

SPRING ACCENTS HAVE A DRAMATIC TONE

Women This Year to Have Definite Notions Concerning Good Grooming

There's a type of setting for every figure, and particularly comfortable is the garment of sturdy, all-rubber fabric that's durable, flexible, and perfectly fitting. Absolutely odorless, it takes an inch off the waistline; tiny needlepoint perforations allow for perspiration evaporation, and three-piece back construction controls that derriere bulge.

Average figures that are "almost right" can do with less restraint; while pudgy hip types like the shorter all-rubber giraffe with extra-wide fastened top to pull in the hips. No woman wants a thickened waistline—and the woman who has one can lose it in a princess giraffe, cut high over the diaphragm with shoulder straps for extra support—to be worn with any preferred bra.

Further along the intimate gar-

ment counter, may be found lots of bright notions; particularly a new type of full-fashioned dress shield, in an entirely new shape, designed to afford full protection for gowns made at home, or bought ready-to-wear; keeping them fresh and dainty for just a few cents more than the cost of the garment itself.

Another dress shield—adored by the girl who never has a minute to spare—is the kind that pins-in by means of four tiny safety pins. There's a slip-type too, made especially for jackets, sweaters and coats; and the slip-type braform that has dress shields permanently attached, is better fitting than ever.

Glamour Still Stays In Gowns for Dinner

The glamour evening fashions that delight the feminine heart help femininity this spring, with designs and ideas for all types.

Moulded-and-draped rayon jersey, concentrating detail at the midriff, shoulder and bosom is one style of the night.

Jacket dresses stay to dinner, revealing décolletage for more formal occasions. This spring, the sweater-top ensemble continues to be worn and admired.

Come with the Spring, is the flared, crisp bouffant frock, new with bouffant skirts that combine with simple dinner time tops, often with tailored necklines and long sleeves, preferably in taffeta, embroidered, painted, or organdie decorated.

Pockets pop up at night atop flared skirts, necklines are modest and sleeves appear more often than not.

Chanel has shown an affection for black and white, either all-lace or combining lace and silk chiffon; while also in the dark-light category are navy and black silk marquisette gowns trimmed with white lingerie touches.

Ankle length printed chiffons often take to white grounds, and for elegance the print design may be picked out by beading or pallletter. Plaids and stripes look newest of the new—combining yellow, green, and brown grey, wine and yellow . . . and other fashion tones, in dresses that will whirl to the tune of the Spring song.

YOUTH GETS IN SHAPE

Even teenagers wear a junior braform, devised of dress shields permanently attached to a little batiste bra; to be worn with a two-way stretch giraffe which may be purchased, like the braform, in actual dress sizes.

Lingerie has never been better flatterer or more wearable. Lots of women are learning the practicality of informal hospitality at home, accounting for all the new robes are quite practical as they come. America's brilliant stripes and Civil War frills inspire their design, with basque bodices, full sleeves preferred; whether skirts are bouffant, or slim and narrow, draped or tiered like an Argentine dancing skirt.

Silk nighties adopt evening frock treatments with decorative bodices and wide skirts, with plastron fronts, yokes, tiny lace frills reminiscent of the 1880's, and low-necked strap shoulder gowns providing adequate variety. When there are sleeves, short or even long—they're smoked, shirred, fagotted, hemstitched, and intricately with lacing.

Coral and turquoise are new-

Romantic Sheers Chic for Evening

This spring the sweet young thing will swing and sway in romantic, full-skirted silk evening dresses. Crisp marquisettes and floating chiffons in fragile looking white, rose, yellow, green and blue will dot school prom and club dance floors.

Dressmaker details form the trimming feature of many of these silk sheer dresses. Lace and lingerie touches reach a new high. One white silk marquisette suitable not only for graduation and bridal parties, but for all spring and summer, has pleated white lace frills in swallows over the entire skirt matching the three scalloped frills on the bodice, the frill edging its short sleeves. Crisp and young looking is a midnight blue marquisette dinner dress trimmed with white cotton insertion from shoulder to hem on each side of the front and back marking the side necklines.

