



FOR ACTRESS SUSAN HAYWARD in her movie role as singer Jane Froman, a designer created a wardrobe for the typical American girl. Bouffant gown (far left) is white nylon net dusted with silver sequins. Daytime dress (left center) is leaf green silk lightly polka-dotted. High style pinafore (right center) is a dinner dress. Black organza pinafore printed in a white lace pattern is worn over high-necked, long sleeved center of black organza and taffeta. Classic coat (far right) gets new styling in heavy oyster-white raw silk with lining and ascot scarf in black, oyster-white and yellow printed silk.

### SKYPIECES DECREED FOR TEENAGERS THIS SPRING

Whether she prefers a trim little pillbox or the traditional flower-wreathed bonnet, this Spring the teen-ager will wear a very feminine hat.

For never before have milliners devoted so much time and talent to the special needs of the younger set. Her favorite hair styles, her way of life and her headsize as well as her choice of costumes, have all been carefully considered with the gratifying result that young Spring hats are extremely flattering and wearable.

The fad for "difficult" hair styles such as the "pony tail" and the "poodle clip" has inspired a variety of very shallow little hat silhouettes that sit neatly atop the crown of the head without disturbing the coiffure. Light as a Spring breeze and cleverly contrived to stay in place, these little hats are a pretty complement to full-skirted, Upry-waisted clothes.

Bonnet shapes are delightfully girlish. Their shallow crowns are cut high at the back and their brims take many different shapes to flatter every face. Two of the newest bonnet brims are the one that is squared off above the brow or the contrastingly curvy one with a built-in ruffle.

Sailors are more appealing than ever with their flat little crowns and narrow brims. The most feminine sailors have "back flip" brims, folded up at the back and caught with a few blossoms or a bit of ribbon.

Cloches are bonnety, with shallow crowns and their characteristic bell-shaped brims frequently stopping short at the sides of the head to leave the back of the head free. Many cloches are more bonnet than cloche, though their tailored trimming makes them appropriate for casual wear. Pillboxes are round and shallow, sometimes hardly more than a disc of colorful felt or velvet. Snowy white piques.

Spring straws look new in gay combinations of two-toned stripes and plaids and surface decorations of fabric, ribbon or veiling. Straw-cloths are exciting in their variety.

Sometimes they are combined with felt or velvets. Snowy white piques, colored butcher linen, silk shantung and novelty cotton fabrics also lend themselves attractively to the small, daintily detailed hats of 1952.

Flowers are preferred in the more delicate varieties.

#### WAIST NIPPERS

Pert little waist cinchers are now available to help make a tiny waist a miniature of itself. Often made of rayon satin, waist cinchers hook or lace about the waist to ease away the inches gently but firmly. A daily dunking in mild suds keeps it fresh and firm for continued wearing.

# Whytal's

DISTINCTIVE APPAREL  
Phone 8222 901 Main

#### WEAR THE SLEEVES SHORT OR WEAR THEM LONG

Take your choice when you wear this devastating dotted tweed. The diamond-set sleeves have turn-back cuffs that you can adjust to any height. The fabric's a Ken Whitmore exclusive. This coat is lined with Skinner rayon taffeta that rustles as you move. It has the toss-on straps, the inside glove pocket and the piped facing that you expect of Ken Whitmore's famous contemporary classics.

\$35



#### EXCLUSIVE TIC-TAC TWEED

You'll find this marvelous tweed only in this Ken Whitmore contemporary classic. It's one of the most dashing tweeds we've seen. What's more, it's tailored up into a fitted coat that has a magnificently individual look. Fascinating details include a contour belt, deep armholes that are so good over suits, a graceful skirt.

\$59.50



# PENNEY'S Easter Fashions

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STORE HOURS 9:30 - 5:30

KEYED TO YOU AND YOUR BUDGET!

## NEW NYLONS



#### High Fashion Style

- 100% NYLON PUCKERETTES...
- NYLON-ORLON SHEERS...

JUST **12<sup>75</sup>**

Brand new and wonderful news... it's all nylon in the newly popular puckerette finish... light as a breeze... superbly sheer... and so easy to care for (needs little or no ironing)! Very well made, too, and as for smart styling... just take a look! New fashion shades, misse's sizes!

SECOND FLOOR



- Keyed to Spring... your...

#### CHECK COAT 100% WOOL AND FULLY LINED...

**24<sup>75</sup>**

Wonderful finds at this Penney price! Creamy soft wool suede, or basketweave wool... the checks big and bold, or small and neat... handsome either way! Sharp colors or soft pastel tones, and fully lined. Sizes 8-18.

Spring Success...  
Your **Short Coat** in  
**ALL WOOL FLEECE OR SUEDE**

**17<sup>75</sup>**

Soft-textured wool suede... wonderful in new high colors, wonderful in brief, becoming lines... its interesting button-and-tap pocket treatment picked up at the cuffs too. Nude, lilac, pink, coral, red, gold, lime or ice blue... sizes 10-18.



SECOND FLOOR



#### FRESH SPRING STRAWS

**2<sup>98</sup>**

... a breath of Spring to your winter-weary outfits, with their clear Spring colors, their delicate small flowers! Little caps to frame your face... lots of flattery for such a little Penney price!

SECOND FLOOR



#### PLASTIC CALF HANDBAGS

**2<sup>98</sup>**

You'll choose exciting new colors to flatter your Easter outfit... Whites, white with brown, red, green, gold, black, brown... every one an eye-catcher... and they're price is tiny!

MAIN FLOOR



#### 60 Gauge 15 Denier GAYMODE HOSE

**98<sup>c</sup>** PAIR

Wonderfully sheer, wonderfully sturdy! That high gauge means extra wear, better fit, more resistance to snags! There's no substitute for Gaymode quality! 8 1/2-11's. Graduated lengths.

MAIN FLOOR



#### GENUINE COBRA SANDALS

**6<sup>90</sup>**

Amazing at this low price... this flattering sandal in snakeskin that looks far more expensive! Medium heeled, well designed, handsome... beige and brown or red cobra; also black, green, or red Kid leather. 8-8 1/2-AA-B.

DOWNSTAIRS