

Fashion Simplicity -- A Saving Grace

Examples of Wardrobe Stretching With Hat, Bag, Jewelry



FUNCTIONAL FUN IN HATS: white chrysanthemum sailor; tiny fedora. Five-way wonder hat, (aided and abetted by priority free plastic jewelry and priority free plastic case lipstick.)



SWIRLS AND RIPPLES, the former fashioned of hand crocheted discs, the latter a new ripple-stitch design of calfskin, reflected in the clever lucite pull.

Hats Make the Most of All Spring Fashions These Days

Milliners haven't overlooked a single event on the crowded 1943 calendar. Hats will take you through slack and suit hours as impeccably as they adorn the cocktail lounge after five. If you're an active slacker, you'll revel in the new, any-way berets of felt or belting, worn back, forward or sideways, rolled like bumpers or creased like Scottish tams. They come in all dimensions and in headline colors such as geranium red, envy green and sea aqua; also in white stitching and tassels in contrasting colors.

An added consolation for the anti-slack male is a diminutive coolie cap of felt with a peaked crown and scooped brim. A wool felt braid encircles the crown and ends in two jaunty tassels at the side. Deep calots of hand-crocheted celtage, in vivid or pastel shades, can be mixed or matched with all your slack ensembles.

Walking days are here again. Smart, functional street hats will put swing in your stride and give a lift to your all-day suits. Among

the most stimulating new daytime silhouettes are bonnets, which come in a record-making variety of styles. These include snug-crowned models with irregular, scooped brims, poke bonnets with brims that jut forward in directive fashion and head-hugging salad bowl silhouettes. The beauty of the new bonnets is that they complement all hairdos, giving you an option on pompadours.

Another hat destined to go places is the homburg, in soft felt that seems molded to your head, often combined with straw braid or belting. Add a touch of glamour to your basic outfit with a straight-

on Gibson Girl sailor that parallels your "pomp." Some of these are crisply tailored in different-looking straws, including Mercury—which has a high sheen—and smart new strawcloths with heringbone designs. Many have small, oval crowns (a significant style note this season). Dressier models, to accompany your suits to afternoon functions, are of lacy straw braid, rippled cellophane or "can can" straw, fluffy and feminine as its name, used in thickly ruffled brims around small, flat crowns.

Taking the fuel situation completely in your stride, you'll need a few festive hats for social "stepping." Flower-sprinkled toques and turbans are ideal because they stay put in a high wind, keep your coiffure intact and look fresh as spring itself. Another group of

formal turbans comes in paillasson braid, intricately draped with sashes of fine straw-like gauze. These creations combine black with romantic colors of African inspiration like desert rose and mirage blue.

Hats that complement afternoon and evening prints will be strictly sentimental. The "suspension" silhouette is featured in many—just skimming the pompadour or the natural hairline and supported at the back by fanciful tabs of self fabric. There are bonnets with softly rippled "lampshade" brims or ruffled brim facings... dramatic coiffe hats... spiraled creations and shepherdess discs that tilt provocatively over one eye... winged brims covered with straw flowers. Some crowns and brims part company, bringing your curls into the design.

Buttons Are In Service

"Button up!" is the new spring fashion salute! For buttons like everything else are doing a war job these days. They release for more active duty the metals that formerly went into

zipper. They provide the needed decorative note to the simple, straight-line fashions growing out of fabric limitations. More important, button originals are one of the easiest and surest means of making over successfully last year's frock into this year's favorite. Buttons continue to glitter. Sometimes glitter joins hands with

color to effect a striking combination. Gay red apples and purple plums are studded at quarter-inch intervals with shimmering white rhinestones. Delightful whimsy is the green-striped watermelon, and others include a pear, a peach, and a lemon.

Tie-on buttons are increasing in popularity, with the newest ones made of polished wood, and of

simulated pearl, tortoise shell and ebony. One color buttons with detail outlined in white find new favor in the spring button originals. Simulated cross stitching rims the raised narrow border of a button to wear on a frock with other cross-stitch trim. A leaf motif etched in white circles another button to effect a Wedgewood pattern.

Easter Fashions

at SALLY'S

It's not merely the reflected glory of Easter cheer... you'll radiate in your own Aura of brilliance in these smart new Easter fashions. Their attention-compelling powers are guaranteed... they'll attract admiring glances from now until way "after season". See our serviceable selection of long wearing coats, suits and pretty dresses!

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Here are the suits that will keep you charming regardless of the hour! They offer the serene assurance of expert tailoring in a choice of the season's most versatile styles. You can do no better than to choose one for a fashion-right Easter debut!

19.75
to
79.50

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An Easter dress is "an essential" to complete your ensemble and Sally's has been fortunate to procure a large assortment in a wide range of prices. They're all as fresh and colorful as a Spring day too!

7.95
to
29.75

EASTER MILLINERY

Lighthearted hats with a genius for flattery, make their Spring debut in the Easter Parade. We've tailored darlings and frivolous styles in fabric, felt and straw, all expertly fashioned in the season's latest styles!

2.95
to
15.00

EASTER COATS

Judging from the popularity of these handsome Easter coats to be found at Sally's... you'll expect "time and a half" wear for one of them. Sally's has gone all out to select the finest coats for this event... see them to-morrow!

19.75
to
89.95

Corner Court at Liberty



SAVE "CHANGING": have a wear-everywhere spun rayon, border printed dress, simple to make.



MEMORY PROVOKING: slim back jersey top with wide shoulder straps and a full skirt of horizontally striped pink lace.