

GIRLS LOOK PICTURE-PRETTY FOR SPRING

For Easter "Follow Suit"

With a New

Blouse at \$1.95 and \$2.95

Sheers. Crepes. Whites Colors . . . Patterns

Mexican stripes. Double yoke, lace panels. Lace ruffles and tucking. Shirt classic with pocket.

These are the blouses spring suit-call-for! Beautifully tailored or exquisitely detailed for Easter's dress-up mood; excellent value; you'll want more than one.



Lingerie FOR EASTER Gifts

A beautiful group of well fashioned lingerie, including slips, gowns, cotton housecoats, pajamas, and dance sets.



SWISH . . . \$1.25 to \$1.69

A taffeta slip with pleated-ruffle hem.

CLASSIC . . . \$1.00 to \$2.95

Rayon satin slip in panel construction.



FLOWERS . . . \$1.95 to \$2.95

Sprigs of flowers on pussywillow silk crepe.

BOWKNOTS . . . \$1.95 to \$5.95

Two-tone housecoat in washable cotton and pussywillow crepe.

Other Cotton Gowns at \$1.25 to \$1.95

F. J. MULHOLLAND CO.

Color to Come First This Season When Sub-Deb Chooses Wardrobe

There are dress styles galore for every sub-deb's spring wardrobe, with just the right type for every activity in her crowded young life! Washable frocks can be worn all day, and come in delightful prints, symbolic of youth and outdoor fun. In fitted princess lines, or in shirt and skirt styling, they use the biggest pockets ever seen (big enough to hold a book), and their colors are perfectly keyed to the blues and reds, soft greens and browns in coatings.

When a girl has her first spring date, she wants all the flattery a dress can give her! Navy sheers trimmed with striped prints or lingerie accents are first choice and the petticoat dress is just the kind to make a boy blurt out his youthful admiration.

The costume suit which is the predominant fashion this year appears in juvenile sizes quite as importantly as in adult sizes. Dress and jacket take to sport and dress-

up interpretations, of which the bolero style is only one. Many silk or rayon dresses are worn with fitted jackets of wool, or knitted sweater jackets, and quite grown-up are redingotes combining gay print with monotone wool.

Young ladies who've been dancing "South of the Border" will delight in the Mexican influence to be seen in blouse tops with gaucho sleeves, attached to brilliantly striped skirts. And of course the bolero dress seems to belong especially to youth as it does to the Latin race!

Gay Accessories Give Variety, Zest To New Wardrobe

Accessories are the spice . . . the seasoning . . . that makes any wardrobe more tasteful; and this spring accessories are making their appearance in such zestful variety that many a girl will spend what she can for one smart costume—and then all she can on accessories with which to vary its chic!

Handbags, for one, are larger than medium size, with the underarm style appearing anew in attractive detailing of dressmaker appeal. Gathers, drapes, and shirred manipulation add bows, buckles, stitching, folds and sculptured treatments for femininity; and bag bottoms are roomy enough to hold everything for a day-out.

The top-handle bag makes its handle flat and crushable, so it too can be carried underarm, which is the most convenient way to manage the new long, narrow shapes.

Studies in Drama
In addition to patent capeskin, dooskin and calf, the popularity of fabrics such as gabardine, faille and corduroy, lead to the most important high shade, but black and navy will be most women's choices, with tans and browns, golds and blues matching the colors in the balance of the wardrobe, as well pink, grey and other high-style tones.

Gloves for the most part are classically designed, considerably longer in length, and as colorful as a rainbow. The most brilliant glove design is that which adds extra length for the fingernail, thereby saving both the nail and the glove! Detail such as hand-sewing perforations and cutouts, bows and buttons, braid and metal accents make the glove that carries a handbag its smartest accompaniment.

In a season when suits and dress-tops call for dramatization, jewelry is important indeed, and this spring falls under several influences. Inspired by Southern Belle trends are floral lapel pins, and metal in lace effect. Patriotism expresses itself in jewelry too, with red, white and blue combinations. From South of the border come the deep yellows, intense blues and tropical blues, as well as amazing lapel gadgets such as sombreros strung together, senors, senoras, and torcedors in gay poses.

Straight from Paris comes the military trend, principally in metal jewelry.

Flowers in Bloom
Flowers decorate spring ensembles too, varying from old-fashioned corsages in Southern belle fashion, to red, white and blue field flowers expressive of Americana. White pique and lingerie flowers express the Beau Brummell spirit of the chic woman.

