

COATS AND SUITS ON PARADE FOR EASTER

Coat and Suit First Consideration In Planning Milady's Wardrobe

Spring wardrobes will be bought earlier than ever this year, and they'll give a longer period of smart wear for that very reason—which makes the choice of the coat and suit a woman's first consideration of the season.

What is spring without a suit? Certainly the American designer plays the full gamut of suit styles. The man tailored suit of hard-twisted worsted with slightly long-tapered jacket has a brand new look this season, while skirts are more slimly cut and have kick pleats at the side for high steppers.

Worsted herringbone and gabardine are the favored fabrics in the new blouses, laped ornaments and pastel hats in keeping with the suits' softer detail.

Most flattering is the soft suit with swing skirt. The short, snug fitting jacket has broad bound edges and pockets, and is seen in black and navy. Worsteds are another favorite fabric, found in variations of weaves to please the most selective.

Also on the feminine side, are casual suits of soft basket-weave wools in pastel shades. High buttoned jackets, rather wide revers, softly padded shoulders, and zored skirts distinguish them.

Suits Are Traditional
"With such a wealth of suits to select from, buying is just a matter of making a decision—which it shall be.

Suit or not suit, the separate coat is still a "must have" for the spring wardrobe. In coats, reefers express the fitted silhouette, while swaggers interpret the casual silhouette. Twilled worsteds and basket weave wools are smart preferences in black, navy, gray, beige and dusty pastel shades.

The reefer generally has frosty white pique collars, and ties to buttons of white pearl, which may be as large as a half dollar. A smart version of the softer type of reefer has a collarless neckline, slim pin-tucked waistline amusingly fastened with hooks and eyes plain to see! Reefers coat invariably swing up to show the splashing color of the dresses beneath them, and can be worn with the most tailored as well as the most dressy frocks.

The very casual sport coat of herringbone tweed will be most popular this spring in beige and other cereal colors, whether it is self-trimmed or softly furled.

Worsted is the well liked fabric in dressier coats because of its

sheer construction and lightweight texture. It rarely requires pressing, as it's one fabric that quickly sheds wrinkles.

Other wools represented in becoming Spring suits and coats include those made of naphthalated wool which give excellent wear and come out of cleansing like new!

In both suits and coats necklines give a lot that's new in the way of flattering detail. Trim necklines sprout tiny wings, revers work into yoke lines, and graduated tuxedo rolls copy the men's shawl collar line. Collarless garments never look bare—when accessorized with colorful scarves or the luxury touch of fur.

Sleeves know no limitations, and the mandarine line is the favorite of all, its straight line narrowing slightly toward the wrist. The dressiest coats have loosely draped upperarm construction, tapering to a straight wrist.

It's shoulder arms for spring—and although shoulders are simple, they are made shapely by means of darts, tucks or soft folds, while the military effect is gained with epaulet tabs, scroll applique, and occasionally dramatic chest flanges that jut up high around the shoulders.

It's in sport garments that color comes to the fore, and it's well to be able to recognize a color by its name, when shopping for coat or suit. Oatmeal is, of course, one of the new cereal tones, playing a neutral part in spring affairs.

Rose tones and atmospheric blues give wardrobes a heavenly look, while gold shines through in muted tones—particularly in more casual coats. Black and white mixtures, grey, navy and black will also be on the sidelines this spring.

There is more limitation to colors in the really dressy coats and suits, with navy and black so far in the lead, that grey, blue and beige follow somewhat in a rear position.

No one can mention coats and suits this spring—sport or dressy—without thinking of buttons and pockets! They're all over these new-season garments, giving a very gay air to what you'll wear this spring.

Plenty of Color In Spring Hosiery

Raised stripes, regimental stripes, figure stripes, clocks and plaids are only a few of the brilliant design effects that make this spring's

Spring Colors Are Calling



As breezy as the season, this coat of Beano has sewing detail to emphasize its casual-good lines. The shawl collar is newly flattering, as is its light hue which can be worn over tailored and soft hosiery.

socks the most colorful ever seen! Greens have gained steadily in popularity, but blues and tans, grays and purplish tones all contrast well with the new suitings. Rayon appears more often than ever, cotton and wool mixtures are

Tailored Simplicity Is Distinguishing All Fashions This Year

Clothes for work and play take their place as the most important young-American fashions this spring. Tailored simplicity distinguishes them all—swing skirts with pockets, shirtwaist blouses with sport collars, shoes with turn-back cuffs, and sleek slacks.

The new denim clothes especially appeal to girls in their teens. Their cleverly cut lines and careful details prove practical as well as good looking. In glorified dusty pinks and blues, denim is one spring fabric-in-fashion which lends itself to "scrambling." It comes striped or plain, in fast color, tubbable and shrinkage-free, and comes labeled with a guarantee of fit.

The natural follow-up of the coat shirt is the sack suit, which was seen throughout America last year. It will be even more popular this season, and many stores are offering ensembles which contain two shirts and one pair of trousers.

