



At Easter Parade

Birmingham Country club will present an 'Easter Parade' fashion show March 19 at the club. Mrs. Otis Wilson of N. Woodward, Birmingham, is modeling a pure sheer wool check dress featuring a white tulle collar, three-quarter sleeves and a dicky effect.

Styles of Yesteryear Recalled in Look at Old Newspaper Files

By DENI SCANLON
Staff Writer

Clothes symbolize some of the most memorable events in history. Birmingham styles, recorded in The Birmingham Eccentric since the 1800's, are no exception. Like art and architecture, clothes mirror the past.

In The Eccentric of Oct. 11, 1878, John Pound, dealer in staple and dry goods, advertised the latest in cinch corsets for the ladies.

"It comprises three articles in one, all for the price of one, having all the most perfect appliances for skirt supporter, bosom form and adjustable, duplex buckle corset." It was patented in July 1875.

JUST A FEW years after that, Mrs. Lydia E. Pinkham of Lynn, Mass., advertised her positive cure vegetable compound for the ladies.

In November of 1900, a Detroit department store advertised men's suits in fine all wool black Clays, full winter weight, guaranteed fast color—\$10. The popular Covert overcoats sold for \$12.50.

Birmingham women in the autumn of 1901 were smart if they wore "Paris gowns of corse foil and dotted with black." Skirts and hip yokes were cut in one piece and were bordered with bands of

fashioned from laces, seersucker organdie, waffle weave and crepe. In April that year, Miss Elizabeth Annette Estick and Dr. Everett England Hammonds were married. The young bride wore a robe gown of white lace, designed with long slender lines flowing into a train. The high neckline was finished with a round collar, and the long sleeves were puffed above the elbow, fitting tightly from the elbow to the wrist.

WORLD WAR II had its effect on the fashions of America and Birmingham too. Most women could be seen in the popular navy-man's muddy top with the crisp pleated skirt.

Slacks and denim overalls for working in victory gardens began to march in the fashion parade of favorites.

Kay Raine's showed the Chestersfield camel coats with padded shoulders. Clothes length at that time was "knee-high."

IN 1950 the length of skirts dropped a good six inches. Fitted suits and sheaths with neckline ties were the requirements for smart-looking Birmingham women. Shoe styles stepped up a pace for three-inch Cuban heels. Ankle straps and the Carmen Miranda platform shoes were fading from popularity.

The Birmingham woman of today may laugh and say, "Did I ever wear things like that?"

Yes, she probably did. And, she probably enjoyed life in the fashions then as she does in the styles of today.



The Empire Look

Wearing a pink linen dress featuring embroidered lace medallions is Mrs. Dale Christman of N. Cranbrook road, Bloomfield Village. Fashions and luncheon will be featured at the Birmingham Country club March 19. Chairman is Mrs. A. V. Witbeck and assisting will be Mrs. H. C. Under and Mrs. M. J. Spurrell.

Rain or Shine Coat

It's washable in every construction detail, which means that the "ZELAN" durable water repellent lasts through repeated washings. Note the novelty three-pocket styling. Misses sizes. Colors Grey/White, Tan/White. \$24.95. Featured at BLOOMFIELD FASHION SHOP on Telegraph Road, in Bloomfield Hills.

Blouses Reflect Feminine Moods For New Season

The neckline is the style scoop in spring blouses! . . . Strongly fashion-endorsed are either the high-high or low-low lines, with no concession made to the "in-between" range.

Length too, makes news, with shorter blouses designed to complement spring's short-jacket suits. They're shown in both tucked-in and overblouse types.

PINK, BLUE, yellow and green head the color line-up with white.

on-white patterns close behind the classic pure white.

High necks are adorned with self ties, soft bows and applique touches. Or, they are cut simply in the jewel, mandarin or Peter-Pan collar fashion.

LOW NECKS also feature bows, in addition to self-fringed ties, jeweled touches and embroidered cut-out borders.

Miracle blends have the upper hand in fabrics, with cottons treated to wash-wear, following close behind.

THE SLIGHTLY longer overblouse in cotton hopacking, stripes or florals is the style leader for wear over pants, shorts and cotton skirts. Even in these, necks are very high or very low!

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Baby Doll

Light-hearted sleep-set featuring pretty pastel bubbles floating all over the fabric. Baby Doll gown has matching panties—both in drip-dry cotton batiste.



we love brides, and brides love us for our heavenly collection of wedding gowns . . . from the very elaborate to the small intimate family affair, the sentiment is treasured when you've let our Bridal Consultant assist you in preparing for this day of days.

Jacobson's

Maple at Bates
Birmingham

CASHMERE

soft, precious
and Milium-lined

so light it fairly floats around you; so seasonless it takes you virtually around the calendar with an ease and elegance that only fine cashmere can give. hand-picked edges, shaped push-up sleeves. choose yours in black, bamboo or oyster white.

left: 8 to 16, regular. right: 6 to 14 petite.

\$100

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2-Hour Free Parking
WHEN YOU MAKE A PURCHASE
HAVE YOUR TICKET VALIDATED
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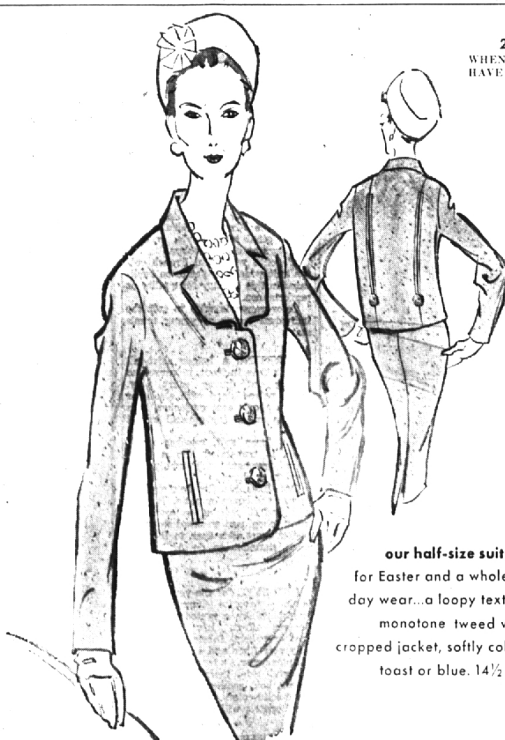
Maple at Bates
Birmingham

Caressa takes a spring fling in color and brightens your fashion outlook with imaginative detailing...incredibly light and flexible pumps, individually styled in the continental manner.

a. navy blue calf, fringed faille tab. 14.98

b. boyleaf green, or aqua-white, deldi calf with polished calf triangular overlay, black patent. 14.98

c. orange deldi calf slender-strapped pump. 14.98



Jacobson's

Maple at Bates
Birmingham

our half-size suit has important plans for Easter and a whole springtime of smart day wear...a loopy textured wool-and-nylon monotone tweed with an almost-boxed cropped jacket, softly collared, and slim skirt. toast or blue. 14½ to 20½ sizes. 89.95