

# FASHION SIMPLICITY — A SAVINGS GRACE

Save War Stamps

## Make Easter Happy FOR THE CHILDREN . . .



Snappy little pajamas in cotton, crepe and satin . . . \$1.00 to \$1.95  
Silk and cotton slips and panties . . . 69¢ to \$1.25

- \* Sweet Little Girl's Printed Dresses . . .
- \* Smart Little Boy's Knitted Suits . . .

**MULHOLLAND'S**  
DEPARTMENT FOR LITTLE FOLKS

A Brand New Schedule for

# Spring

SKIRTS and JACKETS



Smart, light colored plaids, pin checks, tweeds and plain colors. Bright spring colors. 100% wools, part wools and cotton dirmdles . . .

\$2.95 to \$7.95

### Co-ed Sport Jackets

Smartly tailored and 100% wool. Hand stitched collar, pockets and lapels. Sizes 12 to 18. \$16.50

Others in tweeds. Perfect for mixed and matched suits for Easter. \$12.95

F. J. MULHOLLAND CO.

## 'Natty and Trim' Good Description Of Spring Coats

More than one feature of women's spring coats has been fitted, or shall we say borrowed, from the boys in the Service. The natty, trim, tidy trimness of Service uniforms, which eliminates decorative details (fondly supposed to be dearer than life to the feminine heart), has done something to streamline coat styles. Then again, the Spirit of Conservation is hard at work eliminating all that calls for additional fabric yardage. Here the designer has made of necessity a virtue, and military sleekness prevails.

Still another good result springs from the uniform influence—that of planning so skillfully in the selection of coat and costume that varied combinations, all decidedly becoming and interesting, are possible with a minimum of garments. This should, and probably does, delight the heart of Mr. Donald Nelson, provided he has time and inclination to look about him, at this Spring's feminine fashions.

All this practicability is achieved without sacrifice of grace, comfort or attractiveness. There's the Chesterfield—devoted to all-out service, all-around good looks, and able to serve many purposes for many types. It can go sporty or behave most mannerly—combines beauty with facility, and is favored in gray or black men's wear woolsens with fine pencil stripe. Distinguished by revers, and velvet or bengaline collar, fly

## Sister Suits of Rayon Fabric



SEEING DOUBLE! Sister-suits made of Crown rayon blended fabric which has passed rigorous tests for tensile strength and dry-shrinkage.

front or button closings, when worn with a harmonizing suit it supplies just about all any woman could wish for. Toppers in five-eighth length, in Shetlands and bright-colored, suede-finished woolsens, are newer than last Season's finger-length coats. No end smart, with new novelty pockets, fancy linings, they are a real boon for ensemble build-

ing now that coats are out and can be worn over every day and night frocks. While boy's coat types are tops, reefers and softly fitted dress-maker styles will still be popular. Some have gently flared backs, resulting from gored set in, or one-piece sleeves loose and easy at waistlines. Others are semi-fitted at shoulders, narrow at waistline. Tweeds are of median neutralized colorings with gray and natural backgrounds—light blues, sky and powder blues, aqua, moss green, soft lilac, warm brown, light lavender, gray red and coral.

**Favored Details**  
Coat pockets receive attention in the casual fashions. Tailored coats have simulated patch pockets, (small) ones gaining effect with large, stitched flaps, each with separate slit buttoned down. In brief, and coats are mostly large, in casual, easy-to-slip-on, and in dress-up types—attention centers on availability for ensemble, and a mannish transparency that melts quality and long usefulness.

## A Bath Program To Start the Day

One of the easiest ways to maintain femininity is through proper relaxation and good grooming. And all this can be accomplished in a mere ten minutes every day. Surely every woman can find such a small amount of time in her life each day, no matter how crowded it may be with such time-consuming war activities as Red Cross, A.W.S., to say nothing of running a household, perhaps with children.

1. Have towel, brush, soap, bath salts, bath powder, etc., close at hand to save steps.
2. While tub is running, tie up hair in ribbon, cream face—30 minutes.
3. Relax in just hotter than luke-warm tub—simply dream—20 minutes.
4. Cleanse body with fast lathering soap from head to foot—20 minutes.
5. Rub dry with heavy towel, till every inch of body is tingling—20 minutes.
6. Use deodorant or anti-perspirant, toilet water or body sachet, bath powder—30 minutes.
7. Slip into fresh, clean lingerie. Be sure stocking seams are straight, slip straps smooth—20 minutes.

**NOW—MESH HOSE**  
Lined up for Spring is a practical assortment of weights and weaves in both cotton and rayon stockings. Most attractive on the leg is a durable cotton mesh, versatile in its ability to be worn "on duty" and "off."



SAVE "CHANGING" Have a wardrobe where you can wear a dress designed by Simplicity, simple to make.

