

LITTLE AND BIG SISTERS DRESS TAILORED

Nauticals and Western Influence Prominent in Youthful Fashions

It's an all-American story that fashion has in store for youngsters this spring. First of all—nauticals and more nauticals. From kindergarten age through high school, the trend is toward navy blue, with glancing sleeve trims and metal buttons; trim white stripes with bright red stars; toward modern versions of those old favorites—the Peter Thompson and the middie blouse. Cowboys and Indians supply the next all-American trend that has inspired new spring clothes for children. And how they love them! Fringed shirts, fringed blouses, fringed boleros, and some of the new juvenile slacks even have fringes down the sides; just like real chaps! Then, too, there are many, many white and blue combinations that the children wear departments of local stores will look like living, moving American flags.

Clothes Do Things Growing girls like clothes that "do" things. They like, particularly, things that help them.

Little girls and no spectators of seasons, when it comes to clothes. They seem to shoot up faster than Jack ever climbed the beanstalk. And with the number of changes they need, the wardrobe problem might be a very serious one for the average mother on a budget. But if ever a cloud had a silver lining, the spring fashion outlook for children's clothes is bright. It is one to make any mother take a deep breath of relief.

First of all, cotton is tops. Sand dunes and dancing school, alike, will see smart youngsters in frocks of crisp, fresh waisting cottons. There are innumerable enchanting fabrics that coat so little you could make your year old baby's complete spring wardrobe for under five dollars.

Princess Frocks
Particularly smart for the youngster who is just over the dolling proportions of the average two-to-four year age, is the classic princess frock. It is becoming to almost every child; figure and growth-up enough in appearance to appeal to budding femininity. For playtime, it is smart in checked seersucker, or sturdy denim, while percale and gingham are favorites for school. When party time indicates something more formal, dotted seers or novelty organza add a festive note.

Princess Frocks are easy to launder; too, because of the absence of pleats and gathers—and to take care of those ever-growing legs, you can always allow an extra two inches in the hem without spoiling the line of the dress. Be sure you use bolus thread, so that when you change the hem, the line of former sewing won't show.

The pinafore frock is another universal style favorite. It's a mix-and-match fashion that allows for extra blouses or a change of apron-skirt, at will. You can make all of the blouses on the same pattern and vary the skirts, through difference in fabric and finish. Sew tick-rack braid on the skirt of one, for peasant effect, and attach a big patch pocket on another to hold her jacks, or lankies.

Nautical Trimming
There are all sorts of easy-to-do trimmings for frocks this year, too. A braid-trimmed sailor collar will give the accepted nautical note, and so will little star-shaped buttons, or amusing anchors. For dress, a dainty collar of hand crocheted lace, or a narrow ruffle of pleated organza is a smart neat finish.

There isn't a mother in the world who doesn't want her daughter to look as well, if not better, than her little playmates. It is a natural feeling, of course, and a heart-rending one when the family budget seems to make expenditures for clothes out of the question. So it is particularly gratifying to be able to purchase inexpensive dress fabrics from your favorite shop.

Lettuce Queen

Central Florida farmers are stimulating the sale of "crisp iceberg lettuce" by choosing Florida's Farrisington, Clewiston, Fla., their first lettuce queen.

larly, the play suits that are designed as regular school dresses by an overskirt or jumper. These are economical to buy—for the girls will wear them to school for spring and will continue to wear them for sports during the summer. Girls are enthusiastic over dresses that may be worn with or without separate jackets and there are plenty of new ones for spring. They like jackets and skirts that may be assembled with various pieces and worn in a variety of combinations.

This year glen plaids in men's wear colors or gay pastels are most popular for jackets and skirts. If your daughter is ten age he sure she has one of the longer, mannish jackets with convertible skirt collar. For dress-up occasions this spring buy your teen age daughter a printed silk or rayon frock with a wicker jacket to match. The fabric manufacturers have made these ensembles possible by coordinating their silk and wool colors far in advance.

And this spring, let's not forget that fashions are a Family Affair. Girls love to dress like their mothers—so invest in at least one mother-and-daughter outfit. If your son is under six, he may now join the Family Fashion circle.

Because modern children lead active outdoor lives, fashion emphasis must be placed on play clothes. For spring, they are gay in color and functional in design. Light colors are no longer impractical for these play clothes, for stented kniving and shrinkage trends, has perfected new finishes that render fabrics spot resistant, moisture repellent and other active play clothes. They will last the life of the garment, eliminating that hap of mother's existence, "button bother." Play clothes, gay designs, in corduroys, gabardines and other fabrics will take wear without tear. Take advantage of the many mix-and-match possibilities. Your child will enjoy assembling his or her own outfit.

SHIRT FOR SUN of shirtings, in the recent collection of sport shirts, treated with halobutyl. Good. Greenstone treated to shed rain.

COUNTRY CLUBBER gradually live in sweaters and slacks. The simple, pleated one of 100% unshirred wool, recently introduced.

