

Women's fashions emulate the male

Gone are the days when a career woman's fashions strive to emulate the male. This Spring's designs are feminine and appealing in spite of the fact that they are geared to active lives.

Spring silhouettes are soft and fluid. There is no rigid tailoring and obvious seaming. Textures are smoother and flatter... fabrics are refined and understated.

Tender, delicate tones form the backdrop in the Spring garden of fashion, with tearoses, gentle greens, marigolds, sweet peas, delphiniums and the varied shades of pebbles and earth.

rich, deep navy or cool black. Suit jackets are longer officially but for those who look best in shorter jackets and know it... there are many hip-level styles.

Skirts are supple, with soft gathers and many feature pockets or belts. Pleats appear... but without fanfare. They do not flutter all over the place as heretofore, but are a subtle part of the flattering Spring '65 image.

Patterns once considered "clashing" are now called "dashing." Current fashions combine a checked or even polka dot blouse with a pin-striped suit. Pin stripes or herringbone weaves are often used in the round as well as up and down in the same suit this season.

PEAKS DISCOVERED
A 1935 National Geographic Society expedition to the Yukon discovered 19 peaks more than 10,000 feet high.

A Spring Parade of Children's Fashions

From romping toddlers to growing-up girls, all the young fashionables can parade proudly when you choose here. Wide selection of dresses and suits for girls. Latest styles of poodle, wool shag and tweed fabrics in Easter egg bright and light colors.

Your Spring Headquarters

Holmes and Bradley are specialists in suiting the needs of your teen-age girl. Everything from smart teen coats to stylish spring dresses. See the Misses Holmes & Bradley today.



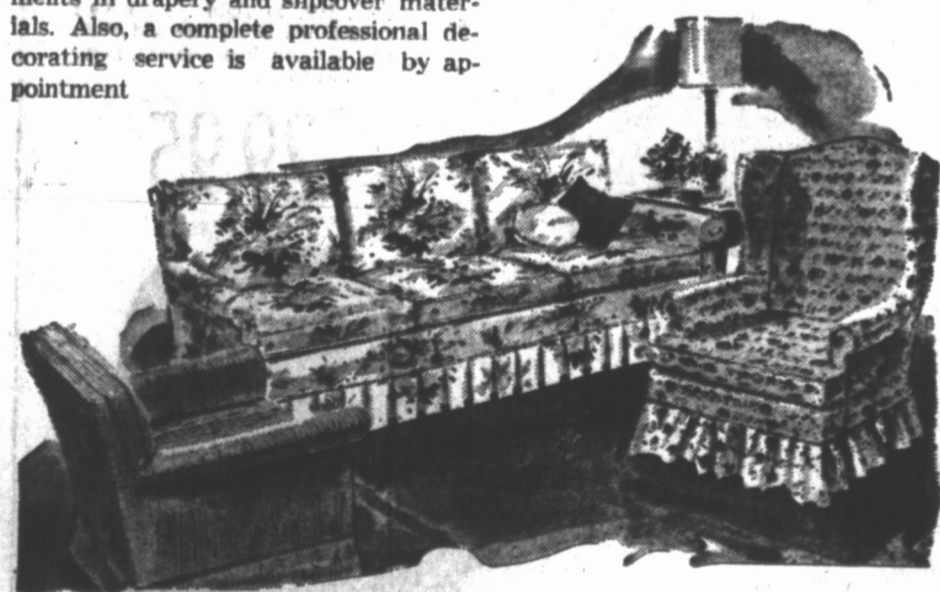
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SHAPED SHEATH

In the demurest manner, Dalton of America designs a neckline dip with an insert that can be removed by the more daring. This silky Dalsoie boucle knit falls unhampered in a slightly shaped sheath, touched at the neckline and sleeves with old-fashioned lace edging.

Loungewear influenced largely by the Spanish

Take it easy at home. Give collars, fitted fronts and far-flung backs, shift shapes, long lengths bring terry into the lounging picture, with practicality and style importance, too.

Indian influence shows up in some at-homeers, complete with turbans, leggy pants and tunic tops or shaped long jackets.

Blends, easy care, drip dry, stretch and many other terms that add up to fashion with fit and with comfort keynote all of spring's styles for lovely and lively lounging.

Pants sweep in for at-home hours, in a variety of styles. Figure-skimming, starting from the natural waistline or taking off from the hipline, they follow slim lines, sometimes ending in bell-bottom or pleated flare, sometimes completely clinging all the way to the ankles.

