

THINKING AHEAD INSURES WISE BUYING

Save
Womanpower

She's an American Beauty -

She's Still Prettiest...

in...

Carole King

ORIGINALS FOR JUNIORS

MADE BY FOR Young Americans



"Winkin"
Tri-Color dress of Marvetea spun rayon. In Sand with Concarne Red and Bombay Luggage. Sand with Bandana Green. Sand with Laguna Blue and Concarne Red. Sizes 9 to 15.
\$6.50

"Winkin"

"So Suitable"
Combination color two-piece of Sweetstake Spun Rayon. In Watercolor with Nut Brown, Flag Red with Royal Blue, Sunbeam Yellow with Emerald. Sizes 11 to 17.
\$7.98



"So Suitable"



"Drum Beat"
Dress of Lipton's Hand Screened Rayon Acetate Jersey, trimmed with grosgrain ribbon. In Peaco & Luggage, Black and Red, Purple and Chartreuse. Sizes 11 to 15.
\$10.95

"Furlough Frills"
Gay two-piece with a fitted princess jacket of Furlough Rayon Crepe. In Brisbane Blue, Wheat, Peacock. Sizes 9 to 15.
\$12.95

Labels on Rayon Give Information On Longer Life

By ALICE TEN EYCK

Living under a total war economy is beginning to affect our habits. We used to want what we wanted when we wanted it. Nowadays we're glad to get what we can get if and when it's available. What is more, we know full well that what we buy must last and really give us service. The fewer replacements we have to make—the more raw materials, more hours and machines are released for our national war effort.

Because rayon touches our lives so many points, here are a few brief guides to help you buy rayons wisely for yourself, your children, your house. And then after you've bought, how to care for them.

Will this fabric sag, stretch or shrink visibly? Rayon fabrics which have been properly constructed and finished have a special property known as "dimensional restorability." This is the ability of a fabric to return to its original size when handled according to usual home pressing methods. If the label tells you the fabric you are buying has been tested for this quality, you don't need to worry about its shrinking and stretching in dry cleaning or washing.

Will this fabric fade from sunlight, perspiration, atmospheric gases, from washing, cleaning, crocking or hot pressing? Don't buy on use, properly-dyed fabrics should not change visibly from any of these causes. A fabric designed for daytime or evening wear would not be out in direct sunlight as much as sports fabric.

Will this fabric wash? The label should specify more than just whether the fabric is hand washable or whether it will stand up under methods used in your own washing machine or commercial laundry.

To hand wash rayon fabric: Use lukewarm water (105 F.). Make plenty of suds with a mild soap. If your water is hard, use a water softener.

Two quick sublines are better than one: Soaking. Squeeze the suds through and through the fabric.

Rinse thoroughly in hot water. Don't rub—don't use a bleach. It's unnecessary for rayons—don't wring or twist. EXCEPT put a fine fabric through a clothes wringer.

Washing Machine or Commercial Laundry: Rayons so labeled can be washed in a machine at home or by a reputable commercial laundry.

Use plenty of soft water (not over 160° F.) and mild soap suds in your machine. Rinse and dry quickly.

Drying at Home: Squeeze water out and dry away from sunlight or direct heat. Never leave fabrics rolled up damp. Never let colored garments stand in a heap after washing. The color of one garment may run off on others clothes.

Pressing: To preserve the surface texture of rayon fabrics, press on the wrong side with a moderately hot iron. Press with a smooth even pressure "with the grain" of the fabric.

Remember that properly constructed and finished rayon fabrics have the special property of "Dimensional Restorability." This means that if the fabrics shrink or stretch after washing (or dry cleaning) that you can restore or bring them back within a few hours normal pressing and shaping. To do this, always wash the fabric texture. If it's flattened beyond normal, you are stretching the fabric so much in pressing—if it's too crinkled-up, you are shaping it in too much.

Smart



SAVE WEAR: this smartly styled suit is fashioned of a durable Colona rayon blend fabric.

Hats Make the Most of Every Spring Fashion

Milliners haven't overlooked a single event on the crowded 1943 calendar. Hats will take you through slack and suit hours as impressively as they adorn the cocktail lounge after five. If you're an active shopper, you'll revel in the new, any-way berets of felt or belting, worn back, forward or sideways, rolled like bumpers or creased like Scottish tams. They come in all dimensions and in headline colors such as Geranium Red, Envy Green and Sea Aqua; also in white stitching and tassets in contrasting colors.

