

Variety, the spice of color--



HOVLAND'S

Little Audrey laughs--in new pastels

Across the horizon flashes pastel hues in the new spring clothes. Romantic names—Desert Song, April in Paris, Little Audrey, Box in a Breeze, Reverie and Chevron of Honor, are found in Hovland's new collection.

For the schoolgirl is "Little Audrey," a rayon-and-silk diagonal sheer in navy blue with calf belt. White at the throat and two little pique tabs call attention to the neckline. A gay little "Jack-in-the-Box" is an ideal coat to be worn with it and has a collarless neckline with a gloriously draped shoulder.

And on Top of It All.

When thoughts go to a lady's head, then it's time to think of hats—muffins, turbans, sailors, derbies and high crowns. Schiaparelli has a high crowned dark red sailor that is the news of the month, while Rose Valios designs a red felt with hook-and-eye.

Spring formals make "Shepherdess" popular. It is a sophisticated print with puff sleeves, covered shoulders, and a crocheted corselet-girdle that laces down the front. Made of all-silk triple chiffon in china blue and scattered with milk-white flowers.

Market-basket bags set the pace for the silliest but gayest of spring fantasies. Just unpacked and from New York, they come in gold, fuschia, navy, black, red and chartreuse.

Stockings feature mesh heels, toes

Spring stocking selections feature mesh heels and toes, intended to give that lacy effect to your toeless and heeless shoes. Werner's is showing them in the new lighter shades.

Charmette and rosebasque are shown for afternoon wear, pagan for evening. The birds lend their names to the bright sports selection of flicker, oriole, and gold finch.

Macdonald Studio.

BETTY HILLYER, Theta, and BETTY BACHMAN, Alpha Chi, both candidates for Best-Dressed Girl, pause to examine the contents of Betty Hillyer's purse. Betty is wearing an aqua gabardine flared skirt topped with a black and white herringbone tweed sports jacket and covering a natural colored jelly bean sweater. Besides the black patent purse she is showing off, she wears a black shiny straw hat. Betty Bachman looks all attention in a chartreuse match mate sweater and skirt set topped by a tweed sports jacket.

Outfits and photos courtesy Rudge & Guenzel.

Rudge's



"Date" Dresses

10⁹⁵ and 16⁹⁵

Color on a spree! Blue, rose, chartreuse, dusty rose . . . and never have they had a more special look than in this darling at the right, with its decidedly new lingerie trim and svelte lines. Or in this breezy little trick, left, with the gathered top and full swing skirt! Rayon sheers. Sizes 9 to 15. From a group. See them right after school!

—RUDGE'S FASHIONS Second Floor

Rudge & Guenzel Co.

Rudge's

JACKETS Play The Lead For Spring



795

Link-Button Wool Flannel Jacket with built-out shoulders, emphasis on slim waistline. Two pockets . . . in high shades. 14 to 20 in group.



795

Wool Shetland . . . with this season's flattering contribution—the CALIFORNIA DRAPE—to make your waistline slim and trim. Colors.



650

Colorful STRIPES make this CARDIGAN jacket important. Notice the slanting breast pockets . . . fitted waist. Other types. Sizes 14 to 20 in group.



595

Homespun type tweed in MULTICOLOR checks. Man-tailored lapel style jacket. Three spacious pockets. Broad shoulders. Sizes 14 to 20 in group.

—RUDGE'S FASHIONS Second Floor.

Rudge & Guenzel Co.