

AMERICA DESIGNS EASY TO WEAR STYLES

No Tricks, Gadgets Hamper Lines of the New Coats

As often bright as they are easy, black or beige — and always slim, the coats which are destined to assure a smarter fashion future for the well dressed woman of America this spring, have details so new that selecting them among the many coat style interpretations becomes an important fashion experience.

Outstanding new in coat design, are the normalized shoulder, the softness and simplicity, the fine, cooling, subtle textures — all to be seen in dressy as well as casual coats; for in sports or formal wear, the coats are easy to wear, designed for the active life of the American woman.

The American silhouette is loyal to a line, straight lines, but it has other loyalties too — to British tailoring influence achieved in easy draping above the waistline, and to Chinese influence in straight lines — the shoulder cuffs, collars inspired, casual and totally in bright colors which might be picked from a Chinese screen.

In every instance American designers have risen nobly to the occasion and offer as the most desirable styles in coats in many a day. No tricks or gadgets — just simple good design in American-loved fabrics, suited to our active, busy lives.

Following this general trend in fashion, coats have a smooth shoulder with soft padding or none at all. There's less flare, a straighter line with pleats or controlled fullness for needed freedom without bulk.

For sports you'll find attractive sweaters, some with the new dolman sleeves that give you a fluid line at the shoulder. Others have neck sweaters. Beige and pastel shades are particularly good in these active sports coats.

The mannish tailored topcoat of yesteryear is an excellent choice for general wear. Straight cut with set-in sleeves and fly front, it is becoming to every figure and can be worn equally well over frocks or prints.

Uncle Sam Helps. Early birds are already wearing refiners in clean-cut sculptured lines. They're less padded at the shoulders, less flared and a bit looser at the waistline. Interesting draping of stripes in bias and chevron effects give new interest to refiners.

And do you know that Uncle Sam will help you to pick good wool coats? The wool labeling law which goes into effect next July is already lining up manufacturers and retailers to give fiber identification of fabrics such for example as fabric made of 100% naphthalated wool.

Silk Shirts Are Popular Trend

Women seem to be keeping their shirts on again this spring — and handsome silk shirts they are, feminized by touches of hand embroidery here and there. Box pleats are middle stitched, necklines and cuffs are edged in black satin, little round collars, pockets and cuffs are trimmed with a shell stitch or briar or feather stitch. A smart version in yellow silk crepe is trimmed with a running briar stitch in brown on top of the widely bound pockets, round buttoned mannikin pockets.

You still have your choice of long or short shirt sleeves, contrasting necklines, round or pointed collars or no collars at all — whatever your heart desires, in a silk shirt it is for general wear. One model that will not only look well now with your spring suit, but will be equally



Frilled and Tailored

Blouses in full Bloom

As colorful as a garden of flowers, is our collection of spring companions: blouses as tailored as a boy's shirt... as versatile as the occasion demands.

DAVIDSON'S
Woodward Avenue

Slim Look Features Natural Shoulders



SOFTLY TAILORED figure flatters suit. The coat is tucked and tucked with a double breasted dressmaker suit with a matching rain dress has crisp pleated open collar and waistline.



THE NEW longer jacket is sported in a femininely tailored suit in Crown tested open collar and waistline.

Sport Clothes Find Increasing Favor

Sports clothes had their origin for country wear, because for that purpose they were purely functional to begin with; but the American way of life has opened new opportunities for the enjoyment of sport activities by people dwelling in cities and American design has created sportswear so fresh, so simple, casual and classless in line, that sport clothes live in town as well as just the country for 1941.

The American woman wears her sports clothes well — and this season because she is accepting more colorful clothes for town wear, even for most sport sun drenched casuals and pale pleats will look correct all spring — and cool all summer.

Sport jackets are first on the shopping list, this spring, offering a choice of cardigan styles and newest of all is the jacket with the shirtwaist collar — worn open, but also wearable closed, in which instance no blouse need be worn under it.

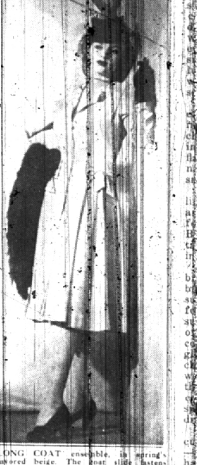
Fashion salutes American ingenuity by introducing military, nautical, and aeronautical detail in jackets, where the inset-waist, middy collar, and emblem decorated sleeves add youthful freshness to the fashion scene in a suitably patriotic way.

