

PICK ACCESSORIES TO SAVE SEVERITY



Working Girls Still Take Time to Buy for Charm

By LOIS F. ULLMAN

"The efficiency of American working girls doesn't stop in the office or war plant," say CHARM magazine editors, analyzing the findings of their national surveys in War Production plants and Big Industry. "They practice it in all their thinking and buying, every day with every dollar."

And if you have any doubt that these smart girls are taking their equality like women and keeping their feminine charm, take a look at the fashions they favor! Conforming to priorities, rationing and L-85 they're still the best dressed women in the world.

The war has brought great changes to the girl with a job, CHARM magazine discovered as they surveyed thousands and thousands of working girls. Today she is glorified as the girl of the year her paycheck is fatter.

IN FASHION NOW

There seems to be quite a difference of opinion among the designers as to the merits of the short evening frock. Some of them greet it with hurrahs and even go so far as to have bare backs and shoulders with short skirts.

Others say that if the legs are uncovered, the shoulders should not be bare and still others dislike the short skirt for evening so much that they have designed detachable long skirts of lace which can be put on in a jiffy over a sleek short frock.

Her leisure time is shorter. Her efficiency has been stepped up to meet new wartime demands. Her clothes are a major part of her "job equipment," so function is first in her fashion thinking and buying. Looking the situation over in the office, she early decided she could learn a lot about good grooming and functional fashions from men, so her office clothes today are as sensible and suitable as her boss's!

Pants in Plants

Surveying the war plant situation she realized she "doesn't want to wear the pants," even though she temporarily may have to don work slacks and overalls. So her war work clothes dispense with all fluff and stress "safety first," while her date clothes are full of feminine wile.

Taking a page from the housewife's book, Miss American Business Girl considers her suits (and she has many), "long term investments," so you'll find her shopping for quality in fabric, fine tailoring, and timeless styling. And they'll get the tender care, the careful pressing good clothes deserve, too. Because she admires his immaculate shirts, she wisely figures he reacts the same to her blouses, so her spring clothes budget allows for half a dozen. She spikes her suits with accessories full of color and style variety.

Comes 5 o'clock bell or the plant whistle and the picture changes. The "after work" fashion credo of wise working girls is a feminine one... date clothes that will keep his mind on her and her charm. Colorful lounging clothes designed for comfort... functional sports and play clothes for those "health-building" weekends.

Budget for time

Because "all work and no play" makes Jill a dull girl, CHARM editors have helped working girls budget their time as they budget their money, and there's enough to go 'round. Exercise belongs on every girl's schedule so do parties, and movies, and books, and the right clothes for the occasion at the right price makes Jill a happy girl with a balanced personality and a balanced budget.

Even Girls Like Soldierly Fashions

In the double-life wardrobe of your Teener emphasis lies on the masculine side. No elder who even observes, much less lives with the teen-age girl in these times, can have the slightest doubt as to where her interest lies! Yes, it's in the uniform and all activities which appertain thereto. And our girls are contributing to the "case" in no uncertain degree.

If they assume soldierly fashions, as they do, they only are following their elders.

Davidson's Birmingham

Made for Each Other

You'll love them both! Together they're the basis of a wardrobe for all your activities. SUIT is 100% Botany wool, gold tone, saddle stitched, \$29.95. Blazer-sleeved COAT is chocolate brown gaberline, 60" w.o.l., 40" rayon and grey, \$29.95. Each is a perfect example of Davidson's Suede-finished felt BERET, \$4.

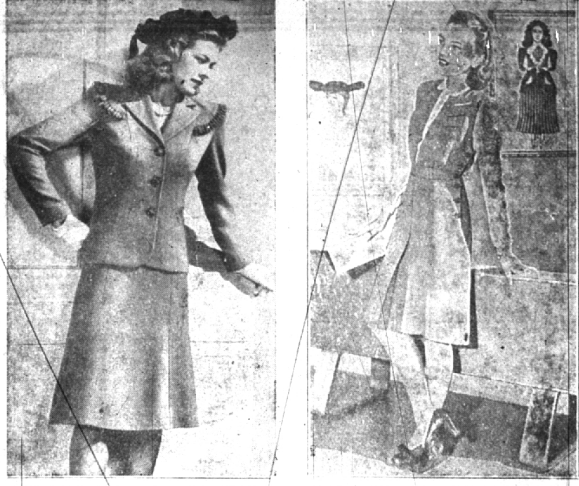
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Ample Free Parking

Hours: 9 to 6 Daily, 9 to 9 Sat.

A Sight to Cheer—Spring Clothes for Girls of All Ages



DRESS RIGHT! Models styled two-piece jacket dress in Navy and white, made from 100% rayon.

OBJECT LESSON Young New York Creation, trim-necked Empire, button button, made with a rayon skirt blouse.

Some Dress Types Seen on Parade

The slim silhouette characterizes the fashions seen in the recent Spring openings. Pencil skirts though they are, they are nevertheless becoming to all because of their modifying touches. Rufflings, simulated pleats, dummies and drapery as well as the new short jacket do much to alter the pillar-like silhouette and make for grace and femininity.