An added consolation for the art-shack male is a diminutive coolie cap of felt with a peaked crown and scooped brim. A wool felt braid encircles the crown and ends in two jaunty tassels at the side. Deep calots of hand-crocheted netting in mixed or pastel shades, can be sized or matched with all your slacker ensembles.

Walking days are here again. Smart, functional street hats will put swing into your stride and give a lift to your all-day suits. Among the most stimulating new daytime silhouettes are bonnets, which come in a record-making variety of styles. These include stung-crowned models with irregular, scooped brims, poke bonnets with brims that jut forward in Directoire fashion and head-bugging salad bowl silhouettes. The beauty of the new bonnets is that they complement all hairdos, giving you an option on pompadours.

Another hat destined to go places is the bomburg, in soft felt that seems molded to your head, often combined with straw braid or beijing. Add a touch of glamour to your basic outfit with a straight-cut, in mixed or pastel shades, can be sized or matched with all your "poms." Some of these are

crisply tailored in different-looking straws, including Mercury—which has a high sheen—and smart new strawcloths with herringbone designs. Many have small, oval crowns (a significant style note this season). Dressier models to accompany your suits to afternoon functions, are of lacy straw braid, rippled cellophane or "can can" straw, fluffy and feminine as its name, used in thickly ruffled brims around small, flat crowns.

Taking the fuel situation completely in your stride, you'll need a few festive hats for social "step ping." Flower-sprinkled toques and turbans are ideal because they stay put in a high wind, keep your coiffure intact and look fresh as Spring itself. Another group of formal turbans comes in plaited braid, intricately draped with sashes of fine straw-like gauze. These creations combine black with romantic colors of African inspiration like Desert Rose and Mirage Blue.

Last year, South Dakota State College gave its 1,200 students a two-weeks' recess to help in the harvest.



The Right Dress from head to hem

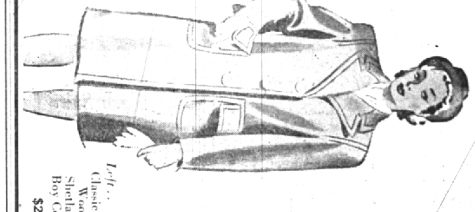
in our new Spring collection . . .

Sure sign of Easter in the fashion world . . . our gay dresses to complement your figure and add charm to your wardrobe. Smooth, styled for flattery, they boast a ladylike charm to enhance their feminine lines.

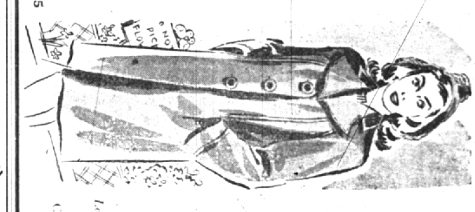
The Maxwell Shop
161 W. Maple
Phone 236



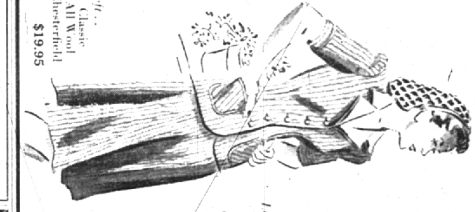
Classic All Wool Shetland Suit \$19.95



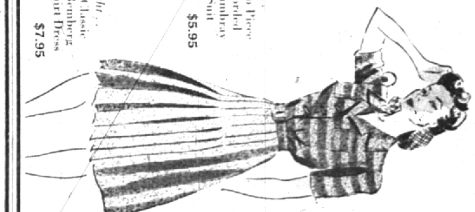
Classic All Wool Shetland Ho Coat \$22.95



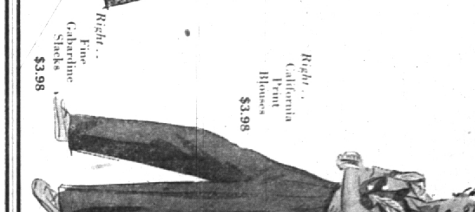
Classic All Wool Shetland Suit \$19.95



Faded Pink Handkerchief Hemmed Suit \$5.95



Faded Pink Handkerchief Hemmed Suit \$5.95



Faded Pink Handkerchief Hemmed Suit \$5.95

Look Your Prettiest in your



New Spring Hat

Lifting spring millinery, tried to make an appealing entrance right now, and waiting to gather the compliments due you with the aid of their bewitching powers. Join the Easter parade later, prettily decked out in a hat that will take you right on through spring and summer . . .

STRAWES, FELTS AND FABRICS—LADEN WITH VEILING AND FLOWERS

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Presents the

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