

Considerable cloudiness, somewhat cooler today; warmer with possible showers tonight. Cloudy with showers Thursday. High today, 56; low, 35. High Tuesday, 45; low, 33.



Vasey To Head Rutgers School of Social Work

Prof. Wayne Vasey, director of the school of social work at SUI since its establishment in 1949, will become dean of the new school of social work being set up at Rutgers university, New Brunswick, N.J.

Announcement of his appointment, to be effective July 1, was made Tuesday afternoon by President Lewis W. Jones of Rutgers. Vasey will organize and administer the new school, which is being established after several years of careful study by the Rutgers administration and welfare personnel and other interested persons in New Jersey.

Possible successors to Vasey in the position at SUI are currently being considered and it is anticipated that a new director of the school will be named before Vasey's departure next summer, according to Dean Dewey B. Smith of the SUI college of liberal arts.

Reluctant to Leave
"Naturally I am reluctant to leave Iowa," Vasey said Tuesday, "for I have greatly enjoyed my work with the university staff members and so many persons throughout the state. At the same time, I look forward to the many challenges offered by the organization of a new school in this rapidly-growing field of knowledge."

Vasey, who is a native of Col. came to SUI in 1948 to organize the school of social work, which went into full operation in September of 1949 with a staff of five. The school was fully accredited by the American Association of Schools of Social Work, the national organization in the field, in the spring of 1951, prior graduation of the first class from the school.

Forty-two persons received master's degrees in social work in the graduating classes of 1951, 1952 and 1953 following completion of the school's two-year course of graduate study. Four others will receive degrees in June. The school now has an unusually large number of applicants for this time of year for next year's classes, Vasey says.

Has Enrolled Students
The school has enrolled students in the past from many states in addition to Iowa and from many foreign countries, including Greece, Germany, Japan, Chile and Egypt.

For the last five years the SUI school has co-sponsored a spring institute in social welfare and related fields, cooperating with the Iowa Welfare association, the SUI department of sociology and extension division of the university project. A sixth institute scheduled at the university in May.

an M.A. in social work from the University of Denver. He did further graduate study at the New York school of social work, Columbia university. He had served on the faculties of the University of California school of social welfare and the New York school of social work before coming to SUI.

Positions in the field of social work which he has held include work as research associate for the Russell Sage foundation, director of the department of public welfare, Contra Costa county, Calif., and positions with the San Francisco office of the social security board and the Colorado state department of public welfare.

Has Written Articles
Vasey has written numerous articles for professional publications, the most recent being "Public Relations, an Inescapable Obligation," which appeared in the December, 1953 issue of the Social Service Review. He has been active in the national council of social work education, serving as a member of its council of delegates and on the executive committee of its division of graduate schools. He is also a member of the executive committee of the national conference of social work.

He served as president of the Iowa Welfare association in 1952 and as president of the Iowa chapter of the American Association of Social Workers in 1951.

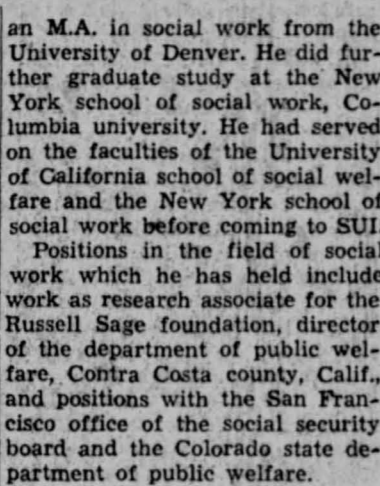
Mr. and Mrs. Vasey have three children—Mary, a sophomore at SUI; Steve, 14, and Danny, 11. The family will move to New Brunswick in July.

Campus Carnival Plans Announced
The 1954 all-university campus carnival will be held April 24 in the Iowa field house Norton Mezninsky, A. A. Ames, carnival chairman said Tuesday.

Omicon Delta, Kappa, men's honorary leadership fraternity is taking charge of this year's carnival.

Each organized group on campus is invited to enter a concession or booth in the carnival and prizes will be awarded to the best entries.

The most ugly man on campus contest, run by Alpha Phi Omega, national service fraternity, will take place the week of April 19-24 and the winner will be announced the night of the carnival.



Wayne Vasey
SUI Director

AEC Plans To Build 4 Atomic 'Furnaces'

SUI Coed Struck by Auto
AN SUI COED, JUNETTA KEMP, G. 218 N. Dubuque st., rests and attempts to recover from the shock of being struck by an auto Tuesday afternoon at about 2:45 near the intersection of Iowa and Clinton sts. She was knocked to the street when a car driven by Orval D. Bender, R. R. 2, Riverside, struck her as she was crossing Clinton street from the campus. Miss Kemp was treated for scratches and bruises at University hospitals and released. Bender was charged with failure to yield the right of way to a pedestrian.



Daily Iowan Photo by Frank Hall

McCarthy Accused of Trying To Split GOP in Senate Talk
WASHINGTON (AP)—Sen. Ralph Flanders (R-Vt.) charged in the senate Tuesday that Sen. Joseph McCarthy (R-Wis.) "is doing his best to shatter" the Republican party, and by his actions is diverting the nation from "far more dangerous problems" than internal communism.

Reference to Doctor
This was a reference to Dr. Irving Peress, a New York dentist whom the army gave an honorable discharge despite McCarthy's protests that he had refused to answer questions on possible Communist links.

12 Present at Talk
Only about a dozen senators were present when Flanders spoke, most of them Republicans. McCarthy was not among them. Meantime, McCarthy, balked

Ike Suggests Anderson For Defense Post
WASHINGTON (AP)—President Eisenhower Tuesday tapped Secretary of the Navy Robert B. Anderson, a 1952 "Eisenhower Democrat," for deputy secretary of defense.

Resigned Saturday
Kyes turned in his resignation Saturday. He is a former executive of General Motors Corp. and had agreed to come into the government for only a year. Actually he is staying three months longer than that.

Matter of Seniority
As a matter of precedence and seniority, the secretary of the army ordinarily would have had the inside track over the secretary of the navy or secretary of the air, if somebody from the service secretariat was to be promoted.

Generator Short Causes SUI Power Shut-Off
A short in a generator used to furnish the power to operate stokers at the SUI power plant disrupted electric power on campus Tuesday from 10:50 to 11:40 a.m.

Auto Hits Crandic Tracks, Driver Hospitalized
AN AMBULANCE ATTENDANT lowers Mrs. Gilbert Hammond, 39, on to a stretcher after 1949 Mercury hit the Crandic railway tracks at the end of College st. Tuesday night at about 9:45.

U.S. To Continue Indochinese Support
LOS ANGELES (AP)—A top state department official said Tuesday night the United States will continue to aid French and loyal Indochinese leaders, but he struck from his prepared speech a statement that this country "will probably help" France train an expanded native army there.

Senate To Vote On Statehood Bill
WASHINGTON (AP)—The senate agreed Tuesday to put to a vote Thursday a proposal to bring Hawaii and Alaska into a combination statehood bill — the only chance, two Western Democrats said, for Alaskan statehood at this congressional session.

Psychiatrist Testifies In Schwable Inquiry
WASHINGTON (AP)—A psychiatrist specializing in the study of "brainwashing" testified Tuesday the technique could have reduced Col. Frank Schwable to a puppet willing to confess anything.

World News Briefs
A Condensation of Late Developments

Students Model Spring Fashions
FOUR SENIOR NURSING STUDENTS model the latest spring fashions during the Westlawn style show Tuesday night. Looking at other fashions in a magazine are (left to right) Judy Schroeder, Lost Nation, in a two piece beige chambray dress; Jody Palmer, Aurora, Ill., in a cream wool flannel suit; June Jaycox, Manchester, in a navy wool crepe suit, and Joan Koopman, Des Moines, in a sleeveless red striped cotton. (See other fashion pictures in section II and story on page 5.)



Daily Iowan Photo by Reed Hartsook

Seek Data On A-Power For Industry
WASHINGTON (AP)—The Atomic Energy commission Tuesday night disclosed plans to build four more atomic "furnaces"—including one using thorium as a fuel for the first time — in a stepped-up quest for economical industrial power from the atom.

Have Unusual Design
All the new reactors — planned for construction over the next five years — are all of unusual design. And the outline of two of them involving the "breeding" of atomic fuel, presumably means the AEC has gained new confidence in the practical possibilities of producing in a furnace more fuel than is actually consumed in keeping it going.

Belief of AEC Told
"The Atomic Energy commission believes that it can be done and this is the opinion also of the several private industrial groups who have been studying the problem for several years at the invitation of the commission."

Power Experts Figure the devices would range from one capable of powering a town of 5,000 population up to one serving the needs of a town of 16,000.

Homogeneous Reactor Planned
Smyth said one of the furnaces planned would be a so-called "homogeneous" reactor in which a uranium compound would be mixed in with ordinary water to keep the atomic "chain reaction" going.

Spring Fashions In Section Two
SPRING is just around the corner and in the second section of today's Daily Iowan you'll find the complete Spring Story. Featured are the latest and newest in spring fashions for college men and women.

Mortar Board Party Planned for Saturday



DISCUSSING DECORATIONS for the Mortar Board "Smarty Party" are, left to right, Joan Bresnahan, A4, Iowa City; Adele Cockshott, A4, Atlantic; Jane Blake, A4, Cedar Rapids, and Terry Jackley, P4, Des Moines, standing. Miss Bresnahan and Miss Blake are wearing Chinese costumes, which will carry out the party's theme of Confucious Confusion. Women students with a 3.0 grade average will be honored at the party, to be held Saturday noon in the River room of the Iowa Memorial Union.

