

Store Hours: 9:30 to 5:30 P.M. Daily—Open Thursday Evenings Until 9:00 P.M.



ECCENTRIC PHOTO

Gowned by Bianchi

Birmingham-Bloomfield brides-elect need look no further than their own midtown shopping area for bridal gowns as frothy as the dreams thereof. In one of the two shops which feature bridal couture, Bianchi is a favorite designer. Sheaths with detachable trains are very much in fashion. However, the belled skirt is still the reigning selection. Silk linen, organza and silk peau are the choices of spring and summer brides, with Venice lace a strong influence on bridal gowns this season.

Pictured is a Bianchi Empire silk organza coat with re-embroidered Alencon lace appliques worn over a floor-length gown of silk peau. An Alencon lace chaplet secures veil of French illusion.

Hats Go Feminine

The millinery picture is "brim-full" in news for spring.

Look for different ways with the brim—wide in front and smaller at the back, or vice versa. You'll see it casting a shadow all around as well.

Brims will be on a medium scale, but in importance, they are truly big.

The crown also shapes up in proportions with the high derby shape vying for a top spot.

There will be many prints in the fabric movement as well as sheers, silky textures and both straws and felts that are both rough and smooth.

TRIMMINGS WILL be in line with the softer look of other fashions this season. There are many drapings, shirrings, fabric-on-fabric trims.

Colors of course come right out of the same vats as the prettiest dresses, coats and suits. Rightest will be a costume and hat in the same color, one just a shade or two darker than the other, but both on the lightened side.

Fashion's more feminine look really calls for a hat and millinery is ready with the loveliest collection ever.



Jacobson's

336 W. Maple
Birmingham

beautiful spring study in texture contrasts...our HIGH-CROWN SAILOR

Smooth straw crown, matte jersey brim and wide banding, two narrow circlets, of shimmering patent...a great silhouette. 18.98



totally fresh viewpoint in fabric, in shape... the beautifully groomed SHARKSKIN SUIT

New this spring, the lustrous silk and worsted sharkskin fabric...precisely tailored, the closer-fit seam-curved short jacket and slender skirt.

Grey. Sizes 8-18.

75.00

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2 Hours Free Parking. Have Your Ticket Validated When You Make a Purchase at Jacobson's