Printed silk crepe evening dresses also make their appearance on the young girl. A gown guaranteed to produce results from the stag line is of crinkled crepe in Oriental red flowered in white and turquoise. This is made with a straight short sleeve, squared décolleté front outlined by a flat bow and a full bias skirt.

Steeved evening gowns are generally the rule, although decollete versions are often seen topped by little jackets of silk or wool. A smart combination noted is a full-skirted ashe of roses silk chiffon with a shirred camoué top trimmed by a deeper tone pin-tucked sheer wool giraffe. This is accompanied by a degrade pin-tucked wool jacket that is equally wearable now for dining and dancing in the city as an evening jacket for spring school and country club formal.

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HAVE A LONG LOOK

The longer torso silhouette calls for ready practical foundations to give the smoothly rounded hip line, and high, well-defined bosom with almod waist, that epitomize 1940 costume chic.



New Blouses by Barbizon

Surely you know that Barbizon, makers of your favorite lingerie, have turned out the most satisfying collection of blouses you'll see this Spring. They're called "Tops", and they're just the thing to top off your Spring suit, your separate skirts. Tailored types, too, for slacks.

Sketched: Style P—White, Pale Pink, Bluebell, Champagne. Dress-up blouses with rows of dainty legging. Tailored of silk and rayon. Satin Seraphim and only 2.95

THE TWIN SHOP
160 West Maple Avenue

Novelty Sheers

This spring's sheer blouses call for simple top slips—so that what shows is worth seeing! Val lace and embroidered mesh, marquisette-brush batiste slip doubly smart.

With Long or Short Sleeves

\$2.00 and \$2.95

THE TWIN SHOP
160 West Maple Avenue

Let Petticoat Show



Elaine Kemp, Southern Columbia Broadcasting star lets her petticoat show, because it's smart too! Of Broderick Andrus in snowy white, it matches the red collar and cuffs on a look of navy Crown Tested rayon sheer.

Lingerie Never More Flattering And Wearable Style Experts Say

Lingerie has never been better flatterer or more wearable. Lots of women are learning the practicality of informal hospitality at home, accounting for all the new robes are quite practical as they come. America's brilliant stripes and Civil War frills inspire their design, with basque bodices, full sleeves preferred; whether skirts are bouffant, or slim and narrow, draped or tiered like an Argentine dancing skirt.

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DIMAS FURS

Birmingham's Only Exclusive Fur Store

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ELEGANCE

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Invitation to select your Spring FURS

GORGEOUS SILVER FOXES

Twin Skins as Illustrated \$125.00 pair

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We are also showing CROSS FOX and RED FOX Twin Scarfs Sable Dyed Squirrel and Gray Kidskin Jackets

DIMAS

Furs Designed to Your Personality
227 Woodward Ave., Birmingham
"Birmingham Theatre Bldg."
16 Years on Woodward Avenue

Styles for Girls Emulate Olders

The foundation of every girl's spring wardrobe is the coat or suit, with which will be matched and harmonized all her dresses, blouses and accessories.

Just as her big sister's fashions make the fitted and casual silhouette rivals for favor, her miniatures of the very same clothes types follow princess or swaggar lines.

Colors as delectable as those in monotonous woollens, easily rubbed tweeds, kitten soft shetlands and rainbows-like plaids.

Only the dressiest coats have little fur collars; but the furless types are far preferred, with satin and velvet best loved for collars, cuffs, covered buttons, and silhouette-emphasizing bindings. Girls of 'teen age adore hooded and when detachable they may be exchanged for hats for more dress-up mood.

White Is Crisp

Little girls love crisp white lingerie trimmings on their navy blue coats—eyelet or pique collars, with which are teamed little white gloves. The simple princess line is the youngest interpretation of the figure-fitting silhouette, but sometimes the waistline is defined with deep sections of tucks or rows of cording.