Candidates For Currier Offices Listed

The slate of Currier hall candidates for election were announced Monday by Terry Jackley, P4, Des Moines, president of the dormitory.

Elections will be held Tuesday, March 23. Campaigns will begin Saturday, March 20, and will extend through Monday, March 22. A rally Monday evening will climax the campaigns.

Candidates for president are Louise Schulze, E2, Ossian, and Barbara Behrens, A3, Oelwein; Louise Savage, A3, Des Moines, and Joan Ridgeway, A3, New Hampton, vice-president; Jane Reimann, A3, Hull, and Jobyna Rankin, A2, secretary; Emily Lathrop, A3, Cedar Rapids, and Sally Werner, A2, Perry, treasurer.

Fifteen unit chairmen will be chosen from twenty candidates. The candidates are Kathy Amundson, N1, Radcliff; Beverly Bauer, A2, West Des Moines; Roxie Beisner, A2, Tripoli; Sally Beisner, A1, Fort Dodge; Connie Bishop, N1, Fairfield; Althea Christofferson, N1, Chippewa Falls, Wis.; Marcia Donsker, A3, Osage; Phyllis Fischer, A2, Elgin, Ill.

Helen Himrod, N1, Versailles, Mo., Evelyn Hronek, A1, Pocahontas; Ruby Lacino, A2, West Branch; Jo Linder, A2, Pomeroy; Baila Mackey, A2, Wapello; Marcy Ann McClatchey, N1, Mapleton; Mary Jane Meyer, N1, Warsaw, Ill.; Jo Schafroth, A1, Corning; Dora Sharp, N1, Clarion; Jo Ann Ward, N1, Des Moines; Lois Wilson, A2, Clarion.

Queen Finalists for Engineering Ball



LOUISE METCALF, A3, Sioux City; Karen Olsen, A1, Park Ridge, Ill., and Sue Morris, A4, Cedar Rapids, (left to right) compete for the title of queen at the Mecca Ball to be held Friday evening from 8 until midnight in the Iowa Memorial Union. The queen and her attendants will be chosen from 10 finalists at a smoker Friday evening. She will be crowned Friday at the ball.

Student Musicians Schedule Recital

Helen Stoltz, A3, Ottumwa, soprano, and Ruth Baker, A3, Muscatine, pianist, will present a recital March 21 at 4 p.m. in the North Music hall. Eleanor Seats, A2, Williamsburg, will be the accompanist.

Miss Stoltz will sing "Vergin, tutta amor," by Durante; "Rugia Dose, odorose," by Scarlatti; "O sleep, why dost thou leave me," by Handel; "With verdure clad," by Haydn; "Le Mariage des roses," by Franck; "L'Esclave," by Lalo; "The song of the palanquin bearers," by Martin Shaw; and "The Nightingale has a lyre of gold," by Weyl.

Miss Baker will play "Blade," by Brahms; "Prelude in E Minor," by Chopin; "Rondo No. 1," by Bartok, and "Concerto in G Major" by Mozart.

Australian Visitor To Discuss Views About Americans

The president of the National Union of Australian Jewish Students will speak at Information first Thursday at 4:10 p.m. in the senate chamber of Old Capitol.

He is Benjamin Barg, a graduate student at the University of Sydney in Australia. His topic will be "An Australian Student Looks at Americans."

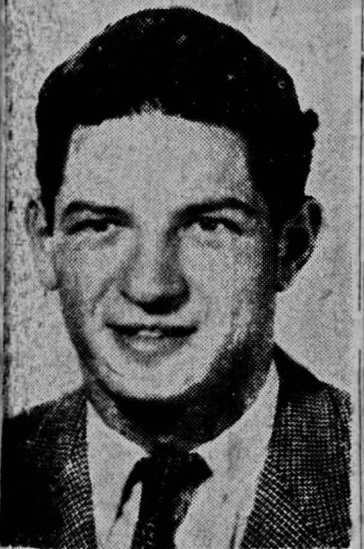
Barg is working with the World University Service, traveling through the U.S. to visit many colleges. His visit to this campus is under the auspices of B'nai B'rith Hillel foundation, one of the sponsoring organizations of World University Service.

Barg will meet student church workers at the Congregational church Friday morning, and will visit informally with members of Sigma Delta Tau social sorority at 5 p.m. He will attend the service at the Hillel foundation at 7:55 p.m. and will speak on "Jewish Students Throughout the World."

Born in Brisbane, Australia, Barg studied at the University of Sydney, where he received his B.A. in philosophy and economics with first-class honors. He presented the Centenary paper to the Australian Institute of International Affairs in 1952, and headed the National Symposium on Youth run by the Australian Broadcasting commission.

He received the McMillan University prize for the "outstanding student of the year," the Australian Commonwealth scholarship, and the Owen Fellowship in Philosophy.

Barg is also president of the Sydney University Jewish Student Union, a council member of the Australian Board of Jewish Education, and of the Australian Friends of the Hebrew university. He is a national vice president of the Australian Association of the United Nations, and a council member of the Student Council of Sydney university.



Benjamin Barg

TO SPEAK TO KIWANIS
Prof. LeRoy Eyring of the chemistry department, will talk at the noon luncheon meeting of the Kiwanis club at the Jefferson hotel today. The subject of the talk will be "Mormons, Then and Now."

Edward S. Rose - Says

Spring is coming but one should still take vitamins — one MULTIPLE VITAMINS are a food over-all formula for continued use — then we carry many other formulas which we would be glad to tell you about — Please come in soon —

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SUI Items

UNIVERSITY DAMES TO MEET
University Dames club will hold a business meeting and play bridge Thursday at 7:30 p.m. in the sunporch at the Iowa Memorial Union. Mrs. Gretchen Shoemaker will be bridge chairman.

UNIVERSITY CLUB HAS PARTY
Husbands of members were special guests at a party bridge meeting of the University club Tuesday evening at the Iowa Memorial Union. Mrs. Frank Sills was chairman of the bridge committee. Committee members included Mrs. Paul Sayre, Mrs. F. G. Higbee, and Mrs. H. L. Harbison.

PROF. KOO TO SPEAK
Prof. T. Koo of Oriental Studies will talk at the local Business

Miss Duhigg Is Handbook Editor

JoAnn Duhigg, A2, Emmetsburg, was named editor of the Panhellenic Handbook for 1954 and Janet Haberly, A3, New Hampton, has been chosen as the new art editor.

Janet Sywassink, A4, Muscatine, Panhellenic rusti chairman announced Monday.

Girls applying for the position of editor submitted criticisms and suggestions for the new handbook. Art editor applicants submitted a cover design.

The handbook will be sent to all women entering the university for the first time next fall. It will contain rushing information and describes the social sororities on campus.

WSUI To Air Music Recording

Three members of the SUI department of music will record Wednesday Evening Music hour for radio station WSUI at 8 p.m. in Studio E at the radio station.

The program will not be aired until March 17 because of a basketball tournament game that will be broadcast this week.

The three musicians will be Prof. Stuart Canin, violin, Prof. Hans Koebel, cello and instructor Claude Carlson, viola.

The program will include Trio No. 2, opus 9, No. 1, by Beethoven and Trio No. 4, opus 9, No. 3, also by Beethoven.

Woman's club Monday evening. He will discuss his recent trip to the Far East.

HOME EC CLUB TO MEET

The SUI Home Economics club will hold its monthly meeting today at 4:10 p.m. in room 214, Macbride hall. The speaker will be Dr. William D. Lampard of the Child Welfare, and his topic is "The Active Homemaker and Her Outside Activities." Miss Ruby Smith of home economics department is advisor of the club.

TO OBSERVE FOUNDER'S DAY

The Founders' Day Observance will highlight the Phi Mu Alumnae club supper meeting at 6:30 Wednesday.

Retiring president, Miss Diane Goodrich, will be mistress of ceremonies. It will be held at the home of Mrs. W. L. Musser, R.R. 6. Any Phi Mu alumnae in Iowa City who wish to join the club are asked to contact Mrs. Leon Cooper, 1802 7th ave. court.

Application Time For Orientation Leaders Extended

The deadline for applying for interviews for UWA orientation leaders and assistants has been extended to Friday. Applications may be obtained at the UWA desk in the office of student affairs.

Eighty leaders and eighty assistants will be chosen to work on the 1954-1955 orientation program. Any girl is eligible to apply for an interview.

The duties of the leaders and assistants will consist of writing letters during the summer to new women students and taking them on tours to faculty homes, to the president's tea, and other orientation activities next fall.

Bonnie Erickson, N2, Sioux City, is chairman of the orientation council. The committee members are Margaret Rickett, N1, Mt. Pleasant; Lou Savage, A3, Des Moines; Barbara Oliver, A2, Des Moines; Dorothy Swengel, A1, Davenport; Sue Reider, A2, Eagle Grove; Kitty Korn, A1, Iowa City; Arlene Kroening, A2, Marion; Nancy Abramson, A1, Aurora, Ill., and Ruth Rowland, N2, Waterloo.

Wedding Planned By Vivian Nelson, Richard Briceland

Announcement is made of the engagement of Miss Vivian Elizabeth Nelson, daughter of Clarence R. Nelson and the late Mrs. Nelson, Princeton, Ill., to Richard Harold Briceland, son of Mrs. Bernice Briceland and the late Harold E. Briceland of Iowa City.

The couple plans a summer wedding.

Miss Nelson is a junior at SUI and is affiliated with Delta Delta Delta social sorority.

Mr. Briceland received his Bachelor of Science degree in Mechanical Engineering from SUI in February and is currently doing graduate work in hydraulics.

He is a member of Phi Gamma Delta social fraternity.



