

Children's Wear

(Continued from Page 11)

Facho showed many full, ruffled organdy dresses, all so full that only two or three can be packed in a box for shipment.

Westway sportswear introduced many casual dresses, sun dresses and play clothes in the new cottons. One matching mother and daughter set was of stripe plisse with a low, square neck trimmed with ric-rac and a tiered squaw-type skirt on which the ric-rac trim was repeated.

For the Easter parade, Johnston featured styles both for boys and girls. The boys wore such outfits as a printed gabardine coat, solid poplin pants and a white broadcloth shirt.

One cute little girl's costume was a two-piece dress of white organdy and gingham. The over-

dress of white organdy was trimmed with the tiny gingham check matching the underdress—which could be worn separately as a sun dress.

Boy and girl sets included plisse shirts with playtone shorts that need no ironing. This no-iron fabric also was combined with a walnut brown terry cloth bolero over a full-skirted dress.

Two manufacturers, Deaton and Green Brothers, showed slips, panties, pajamas and nightgowns for the younger set.

Deaton featured the poodle panties with rows and rows of tiny ruffles at the back. A novelty panty in plisse had a gay Easter bunny shouting "Hi, folks," appliqued on the seat.

Green Brothers showed shortie pajama sets which could double as play suits.



WAITING FOR A DATE— is Marilyn Criswell, daughter of Mr. and Mrs. Ray Criswell, in this pale orchid organdy with a matching nylon petticoat. The collar is trimmed with white French lace. Immie's Toy and Tot Shop.



In Tiers

Tiers of fine silky broadcloth accented by bright sparkle buttons. Navy, red, turquoise, and grey. Sizes 10 to 18. 14.95

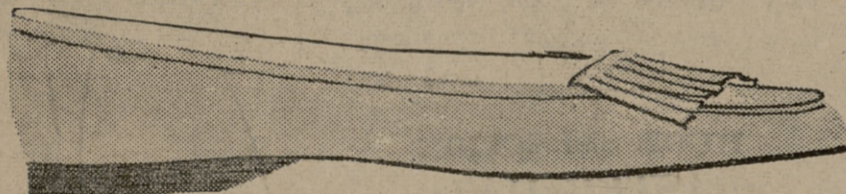
The Collegiate Shop

Main Street

Bryan

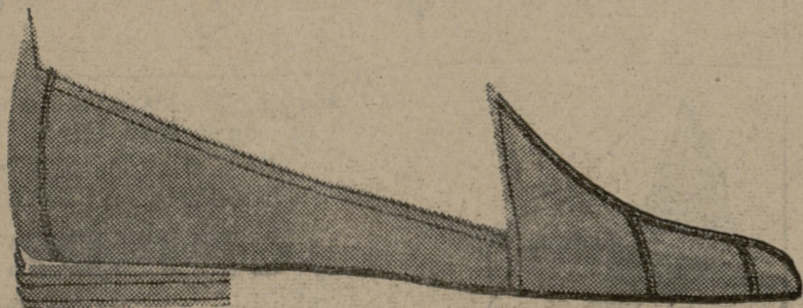
THE SPRING WORLD IS FLAT...

Flatter than a pancake... is how our young smart customers want their shoes — Flat and pretty — like these...



PAPOOSE

Red \$8.95



LEAFLET

Ultra Blonde \$8.95

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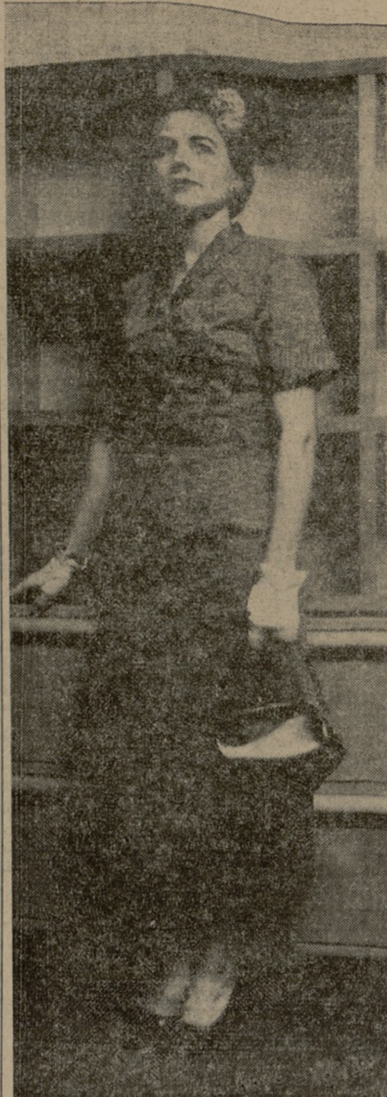
Main Street

Bryan

Only You Can Create Styles To Suit Self

Only the individual taste can truly create style or fashion, since it is not concerned with following in the wake of others.