Spring enters in a wave of ruffles in all its loungers from the short, short to the very long — collar ruffles, hemline ruffles, sleeve ruffles, hipline ruffles and ruffles cascaded all over. The "lady of the house" look is a mood of beauty, with soft prints and dots in long pencil shifts and empire-waist full loungecoats — ruffles, bows, general femininity are musts.

The youngest loungers, in above-the-knee lengths, have a little girl look of fun and enjoyment. "Let's have fun" plaids, prints, stripes and dots add to the young spring look in playful little styles.

On a spring zing in the bath, on the beach, all around home, fashions in terry take to splashy shapes and colors. Big



This evening coat by Lachasse is just the thing for cool evenings. The fabric is British wool and mohair tweed.

FOR THAT FRESH, CLEAN LOOK



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Your one stop dry cleaning centre.

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Spring shoes displaying variety of new features

Ladies who want to enjoy a foot - loose and fancy - free spring shouldn't stay married to one shoe size! So advise the fitting experts of "Enna Jetticks" shoes. "It's the fit that counts, not the numbers written inside a shoe", they claim.

This is especially true this season, with the marvelous variety of shoe lasts available in both open or closed shoe styles. Ranging from high-riding sheaths to sandals, each different contour may require a different size for the same person. Heel height can also affect size. Since high heels thrust the foot forward, they might require a longer length than low heel styles.

One should also keep in mind the fact that foot contours change. Muscles can broaden or lengthen long after a person has technically stopped growing. Fortunately, the emphasis on small feet has changed, too. Nowadays the average fashion model's shoe size is 8½, proving that a woman need not pinch her feet to look smart and feminine.

This change in attitudes has brought new foot freedom to the woman of today. She can walk or dance in both style and comfort by following certain basic fitting rules.

First of all, always buy shoes as late in the day as possible. Feet expand during a day's normal amount of walking, sitting and standing. Hence a shoe that seems comfortable when tried on early in the day might feel painfully tight at home that evening.

Have your feet measured each time you buy shoes, making certain that the salesman takes an accurate measurement of your heel - to - ball length, as well as your heel - to - toe length. This ensures that he'll bring

our shoes with lasts that place the foot's ball joint — the big bone just below the great toe — in the shoe's widest part, which is called the "ball-line".

Always try on the left shoe first. No two feet are identical in size, and the left is usually the larger of the two. Also, since the right shoe is tried on more often, it may have been stretched by other customers.

Establish stretch on fashion scene

Stretch is here to stay. In styles ready to wear and in fabrics for home sewing, stretch has become an established part of the fashion picture, and its scope is still growing.

Fabrics that stretch vertically, horizontally or two ways are practically classics now, and spring newness for stretch comes from the ways in which it is used, and the many looks that accompany latest day and at-home pants.

been to leisurewear and sportswear for women, children and men, but now stretch is spreading more importantly into suits, dresses, coats, jackets. Every spring fabric look appears on stretch too, from linen-like herringbones.

THEY'RE ON TOP

There's a whole array of smashing tops to go with every pants look. Smooth - fitting pull-overs and hip - riding jackets accentuate the sporty, feminine ruffles, bows and midriff lengths accompany latest day and at-home pants.

SPRING FASHION PARADE OF

NEW DRESSES!

GLORIA LADIES' WEAR

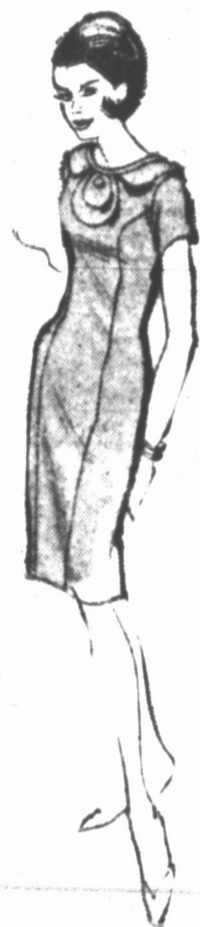
Exciting, feminine with an aid of individuality spring's newest dresses. From shifts to discotheque ruffles to full chiffon skirts we have every new dress style, color or fabric you want.

The Gloria Ladies' Wear features personal service and a wide selection of spring's newest shades. Come in today

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Spring fashions

at MacKenzies House of Fashion

Easter . . . the season when all men and women can dress-up as smart as they please. Whether your fashion choice this Easter is coats, suits or dresses, you'll find the newest styles in quality fabrics at MacKenzies.

Ladies Coats

Imported materials are used in our newest coats in stylings by "David of Montreal" and other leading designers.

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Ladies Hats

Our Hat Bar features the very newest in today's styles — each a style of its own by Andre and other famous designers.

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Ladies Suits

Tweeds, Linen, Bouclés, Blin and Blin

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Mens Suits

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