Vivian Nelson

Fiction, Poetry Contest Open to SUI Writers

Fiction and poetry writers of SUI will have an opportunity to have their work published in a national magazine through the College Fiction contest and the Dylan Thomas Poetry contest sponsored by Mademoiselle magazine.

Two awards of \$500 each will go to the two best fiction stories written by women undergraduates, and two \$100 poetry prizes will be awarded.

In the fiction contest, women undergraduates under 26 years of age are eligible. Stories that have appeared in undergraduate college publications are acceptable, but only if they have not been published elsewhere.

Contestants may enter more than one story, each from 3,000 to 5,000 words. The manuscripts must be typewritten, double-spaced, on one side of the paper only.

Manuscripts will be returned only if they are accompanied by stamped, addressed legal size envelopes. The entries will be judged by editors of Mademoiselle, and winners will be notified by registered mail.

Entries must be postmarked by midnight, April 15, and should be sent to College Fiction Contest, Mademoiselle, 575 Madison ave., New York 22, N. Y.

They must be typewritten, double spaced, on white paper. The contestant's name, address and age should be clearly marked, and "in college" or "not in college" indicated. No more than three poems may be entered by one writer. Mademoiselle's editors will judge the contest. Entries must be mailed by April 15, to Mademoiselle Dylan Thomas Award, 575 Madison ave., New York, 22, N. Y.

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Jane Greer says: "I was a band singer when a picture magazine asked me to pose in the new WAC uniforms. Hollywood saw my picture, liked it and overnight I was in movies. From then on, it was hard work and perseverance."

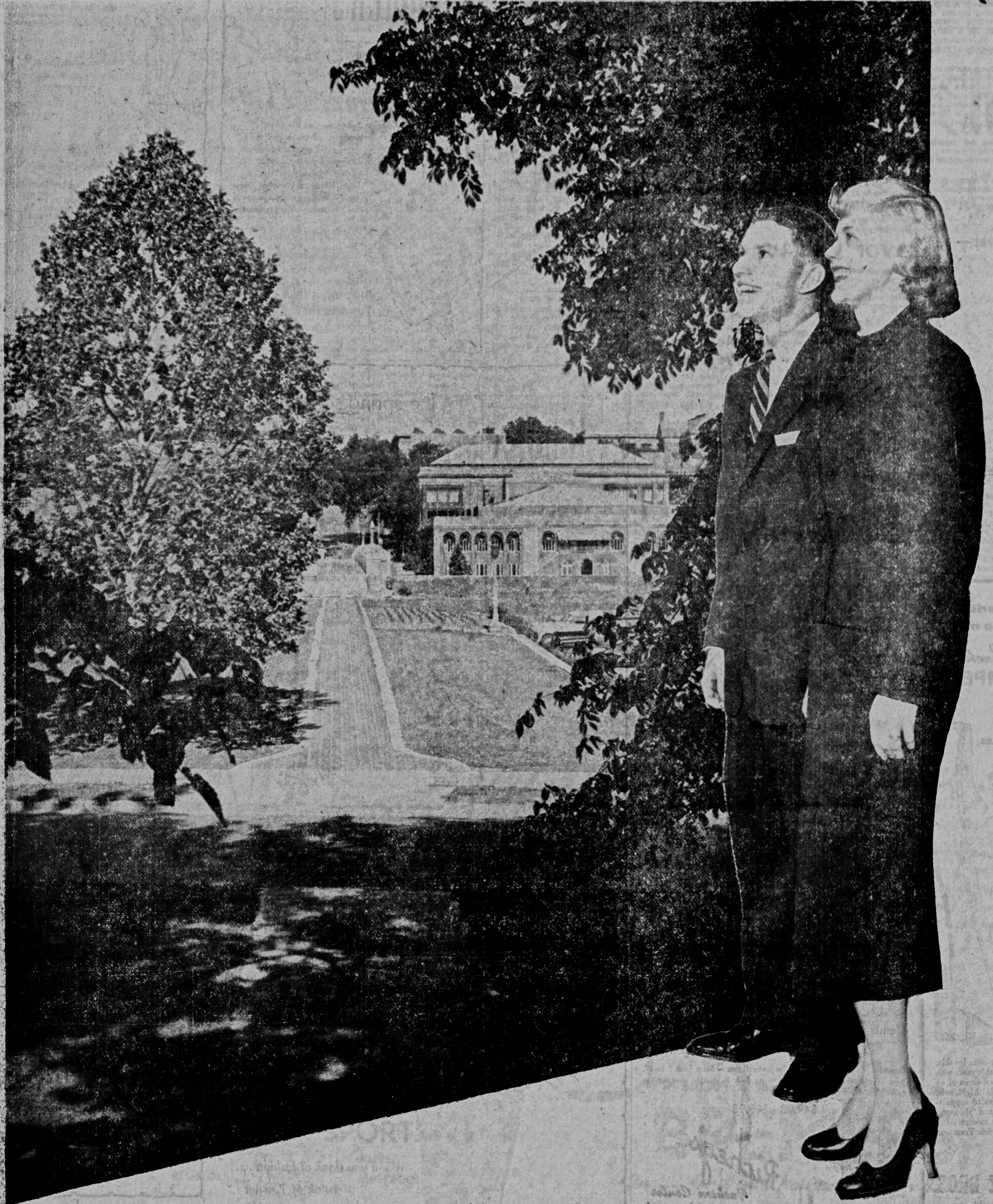


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Smoke only Camels for 30 days and find out why Camels are America's most popular cigarette. See how mild and flavorful a cigarette can be!

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SPRING Fashion Showing



Wallpaper Waist Making News for Fashion-Rightness

The wallpaper waist is news today, even the coat that tops the fashionable frock getting the treatment. Skirts in princess style are lightly stiffened to swing out, minimizing the waist.

Stripes swirling about the bodice and straightening to a long line in the skirt of a cotton frock give the little-waist look. A slender-shaped dress with fish-tail back, ensembled with a fitted jacket, draws attention to the tiny waist.

A navy acetate faille coat is so neatly fitted it can double as a dress. Tiny self-belts on navy full or peg-skirted frocks draw in the waistline for date or business hour fashion-rightness.

Tucks starting beneath a high bodice and continuing around a bouffant skirt provide a beautifully molded midriff for a party creation of cotton in raspberry, olive, paramine, clay, navy or black.

Newest of the toppers is a hunting-coat style, high-waisted and bell-bottomed, to be worn over a whip-slim skirt. Some of the new silk coats are papered inside with prints matching a dress, and the lining helps the coat hold its trim shape.

Lingerie is styled for perfect lines, and foundation garments play a part in waist-whittling and hip slimming.

It's a tall girl's dream world, since the 1954 trend to minimized waists, gathered round necklines and princess skirts is all in her favor.

Suit Features Jewel Trim



(Daily Iowan Photo by Dick Pitschke)
PAT BROWN, N3, DYSART, selected this powder blue flannel suit at Towner's to appear in the Big Ten beauty contest. Pat's suit features a shawl collar, three-quarter length sleeves and jewel trim on the bodice. The ensemble is completed with a pillbox hat of velvet and straw in navy blue and gloves and pumps to match.

Women's Clothes For Spring Use Men's Materials

In the spring a young girl's fancy often turns to filching fashions from her best beau—or at least, to influencing his wardrobe selections. Sometimes it's color, sometimes it's line, but this year it's fabric.

Corduroy seems to be in the style picture for both His and Hers because of its all cotton, lightweight construction and its famous durability.

Color preference takes in both ends of the spectrum, either jet black or light beige—and both look well in combination.

In jackets, the familiar pinwale takes on a new design effect when worked on the horizontal in solid color.

Walking shorts, brought out first in resort collections, have proved so popular that they are now being coordinated with shirts, jackets and pullovers.

On the west coast, where shorts are an all year round fashion, corduroy walking shorts are even being used with dinner jackets.

The popularity of fancy vests continues unabated, paralleling a similar vogue in the women's field.

Such waistcoats look new for spring in pale solid colors, in tattersall checks with lots of white ground and in the printed corduroys that give a Victorian effect.

Black comes through as the most important fashion color for men this spring . . . in shirts, shorts, and jackets. This looks particularly smart when combined with grey flannel slacks, with crisp white linen shirts or shirts, or with butter-soft corduroy in pale camel beige.

Always versatile, corduroy mixes or matches with other fabrics to give new texture or design interest, and like other cottons, washes for great practicality in upkeep.

GIVE THEM A REST

Household linens last longer if given a good rest between uses. To rotate, place freshly laundered sheets and towels at the bottom of your linen piles; take fresh linen from the top.

Array of Smart, Colorful Motifs Greet 1954

An array of smart, colorful motifs are moving into the area of wardrobe accessories.

Big news in spring hats will be tiny pillbox styles. Advance styles indicate that crisp little sailors, tiny caps, bretons, rollers and off-the-face will also be very popular.

Iowa City department stores are showing the new diminutive hats in straws, linens and other fresh looking materials. Popular because of their neat appearance, the hats also are appealing to the economy minded shopper because of their reasonable prices.

A boon to the SUI coed is the new "roomy" note in spring handbags. The casual, roomy features will eliminate the constant struggle to make "everything fit" for a long day of classes. Local counters are featuring satchels, bags with outside zipper sections. Multiple openings are also popular.

The new "wristbone" glove will enable effective display of bracelets. Found in both cotton and nylon, the gloves have a smart, young look.

For class wear, the versatile "string glove" in cotton or nylon is suggested. Local stores carry these in colors to match any ensemble.

On the Cover—



Spring is still officially 11 days away, according to the calendar, but it's already on the minds of Boody Taylor and Marshall Holt, featured on the cover of this section.