The girl who dotes on sports clothes may still be smart in a classic camel hair coat; or she may like the military swaggar of a gray woolen, straight in front, nickel button trimmed, with a full sweep of swing skirt. Lined in red, such a coat would be the biggest fashion thrill in any young girl's wardrobe.

Whether she's four or fourteen, every little girl loves a suit; and there are so many kinds of style this spring. In navy blue or gray, the bolero suit is sure to be popular whether it's in dressy mood with lingerie gilet, or more tailored with brass button accents.

It Must Fit!

The subecl is all for the fitted reefer suit, with either peaked, notched lapels from which may dangle amusing gaudies; or with collarless, cardigan necklines.

There are buttons galore on young girls' suits—in single, double and triple rows, from neckline to hipline. Juniors are keen about pockets, too, which may be insets of two's and four's on jackets, or making the top-end of a skirt.

Skirts flare and swing through the season, to match or contrast with jackets—and many mothers will buy daughter two suits in two different colors, which can be mixed and matched several ways.

PERKY BY DOBBS

These new hats fit your head, says Vogue. All right, here's Perky that does just that; the new nape back fits snugly and flares into a mushroom brim that complements your new spring clothes! DOBBS accurate head sizes . . . all colors

\$8.75

Exclusive in Birmingham

- GAGE
- MEADOWBROOK
- CARROLL

and other makes

STRAW
FELTS
FLOWERS

You never looked as pretty as you will, wearing our new spring hats! Turbans and sailors, homburgs and calots are works of art when they have our label!

Some of the stylists are predicting that the short hair will be in again soon as a result of the war. Newest confidery, however, show tendency to be softer rather than so severely sleek.

Keller Hat Shop
135 East Mile

Salute to the Navy



Salute to the navy in this Betty Lavay look, designed with enormous pocket, embroidered nautical emblem, and silver anchor buttons, on gray children wool.

Identify the Quality Of Fabrics You Buy For Spring Wardrobe

Fabric quality is more widely identified than ever for the benefit of the consuming public. Not only is "100% wool" now indicated, but other characteristics which enhance quality and satisfaction in use are named.

One interesting series of Spring fabrics are identified as loomed from naphthalated wool, produced through cleansing the virgin fleece in a series of naphtha baths, eliminating usual scouring processes and preserving the original life, strength and resiliency of the wool fibres.

Such quality-producing methods are more freely identified and explained to the purchaser than ever before, in local shops selling the fabrics, and the fashions into which they are made.

And speaking of cold weather, the younger contingent continues to favor hooded with fur edging for sports wear.

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Give a Gift for EASTER

Here Are Nine Ways to Please!

Gifts are quite as expected at Easter time as they are at Christmas! There's no need to disappoint her, when we can fill your arms with accessory gifts that will make her so appreciative, she'll want to take their place in your arms to say "thank you"

GLOVES
\$1.00 to \$2.95
Fabric gloves with fine detail. Some combined with kid or pigskin.

JEWELRY
59c to \$2.95
Candy colors in necklaces, bracelets and earrings.

ANKLETS
25c to 50c
Cotton laces in gay stripes for sportswear and campus needs.

HANKIES
25c to \$1.00
Oversize handkerchiefs in exquisite florals. Pastel and deep tones.

HOSIERY
\$1—3 prs. \$2.85
Three pairs of these in a gay box are a practical gift thought.

Easter Frills for Springtime Thrills

There's real fashion excitement in these lingerie dress trimmings. Whisk them on and off for quick changes that make your wardrobe extensive.

COLLAR AND CUFF SETS
GILETS
PLASTRONS
REVERS

\$1

These beautifully styled pieces of neckwear combining fine lace with sheer crepe, make charming Easter gifts.

F. J. MULHOLLAND CO.