



Elegant summer evening ensemble was designed by Frances Stewart of Ottawa for the spring collection of the Association of Canadian Couturiers. The coat, in gold 65 per cent "Terylene" 35 per cent cotton broadcloth, is caught at the neckline with a large, decorative button. Trim falls open revealing the dress beneath. The gown, in fresh

## Coat fashions for everyone; good tailoring emphasized

No longer is a "young fashion" and this term applies to every woman confined to one silhouette. This spring, the look is soft and feminine—and there is a fashion for everyone.

Coats and suits feature silhouettes with high-raised, subtle shaping at the bodice—conversely, with pleats or soft flares to indicate line movement. Interesting fabrics and bright, new tones abound.

Fashion salutes the military, too—and many coats and suits have brass buttons, epaulettes or sleeve straps. Sometimes all three regimental effects appear—but mainly, these embellishments are used with discretion for a finer, more luxurious look.

According to the New York Coat and Suit Association, "Careful seaming is highlighted

this season and at every price level, good tailoring is emphasized.

**COLOR CHARTER**  
Color is emphasized, too. Fresh and refreshing are the true white, the cooler whites, the vivid golds, the brassy-yellows, the blues that range from "sky" to aqua—and on to bright navy. The pastel and Kelly greens—and even a new version of olive drab that has a golden glow and last drab.

Pinks give the Spring scene a glad glow. Pale pinks, rose pinks, melon and shocking. Lipstick paints the town red—and a new surge of violet is welcomed by those who look their best in these tones.

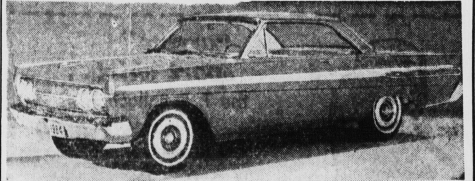
Other influences include the easy Chanel look—collarless and chic, the trim, slim, notepad-collar reeler. Blazers and skirts capture compliments—as do full length capes—or cape effects on both coats and suits.

**LITTLE DETAILS**  
When belts appear, they are usually behind-the-scenes, at the back. Multiple pockets of all types are newsworthy as are buttons of every material, shape and almost every quantity.

Fabrics are flatter in surface texture—focusing attention on contours, twills and menswear wovens. These are particularly good for reeters and regimental fashions. Shetlands look new again—as do soft, monotone tweeds and novelty worsteds.

Silhouettes are soft and supple—so be sure that your colors and fabrics go really dramatic!

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## FASHION NOTES

**RAINWEAR**  
Rainwear has come such a long way in the past few years from the utility fashion to the exciting fashion that it seems as though it could progress no further.

But, there is news for spring—coordination is the key. Raincoats are matched with hats and umbrellas, even mittens. And with weather-proofing possible to achieve on almost every fabric, there's an endless array of fabric choices available.

Shiny vinyl in brilliant colors will really light up the dreary day. Coordination here extends even to high boots.

**GO FOR GREEN**  
It's "so" for just any green this spring, but not just any green—it must be a green that looks good enough to eat—lime-y sunny, softened, touched with yellow, paired with white!

Most exciting combination: One of these new greens paired with navy blue! Smart if it's pale blue, too. Or set off by stark white.

You'll find green going big this season in all collections—in dresses, coats, sportswear, jewelry, and other accessories. You'll find mixing greens to be a neassy part of the story.

**JOCKEY CAP**  
Capping the millinery picture for spring are the jockey cap (so right with the Chelsea look), the off the face Breton (so right so often), and the beret (that's just meant for the military look).

**WHITE COLLAR**  
The white collar girl returns. Many new dresses will feature white collars, and many jumpers and suits will be played up with white blouses sporting exciting collars. Two of the favorites will be the softly tailored collar in a generous size, and the big round puritan or Peter Pan style collar.

**LUXURIOUS BELTS**  
Silky smooth calf, supple cowhide, velvety suede, boldly textured grain leather—this season's luxurious belts add extra impact to a new spring sports jacket and slacks.

Stripes streak right across the fashion scene for men this spring, showing up strongly in everything from suits and sports coats to ties, shirts and trim on

**STATUS SYMBOL**  
Socks become almost a status symbol with the younger set.



Spring millinery has just started to appear, and this spring the look is especially pretty and feminine but still with that touch of sophistication. The Toronto Millinery In-

dustry suggests a beaon of rough straw braids, exciting in black edge with white and very pretty in vivid yellow, rose pink or delicate lime.

many washed by hand to retain the maker's label. The classic crew sock is a sure thing here, with the standard whites now joined by bright two-color ideas that co-ordinate with some of the popular knit sport shirt collars. Another new idea that is gathering momentum is the knit fancies—colorful towed effects, herringbones, checked versions and novelty jacquards.

**JEWELRY ACCENTS**  
"Soft" suits and easy shifts in modern classic design for spring \$4 rely on jewelry accents.

American and French designers agree that Chanel's interlocked initial pins are conversation jewels for understated cut-

away suits and coat dresses demand a favorite pin, a scarf tied necklines and sashed waistlines call for an "anchor" pin. Long-deer blouses focus attention on the textured gold dome ring stream with tiny diamonds and re-coloured gems.

**ASCOTS POPULAR**  
Ascots are becoming popular with the young man, and the bright colorations get a big play here in classic patterns, geometric prints and novelties.

**PRIMARY INDUSTRY**  
Agriculture is the most important primary industry in Canada, with 27,000 square miles used for food production.



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## Fashion Firsts In the EASTER PARADE



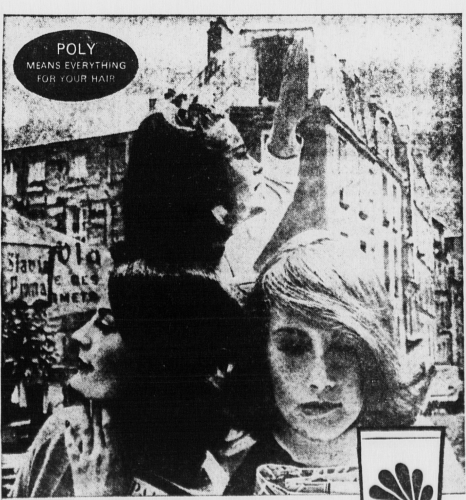
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