Among the New York creations found for success is the navy blue sheer. It is a favorite for that one, figure-flattering dress that every-ones likes to have. It lends itself to jewelry, accessories and whimsical little hats and is the perfect foil for hats gay with flowers.

A particular favorite in the two-piece navy sheer class has a short jacket, very short and with one button closing. Cartridge-like tucking is used at the waist and shoulders. This also has a white gilet and looks extremely chic when worn with white gloves.

Still another two-piece with that straight-from-New York look has a shrimp-colored wool jacket with a print skirt and gilet to match the jacket. The print has small blue asters scattered on a shrimp color ground. It is made up in a variety of colorful prints and jackets.

Perennial favorite, next to the print and polka-dot, is the rayon jersey, so good to wear before a hotter cotton-time comes along. A New York creation, slated for success is a tiny brown and white

List New Hats For 'Soda Set'

Among the newest enthusiasms are Chesterfield-conscious homburgs and derbies that give their young wearers coiled poise and assurance. Berets, too, in soft felt or tweeds, and modified Padre hats are winners. These trim young toppers will go to the baseball games as gaily as they will go Sunday parading this Spring, and from all indications they're getting the nod from high school "key men" the country over.

Motherhood Is in Style

With America's baby rate a record-breaker, maternity fashions take their rightful place in the Spring forecast calendar.

"Breathing room" is easily acquired by deftly placed, non-priority plastic hooks and eyes, buttons and buttonholes in series which allow inches of adjustability many of these dresses can be adapted to normal living after "The Event."

It is estimated that American housewives during 1943 will consume more than five billion jars of food, or enough to supply every man, woman, and child in the country with about 40 jars of food.

Cherish Lingerie To Make It Last

The new Spring lingerie is a delightful surprise to any one who expected war time fashions to be all functional and no fun. Never were slips and gowns so exquisitely made, so alluringly feminine. Even the seams have come in for special attention. Many of the new slips and gowns feature Fray Proof nylon fagotted seams that are as dainty as hand drawn work. Practical too, since they are fray proof and will not ravel or pull apart.

Lace and net trimmed slips are gaining in popularity. Women are determined to be feminine, even if most of their busy days are spent in work clothes, uniforms, office dresses. Net is especially long-wearing, an important point these days when we must try to get extra long wear from each item of the wardrobe.

If you cherish your fine lingerie,

treat it as if each piece were the last you could get this side of Paradise, you will be rewarded with many extra months of wear. It isn't necessary to wash a slip every time you wear it, unless the slip really needs washing. If it does, don't rub it, but squeeze it out gently in lukewarm soaps made from pure soap flakes. It's best to iron, while still damp, on the reverse side, with the weave or "grain" of the fabric. This makes it retain its original shape. Use a warm, never a hot iron.

If the slip is Fray Proof with nylon fagotted seams, it needs no special handling. A warm iron that will be right for the slip is right for the seam too. All rayon lingerie (which means practically all lingerie available today) responds to careful laundering and repays the effort with better looks, longer wear.

Judged By Their Acts

A tourist is a person who thinks a farmer wouldn't care if somebody took a dozen ears of corn.—San Francisco Chronicle.

A Good Bag WILL LAST FOR YEARS!

See Our Leathers, Fabrics

You're thinking in terms of quality and longevity these days... and our smart, expertly made handbags fulfill your every wish. Handle with care and you'll cherish their good looks for a long time to come.

\$1.00 to \$4.95

Saddle leather, shoulder sling bag, envelope style, saddle stitching, adjustable strap.

Call alligator grain push button with metal, pre-constructed frame and knob closure.

Faille over-arm handbag, fitted with comb, mirror and change purse. In brown and black.

Call leather handbag with border made of long wearing faille. Brown and black.

F. J. MULHOLLAND CO.

Pointers on Spring Gloves

Your gloves like everything else give longer wear if you pamper them! And, ours are so good looking you'll care for them in more ways than one.

TAKE CARE of Your Gloves

1. Wash or clean often.
2. Mend Quickly.
3. Change-off often.

\$1.00 to \$3.95

White, Beige, Pastels

F. J. MULHOLLAND CO.

New Rayon Print HOUSE COATS by SAYBURY \$7.95

Colorful and petal-fresh—these new Sayburys will bid you a cheery good morning, sunshine or not. Blue, Rose and White ground prints in sizes 12 to 20 and 16½ to 24½.

Your Favorite Raincoat "PELL MELL"

Come in today and pick one of these famous "Pell-Mells" for yourself. Choose from Natural Blue or Aqua in sizes 10 to 18. Our selection is complete NOW.

\$7.95

RB SHOPS

Day shift or night shift

Barbizon's BRYN FAIR works for you!

Works overtime—thanks to the 45 degree Right Angle construction with 4-gore alternating bias cut! This ingenious Barbizon design gives the Bryn Fair extra resistance to stretch and strain. Makes it work with you, too—for it lets you move about freely at work or play. And that soft, serviceable rayon Crepe Romola is just the right weight for comfort. Petal, White, Short Length, 31-39.

\$2.00

RB SHOPS