



Sweetening Her Wardrobe

Girls are all smiles at birthday time and party time, wearing charming dresses with "layer cake" collars and sleeves, frosted with crisp white eyelet embroidery. Big and little sister sizes in pastels have automatic wash and wear finish. Lowenstein's "Pima Donna" cotton.

Coolness, Brevity Mark Latest Crop of Lingerie

Cool and abbreviated styling marks a youthful freshness in spring's crop of new lingerie. Opened necklines, open sleeves, bare midriffs and bikinis offer spring-into-summer comfort.

Designed for easy care and serving practical needs, spring lingerie appears in a variety of delightful shapes. New intimate apparel, sleepwear and lounge-wear may be simply tailored, luxurious or playfully frivolous.

Nylon tricot, is still a favorite; however, there are many different nylons—some crepe, sheer and the new satin sheer plus nylon blends. Addition of a new faceted yarn to nylon tricot gives a crystal-like sparkle.

All-cotton drip-dry batiste or plisse attracts prints and bright colors while cotton blends are mostly solid pastel shades.

SILK CREPE and nylon georgette star in full-length gowns and matching peignoir-type robes, often highlighted with lace at the bodice.

An Oriental flavor is dramatic in deep-floral print mandarin coats, some pleated at the side, imperial hostess gowns and rich brocade pajamas. These, together with full length gowns, are slated on long-side minority of spring's sleep and loungewear.

SHORT CUTS to sleeping comfort are the short boxer style pajamas worn with sleeveless tops. Cool and brief is the popular baby

doll style of gown, featuring a lovely neckline with full sweep of material from a wide yoke. Note the bed-to-breakfast fashions, which combine aprons, jumpers and pinafores with gowns for practical beauty. Culottes, dress-like dusters and shirt-like coats share honors.

SLIPS ARE mostly nylon or synthetic-cotton blends, seen in full and half length, tailored simply or richly trimmed with lace, eyelet embroidery, deep flounces or pleats. Novelty monogramming and various whimsical motifs add gaiety for the younger set.

Take to Dome

College-age girls, especially take to the dome-skirted dress. This silhouette, formerly reserved for evening, looks refreshingly pretty for day wear in spring's many silks, blends and lightweight wools.



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Today's Girl Dresses For Active Fashion Life

Little girl styles are ready for an active and fashionable spring-into-summer. Even the pretty party sheers show they can take it! They play hard; clean easily. Dresses and sportswear flaunt a gay old-fashioned country air in new versions of Early American, Provincial, and Tyrolean themes. Quaintly demure calico and gingham checks, plaids, striped ticking, cotton bandana prints, homespuns and khaki cords shape easily into modern fashions for little girls.

tweeds are most popular, although classic boycoat and Chesterfield solid-colored coats are seen in manner.

RICK-RACK braid trim makes its playful mark on many styles. Appliques, laces, embroidery, ribbons and bright buttons also accent little girls' styles, including coats, jacket-dresses, suits.

Denim is very newsy! One faded blue denim pleated skirt and boxy jacket is worn with a frisky red and white checked gingham blouse. Navy, red and white are a classic spring combination, charting a nautical course.

White is important alone or lightening spring's muted colors. There are many dressy white coats, sailor dresses and suits trimmed with colorful braid.

AMONG ensembles for a well-groomed look is a heather tweed boxy coat with matching skirt and color-blended checked jacket. "Going out" dresses with matching jackets imitate Mom's costume look, and separates add up to many fashionably coordinated outfits.

There are lots of attractive pinafores, cotton knits, skinny pants, loose cropped tops, shirtwaists—some with matching weskits. Mexican duos sport fringe trim.

Coats get set for spring in worsted wools, basketweaves, wool-like cottons. Fitted checks and easy

Memo From Mulholland's

We'd like to recommend a fine new television viewing experience to you. It's the "Be Our Guest" show, a fine variety program sponsored by Manhattan Shirts. Be sure and watch for the program, starting March 23, under Manhattan sponsorship. They will be featuring many of the shirts we have received, including the perfect shirt for hot weather wear (hot weather is coming, isn't it Mr. Weatherman)? These shirts come in short sleeve wash 'n wear fabrics. See them on T.V.

Many new men's hose patterns for Spring are here. Lots of plain colors, too, in all cottons and wool mixtures.

We've the perfect lightweight cotton boy's jacket, Mom. Only \$5.00.

Frank Mulholland

Herbert Burr

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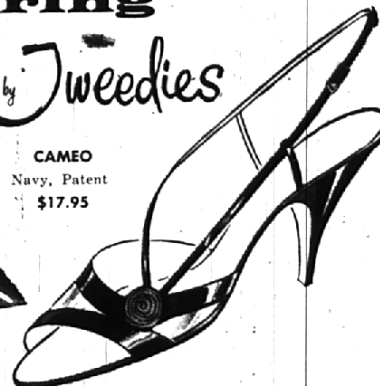
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