

The Trend Is to the Navy



(C) Russeks, 39.75

Ahoy There, Sailor Girl

The nautical fashion wave billows along in today's ads. McCreery have you trim as a sailor's knot in zipped blouse with starred collar and swinging skirt, both in rayon gabardine for 2.98 each. All navy, or navy skirt and red blouse, misses' sizes.

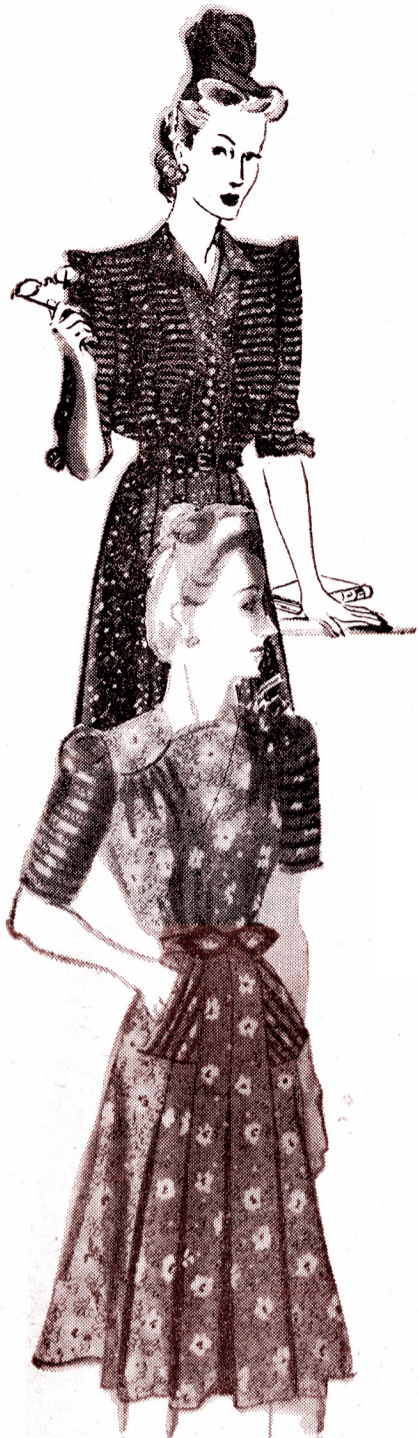
Bloomingdale's carry the naval idea to work in an emblem bolero dress they call "Official Business" for 16.95. The white eagle emblem on the sleeve of the bolero is detachable as in the pique collar. The pleated dress has a cardigan neck and anchor buttons. It comes in black and navy rayon crepe in misses' sizes. (Illustrated D.)

Another naval-inspired dress is Russeks' navy rayon crepe (Illustrated C). White pique frames a sailor-boy collar with nautical insignia and shining gilt buttons. 39.75 in misses' sizes.

In tune with the naval-military trend, as well as the developing fashion for capes, is an officer's cape advertised by Best's, of wool flannel with velvet collar and gold braid trim, for North or South, and "right" over suits or evening gowns. Lined in blue or red, 39.95.



(D) Bloomingdale's, 16.95



(A) Above: Oppenheim Collins, 19.95 (See Dress Fashions).

(B) Below: McCreery's, 6.98 (See Dress Fashions).

Prints Into Spring

Prints are featured in the ads for now or later, North or South.

McCreery's "mountain daisies" is a high-necked rayon crepe with flared skirt, elbow sleeves and pockets made of strips of fabric on a net backing in black, blue aqua or rose, 6.98. (Illustration B.)

A turned-back collar and elbow sleeves decorate an afternoon dress called "Committee Woman" at Oppenheim Collins for 19.95. It has pleated skirt and tucked blouse. (Illustration A.)

A travel ensemble at Lord & Taylor is made up of a polka dotted, washable, spun rayon dress, a recurrent spring favorite, with semi-fitted jacket for 10.95.

All the above are half sizes.

For women's sizes Russeks' jacket costume, also recommended for travel, splashes white ditto marks over black rayon crepe.

Hoop Silhouette News

Full skirted, tiny waisted fashions are cropping up in the ads to make you demure and appealing for tea-dancing dates. Russeks' black or navy rayon crepe has rings of cording to make it spread as would a hoop skirt. Tiny pique frills edge the high neckline and three-quarter tight sleeves, 17.95, misses' sizes.

Best's, too, use this daguerreotype trend in a black rayon taffeta with white lingerie touches, 13.95, for juniors.

PM

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