## Tailored Slack Set Finds Great Favor With Young Misses

The Military note, streamlining of fashions to conserve fabrics and an upsurge of color to give the new look, pretty well sum up the situation for the girl who is all wrapped up in her work for war.

Tailored slack sets in gabardine, faille and men's striped rayon suiting are quite the thing. Variations on the set-theme include such hatching combinations as plain color or pin-check slacks worn with tailored jacket of the striped rayon suiting. These jackets are simple in form but enhanced with such features as velvet collar, contrasting stitching leather boutonniere.

At the other fashion focal point are the dressier clothes; coats, suits, dresses which reflect the inevitable military spirit of the times.



MEMORY PROVOKING: slim jacket crew top with wide shoulder strap and a full skirt of horizontally striped pink lace.

colored gabardine is well thought of.

**Learning the Classics**  
If mothers and elder sisters go in a big way for suits, can the Juniors be far behind? Classic suit styles predominate for Spring with the easy lines and nicety of detail, rounded lapels and cardigan necklines.

Then, inevitably, there are the military types following the general form of those of the women's Services which young girls admire no end. They even go to gold buttons, lapel and sleeve insignia. Reefers with the same decorations are companion pieces.

In skirts the single, front-and-back kick pleat and trouser-creases

stitching are favored. Front and back group pleats or single all-round pleating are variants.

Then there are dresses which are non-military—for which the Service men praise the gals and pass the admiration! These dresses have natural waistlines, shirred dirndl skirts and high, round or tailored necklines.

Border prints are used in a variety of ways—in apron effect, panels, sleeve insets, neckline and cuff edging. Rough nubby creases in pastels appear in softly tailored dresses, while rayon jerseys also in bright pastels are used for dirndl and shirtwaist styles. Short tunics are suggested by peplums. Skirts are pleated or flared.

## Bask in the Comfort of Our BASQUE SHIRTS

Sleek shirts made with your beloved crew neck in soft, airtight cotton are your best choice for ideal slack-companionship! Get a few in a bevy of gay colors at this really economical price!

\$1.39

Broad Stripes,  
Narrow Stripes,  
Multi-Stripes,  
Monotones  
32-40



**The Jay Shop**  
No. Woodward Near Wilson Drug

## Spring Fashions in TOPPER TOGS

Wash Suits for Little Boys . . .

It's wonderful to be young and wear comfortable, eye-appealing clothes like these colorful little suits. We've everything to dress little boys in . . . come in and see.



Stripes, Plaids, and Plains in contrasting colors. Many to choose from in sizes 4 to 12 . . .

\$1.95 to \$3.50

## Mulholland's BOYS' DEPARTMENT

## For Your Suit . . . SHEER SHIRTS AND BLOUSES

Complete feminine fashion to highlight a favorite spring suit. Strictly tailored shirts and frilly styles in soft sheer fabric. All washable.

\$2.25 to \$3.95

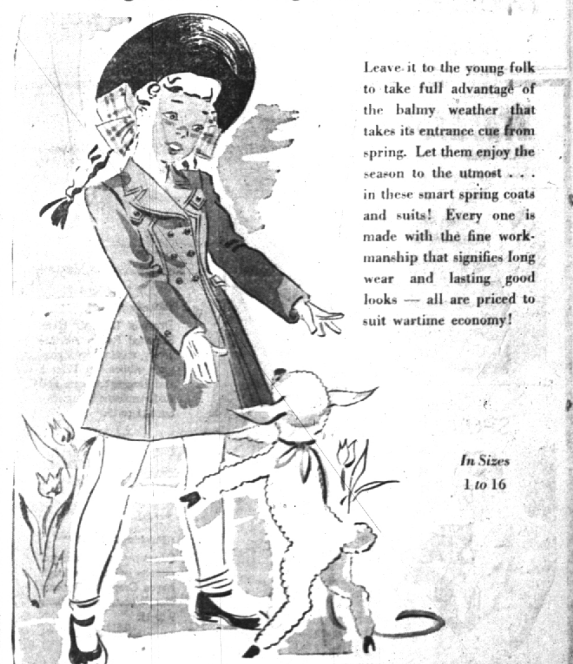
- White
- Cyclamen
- Aqua
- Daffodil
- Lilac
- Red
- Natural



Dainty blouse with tucks and lace ruffling. Puffed sleeves . . . Faded beauty with pert bow-tied neckline and short cuffed sleeves. Man tailored shirt with yoke shoulder and emboldered collar. Short sleeves.

## "Spring, Beautiful Spring"

Brings These Young Coats and Suits



Leave it to the young folk to take full advantage of the balmy weather that takes its entrance cue from spring. Let them enjoy the season to the utmost . . . in these smart spring coats and suits! Every one is made with the fine workmanship that signifies long wear and lasting good looks — all are priced to suit wartime economy!

In Sizes 1 to 16

**The Cheer Shop**  
Theatre Building