Milder weather brings a welcome shift in wardrobe and the inevitable additions to it. The Daily Iowan and its advertisers hope that this section will aid you in making your selections. The firms represented will be able to help you pick fashions that are right for you, the SUI atmosphere and your pocketbook.

Favor Costume Look

Designers have taken their cue from the long-time popularity of casual separates that could be ensembled and have adapted this well-put-together look in costumes.

The Costume Look promises to rank most important this spring, even challenging the ever-popular suit!

Introduced at the Spring Opening were many variations of this ensemble idea. Foremost in importance is the three-piece costume—slim skirt and boxy jacket of wool with a blouse and jacket lining in a gay print or contrasting solid color.

The boxy jacket is shown al-

most exclusively in these costumes because of smart versatility. Fleeces, tweeds, flannels, and the new tissue-weight wools are the favorite fabrics for these smart outfits.

New Accessories 'Jet Propelled'

Break the style barriers with "jet-propelled" patent accessories! Shoe, bag, belts—with black catallin or jet jewelry—go smoothly, smartly with jet black shiny straw millinery.

Patent accessories will be your target for attention this spring—you just can't be without their glossy polish!

They're sleek, and sensational with the pale neutrals, with black or navy, with pastels and with prints.

WHAT GOOD CLOTHES DO
It may not be strictly true that clothes make the man. But it is indisputable that good clothes make a man feel more confident and more at ease.

SUITS for Spring



The Corded Peplum by Lilli Ann

Heads will turn when you wear your new Spring Suit from Richey's

Beautiful Moordale Suits to fit the junior figure—Sizes from 9 to 17. New Youthmore suits and coats arriving daily in straight sizes for the taller Miss. Sizes 10 to 20.

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You'll find lovely coats available in all colors and 3 fashionable lengths—short, three quarter, and long.

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Your favorite lovable, loafable moc, with the burnished sheen of an old saddle! Light, soft, flexible. Concealed supporting shank and "thousand mile quality construction" that have made Trampeze famous.

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the spring scene is set with a gorgeous array of exclusive creations

Picture of a self-satisfied young Miss . . . adroitly posing in a Carlye creation whose shirtmaker lines are softly handled in silk shantung. She welcomes the subtle flattery in the pert stitching on the bloused bodice along the boyish collar and shirtfront and at the waistline of the billowy skirt. Won't you see it today?

another Towner's exclusive . . . for you . . . for spring . . . for only

39⁹⁵



Etta Gaynes has returned the 3-piece dress suit to new glories this spring. There's a wealth of creativeness in this black faille cut and detailed for smart moods, buttoned with rhinestones. Fashion bonus: a pure silk bow-tie blouse in black and white with jacket lining to match!

see this masterpiece exclusively at Towner's

69⁹⁵

When you think of fashion . . . think of Towner's



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fashion headquarters for gay new spring accessories

the gloves . . .

by Dawnelle

Designed for discriminating women by Dawnelle, introduced this spring at Towner's. Shown is the beautifully tailored Cavalier, of double-woven cotton that wears and washes like a dream.

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See the balance of our gorgeous array of gloves by Dawnelle.



the purses . . .

A beautiful array of new spring styles in fine purses awaits your approval at Towner's. In the latest new failles, patents, calfskin, lizard and cobra. Make your selection today.

5.95 to 7.95

and up



Appearance Called Factor Of Success

Let's face it. Clothes don't make the man. Neither does the package make the product that's inside. But of one thing you can be sure. The product that's smartly, appealingly packaged to create an immediate, favorable impression will sell far more successfully than one that's not. That's why clothes, grooming and over-all appearance are factors of primary importance to the man who wants to sell himself successfully in business, according to specialists in the fields of job counseling and personnel training.

Walter Lowen, head of one of the country's largest position-seeking agencies who, as a recognized authority in personnel-placement work, has probably introduced more junior and top executives to well-paying jobs than anyone else in the business, puts it this way:

"Naturally, the 'product' must be good. The man must qualify in terms of character, experience, ability, job aptitude and other elements.

Appearance Counts

"With those 'product' ingredients established, however, we must consider appearance, personality, the kind of impression he makes. They make up the 'package' that will largely determine whether the 'product' sells successfully or not.

"Personal appearance—in terms of neatness, good taste, judgment in wearing clothes appropriate to the occasion, attention to details such as well-groomed hair and well-kept shoes—ranks near the top of the requirements list in the competition for recognition and success."

Collar Fit Important

Important to any well-groomed man are fit and good taste of his clothes, and the care he gives them. Today's neat, trim styling requires that a man's suit fit smoothly at the collar and shoulders, and that lapels hang straight without break. Straight-hanging lines of arms and trousers require close attention not only to proper length, but to other details of fit.

When it comes to clothing care, it's important to remember the need for adequate closet space. To retain its shape and throw off the wrinkles accumulated in a man's wear, a wool suit should be given space to hang free—on good clothes hanger.

Brushing, too, is important, for it revives the fabric and removes lint.

Suit Features Dacron-Wool Flannel



(Daily Iowan Photo by Dick Pitschke)

MARSHALL HOLT, A3, DES MOINES, models a single breasted three-button suit with patch pockets at Bremers. The Botany suit is spring weight gray flannel, 30 per cent dacron, 70 per cent wool. With it he wears a blue and yellow tattersall weskit with a wool knitted back, a white Enro button down oxford dress shirt and a silk shantung tie with regimental stripes. He is carrying a Mt. Rock topcoat in black and white check tweed with raglan sleeves and slash pockets. His hat is Resitol's narrow brim, tapered crown, in medium gray. His shoes are by Bostonian in black scotch grain wingtip.

Mr. Formal Contest To Be April 19-30

The official period for this year's "Mr. Formal" contest at SUI (to run during the last two weeks in April, from April 19 through 30), was announced by Daryl Carter, C4, Storm Lake, contest manager.

Each organization is eligible to nominate a male candidate, with fraternities allowed three, and dormitories two men from each section. The organization must indicate an intention to enter, or submit the names of the candidate by no later than April 7 by writing in care of The Daily Iowan or by calling Carter, ext. 2040, and arranging appointments for photographs.

Each candidate will have his picture taken in a dinner jacket, and will be judged on the basis of what he does for the dinner jacket. Dick Pitschke, A4, Rock Island, Ill., is the official contest photographer.

The winner of the "Mr. Formal" at Iowa contest will receive a complete summer outfit by Rudolfker, largest maker of men's formal wear, including an AFTER SIX dinner jacket, midnight blue trousers, cummerbund and tie "Formal Pack," and dress shirt.

The SUI collegian who looks best in the new AFTER SIX white formal jacket will be announced as "Mr. Formal at SUI" April 30.

Fashions for Undergraduates Point to Better Grooming

Undergraduates are dressing up these days as more attention is being given to general appearance and the different occasions, not only on the campus and in the classrooms but also on weekends and for formal affairs, the proms and spring parties. Seniors in particular are dressing up, probably because many are considering their post-graduate careers.

The majority of men wear sport clothes on the campus. They favor lightweight tweeds and flannels which are worn in a casual manner avoiding any hint of sloppiness. With oxford shirts are combined stripes and figured neckwear neatly tied. Flannel and other lightweight fabric slacks often of dark grey are combined with the jacket, either harmonizing in color or in sharp contrasting color in lightweight tweeds or cords. Sport shoes in saddle strap or in plain white combine with such outfits.

On some campuses when real warm weather arrives, the custom of wearing shorts of cotton or other lightweight fabrics reflects the same attention to details. Many wearers of these abbreviated outfits don a pair of below knee length stockings and a sport shirt and sport shoes.

When suits are worn, the grey flannel and the lightweight tropicals or cord suits are indicative of this better attitude toward appearance. This is particularly true of seniors who are giving some thought to the fields of endeavor after graduation. White shirts usually with the button-down collar and striped repp or figured foul-

Spring Offers Color Variety

Colors are varied for spring ranging from the go-with-everything neutrals to basic pastels. In the neutral families, beige is a popular shade for spring, and others include palest ivory, cream, putty, bamboo, seashell and "chewing gum," a greyed tone of beige.

Gray shows up most often in the very pale, or the charcoal shades. And the blue family includes the sky-hued pastels and bright birdwing colors as well as navy.

Pastels of every color, including pale yellows, pinks and creams, will be seen everywhere.

Comfort, Style Win Favor for Sports Jacket

Convenience, comfort and growing social acceptance are winning new friends for the sports jacket. Paving its own way to popularity through a range of style interpretations and its great versatility, the sports coat is today accepted in many places from which it was barred a decade ago.

Women have played a big part in building its favor. For one thing, they'd far sooner see their menfolk attired in sports coats than bare-armed, open-necked and coatless. Then too, sports jackets offer the variety in color, pattern and fabric which women prefer.

The new spring sports coats fall into two fabric categories and three silhouettes. The first fabric category is the soft wool tweed family, woven in breeze-catching, exceptionally light weights. The

second is the crisp worsted family, known by their smoother surfaces.

The soft tweeds are used in all three silhouettes, but are particularly fitting for the new hackney-cut jacket. These are modeled on riding habits, with slightly fitted waists, lower pocket openings which slope toward the back of the coat and have slanted flaps, and three-button closings. Darker tweeds in such traditional patterns as herringbone, often with dark vertical stripes, the many small check patterns, and solid dark colors, are seen in this styling.

More "boxy" cuts are favored for the two traditional sports coat silhouettes, the two-button and the three-button models. The three-button model closes higher on the chest and has narrower lapels and a smaller collar open-

ing. Both tweeds and the clear-surfaced worsteds are used in these cuts, with the crisp worsteds particularly favored this spring.