Companion to the jacket is the skirt — animated by pleats, or simply gored in both jackets and skirts, the favorite fabrics are given place in small to large sizes, mostly in tones of tan, but some times in grays and soft blues.

For dressier occasions the silk mannikin, chiffon, georgette, chiffrons and triple sheers are the important choices in suit blouse.



She Shouldn't Hear That — "You say your wife is bound to have the last word?" "I never knew an occasion when she didn't, except one." "What beat her then?" "An embo."



LONG COAT possible in sported in a tailored beige. The coat also features a simple dress in Crown tested open collar and waistline.

coats, monotone tweeds which are year round classics; and the covers and cardigans which tailor so cleanly, and look so trim in uniform inspired tans and grays.

Longer Jackets, Sensible Shoulders in the New Suits

Well tailored fit is a constant joy to be over, because in good taste for every day occasion, which calls for a smart appearance, it is variable according to the blouse wardrobe selected on, as casual or dressy a mood as may be required found out a well planned wardrobe.

The very first things noticed this spring are the longer jacket lengths; design authorities say that the 24 to 25 inch length is wearable by a greater number of women. The contours and shoulders are trimly smooth padded only enough for good fitting — not exaggerated, and no droopy — fact, much like the shoulders of men's suits.

Extremely flattering to the very slender, as well as not-so-slender, is the chest, introduced in 1941, above the waist; and moved through a fully released, compressed, or of the silhouette is the shoulder which is fully released, revealing fullness of the bustline to do more for more figure, too, with their slightly lowered collar, and their unobtrusive, dressy with well placed fullness, lined in most instances by the addition of pleats at one end or another, starting from the knee to give a kick pleat construction.

Sport Variety. Whereas sport hats come in a variety of tweed, herringbone, checked, and plain, cardigan sweaters and aviator twills, the sporty comes in the smoothest of wool and crepe weaves, never seen — and because of their softness they have a newly introduced look that hands them out to the simple draping of the "suits" styles.

Small wonder everyone is thronging with the new American designs in sport suits, they're retaining charm from previous years. Half-line squares, six shoulders and lapel on skirts, togists say. The result... set your eye on a sporty.

Small little suits with crisp, white linings, touches, silver buttons, and a simple, clean, cardigan sweater and aviator twills, the result of this year's classic sport suits, look so fresh, in a new silhouette.

Military notes are, double-breasted cut, Sam Brown belts and buttoned pockets. The new boys' suit with the three-button cardigan jacket is especially classiest in neutral color, or in one of the newly introduced bright colors, or patterns with a geometric pattern which are the direct contribution of beige boys' clothes to women's wardrobe this spring, whereas their older counterparts provide the inspiration for the have-the-waist-drops and shoulder smoothness.

Something which must be discussed when suits are talked about — the sporty little suit which has a few versatile spring blouse smart wardrobe wearing the same overprint and monotone dresses.

With us is that perennial classic — the classic suit. You'll find many wool tweed with stark white pique reverse, the matching suit dress in rayon.

Your Coat Future CASUAL BUT COLORFUL

In Beige, Soft Pastels, Monotones and Plaids

A PARTICULARLY FINE GROUP, ALL FULLY TAILORED

\$19.95



Lower closing, single button coat with shoulders as natural. Beige, navy, black.

Boxy plaid topcoat with notched lapel, boy's shoulders, spacious patch pockets. Pastels.

Misses and Women's Sizes.



CHOOSE your coat as you choose a friend. It must stand by you in all weather, flatter you in all your public appearances, call people's attention to you as well as itself! The excellence of these coats' tailoring is surpassed only by the attractiveness of their styling.

OTHER SPRING COATS CASUAL AND DRESSY PRICED from \$14.95 to \$69.95

DAVIDSON'S
Woodward Avenue

Good for your figure!

LONGER LENGTH JACKET SUITS

\$16.95

Other Attractive and Becoming Suits \$10.95 to \$69.95

Twill Covert Sherland Tweed

in Navy, Black Beige, Soldier Blue and Pastels

Wise compromise between the hipbone jacket and knuckle length jacket — a 25 inch jacket length is most flattering to most figures. You'll find it in many of our expertly fitted suits, with notched shirt and peaked lapel necklines. Sizes 12-20.

DAVIDSON'S
Woodward Avenue