



Schoolgirls Take to Madras Fashions

Madras and denim or muslin team in three great casual outfits for schoolgirls. Baseball shirt, at left, in a burst of brilliant colors and trimmed in unbleached muslin combines with slubby textured, linen-like pant that stretches horizontally. Denim jumper-coat, center, tied high on a drawstring, is a smart

cover-up for a madras dress. With pearly buttons down the center front, it can convert to a jumper and be worn alone. Shift of authentic Indian madras, right, uses unbleached muslin for the neck placket and string tie belt. A contrast of brilliant colors give this bleeding madras an individual look.

New Coats Shape Up So Softly

Shape without fit is the key to the new look in coats.

The silhouette is softly touching the body; it is curving with a minimum of seams. Some coats feature the illusion of front fit with backs that truly swing.

There will be more set-in and raglan sleeves. Pockets appear everywhere, high and low, and in all shapes—patch, square, curved, diagonal. Collars are generally small and notched or they are a rolled ring. Many coats have lowered collars just made for scarf fill-in.

THE DOUBLE-breasted detailing continues strong, and the semi-fitted sleeve retains its favored place, too.

Coat fabrics are exquisite—especially the softer, lighter, textured wools in the yummy confectioner's colors.

There's a military look to many of the coats seen in the new collections and they are indeed handsome. These styles, although crisp, still offer the soft mood that's cutting across all of fashion for spring.

Scents Bloom For Spring

While spring may turn a man's fancy, nothing turns his head so quickly in your direction as the right fragrance. A new fragrance—that conspicuously invisible feature of good grooming—puts a spring into your step as well as your appearance.

Just as your wardrobe will brighten and flare with new lightness and color, so too, your special scent should declare the presence of spring, says the house of Lenthéric.

Since we've grown more practical-minded today, we can no longer express the exuberance of spring, as the Ancients did, by draping our form with gay flowers. But we can enjoy the old custom by matching our mood with liting flower fragrances.

ANOTHER NOD to the season is, of course, a flower-decked bonnet, gayer than ever when a real blossom is slipped in with the artificial blooms. A sprig of lilac on your lapel, a bud twined into a necklace or several flowers attached to a glove or your wrist will add the flower-touch of spring, too.

But however you fancy wearing flowers, there's no better way to put spring in the air than with a fragrance that carries the scent of the season.

Spring Furs Will Suit All Tastes

Spring furs set a dramatic fashion pace with intriguing styles to please every taste from avant garde to conservative! And, furs' range of prices makes a fur coat possible for even the budget-conscious college girl or careerist.

All the opulence traditionally associated with fur is presented in a dramatic series of coats, jackets, capes and stoles that beautifully interpret every one of the new-season silhouettes.

FULL-LENGTH CAPE coats and lines that vary from close to loose fit set the pace for the high-style devotees.

Mink, seal, beaver, broadtail and the 'cat' furs including ocelot and leopard shine in these categories.

Furs cover both the long and short of it with equal fashion aplomb. Jackets come in wrist, knuckle and fingertip length, and are a favored style to cover low-ered waistlines.

Shorter coats ranging from three-quarters to the nine-tenths length are gaining new followers, with the shorter ones preferred for active living; the longer coats for any-time dress-up.

Mink, sable and chinchilla are as always luxury furs, with persian, broadtail, seal, beaver and stone martin in the near-luxury class. These are seen alone or in combinations that reflect the free, trend-setting designs of 1964.

NEW TREATMENTS, dyes and handling have lifted formerly inexpensive furs into the luxury class . . . in everything but price!

Leopard trimmed with beaver; sleek pony; fox in all shades from Norwegian blue to newly-revived silver; mink in artfully draped small stoles and capes; rabbit in every color of the rainbow; and newest of all, white, long-haired Italian lamb in jackets—are but a few in this price range!

For further information on fashions featured in this section, call MI 4-1100.

Memoirs — Are you old enough to remember wearing a ready-made four-in-hand tie that you put on by slipping the elastic over your head? . . .

Do Fashions Change? — In 1953, men, your ties measured 4½ inches across the apron (bottom). In 1963, they measured 2¾ to 3 inches!

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In Spring A Young Man's Fancy Turns To . . .

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D BERMUDAS*
R PARKAS*
A BELTS*
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