Flowers will be worn on necklines and lapels, on millinery, and especially tucked in at the side or back of snoods.

Neckwear is another spring accessory, indispensable because of the spring dresses which come with neckwear—requiring one or more changes. Neckwear, too, will take the place of "jewelry collars" too heavy for warmer weather, and it resorts to many tricks to be worn with suits and tailcoats, and even coats.

Easter collars, harlequin ruches and yokes all lend themselves well; white low and high V's and jabots, neckties and gumpies complete the neckwear picture.

Fashion Tips

The young women will greet the military tendency in fashions with enthusiasm. Gold buttons are seen on coats, jackets and dresses of every description. And on these buttons are eagles and stars.

A long-sleeved, square-necked model is just right for the theatre.

Epaulets are quite popular too, and shoulder straps are well as pockets of every size and kind.

And that's not all, for hats are military, too. There's a drum major's model for the very young, and other designs are trimmed with braid and buttons.

Go Out to Play

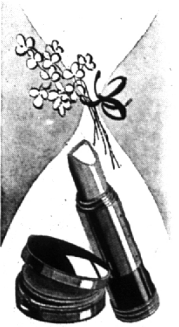


This old favorite denim is new this season, authorized break for washability. Ready for all sports, is the pocket equipped shirt and short shorts, with the new, combining striped denim with plaid.

FLOWER OF THE HOUR

Ayer Clover

This new Make-up by Harriet Hubbard Ayer is like the blush of youth. It highlights your own coloring, makes you look fresh—radiant.



Ayer Clover Rouge, Lipstick, Nail Enamel . . . 50 to 1.00

Wilson Drug Co. Phone 2500 We Deliver

Sheds Wrinkles



All dressed up in her best coat! White lace collar, smoked pearl buttons and tiny pin tucks to define the waistline are growing details. Because this coat is of 100% mottled wool fabric, it will shed wrinkles.

SLIPS SHOW THROUGH
Snuggly fitted camisole slips of sanforized batiste, mullin or fine muslin are the smartest choice for wear with the new transparent blouses.

Jacket Frocks Hold Spotlight This Year

Jacket frocks are everywhere this spring—holding the key place in every dress shop and department. Whether the jacket is long or short, fitted or casual, matching or contrasting with the dress, is a matter of individual preference. But that at least one costume suit must be in every woman's wardrobe is fashion's irrefutable command for 1940.

Easy to find this season, at all prices, costume suits offer a wide choice. Fitted types combine matching silk or rayon prints with lightweight woolsens, or solid color silk or rayon with woolen. In more high fashion styles, coats are lined with the lighter weight dress fabric.

Various tricks are played with buttons, and pockets do a flattering job of exterior decorating. At the boom, at the hips of jackets, topping skirts . . . pockets are in bloom!

The woman who doesn't find flattery in a fitted jacket silhouette, will have boxy topcoat styles to select from in costume suits in her size, while the briefest version is the bolero jacket, tailored to soft effect.

Bedtime Story



This fellow has probably read a book, but there's no doubt about his wearing these double-duty pajamas. For lazing about or sleeping in they're comfortable though luxurious, tailored of Green Tested rayon.

GAY FEET



Parry shoes or play shoes—her active little feet have the finest possible protection if she's wearing Edwards' perfectly fitting shoes from childhood . . .

Edwards JUNIOR FOOTWEAR



Sizes 6 to 8, \$3.50
8 1/2 to 12, \$4.00

The John Baldwin Co. 190 West Maple Ave.

NEW CLOTHES FOR Easter

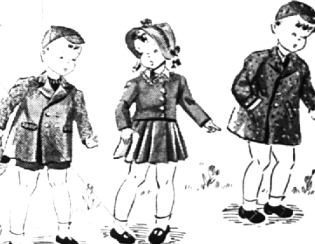
We've the grown-up fashions young girls love! Suits, coats and dresses with all the high-style detail of mothers' own clothes.



Suits and Coats

The brightest plaids and the smartest stripes, in fitted jacket and cape suits that give the growing girl's figure graceful lines.

\$7.95 to \$19.95



Boys' Coats \$6.95 to \$8.95

Neat tweed or camel hair coats tailored just like dad's!

Snappy - for smart mothers' daughters



Bonnets of Straw or Felt

\$1.95 to \$3.95

The Cheer Shop

SO. WOODWARD AVE. THEATRE BLDG.