Heirloom Silk Choice Of This Year's Bride

Smart young bride-to-be are selecting heirloom silks, often in sentimental patterns, made with yards and yards in the skirt.

Bodies are molded in basque silhouette, which may be fitted with pointed front and collar, suit-toning down the front, and accented with a little peplum. Skirts may be of gathered fullness.

Shepherd lace trims are so young—as are lace fichu effects, garlanded petticoat fronts, redingote fronts, and leg-of-mutton sleeves flatteringly exaggerated.

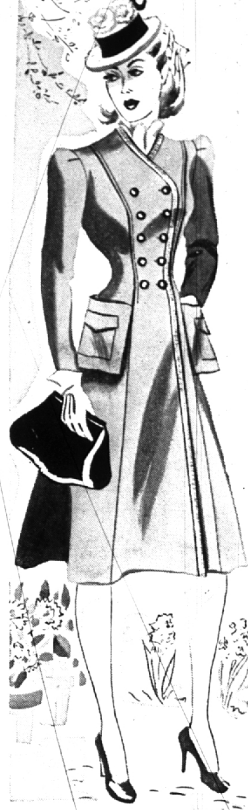
Following the trend in evening gowns, bosoms are draped in criss-cross, knot, surplice and shirred brass arrangements, while hips are dramatized with tucks, drapes, pleated ruffles or frills.

1940 brides are adopting bonnets with veils or stoups, although the long veil is still the traditional favorite, giving way here and there to the short circular veil worn with flower toque or orange blossom cluster.

SPORT DRESS SWAGGERS

Soft sport dresses stress full skirts in the posant manner placing great accent on swaggering pockets.

For the Easter Parade



Suits March to a Military Tune . . . and Coats Prefer to Be Casual

THIS SPRING'S COATS Have Everything

Everything designed for chic makes this season's coats more flatteringly wearable! You'll love our grainoid bound reefer with cash and carry pockets . . . our white-splashed twill coat . . . and our tuck detailed basic coats that accept your fur accessories as smart complements! Priced as low as

\$19.95

THANKS FOR THE Redingote

Favorite Spring Uniform



\$14.95 to \$49.95

A lovely print dress soft and feminine—combines with a fitted, pocket-plastered coat for the ensemble you'll wear most this spring.

Pockets! Pockets! on the smartest spring COATS and SUITS



Pockets big as saddlebags . . . pockets to carry all your ready . . . pockets like knapsacks, and trim, flat pockets to flatter your figure. Take your choice—on our new arrivals.

New coats in navies, tweeds, camel hair . . . untrimmed dress or sport types . . . fitted reefers . . . swaggers. Sizes 12-20.

\$10.98

New navies with crisp white accents . . . gay prints . . . soft or tailored styles. Sizes 12-20.

\$3.98-\$6.98

THE KAY BAUM SHOP
81 WEST MAPLE BIRMINGHAM, MICH.

PHOENIX Budget Hose

Compliment your Spring outfit with the proper color in your hose



PHOENIX Budget Hose

- Full Fashioned
- Ringless
- Double Heel and Toe
- Pure Silk

Now . . . 79c pair
2 pairs \$1.50

PHOENIX Crepe Hose

- 2 and 3 Thread
- High Twist
- Sheer Ringless
- Reinforced throughout

\$1.00 . . . \$1.15

THE KAY BAUM SHOP



AS SEEN IN Vogue

PUTS YOU IN A MARCHING MOOD

You're bound to lead the parade if you choose one of these water-waisted action loving styles that ETTA GAYNES has designed for you

TOP (Left) Two piece suit of BOTANY sheer wool with pocket pique collar and cuffs. Blue, gray, navy, black . . . \$35

TOP (Right) Two piece suit with new shirred detail in BOTANY sheer wool with rolled pique collar. Blue, gray, navy, black \$39.95

BELOW Two piece suit in silk and cotton bengaline with pique scarf and bright buttons. Navy or black . . . \$39.95

Others from \$12.95

DAVIDSON'S
Woodward Ave. BIRMINGHAM

Checks

Come Back for Spectators



\$6.95 to \$19.95

Here's one instance where checks bounce back to your delight! In our slide fastened spectator frock with twin pockets and plentiful pleats.

Other Important Apparel and Accessories

- Evening Dresses: \$12.95 to \$29.95
- Millinery: \$2.98 to \$6.50
- Cotton Frocks: \$1.98 to \$12.95
- Corsets and Brassiers: 69c to \$15.00
- Blouses: \$1.98 to \$4.50
- Scarfs: 69c to \$2.00
- Negligees: \$2.98 to \$16.95
- Hosiery: 89c to \$1.35
- Bags: \$2.00 to \$10.00
- Gloves: \$2.00 to \$3.98
- Hankies: 25c to \$1.00
- Costume Jewelry: \$1.00 to \$5.00
- Lingerie: 59c to \$3.50
- Sweaters: \$1.98 to \$6.50
- Neckwear: \$1.00 to \$2.00
- Jackets: \$5.95 to \$8.95
- Skirts: \$1.98 to \$5.98
- Flowers: 69c to \$1.25

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