Red, White, Blue
The largest purchase—in terms of the family budget's funds—for daughter's spring wardrobe, is her coat, or suit, or if she's a very fortunate girl, both. Because its selection is such a weighty problem, to growingly style-conscious young girls, it is well for family and sunder to be well informed about what kind of styles will be seen in the stores before they actually go shopping.

In this way style types not suited to the child's proportions, or not appealing to her style preference, can be eliminated before they're even brought out of store stockrooms; the specific type which most appeals can be asked for, thereby saving much time and temper.

The first decision to be made in a sport coat or dressy coat? In sport styles there are wrap-around casisals; boy sweaters with sailor collars and emblems embroidered on their sleeves; beloved cover-cloak coats in belted, boxy, or peevish styles; and there are well-tailored, durable herringbone, multicolor tweeds, soft-pastel slatlands; and plaids of varying colors.

In dress-up coats, navy blue is the overwhelming favorite in color; older girls love to wear beige; and for little girls there are flower-pastels in the vivid pink and lively tints of nasturtium, asters, and cornflower blues. The fitted, princess line is the one that gives the young girl the grown-up feeling she cherishes, and some coats are detailed with adult coats too, for the first time this spring.

Sophisticated young girls will plead for capes, and since this year finds them tailored with per-

fectly fitting, non-said shoulder, the cape is an excellent choice in place of the coat, and goes equally well over dresses and suits.

Suits also afford a choice between sport and dressy styles, although there are far more of the casual styles, and even the dressier types are truly tailored, with the merest lingerie-neckwear, fancy stripes, or magical emblem trim, with navy; by far the best loved color.

Casual suits are distinguished by their longer jackets; though there are a number of shorter and even rib-length jacket suits for shabby girls who can't wear the longer line.

Some New Ideas
In Millinery
Every young girl will want millinery wardrobe this spring, because hats are so pretty, so flattering, and have so much novelty appeal.

The overseas hat silhouette with its peaked front and back is loved in felt, solid color; or in Scotch plaid. The sailor hat which peaches at the back of the head to show off its own emblem and the wearer's bangs or pompadour, are irresistible.

Very little girls, with pigtails or curls, are going to wear big straw hats, with long, long streamers once again. The natural color straws are best liked with ribbon colors to match the coat or suit.

Considering Marty Hopkins' debt to the Chicago sewer commissioner he ought to report on London's underground facilities—Indianapolis News.

BROADCLOTH
Trimmed with Chenille
—3-piece ensemble as illustrated \$2.49

The Jay Shop
133 No. Woodward

Smart Young Girls Look to Their Own Fashion Future in Clothes for Spring Activity



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Shall It Be Sport or Dressy? That's Question for Girls' Coats

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"Whisper"
PERFUMED
COLOGNE
Lucien Lelong's
glorious fragrance
now available in
Eau de Cologne



Just as intriguing as its name—spicy as gossip—refreshing as good news! More than a Cologne—it's an EVENT in your life! "Whisper" Perfumed Cologne comes in that famous giraffe-neck cracked bottle.

SHAIN'S
DRUG STORE
103 W. Maple Rd. Phone 60-61. Birmingham

Cottons in Embroidered Manner Ever Popular for School Girls

Cottons in the embroidered manner are soaring to new fashion popularity this season. Little sister, like her mother, is following this trend. One reason is the new interest in surface treatments, but another reason is that the novelties are so varied and interesting as to be wholly irresistible.

Fluttering bowknots, five pointed stars, daisies and a host of other motifs which little girls love, are scattered dramatically over printed plaids, stripes, floral and plain voiles and lawns. The ever-popular dotted swiss effects have been everywhere and promise to appear in dark shades with light fingered trims—yes for school girls—as well as in the classic bright pastel colors.

In view of the growing popularity of embroidered fashions, an interesting innovation this year for the budget-minded mother in the new process whereby these effects can be inexpensively produced. Hand work and much machine work must necessarily be costly, but by a new method called fiberdown, high voltage electricity is used to apply gay short-cut lines onto fabrics in clear-cut raised motifs. These little dots and stars and bowknots closely resemble hand embroidery and are durable, while through innumerable washings and heavy wear.

Rich! Our theme last law is full of figure suggestions, thinks an authority in the city. That you should be able to buy self-supporting material—Laurie White Courtes—



Where does she get her Clothes?

Smart young girls ask one another—and usually the answer is the

CHEER SHOP

Her New
Easter Bonnet
GAY FELTS \$1.95 to \$3.95
LEGHORN HATS \$2.95 to \$7.95

Beautifully Tailored
COATS
Season's Most Popular Fabrics
\$7.95 to \$29.95

GLEN PLAID SUIT
\$10.95
OTHER JACKETS \$3.95 to \$6.95
SKIRTS \$1.95 to \$1.95

NAVY WOOL TWILL
Sizes 7 to 14+
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OUTDOOR PLAY SHOES

FOR Spring



Our \$3.45 group includes oxfords, pumps, and novelty styles for boys and girls from four to fourteen!

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