

Beefsteak, shoes have same source

Converting a beefsteak into a fashionable shoe is a good trick, if you can do it — and Canadian shoe manufacturers are the men who can. Evidence of their handwork was on display at the preview showing of Spring footwear by Shoe Fashion Service of Leather Industries in New York. Many of the shoes shown — the shoes you will be wearing this Easter — were made of cowhide. Cowhide is a moderately priced leather, as well as a fashionable one, because Canadians cut a great deal of beef. This makes large quantities of cowhide available for tanning into leather at moderate prices.

Cowhide is found in many different types of shoes. You'll find it throughout your shoe wardrobe—in the simple, black leather pump for town, the red lustre leather sandal for entertaining, the soft and comfortable flat for at home wear or the casual evening pump that glides so smoothly over a dance floor. For the fashion conscious woman there's a special bonus in cowhide's ability to take color and finish. For example, the season's new chalky pastels show up handsomely in cowhide — as do the vivid primary colors and the handsome neutrals like sandstone, otter and off white. When it comes to finish, cowhide is available as a matte or a waxed leather, a polished or a grained leather. A very peculiar finish in cowhide is glove leather — that soft, easy-flexing leather that almost literally fits your foot as lovingly as a leather glove. The comfort advantages of this fall's glove leather moccasins and walking shoes are reinforced by its unique look, feel and texture. Because of its comfort and economy, the glove leather can't be frequently picked up in two different colors bought in pairs — either the same style in two different colors or a slip on and a fit.

The tight, fibrous structure of cowhide leather gives it the sturdy durability and unlimited flexing that today's homemaker or career girl takes for granted in her dress, walking and casual shoes. Yet that same bundle of fibres gives the leather its unique "breathing" action which allows fresh air to enter the shoe right through its sides. Only leather has this natural action, which explains why only in leather shoes do your feet feel dry, cool and comfortable.



SLEEK AND SOPHISTICATED



FOR LIGHTNESS AFOOT

New colors, finishes mark patent leather shoe styles

Sleeves, sleeves, sleeves was the theme of the leading Italian Couture houses as they showed their spring collections at the Pitti Palace.

Highlighting the slender, graceful silhouette with the lightly emphasized waistline were sleeves in endless varieties: soft kimono, bell-shaped, chemise, cape cut or airy-winged.

Italy forecast the importance of sleeves before the Paris collections and interpreted this new fashion point with the creative touch of master designers. The tendency to create fashion along more colorful and more fitted lines gave the collections a fresh feminine but slightly nostalgic look.

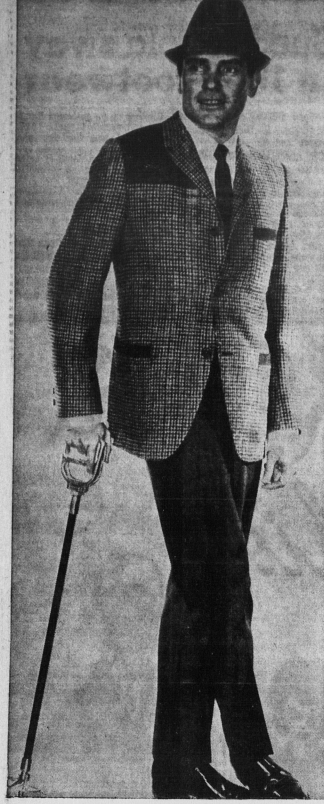
quards with the pattern woven into the fabric. Satin-like stripes and checks created a rich appearance in many white costumes by De Luca. One coat was slender, high waisted with a gently flaring skirt in white jacquard diagonal wool coating. Many reversible wool fabrics in a lightweight twill were shown in fresh Spring colours in addition to white, which appeared strongly in every collection. Coats at Forquet were slender and shaped, often with pleats in the back below the yoke line. Wool coats were sleeveless worn over straight line dresses cut high and with a yoke or panel starting at the neckline.

Federico Forquet presented a new look in suits with slim skirts softened at the hip line and complemented by short jackets with a low-placed belt.

