

# COSTUMES DOMINATE THE SPRING PICTURE

## Dresses for Spring Are Really Full Of Style News

This Spring starts the minute Easter wardrobes are ready. First to be selected are the fashion leaders in 1940 dress styles; as one to wear as they are to look at!

Three daytime dress types stand out: the flattering bolero dress, the jacket dress—a perfect street fashion with the jacket, without a grand separate daytime dress. Hipbone length jackets with high collars are popular, and the double breasted closing looks new, often ashine with brass buttons. Third is the dress with long topcoat that can be worn over other dresses.

Soft silk dresses in plain and printed crepes, crepe de chine, sheers and rayons, continue to feature trim waistlines, often through corset insets. Bodices are molded with skirt fullness in drapes, through drapery, shirring, or unpressed pleats, with skirts softly falling.

Prize are "as perennials" with small geometric designs far and away the best interpretation. Stripes, dots, novelty and Shepherd checks all emphasize the neat, tailored look.

**Fabrics Are Varied**

American women have, too, discovered the little sheer wool dress as a smart, practical fashion for spring. In one piece style it seems best liked in pastel with self-tone passementerie trim. In jacket types it wears a matching bolero, or is exchanged for a print frock under a wool coat. Redingotes come in as synonymous with Spring as the flowers in bloom, and once again silk or rayon prints combine with coat of wool.

All sorts of fashion details set the style note this spring—in one and two pure dresses, as well as in costume suits.

Pockets are bigger, and better for fashion point of view than ever: often exaggerated, sometimes creating a peg-top silhouette. Pocket pockets look like purses and actually have handbag closures!

**Crisp Trims**

Crisp, fresh trimmings are everywhere! Heavy sheers in navy or black take to lingerie accents. Ruffles, jabots and cuffs, lace insets and piques labels show pink, blue and yellow rivaling white. Irresistibly youthful is the petticoat dress, most feminine fantasy, in frills peeking beneath a generous skirt.

Though navy leads the color parade in this spring's dresses, black casts a chic shadow over the season, while gray is the headline novelty color of 1940! Soft, muted pastels monopolize the balance of fashion endorsement.

Best liked fabrics are the semi-sheers in rayon, crepes and silks. Stiff fabrics such as faulle, taffeta and alpaca create the dressiest little jackets, while for spring street wear the soft, drapy rayon jerseys have the utmost fashion value, in prints and plain.

## Every Spring Outfit Needs Clean Gloves

Every new Spring outfit deserves fresh new gloves. Soiled gloves are an eyesore at any season. If they are worn on sticky, perspiring hands in warm weather the result is discomfort as well as carelessness.

The new washable gloves make it easy to have comfortable gloves all through the spring and summer. Just remember a few washing rules and you can't go wrong. Use plenty of soap and luke-warm water of an even temperature. Avoid rubbing or twisting or harsh handling of any kind. That's all there is to it. If gloves are washed often, before the dirt sinks in, gentle swishing in suds is usually all they need.

Fabric gloves and most washable leather gloves with the exception of chamois and doekskin are best washed on the hands. After thorough rinsing, partially mop up the moisture by rolling in a towel for a moment. Blow into the fingers, then lay the gloves out flat or hang them indoors near a current of air or outdoors in the shade.

**SHE'S ALL-AMERICAN**

The American theme is the news in Spring fashions. Sheer wools, loomed in America, play the dominant role in costume suits, dresses, and coats. American-designed as well. Appropriate, becoming costumes are offered the American woman to wear in her native scene; for travel in the Americas; for her daily life.

Most luxurious of all costume suits, is that which tops a finely detailed afternoon dress with a flared, peplum jacket crowned with a collar of softest fox.

## American Women Choose Sports Togs As Native Costume

America's native costume—and the American woman's favorite pastime—is assembling her sports wardrobe from a galaxy of jackets and skirts, sweaters and slacks, blouses and accessory gadgets.

This spring's jackets concentrate on pockets, of saddle bag or cash-and-carry size, a la Schiaparelli. They will be worn with skirts that match; with skirts that contrast; over dresses; and with slacks. The chief silhouettes are classic hip length, the collarless cardigan, and the very new longer torso type.

Skirts have much new detail for 1940, in pored and swing construction, particularly interesting in striped fabrics. Pleats give rhythm to your walk, and the peg top style is the skirt's big bow to pocket influence!

Show your ingenuity—mix your plaids and checks and plaing; your pastels, neutrals and darks; or match them to fashion contentment!

**ADD A TOUCH OF FUR**

Fur scarfs, capes and jackets will be spring's most dramatic accessories.



Designed as a sports twin, this town and country suit has a pocket trimmed jacket equally good with slacks, white or skirt will take to odd blouses, sweaters and alternate jackets. Tailored of Botany woolen, gay with nubby weave.

## Suits are Equally Smart for Going Away or Staying in Town



Braid trimmed edges give sculptured outlines to the brief jacket of this slim dressmaker suit. It's doubly important, because it's fashioned of napped woolen twill spring's important fabric revival!



A horizontally striped blouse makes this white silk chiton wedding gown most demure.



Afternoon tea is a favorite American-woman's custom; and knit-wear is a favorite American-woman's costume! Here both are seen, doing famously together!

Above, left: Stripes work slimming strategy in the skirt of this Groblac suit. The wool knit jacket is of navy blue, spiked with white pique in the skirt and in the Sally Victor hat which tops it off.

Above, right: In quite dress-on mood, is this grey wool tephy knit. Sally costume suit, striped "this way and that" with white ingers. Silver-toled jewelry dramatizes its simple neckline, and matching Sally Victor turban.

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## Multi-Color Stripes Softer Dress Details Starring in Knitwear Is Trend for Spring

The smart woman's wardrobe always includes something knitted, and this spring's fashions have brought in the most wearable dresses and costume suits to be desired.

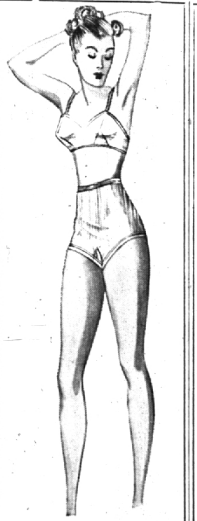
Through originality of weave, but it is to their credit that they offer styling more richly detailed than the most accomplished knitting enthusiast could achieve. Multi-color stripes, white-on-gray stripes, and other patterns make spring knitwear the thing for day-in-day-out wear.

Even the colors are patriotic, what with cadet blue and legion red in the forefront of fashion.

Classic fashions continue as sport leaders, with a trend toward softer dress details. In classics, convertible collars can be worn open or closed. Skirts have tailored pleats. Sleeves are simple, and long sleeves are growing in fashion acceptance, particularly for golf.

There are new spun rayon flannels and gabardines for sportswear, which are perfect weights to wear from now through summer, as they combine spun rayon with just enough wool.

Chifon is used in lovely shades for evening frocks worn with tailored satin jackets. Silk jersey seems to be quite as popular as ever.



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