

New For Springtime

Muumus are here to stay, because of their wonderful versatility and comfortableness! They serve as a duster, house-dress or patio lounge, all-in-one. Spring versions of the muumu are again brilliant with exotic Hawaiian flower prints and often are carbon-copied in a smaller size for daughter.

In line with the ensemble look for Spring, two classic outfits are offered in two new collections... a silk surah print dress, topped by a slim wool coat, lined to match its dress... and a three-piece silk costume, jacket and skirt in solid color with print overblouse. Both are firm foundations on which to build a spring wardrobe.

California In Love With Silk

Again, California continues its love affair with silks—for day, for date, for dancing... they're also perfectly packable for travel anywhere and by whatever mode.

California's romance with silk bestows great affection for the hand-loomed types, the silk linens and broadcloths; the silk shantungs and crepes and especially — silk chiffons.

The California label in new season clothes expresses an exciting awareness of easy elegance, smart tailoring and best of all — a thrilling rendering of affirmative colors.

So for a bright fashion season — "go West, milady" — West, of course, to California — for fashion excitement!

Basket-weave silks are popular materials for Spring dresses, jackets and two-piece costumes. Resembling old-fashioned crash, they are featured in pinks, shrimp shades, deep emeralds, rich reds and purples, as well as natural and black.

Pleated skirts have taken on new fashion interest with panel stripes of tiny calico flowers, abstract cubes, stylized flowers, geometric shapes and other motifs. Always a spring favorite, the pleated skirt in its new version comes with a matching top for coordinated wear.

Newsy Knits Get Nod in Style Circle

In casual and sportswear collections cotton knit takes on an important role in stripes, polka dots and solids like daffodil, tangerine, turquoise, lilac. Bolder stripes combining white, yellow, orange and hot pink are a striking addition. The beach shift with front zipper teams with tank top, play suits, some of them in two-color combinations.

Top of knee, Capri, walker and short shorts lengths in pants, slim and full skirts, bloused and sashed or straight falling overblouses complete group.

For town, smart wool knits remain favorites with busy women who enjoy their wrinkle-shedding characteristics.

New styling and fabulous new colors add additional appeal to the wonderful "on the go" qualities of a handsome wool knit or blended knit costume.

For dress-up wear other than sports, knits boast exciting scarf or cowl necklines, soft gathers at the waist, contrast stitching or show off in the fairly new jacquard knit.

Stretch News

New elastic fabrics in foundations spell many benefits in wear and comfort for women this Spring. There are now girdles that feature permanent shaping, in that they cannot bag, sag or stretch. Girdles are also made in lighter, softer, finer elastic yarns that give subtle control, and firm the figure to show off spring fashions to best advantage.

Stretch Gloves

Colorful stretch gloves are accompanied into Spring of '61 by matching clutch handbags. Two favorite duos; red-and-white polka-dotted nylon shortie gloves with clutch bag.

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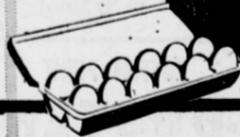


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