patent with limelight in scarf and gloves. If you decide on brown for your handbag and shoes, try startling

it with a glowing aqua blouse and matching twin pins. Yes, exciting accessories like these, are the inherent components of the charming whole . . . and they're just the beginning of a host of suggestions we saw in Kresge, Newark's Main Floor Suit Haberdashery Shops . . . all designed to make your suit, personal . . . distinctive . . . stunning!

New Play Suits

That more individual play suit!—Designers know from experience that women will want many more play suits with skirts this Summer and they are not going to give them the same old styles, so now these costumes have new necklines and sunbacks, come in charming new cottons, feature new shorts from diaper to adjustable-romper type.

Cutaway Vest

While not actually a blouse, the cutaway vest is a style that should be included in a blouse feature for its adaptability. Made of a bright wool or shantung it can be worn with a blouse and matching skirt, with a contrast skirt, with slacks or shorts, with a print dress or a plain dress, and as a sleeveless blouse for Summer.

Newark Hahne & Co. Montclair



The Slick Sailor wide-brimmed hat, straw, 15.00 little sailor, straw, 9.95



The Flower Shop Hat band of field flowers, 7.95 hyacinth grip back, 8.95



The Coachman's Cloche at left, high-crowned felt, 12.95 at right, George Sand cloche, 8.95

this spring . . . get a hat-start!

Hahne & Co. is blooming with luscious beflowered bonnets this Spring! We're sleek with shiny black straw sailors and complete with coachman's clothes! Top-off your suit, your coat with one of our elegant hats; perch our band of field flowers behind your pompadour for that fresh and shining look. See our whole wonderful collection of hats to give yourself a hat-start this Spring!

MILLINERY, FASHION FLOOR