

SPRING WARDROBES RECRUIT NEW STYLES

MULHOLLAND'S

Carol King

LIKE THE Blossoms THAT BLOOM IN THE SPRING

"MINUET IN SWING"

All the charm of the minuet graces this striking floral print, exclusively patterned for Carol King. A shaped shirring marks each shoulder and a V-shaped waistband moulds the bodice above an all-around flared skirt. Accented by rayon jersey in white on fitman red, luggage, or stone blue. Sizes 9-14.

\$12.95



"FLY AWAY"

Literally a high flier—this spun rayon with its contrasting bands gay with embroidered butterflies and its long torso blouse posed above a full circular skirt, padded for slimmest. In luggage with Miramar aqua, must blue with spice rust, held green with sun gold. Sizes 11-17.

\$6.50



"DATE TIME"

For a glorious time after dark... this Carol King Exclusive in a classic floral print on acetate rayon jersey. Shirring at the shoulders gives flattering fullness to the blouse. Shirring at the waist makes for a tiny waist. White-on-luggage, stone blue, or grey. Sizes 11-15.

\$10.95



Suits, Coats Are Versatile This Spring

Becoming clothes give you a lift, help you to meet the problems of these anxious days. And designers are one step ahead of us, for months ago they planned a more exciting and attractive collection of spring coats and suits.

Styles are classic in feeling, yet with soft feminine lines that are distinctly flattering. You'll find them versatile for most of the styles are not too definitely tailored or dressy. You can wear the same coat to a Red Cross Club and on to a daylight dinner.

Everybody's wardrobe needs at least one boxy sport coat to slip quickly over suit and dress. In natural color or muted plaid, it goes with everything. Saddle stitching, roomy patch pockets, fly front are good details. You'll find this type of coat with either bolton or conservative set-in sleeves. A new version has unpressed pleats from shoulder line at the front, one-button closing at throat and no collar. As a rule, coats of this type are of fleece, camel's hair, heather tweed, or worsted gabardine. This last is a highly styled with unapertained wool worsted.

Belted coats, there are, too, and cinched in with a belt. And, of course, we have the perennial reefer, this season in a more relaxed styling—slightly cut, fitted at waistline, with easy body, fullness and free swinging sleeves. Navy, blue, as usual, but pastels and bright shades are popular also—large, victory blue, aqua, rose, yellow, Kelly green and red.

Softer Pleas

For soft, sweet you'll like the softly tailored coats of twill or wool crepe with dressmaker lines. They are slightly bloused as a rule with a soft belt. Some have front fullness and gathered or unpressed pleats. Others have pin-tucked body lines, drop shoulders or yoke treatment. Shoulders follow a soft natural line. Navy, black, brown or pastel colors such as powder blue, chambray, beige or tan. Formerly one had to have a "finger" to wear suits but now everyone can wear them. For American designers offer a wide variety of styles to suit all corners. In this time of conservatism, a good suit is a real investment for with blouse changes it gives a variety of costumes and can be worn for more than one season.

As always, there's the clean cut classic type, strictly tailored and beautifully sculptured. For this we choose men's wear pin striped flannel, worsted suitings, Glen checks or plaids, gabardine or covert. The jacket usually has long torso lines, patch pockets. It is often fastened with a single button showing the simply tailored or lingerie blouse. The skirt is a narrow straight skirt, now more than ever since walking becomes the national pastime.

As You Like Them Along with the daffodils comes the wool ensemble costume, so good looking and practical we can't live without it. There's the dressmaker's coat of pastel flannel or novelty unapertained wool worsteds done in long princess lines with closely spaced buttons giving a decorative touch; flattering blonde fox frames the neckline. Under it is worn a matching wool or pastel rayon crepe frock. A navy flannel redingote with navy and white print dress makes a most attractive and wearable costume. A youthful variation has short, fitted or boxy jacket with print dress. A very good reason for selecting an ensemble is that the dress and coat may be worn separately. If you choose navy or a neutral shade, you can wear the coat over the other print dress.

Functional -- Very



SHIRT and CLOTHES of rayon and wool crepe, in a classic floral print, accented by lace through crepe around each collar. Reg. Retail value.

The Suit Takes a Blouse or Two



SHORT-TAIL SUIT—jacket styled with pointed pocket flaps and kickpleated skirt in brown. Reg. in lavender color.



REAL BIRMINGHAM Blouse designed by four heroes to dress up spring suits.



HARKING DOTTED—the team knits classic to wear with suits and slacks, transforming it from a tailored outfit to a softer, more feminine ensemble. This season dressmaker or types as well as classic shirts are very much in vogue. There is the "softened" shirtwaist of simple, familiar lines but with just a touch of fagotting. Then there is the Russian type blouse, with its loose appearance, longer immediate character of the suit, waist, and buttoned shoulders.

Blouses Transform Suit's Appearance

With suits the big news in fashion this spring, it is only logical that blouses should take some share of the honors. For it is the blouse that determines the immediate character of the suit, waist, and buttoned shoulders.

- ★ THE INCOMPARABLE ...
- ★ THE EXQUISITE ...
- ★ THE FUNCTIONAL ...
- ★ THE 1912 ...



We call it our "Do-Lux" AMERICAN GOLFER

Like all American Golfers, it is cut and tailored to perfection—a joy to wear, a delight to behold. In this button-front version it has been fashioned from the finest of Tattersall checked chambray, made with a bias cut back to allow for greater shoulder freedom. \$8.95

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Buy one of these coats, they're worth of being your most important Easter purchase.

- Camels
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Budget Prices in This Sale

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- Jacket Dresses
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The big favorites of the fashion race for spring. We count them all important in the stock of new dresses from which you can choose your own wardrobe here and now.

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- Spring BLOUSES \$1.25 up
- Costume JEWELRY \$1.00
- New HANDBAGS \$1.00 up
- Easter SLIPS 97c up

Complete Line of Silk, Lisle and Nylon Hosiery—89c to \$1.75



Kay Baum

81 WEST MAPLE

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