The major innovation in soft tweeds is in their sheerness and their greater extremes of color. Where sports colors in past years have stayed near the middle of the men's wear color spectrum—browns, light grays and blues—both darker and lighter colors enrich the color range this spring.

The darker colors will probably surprise many men and the women who influence them. Black saxony tweed is used in conservatively cut jackets that set off the color of shirts, ties, and the wearer's natural coloring. Patterned wool fabrics—in which black, dark gray or dark brown are the background—appear in this distinctive dark range.

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BREMERS

Quality First with Nationally-Known Brands

Avoid Being Over-Dressed; Experts Say

Thousands of girls are kept from being well-dressed by a tendency to over-dress.

You see them in taffeta, satin or faille dresses—beautiful and elaborate enough to stand alone—bedecked with jewelry.

Dresses made of rich, sumptuous fabrics, or those sewn with pearls, rhinestones or sequins, need at the most only one understated jewel.

Mixing Jewelry

Simple cut dresses of dull crepe or jersey—especially if black or another dark color—can look well with a great deal of jewelry worn at wrists, throat and ears. A pin is best worn when a necklace is not.

If you are using jewelry in this way, you'll be well-dressed with a simple, unobtrusive and untrimmed hat.

The conversation-piece hat only contributes to the well-dressed look when all other parts of the costume are low-keyed.

Simple Shoes Best

Over-dressed girls often wear ankle-strap or elaborately cut-out shoes. This is one way to dress up a costume, since these shoes are elaborate and attention-getting.

When you wear them, therefore, you consider them an ornament and you cut down on other ornaments in order not to be over-dressed.

Stocking Decorations

Decorations on stockings are another ornamentation which, if worn, should automatically cut down on your other adornment.

Jeweled or scrolled gloves are another favorite of the over-dressed girl. These may have a place in a very large wardrobe, but they'll probably not be often worn, for they make the hands a conspicuous center of attraction.

Since the well-dressed girl has only one center of attraction per costume, she doesn't often want it to be her hands.

Gray Sandals Accent Cotton



(Daily Iowan Photo by Dick Pitschke)

BARBARA BAKER, A2, Des Moines, uses very open I. Miller sandals of gray leather in the new "Tea Leaf" style from Dombly's to accent a dress of printed gray and white polished cotton with scoop neckline and full gathered skirt from Willards.

3 Shades of Gray Used for Spring Fashions

Gray is particularly good with the gray costume, which is putting up a good fight to maintain its prestige against the great wave of fashion publicity for beiges and browns.

After all, gray means spring, and this year there are three good grays. The dark oxford persists, after a winter of fashion success.

Women who like the extreme will try the effect of the pale tan anilines with these gray costumes. But after all, there's nothing like a shoe and bag of polished red leather to give that spring feeling to a gray costume suit, with the added advantage that the red shoe is today a year-around basic fashion.

Rising Hemlines Bring New Look for Shoes

Delicately styled closed and semi-closed pumps for wear with the important dressmaker suits make the big fashion news in shoes for this spring.

They get a brand new look for the season as rising hemlines create the need for more decorative treatment of footwear.

They point to the mode that will be dominant for Easter and they hint of fashions that will prevail later for the summer when the wide open shoes will rise to record popularity.

Heels, whether high or medium are slimmer and more graceful for spring. The silhouette is longer. And color, in terms of pale tones offsetting dark hues, lend the smartest of all the delightfully new touches.

Black More Important

Black is more important than ever this spring—black patent and black polished calf. Navy is a little lighter, and cool neutral browns are exceedingly smart.

In other years these colors have been lived with touches of white—a narrow piping, a little bow, cording or stitching. This year the popular two-tone effect is handled more boldly.

The trimming is part of the shoe giving a very modern effect of design. And white trimming in many cases has given way to the new pale off-whites and beiges which are more subtle in combination with dark shades.

These are the colors which go by such names as parchment, cashmere, cameo, panama, polished pine, polar bear, etc. They are all off-white in various degrees of depth, and the way in which they are handled with the darker base shade of the shoe is new and different.

Often the greater part of the vamp is made of the pale tone, shirred, pleated or plain, with just a shell of the basic shoe color. Or it may be a half and half vamp, or a vamp of one color and the back of the other.

Real Attention Getters

Since skirts are definitely shorter, shoe designers have taken advantage of the situation to create really outstanding attention get-

ters in spring shoe fashions.

With these two-tone shoes, eight button gloves in pale leathers to match the trim, and bag to match the basic color of the shoe, make a very nice threesome in suit accessories.

Another version of the two-tone shoe matches the mood of a town tweed for the important spring costume. Here again the closed pump is a favorite with the new stacked or built up leather heel, slimmer and highly polished.

The newest of these shoes are in the pale anilines, in the honey, ginger or polished pine shades. Here the contrasting leather is a darker tone, handled more delicately, in a narrow band of scalloped suede, an underlay or a piping or binding of black or a deeper tone of brown.

Bridging the Gap

For the woman who wants a smart street shoe that will bridge the gap between the early closed types for Easter and the later wide open shoes which will follow these is the closed pump, open back sandal which is one of the prettiest shoe fashions we've had in a decade.

In front it's a slim pointed closed vamp with an air of tailored elegance. The back is wide open in a sling, a halter back or one of the new fluid asymmetric straps. It's delicate, feminine, new and prepared to go right on into warm weather.

A new angle on the red shoe story for spring is the combination of red with dark leathers in effective shoe styles for wear with tweeds, flannels and fleeces for less formal town wear. The narrowed square toe pump, which many women like for spectator wear, lends itself particularly well to combinations of leather.

A panel of red on the vamp of the shoe, extending down to cover the square toe, is an effective touch on shoes of polished black, navy, taupe or oxford grey. This permits the carrying of a red bag to add another spot of color to the ensemble.

Crepe Used for Spring Suit



(Daily Iowan Photo by Dick Pitschke)

A SUIT OF NAVY BLUE VERDONA CREPE woven with white is modeled by Nancy Sweitzer, A4, Waterloo, at Willards. With it she teams white string gloves, Palizzio pumps of navy calfskin with a white-trimmed cut-out design on the vamp and matching navy blue bag, both from Dombly's.

Spring Clothing To Feature Bright Prints

The color-drama of prints shown in the gala spring premiere brings forth the prediction that this will be the greatest print season in years!

And, we predict that every woman's wardrobe will be enlivened by prints as bright and beautiful as a spring bouquet!

Spirit-lifting prints bloom profusely on the spring fashion scene—in silks, rayons, and cottons. They'll appear in smart wardrobes as frocks, blouses, cotton separates, and as the lining, with matching blouse or dress, of the all-important costume suit.

Casual Shoes To Feature New Colors

You'll never stop with one pair of the casual shoes that are putting in their appearance for spring and summer indoor and outdoor wear. Bright shining stars of footwear design, they make the simple costume a conversation piece.

"Imagination Unlimited" is their motto. Fantastic combinations of new materials and colors.

Best of all, good sound construction with leather soles, sporty heels, some with rubber inserts, a shoe that feels wonderful on your feet and will do with considerable wear and tear as well.

Black, bright red, navy and white and natural are basic colors. In addition to these, browns and deep charcoal are favorites. And luscious pastels include the newly smart turquoise, avocado green, bright yellow, watermelon or paler pinks, sun yellow and orange.

Such bread and butter fabrics as good old denim have been shined up with frosted beads and spray embroidery to take a front row seat in foot fashions. Sailcloth is another sturdy fabric, now glamorized for patio or party wear.

Startling contrasts are in order such as shag suedes bedewed with sparkling rhinestones. Silk shantung and linen, smart with your dress-up separates, also go heavily for jeweled trim. Imagine the humble sneaker glorified in a leopard print cotton with shiny black patent binding and laces.

Smooth leathers, and gloves of grain leathers are more simply styled for practical wear, but add that 1934 dash of spice with startling lining to giddy checked or striped cotton.

LINEAR POCKETS

Carrying out the rounded hip-line idea so popular in today's fashions is the linear pocket which is expertly tailored to lie flat over the hips. On a pin-checked worsted, the pocket gains interest from texture as well as linen.

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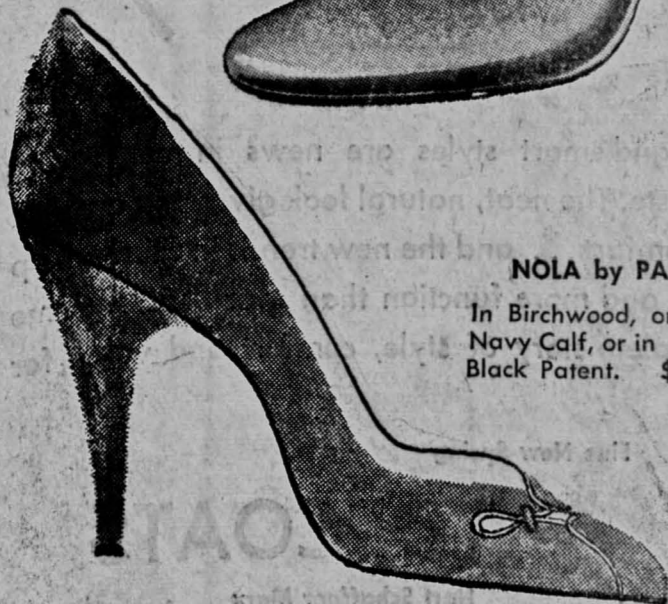
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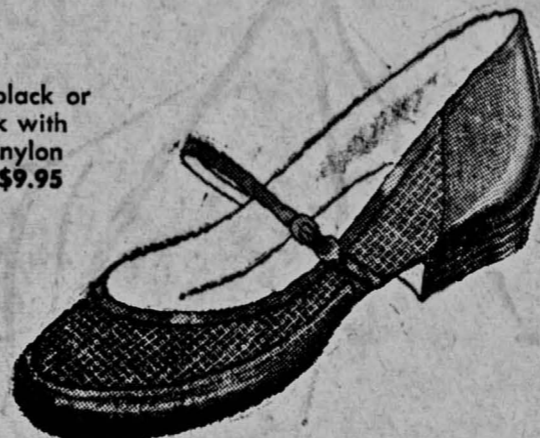
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Dombly Boot Shop

THE NEW IN SHOES for Spring '34

Toe Accent Makes News in Women's Footwear Basis of New Season's Wardrobe Will Depend on Well-Designed Suit

This season, in the smartest women's shoe fashions, the toe's the thing!

