Spring Formal Bows in Soon

For formal sophistication this spring, fashion favors silk jersey and crepe-for sheer loveliness, net with ostrich plumes; organza with lace are the latest-for late spring and summer, evenings pretty cotton prints with yards and yards of skirt will be the coed's choice.

Have you seen. . .

The dress with the multi-colored jersey print blouse with

a low waistline from which falls a full white skirt. Straight full lines will make you look two inches taller.

Crepe

The red, white, and black Chinese crepe with short sleeves, V neckline, gathers in front, and all occasion dress.

The Latin influence on the formal problem with a draped block jersey blouse, a gay scene printed skirt on a black jersey background. Accessories are heavy South American costume jewelry. It's different but you'll like it.

Special

The white crepe draped from shoulder to hemline, short sleeves, with a V neck and equal fullness front and back. It's this that's "something special."

The vision of loveliness in powder blue. If you can wear fluffy things consider the blue net with blue ostrich plumes to trim the straight shoulder line. A blond with blue eyes, special.

White organza with pique of black lace is unusual but lovely. Cotton Crop

Of course you haven't seen this year's crop of cottons but they're coming up and buyers say the splash of color and the yards per skirt exceed previous years and you'll remember some full skirts from last spring.

Silks, crepes, jerseys, net, cottons-take your choice but don't miss something special this spring because it's a formal sea-

By Lois Hulser.



A WHILE IN TIME is taken from Tiffany-Davis's perfume counter by Mona Mac-Auley. Mona is sniffing "Danger" perfume while "Temptation" is at her elbow.

Photo by Fred May

A little gold bird, about 4-inch long, carrying a bright blue jewel in his diminutive bill, is all ready to clip the ear lobe of some discerning coed.

About twenty velvet bows, in different sizes, stitched on a velvet bandeau for controlling flyaway tresses, add a "little girl" charm to spring date dress.

New under-arm Cream Deodorant safely Stops Perspiration



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Spring Coats that Promises a Happy Juture

Because they're finely-tailored in a good herringbone wool . . . because their subtle shades are Spring's pastel favorites . . . because we bought them with you co-eds in mind, for we know what you want, at the prices you like . . .

We've everything you could wish for . . . from your beloved casual sportswear to the vibrant South-American inspired fashions . . . You'll love them all, and you won't want to miss seeing them!

