

# Spring '64



Fashions for the family and home ride in on spring's soft, light breezes -- bringing an air of excitement and a whirlwind of brilliant color. In this special section you can read all about it -- then do view what's new in local stores.

## Planned designs, easy fitting mark new spring styles

MONTREAL (CP) — White-colored creations, collectively called "great white fashion," receive special emphasis in eight Canadian couturiers' spring and summer fashions. The styles, presented in Montreal at the Association of Canadian Couturiers combined showings, also featured what their designers called easy fitting, movement, planned designs, constructive seams and an up-dating of some 1930 trends.

Marie Antoinette, France Davies, Evelyn, Frances Stewart, Mario di Nardo, Rodolphe, Olivia and the Roule-Jean Four houses all started their groupings on the white theme.

Marie Antoinette presented a short bridal dress of white arnel surah featuring appliques and re-embroidered fabric in a floral pattern on the skirt border, patterned after Madeira-type embroidery.

France Davies added liberal dashes of white to her traditionally elegant clothes for additional impact. Her opening dress was a dress and coat costume of white wool boucle. The coat was seven-eighths length and the dress was lightly shaped with brass buttons to mark the midriff.

Evelyn presented what she called "super sophisticates," including pleated terrace pyjamas of nylon georgette in the mandarin shade. Her white fashion was a heavy silk ottoman with the skirt above the ankle and topped by a chiffon lame blouse. The topcoat was tunic length and lightly shaped and lined in the same lame.

Frances Stewart narrowed the silhouette and lengthened suit jackets. Her white number was a narrow dress and coat costume of spongy white wool. The coat had welt seams at the front waistline and a high back yoke. The accompanying dress had a cutaway sleeve line with decorative seams repeating the curve.

Mario di Nardo featured clothes sewed to a new high inverted V shape under the bustline at the back yoke. His coats and suits were not fitted. His opening costume was a white wool suit with the inverted V also emphasized in his suit of beige arnel and cotton, which also featured silk-on pockets placed low on the skirt.

Rodolphe used a white and yellow arnel shakskin "pan-guin" coat to introduce his collection. The garment had a partial belt at hip level fastened to the coat by large pearl buttons. He used white again around the edges of a red arnel denim suit. The jacket was buttonless and covered a detailed blouse.



## EASTER PARADER WILL HAVE HER 'FOOT IN A SLING'

This year, the fashionable Easter Parader has her foot in a sling.

Come Easter morning, you'll be stepping lightly and smartly in leather sling-backs, reports shoe-fashion service of leather industries. Pretty slings, sandals and low-cut pumps in supple lightweight leather will be leading the parade. The relaxed line and lady-like air of these graceful leather shoes are an integral part of '64 footwear styling, which teams perfectly with the new spring apparel for a complete "cost a me look".

In pump or sandal, the leather sling-back has a spring-like delicacy. The sling's airy charms are available in a varied assortment of strap widths.

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### By DIOR

March Bohan of Dior chose a new herringbone weave wool twill in beige for this sleek suit, one of many wool suits shown in the Paris couture spring collections. The line of the one-button, asymmetrical side-closing of the jacket is continued by a fold in the skirt. The belt and buttoned collar are other new touches. (Photo: IWC)

Moore & McLeod Ltd.

ladies' wear -- second floor

## EASTER FORECAST!

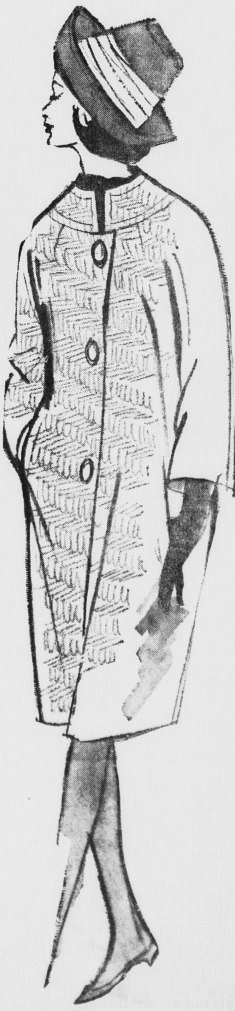
# LIGHT BRIGHT



### DRESSES

You get lots of fashion for little when you shop our parade-pretty collection of dresses in soft new spring shapings and fashion-right fabrics and colors. A wide price range will tempt you to select several!

\$19.95 - \$55.00



### COATS

Sure-fire news: Bold beautiful coat shapings, clean-carved of handsome fabrics, classic fashion or the latest lines, underscored with soft pastel or traditional dark shades. And such a price range.

\$29.95 - \$85.00

Heralding a new season . . . these light and bright-as-spring fashions designed to greet Spring and Easter Sunday in a lovely and joyful manner. For your approval, we present our exciting collection of the latest dresses and coats, of the light-hearted season, all certain to please the passing Parade. See the new look Spring will be wearing for Easter . . . now in our Ladies Wear Dept.

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