With skirts definitely shorter, 14 inches the accepted length and the more adventurous going to 15 and 16, the toe becomes the focal point of the whole costume.

Sometimes the fact that it isn't there at all makes the shoe outstanding. No more peephole shoes for an ungainly big toe to peek through.

In the smartest open models, the whole front of the vamp is sliced off, in straight, curved or asymmetric line, to reveal all five toes through the gauze of a nylon

stocking.

The needlepoint Spanish toe continues as an attention getter. On some it looks good. On others, not! If the foot tends to be broad, the ball of the foot is extended. With high curved heel and sharp triangle toe, the effect is not what the wearer had in mind.

Or there is the new asymmetric treatment of the T strap, which draws the eye up the instep to a slender ankle strap. The T strap crosses and holds the three vamp straps, set off-side.

For summer cocktail and party

wear, rhinestones and pearls sparkle on the vamp of an open-toe ankle strap sandal with very high Spanish heel.

In general, the long slim last with taper but not needlepoint vamp is the most popular as it is the most flattering shoe fashion for spring. It's strictly in line with the current silhouette — no sharp angles, gentle curves, softly feminine lines in suits and dresses.

The tapered square toe, at first a very limited fashion, is gaining in acceptance. In polished leathers it is particularly smart and suit-

able for flannels, tweeds and spring tailored fashions in general.

As the season advances, the slender square-toes can do spring-into-summer service in the pale aniline tones.

And speaking of toes, big bows promise to return. Again, look to your foot.

On a small foot, the butterfly bow can be piquant, provocative. On the large foot it's a stopper all right, but hardly in the fashion sense. Cutouts, flat bows and pipings for these.

Related to the big bow is the

current fashion for large handsome ornaments on the vamp of open sandals.

Again something to call attention to a pretty foot and a slim ankle, to make the shoe a real feature of the costume.

FANCY FIGURE

You can cut a fancy figure if you select the right foundation garment, say style authorities. The 1954 look emphasizes the nipped waistline, trimly rounded hip line, tapered long-line midriff and ample curves.

However new . . . or unusual . . . or dramatic are the fashions presented in any spring opening, there is always one appearance that is awaited with almost breathless eagerness — the spring suit!

Suits are always the focal point — of interest for, almost without exception, a smartly-dressed woman builds her new-season wardrobe around one well-de-

signed suit . . . preferably one that introduces a rather sharply-defined departure in silhouette.

One newsmaking suit in a woman's wardrobe can establish her as a woman of true fashion awareness and create for her a reputation as a style leader.

This spring of 1954 promises no disappointment for women who are hoping for something excit-

ingly new in suits.

The incoming season brings much that's new in silhouette. Suits with built-in curves are attention-compelling. Interfacing and pliable stiffening are used to create rounded contours.

The waistline is often accentuated with a corseted midriff. Darts are much in evidence, running smoothly from the waistline into the natural hipline.

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Three for the money makes good fashion sense especially in this important three-piece spring suit ensemble. Our versatile wardrobe suit. The belted skirt is permanently pleated and completely washable of Orlon and wool. Beige.

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As seen in Mademoiselle

Costume Dress

The important costume-theme, that gives you two changes of scene for the price of one! The softly flattering dress is of sheer acetate and rayon crepe, trimmed with the fall of the curved contour-bolero. Spring navy.

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We feature Women's Fashions as well as the co-ed's favorites Teen-age as well as sophisticated Young career ladies

Minx Modes

Fashion Specialists — Willard's Apparel Shop

Bow Brightens Dress Collar



(Daily Iowan Photos by Dick Pitschke)
A BROWN LINEN casual dress with a white collar brightened by brown and white bow and matching detail on the skirt is modeled by Kay Taylor, N1, Tulsa, Okla., at Zimmermans. White gloves and a brown bag complete the outfit.

New Graceful, Flattering Lines Mark Exciting 1954 Styles

The little top, big skirt shape has changed to the rounded, flattering bodice with a slimming straight and narrow skirt. Aided and abetted, of course, by lots of shawls and stoles — graceful and flattering—and very, very practical with their choice of wear-or-not-to-wear according to the temperature.

The fickleness of our temperatures has had a great influence on designers who truly want to give American women the kind of clothes they can wear successfully and enjoy fully. There's been a re-shuffling of ideas about the types and weights of clothes we need for our climate shifts toward a shorter spring and a longer summer. This, of course, means lighter wools, more silk coats and silk coat-dresses, more costumes that peel down as the mercury rises.

The Natural Look

It is good news to know that the natural figure is to show once more after years of "clinging" our middles, billowing our hips with layers of petticoats or trying to pour ourselves into test tube sheaths! Yes, the slim silhouette is definitely with us for spring, but with typical American improvements to guard our birthright of looking pretty and feeling comfortable at the same time.

The stiff, crackling fabrics so many of us found difficult to wear have melted into whipped-cream softness. They still have a "body," but this season's it's the substance of a cloud or bubble.

The two-piece costume of soft rounded thigh-length jacket over the sheath dress is one of the most versatile of fashions, and this spring you will find many variations of this deservedly popular theme. It's the sort of costume that carries you through both day and late afternoon with complete confidence, comfort and correctness.

Fabulous Fabrics

Fabrics will be just about the

first thing you will notice in spring fashions. They are more beautiful than ever before, with a "precious" quality reminiscent of heirlooms. A veritable Arabian nights' parade of silks and wonder-weave wools and cottons have a proud "person of quality" look. Silks are either heavy, and textured, or gossamer sheer. They drape with very convincing elegance, or fairly float in filmy beauty. There's a high polish on many of the new fabrics, with cool-looking satin for gala summer evening clothes. Miraculously light and coolly aerated, the wools for spring range from mohair mixtures, spongy to paper thin and chiffon sheer. There's a finishing school treatment being given silks, cottons and linens that makes them crease and water resistant, and that is higher fashion education majoring in home economics!

Silhouette Changes

The coat silhouette has thinned down, magically without affecting its smart and comforting wrappi-ness. If you have come to love deep armholes, wide sleeves and a fluid, flowing looseness in coats, you will find these desirable features in new coats — but with a difference! The difference gives coats a new look, because even the loose coat seems to taper in at the hemline like a wedge.

When you try on your new wardrobe for spring, don't let the fitter clutch the back of the neckline and pull it IN and UP! If you do, you will ruin your fashion right to the most important trend for spring. Necklines stand-away! The standaway neckline is a dominant influence for this new season, and very refreshing, very new looking it is, too. Let your clothes cling lovingly everywhere, but around the throat. Whether dropped just enough to show your three strands of pearls, or standing away out in a giant cuff, the wide open look is NEWS for coats, suits and dresses.

Suit Features Splash Pattern



(Daily Iowan Photos by Dick Pitschke)

JOHN LANDESS, A4, DES MOINES, models a worsted flannel Phoenix suit in light tan with contrasting brown and white splash in a soft window pane pattern. The single breasted suit from St. Clair-Johnson's has patch pockets and a clover leaf lapel. His hat is by Caxton in charcoal brown with center crease and the new 2 1/4 inch brim. He wears a rounded button down collar oxford shirt by Manhattan and carries a tan tweed California weight topcoat by Philcraft.

Athletes Have Style Sense

The more masculine a man is, the more he's inclined to be clothes-conscious and careful in his selection of wearing apparel. Among the greats of the past generation Jack Dempsey was—

and still is — massive, king-size Beau Brummel, while the man who took the title from him, Gene Tunney, is recognized as one of the best dressed men in New York.

Collegiate Fashions Go Darker

Campus styles traditionally play a big role in setting styles for the nation's men. And this year is no exception.

College men, who helped build the boom for black as a top fashion color, this spring are wearing smart new variations in style keyed to the new shade, with emphasis on comfort and casual good looks.

From separate vests and striking sportshirts to neckwear in new patterns and colors, the college man's attire is styled in keeping with the trend to black and charcoal gray.

Sweaters for spring are predominantly in solid colors, emblem motifs and simple patterns. The sleeveless sweater, often in button-front styling, is widely popular, with emphasis on stripes and colors suitable for wear with black and charcoal gray.

The separate vest, which rose to its current favor after bowing on the campus, is also offered in an array of stylings. Top colors are those which coordinate with the darker colors popular in suits and sportswear. Fabric preferences are for soft wool, silk and—in the midwest—cotton corduroy.

In suits for college wear, the rise of black has brought with it the pre-eminence of gray over brown. But many striking new shades of brown, from golden tan to deep brown will be seen. Top suit fabric in the east and in most other sections is the all-wool gray flannel — smartly styled, durable and long-wearing.

When it comes to sports jackets, the college man's tastes depend on the location of his college and his personal preferences in styling. Two-button models continue favorites in the midwest, three-button styles in the east and far west. Pockets are patch, welt or flap, depending on the wearer's tastes; and taste, too, determines whether the jacket shall have center vent or side vents.