Whatever an individual taste may choose, be it a stepladder or a wicker basket, will always be based on a deep personal choice, a spiritual need that truly assesses and gives value to that particular ladder or basket. The beauty of these things is somehow transmitted through the personality of the one who chooses.



MOSS GREEN—is the color of this imported Italian cotton suit by "Hobbies of Dallas" worn by Mrs. Charles Parrish. Her brown French straw hat is trimmed with tight rosettes of orange ice and moss green. WSD. Hat from Greene Buchanan's hat salon.



POCKETS AND PETTICOATS—accent this polished cotton worn by Mrs. John A. Way. It's a "Daryl original" worn over a white starched organdy petticoat. The hat is a "Paramount" white shag straw. WSD. Hat from Mrs. Greene Buchanan's hat salon.



TIME OUT FOR CONVERSATION—with Mrs. C. H. Groneman and Mrs. George Mallard. Mrs. Groneman wears a navy crepe dress and jacket with white trim. Her hat is a navy straw pillbox with a perky rhinestone clasp. Mrs. Mallard's black dress is of the new heavy linen fabric. It may be worn with or without the bolero jacket. The trimming is lime and black and white check. Both are by "Pau Sachs." Fashion shop.

New Spring Hats

(Continued from Page 11)

lime, aztec gold, meadow moss, caroline red and Paris iris are designed to catch the imagination if not the eye. A new combination beautiful to behold is silverhaze and cruiser gray. For those brown tones try sandbush or toasted muffin. Be sure to add one of the basics, black or navy, both very good this season.

Conversation with a local milliner the other day revealed that buying a hat is not as easy as most male comments indicate. The trick is in selecting a hat that is "individually yours" in block, trim and material.

This doesn't mean to get in a

rut with just one style but to use discerning taste in choosing a block that is right for you. Add the right trim and veiling to keep you in the fashion swim as well as flatter your costume. Thus the ability to wear hats is born.

Should you be a tall person try a hat with either a straight or mushroom brim. This tends to cut your size. If you are short, reverse this procedure, use an up-turned brim. Always bear in mind that a round hat is designed to widen the face while a hat trimmed from the back gives stature. One trimmed from the front tends to shorten the person and elongate the face.

Cottons

(Continued from Page 9)

will have cottons to suit the thermometer.

One of the most important strides cotton has made to keep in fashion step with all seasons is in weight. The newest cotton materials have more body than the ordinary, washable cottons.

IT'S ALL A MATTER OF TASTE



For cleaner, fresher, smoother smokes from any pack you try. Buy Lucky Strikes, so fully packed, they're tops you can't deny.

Tom Ganiats
University of California

When you come right down to it, you smoke for one simple reason... enjoyment. And smoking enjoyment is all a matter of taste. Yes, taste is what counts in a cigarette. And Luckies taste better.

Two facts explain why Luckies taste better. First, L.S./M.F.T.—Lucky Strike means fine tobacco... light, mild, good-tasting tobacco. Second, Luckies are actually made better to taste better... always round, firm, fully packed to draw freely and smoke evenly.

So, for the enjoyment you get from better taste, and only from better taste, Be Happy—Go Lucky. Get a pack or a carton of better-tasting Luckies today.

Where's your jingle?
It's easier than you think to make \$25 by writing a Lucky Strike jingle like those you see in this ad. Yes, we need jingles—and we pay \$25 for every one we use! So send as many as you like to: Happy-Go-Lucky, P. O. Box 67, New York 46, N. Y.

If you have argued with your gal, There's one sure way to soothe her. Just offer her a Lucky Strike—They're cleaner, fresher, smoother.

Rita M. Jabo
University of Pittsburgh

My prof sure put me on the spot. With "What's the sine of three?" But ask me what's the sign of taste—it's Luckies you'll agree.

Gary E. Smith
University of Louisville

LUCKIES TASTE BETTER CLEANER, FRESHER, SMOOTHER!

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