

# Spring Fashion

THURSDAY, MARCH 17, 1960

SECTION

BIRMINGHAM, MICHIGAN

## The Stage Is Being Set For Spring Fashions!

Gathering from recent seasons all that's prettiest and most feminine—and adding the freshness of spring fashion comes up with an especially wide and appealing selection of new, wearable styles. Easy-slim or full skirts; sleeves wide, deep and short or big and puffy; huge collars or no-collars; fitted coats and cover-all great coats; long- or brief-jacketed suits—these are just some of the choices offered for spring.

Elegant ease is the prevailing mood, with Chanel chic echoed in cardigan jackets, brass buttons, braid trims.

Styles are versatile as well as

times continues—a marked expression of the American woman's interest in the well-dressed-and-groomed look.

### For the Feminine Audience:

varied. Reversibles abound—coats, suits and jackets that switch, for example, from plaid or check to solid color. The prevalence of cos-

COATS AND jackets of every length pair with dresses; suits come with their own blouses—often, a silk print matched to the lining of the suit jacket. Coatsdresses make a strong showing, alone or as costume components. Many are planned for wearing as coats or as dresses, depending on the temperature and the occasion.

With all the variety—certain to please through the ability to provide a most-becoming choice for every woman—there are unifying trends.

TOP-OF-SILHOUETTE interest is one—most often achieved (Continued on Page 13)

### For the Male Audience:

By LOUIS SUGO  
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The exciting men's and boy's style story of "more fibers and fabrics, more colors and patterns, more fashions and styles," is once again with us.

Advance reports from fashion experts around the country, give a concentrated briefing on the latest fashions for 1960.

patterns, such as Glen plaids, will be given a facelift via new colorations.

HIGHLIGHTS OF the experts' opinions are:

Fiber and Fabric—A blending of natural fibers with other natural fibers, natural fibers with man-made fibers, and man-made fibers with other man-made fibers.

All in all, the 1960 fabrics will be outstanding, the most handsome designs in woolsens, worsteds and blends ever offered.

COLOR—Blending is the most important factor in the color story this year. Olive—in many shades and accents, including gold, will remain a strong color theme. New "grape and gray" will also be used.

THE PATTERN lion will be broadened to include nearly all men's and boys' apparel. The solid colored slacks will be teamed with bold sportcoats and solid blazers will go with the new patterned slacks.

MODEL—One of the most important advances in the clothing industry is the addition of a new clothing style—the Trans-American—to the four current styles, American continental, American natural, American Ivy and American ambassador—allowing American men the greatest style variations ever available.

THE NEW style, designed in (Continued on Page 13)



**First-Time Fashion Model**  
... fears those strange faces. Page 17

**Don't Knock**  
... those bare knees, men. Page 2

**Inside This Section**  
**Dress Up**  
... to your personality. Page 12

**Spreken Zie Espanol?**  
... or are your patterns ready-made? Page 7

**Dress Better**  
... and feel better. Page 16