Take a Long Look



at these famous fashion names that are sure to bring you fashion raves galore

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Men's Fashions Trend Toward Slim Silhouette

When you shop for a lightweight wool or tropical worsted this spring or summer, you'll find that most models will create a slim, trim, natural silhouette.

That's because the whole trend in men's apparel is away from weight, bulkiness, and exaggeration of any kind, according to designers, manufacturers and men's fashion editors.

These same sources point out that the term, "natural shoulder," in suit coats and sports jackets is often misunderstood. The natural shoulder is not, as many understand it, a skimpy, pajama-type shoulder designed to create a narrow-shoulder effect.

The true natural shoulder simply conforms more naturally to the actual body line. Instead of building up shoulders to an exaggerated breadth by bulky padding, the designers and manufacturers use padding more sparingly.

by molding, shaping and "working" lightweight wools and tropical worsteds that tailor so superbly.

They achieve the desired look and lend themselves so well to such skilled, high-quality workmanship.

Suit or sportswear styling along slimmer, more natural lines has influenced the over-all male silhouette.

Hat-brim widths are narrower and crowns smaller and more tapered. Wide brims and large crowns look awkward with a natural-shoulder jacket.

Slacks and suit trousers are narrower and taper to the cuff because full-cut, wide trousers are out of line with the slim-style coat.

Even ties have followed the trend, ranging this spring from medium narrow to extreme, "shoe-string," types.



SPRING

Flattering New Fashions for a New Season and a New Reason to Visit Zimmermans.



Dorothy Lordy

Charming "wallpaper" printed cotton blouse with polished collar and cuffs, a pert grosgrain bow. Washable, of course, and just about the prettiest way to welcome Spring. Turquoise, grey, maize.

Sizes 30-36

\$5.95

Youthcraft's slim, short-jacketed suit with the small convertible collar, jeweled tabs, cut-away sides, six-gore skirt. Cut in Anglo's pure wool Karanglo in tan, gold, and blue.

Sizes 7-17

\$47.50

Master Sheer of rayon and acetate. Great circle cuffs and soft-curve collar are frosted with lime and sugar-white bands of linen weave... chalk-and-rhinestone beaded. Black or navy with lime and white.

Sizes 7-17

\$25.00

Mark Robbins ORIGINAL

An Invitation



to men who demand the best

See our matchless array of new Spring ideas. Note the careful, faultless styling, the perfect fit. Stop in, see for yourself—you'll be glad you did!

Suits

from 55.00

Sport Coats

from 27.50

Fashion Firsts Always from

Exclusive at
Stephens

Estella Zimmerman

hotel jefferson building

Bracelet Sleeves Key Spring Fashions



(Daily Iowan Photo)

NEWEST IDEAS IN New York fashions are carried out in this dress modeled by Karlen Sutton, Al, Clinton. Fashioned by Loran, the gown is carried by the local J. C. Penney company. Miss Sutton is wearing white double woven nylon gloves and red kid pumps. To complete her spring outfit, she carries a smart looking navy felle purse.

Functional Style, Fabrics Clue To 1954's Ideal Wardrobe

From the toaster on the breakfast table to travel in a stratospheric airliner, modern living is streamlined, slimmed-down and functional.

Functional is the word for the modern home, the modern car, even modern clothes. All are products geared to a fast-moving and comfort-conscious way of life in which there is neither time nor space for the burdensome weights and fancy "gingerbread" common a generation ago.

Take clothes, for example. From head to toe, the well-dressed man's attire this spring will be light in weight, high in comfort, and styled to require a minimum of care. From his trim-cut hat to his narrow lightweight shoes, his clothes permit easy movement and around-the-clock comfort. His suits and sports clothes are tailored of modern lightweight fabrics whose weight is much less than the weight of fabrics popular only a decade ago.

Many of 1954's smartest all-wool tropical worsteds, for example, weigh as little as seven ounces to the yard. Unmatched in warm-weather comfort, they are at the same time unparalleled in serviceability and durability.

Back when the 19th century was

drowning to a leisurely end, the somberly styled overcoat that grand-dad wore when he strolled the avenue with a bustling belle was often made of material that weighed more than a pound-and-a-half a yard.

Collars Were 'Chokers'

His chest was confined in the iron-maiden grip of a "stiff-bosomed" shirt. His high, "choker" collar, starched to board-like rigidity, worked with his inflexibility tight, hard hat to cut off practically all circulation above the neck.

The unyielding, ankle-high shoes in which he stepped, in dignified slow-motion, from the horsecar age into the early 1900's were massive and heavy enough to discourage anything but ponderous, slow-footed movement.

And just as the slower, heavier tempo of the not-so-gay, gas-lit 90's was reflected in the clothes men wore, so is the spirit of our functional, high-speed times expressed in the apparel that you'll find in any men's wear store today.

That wardrobe essential, the spring suit, in clean-lined styling of smooth, sleek worsteds, supple textured wools, or in jersey or

nubby silk, has half the weight of suits gentlemen wore when a father was a boy. In the case of all-wool tropicals their featherweight feel is heightened by scientifically planned linings and open, ventilated construction.

Leisure Wear Featured

To provide maximum comfort, as well as smart appearance, entirely new kinds of sports, leisure and casual apparel appropriate for specific uses and occasions have been created. New departures have been developed in hand-needle techniques, in machine processes and in the handling and manufacture of inner, hidden elements such as inter-linings, facings and even the threads used in sewing the finer, lighter wools and worsteds.

The dull, bulky duds that grand-dad wore have no more resemblance to the clothes men wear today than a Model T Ford has to a 1954 sports convertible. Today's apparel, from hat to shoes, has more than kept pace with progress in all other fields. Trim, light-weight and comfortable, it's tailored to the needs and tastes of the modern male—hard working, hard playing, fast-moving citizen of a highly functional world.

Step Out For . . .

Spring



It's Spring — time to put away the heavyweights and touch on the lighter side of life — and light's the word for our complete new collection of Spring men's wear.

The suit pictured is a two button single-breasted fashion featuring a lounge drape with medium slope to the shoulders. Full chest, and smart tapered fit around the hips, this hand-tailored suit combines freedom of movement with fresh up-to-the-minute "dressiness."

Come in today for a closeup look . . . try one on and see how well we can fit you in incomparable spring clothes.

Eagle Suits \$75
Michaels Stern \$65
Phoenix \$55

Use Your Credit — 30, 60, 90 Day Charge Accounts

ST. CLAIR-JOHNSON

Men's Clothing • Furnishings

124 East Washington

PENNEY'S BUY ON PENNEY'S

Easter Lay-Away Club

PICK YOUR CLOTHING NEEDS NOW... ONE SMALL DEPOSIT HOLDS YOUR SELECTION! HAVE YOUR WARDROBE PAID FOR AND HOME BEFORE EASTER!

Double Woven
Rayon Suede
Slip-Ons
98c

For you, for Easter. Four button gloves of easy to launder double woven nylon. Hemmed tops. Choose from Penney's wide assortment of white, dark pastel shades. Sizes 6½ to 8½.



For Easter
And Spring
Straw Beauties
4.98

Smart Easter beauties and you can buy them for little more than pin money. Fert and pretty. Choose from black, navy, red pastels in crisp straws. Others from which to choose. 2.98, 3.98



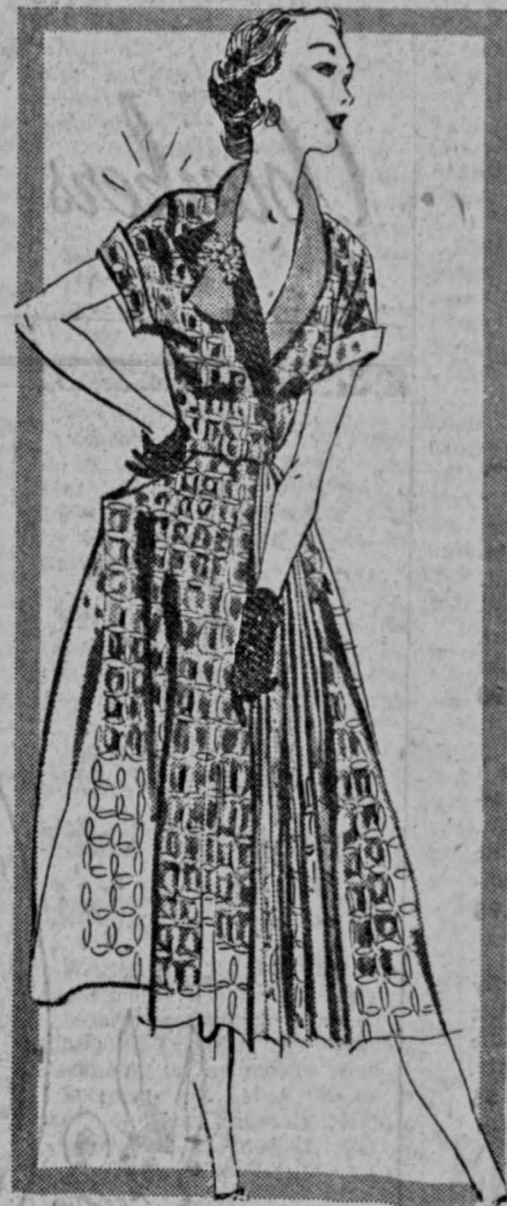
Spring
Bags In
Plastic
Patent
2.98

Latest styles and colors for Easter and spring. No outfit is complete without the added touch of a new purse. Choose from a wide variety including Grain plastics, failles, black patents and pleated rayon.



Classic Opera
Pump, So Right
Anytime
6.90

Classic beauty, classic comfort! Leather lined, air foam insole, sanitized too. Comes in 3 smart colors of black, navy and red. Sizes 5 to 9AA to C.