ARROGANT CLOTHES Irene Galitzine in a superb collection of arrogantly beautiful clothes, featured tunics with bias cut and a suggestion of blousing over straight or narrow bias flared skirts. Drawingstring appeared at jacket midriffs and on dresses suggesting high waists or soft gathering at the neckline. In evening wear long tunics appeared over slim skirts sometimes wrapping around the legs as slim pants. The details of design in the Collections were cleverly executed and each couture house had much to offer the fashion world in choice of fabric, characteristically outstanding colours and excitingly feminine clothes.

IN GOOD TASTE

It is up to the bride whether or not she wears nail polish. Clear is always in good taste. Pink and rose tones are flattering to the hands and the brilliant sparkle of diamonds. Dark polish creates a heavy contrast with a flimsy white gown. Iridescent polish in peach and pink lends a soft ethereal quality.



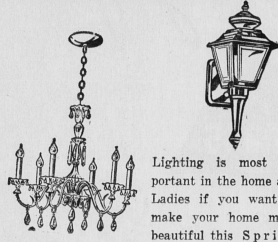
MEN GO RUSTIC

Rustic look combined with immaculate tailoring is new look for men's fashions unveiled at Men's Clothing Manufacturers Association of Ontario fashion show. This Shetland

sport coat of gray and olive with brown overcheck features suede trim with an unusual suede gun patch. Natural shoulder three-button styling is complemented by trim brown wool and mohair worsted trousers.

Fashion trends in

LIGHTING FIXTURES



Lighting is most important in the home and Ladies if you want to make your home more beautiful this Spring contact . . .

NEWSON ELECTRIC

161 Queen St. Dial 4-8325

MEN STEAL LADIES IDEA

Canadian manufacturers of tailored sportswear, the type of semi-casual clothes which Canadian men prefer when they attend the races or otherwise relax over the weekend, have stolen a leaf from women's fashions.

And the results, astonishingly enough, are excellent. Tip Top Tailors Ltd. has unveiled a line of "weekender" suits which feature colour co-ordinates, something which women have long known about, and cherished. The co-ordinates consist of coats and trousers which have been especially blended with respect to colours and materials, and require properly matching haberdashery.

FASHION FIRSTS

IN THE EASTER PARADE

If there ever is a time when a man wants to look his very best, it's Easter Sunday! You can choose here everything you need for this important dress-up occasion . . . all of a quality and styling to do you proud!

MEN'S SUITS

To step out in style this spring, step into one of our new spring suits in dark and medium shades by Savile Row, Fashion Craft and Warren K. Cook, in plains, checks and 2 or 3 button styles.



\$49.50 up

NEW SEASON SPORT COATS SPICED WITH COLOR

The trend in sport coats this spring is to lighter shades to match with dark trousers. See our large selection by Warren K. Cook, Savile Row and others.

\$19.95 to \$45.00

Men's Dress PANTS

It's time to step into slacks in the lighter weight and brighter moods of spring. The change will do you good. See our collection of all wool, worsted and blends by Premier and Warren K. Cook and others.

\$8.95 to \$27.00

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Under One Roof

The great fashion look by the most talented designers! You would have to drive off the island to come close to the beautiful selection of Spring Coats, double knits, linen dresses and suits, cottons and all-weather coats, offered here. We invite you to see our fine fashions.

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Easter Preview

FASHIONS in Spring Shoes

BIG SELECTION OF BRAND-NEW STYLES · SIZES FOR EVERYONE

Smart Spring Styles from "Sapphires" run the color scheme from glossy Patent through Beige (with mixed shades) to Red Patina. In AA and B widths (with combination fitting heel), Sizes 4 1/2 to 9 1/2. The Price?

\$9.95



A little early for White Shoes but they are in stock now in complete size ranges from 4 1/2 to 10 in AA and B widths.

Smart patterns in stacked heels, ideal for the busy shopper or sales lady. All colors and widths up to "C". Brand names of Naturalizer, Gracia, White Cross and Queen Quality to pick from.



Boys shoes in both dress weight and for casual wear by Hewetson, Lasalle and Savage. Priced from \$6.95 and up in B-C and D widths.

SHOP LePAGES FOR QUALITY AND SERVICE



Men's shoes in all the latest patterns . . . with more to come! The hottest numbers in "Flash Puppies" and also the popular boot patterns. Prices start at \$9.95. Brand names include Hart, Florsheim, Gale, Mac. & L. and Hewetson.

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