



Spring raises the curtain on Everywoman's Fashion Future

From New York's Fashion Futures presentation of all American designed, American made fashions, came the inspiration for our own local stores to use these pages, to reveal everything new and outstandingly smart to wear for Spring 1941. From the informative stories, photographs and articles which fill each page's columns, Everywoman in this city may determine her own fashion future: finding the most appropriate style trends on which to base her wardrobe selection, whatever her way of life. And from the choice of her own wardrobe, Everywoman will turn to her husband's and children's fashion needs . . . then to making their home a gracious background wherein all will share a typically American fashion future this Spring, 1941.



Right: N. Y. Fashion Futures beige and brown trend setting cape costume.



Left: N. Y. Fashion Futures South American inspired wool and faille bolero dress.



Right: Plaid coat and plain frock of Crown Hatted upon rayon and wool.



Left: Navy point dress with fitted collar of naphthalene wool.



Left: N. Y. Fashion Futures black bound brass buttoned frock suit.