PRINTS
IN THE ELEGANCE OF
RAYON CREPE
8.90



The rich elegance of plied rayon crepe takes on even more beauty in the drama of these new prints! See the graceful full sweep of the skirts, the excitement of the semi-plunged necklines; add the glamour of glitter sparks and you have beauty unlimited. Sizes 10 to 18.

Spring Hosiery Shades Color Invades Men's Fashions Blend with Your Colors

This spring you will choose your hosiery a new way. For the first time you will see stockings in colors blended especially to flatter your own natural coloring.

Choosing your stockings as you do your lipstick to flatter your costume and your natural coloring is a new idea in hosiery. It makes sense when you remember that on you certain colors look very much better than others.

If you are a blonde, for example, you are probably never without a black or navy costume in your wardrobe. Fashion always applauds the striking appearance of a blonde in a dark shade. Brunettes, redheads and brownettes, too, usually tend to choose their costumes from the same color families.

To complement each of the four basic color types, Hosiery companies are showing individualized hosiery colors. Sheer stockings will appear in a range from light to dark to coordinate with all the fashion colors in your wardrobe.

A hosiery shade called "Gayety" has been blended for brownettes. A bewitching light brown, it is coordinated to a brownette's natural coloring and keyed to every shade of green and browns to beige in her spring wardrobe.

Redheads will find their basic shade called "Magic Tan." The color has a vivacious golden accent

to flatter the red haired type and to blend with wedgwood blues, spice browns and gold in her wardrobe.

If you are a brunette, "Rose Blush" is the hosiery tone blended especially for you. This lively beige with a rosy undertone is tuned too bright to light reds and the navy and bright blue shades always your color for spring.

A luxurious clear beige called "Allure Beige" is the blonde's hosiery color. Stockings in this tone are a flattering accent to black. It is a subtle complement to the beiges and new nasturtiums that accent the fashion-approved golden look for blondes.

Costumes, shoes and occasions all call for distinctively different stockings. You will be delighted to find that your own color is available in several styles. They range from a 51 gauge 15 denier style for general wear to an attractive dark seam style for dress wear.

Besides colors that are naturally yours, individualized fit is emphasized in the spring hosiery picture. Eighteen different dimensions will be shown in the variety of styles for each color type. Properly fitting stockings assure well-groomed legs and always help you achieve longer wear from your nylons so insist on the right leg size and length.

It isn't just because spring's in the air. It isn't the "gypsy" coming out. It isn't that men have suddenly gone giddy or seek a new way of self-expression. It's simply that color has come to men's clothes in a big way.

This season you'll see American males more colorfully attired than they have been since they stopped wearing the multi-hued brocades and satins of Revolutionary days.

Too fancy for the plain, average man? Not a bit! For it's the plain, average, mass-market man who has taken most strongly to wearing a rainbow 'round his shoulder.

And it's only natural that he should, for color has been splashed in bold, broad strokes across our whole modern scene — from skyscrapers to cigarette holders, and from kitchen equipment and home furnishings to automobiles and eyeglass frames. Men's wear is merely in line with the sweeping trend.

Color Range Broader

In warm-weather suits colors this spring range from black and charcoal tones, through subtle variations of deep blues and browns, to light pastels. One manufacturer of summer suits in pure wool worsted offers 27 different colors in his spring-summer line. The Textile Color Card association, color authority of the industry, recently announced an expanded range of 40 different colors for woolsens and worsteds.

It is in sports, casual and leisure wear, however, that color really comes into its own this season. Again, the color selection runs from blacks and charcoal grays and browns, through innumerable shades of blue, yellow and red. In the sportswear division, however, there's even greater variety than in suits with shades such as cora' cocoa, beige, lemon, copper, rust, sage, flamingo and gunpowder high on the list.

Many Fibers Offered

The various colors, off-tones and newly developed shades will be seen in solid and patterned

Spring Fashions Take Rustic Look

Fashion takes on a "rustic" look for spring — but with an air of urban sophistication. Rustic refers to the many rustic-weave fabrics in fashion — linen, linen-like rayons, linen-weave silks, even worsted suitings with a linen weave.

And now, burlap has deserted the potato patches for the fashion fields. You will find it in sportswear in "town" handbags and in footwear.

Linen too, becomes a newer note in accessories — especially in shoes and bags.

From down on the farm come the spring themes of straw — interpreted in sportswear, bags, shoes and in little collars.

ilk, cottons and linens with great 'surface interest' — as it's called in the trade — including nubbed, slubbed, open-weave and flecked effects. The wool fabrics and smooth-finish worsteds in sports and casual wear will also be available, of course, in wide selections of color, pattern and surface texture.

A noteworthy point in the surging flood of colors is that, while there's no limit to the brilliance and vivid coloration in which spring and summer apparel is being produced, there is good taste for the most part, expert styling and skilled co-ordination. There are restrained, eye-catching and pleasing color-contrasts and a sense of well-planned harmony — rather than hit-or-miss piling of color on color.

But take a look and see for yourself. Department stores and men's wear shops all over town are showing greater variety in colors than the blue-bloods of Colonial days ever knew.

SHORT BRIGHT COAT

The short bright coat continues popular, with the added advantage of being more durable to cleaning than earlier fashions were. Every color is seen, and most of them go well with a variety of suit and frock styles. Fleece tops the early spring fashion list, and the miracle fabrics are gaining in popularity.

Gounkers

Khaki separates



Khaki for the campus is big fashion news this spring. Galey and Lord ShinoKhaki is the fabric that can take rugged playwear and come through looking fresh as new. You'll want several separates to mix or match, for classroom and playtime.

The blouse in coordinating colors in broadcloth, convertible collar, bodice pocket. Khaki and black stripe on white. 30 to 36. **3.98**

The slim skirt with a 7" zipper fly front, tailored tab hip pockets, elasticized adjustable waistband. Khaki color only. 9 to 15. **5.95**

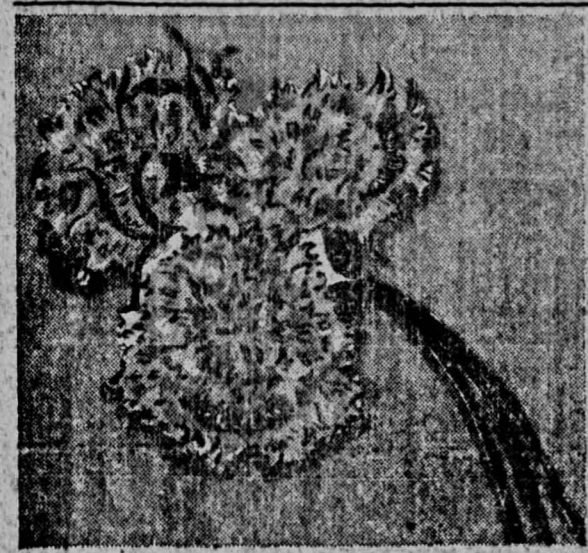
The Bermuda short, fly front, side slit pocket and adjustable elastic waistband. Khaki only. 9 to 15. **\$5**

—Sportswear • 1st Floor

spring accessories...

to complement your spring costumes, the newest, freshest spring accessories. Choose yours from these and many more.

A special purchase... glittering rhinestone jewelry, pins, earrings, necklaces and bracelets. **2.89**



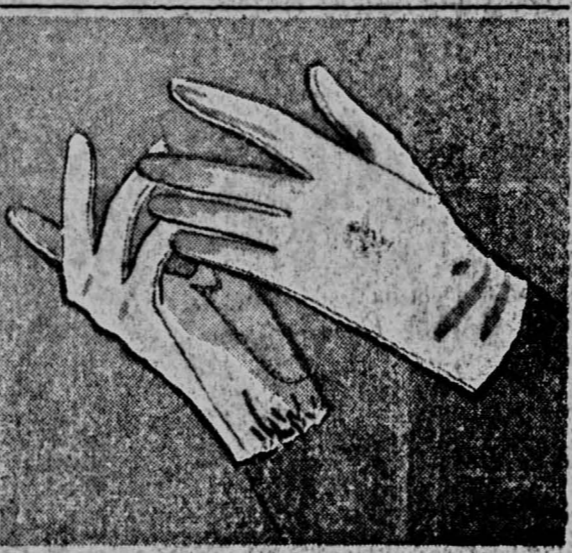
Gay costume flowers to brighten a dress, suit or blouse, fresh colors and pastels. **59c to \$1**

—Notions • First Floor



Choose a handbag from patent, faille or leather, to complete a spring outfit. Many new styles and shapes to choose from. **4.98**

—Handbags • First Floor



The 'Short-Stop' glove by Hansen hugs the wristline with briefness. Double-woven cotton stays fresh. Many lovely butterfly colors. **\$3**

—Gloves • First Floor

...Gounkers

Blossom out
in Spring's new
'STOP and Glow' colors

PATENTS!
REDS!
BLUES!

Jacqueline 8.95 and 9.95
as seen in MADEMOISELLE

Gounkers

—Fashion Shoe Salon • First Floor

The Spring fashion story in a nutshell... gleaming bright colors cued to Spring costumes. See the new pumps accented with a different touch... zigzagging rickrack, bow'd in back flattery. Dress up flats too, buttoned and stitched... all delightfully designed by Jacqueline.

Your Spring Fashion Parade starts with Smart Clean Clothes

Only a few days until the official arrival of Spring! So why not call us right now to pick up your clothes for a bright, spic 'n' span Spring Cleaning? We'll have them back for you, of course, in plenty of time for your weekend plans. Don't Delay, Dial 4177 Today!

New Process

LAUNDRY-DRY CLEANING

LET ONE CALL DO BOTH