

Blues, Reds, Pinks Are Color Favorites

It's fashionable to sing the blues for Spring . . . sing it out in full-scale from soft, touched with the sky blue . . . to true, blue navy! Harmonize your spring tune with tints and tones of the bright primaries to mellow mixtures.

Leading the color parade is navy . . . dark and glowing and the perfect foil for the brilliant white touches demanded by fashion.

Borrowed from the water-color artists are the clear, glowing shades of fruit colors . . . pumpkin . . . cherry . . . raspberry . . . plum . . . lemon . . . and lime.

Jewel Family
From the jewel family comes the vivid jade green, turquoise blue, ruby, and topaz tones.

Shocking pink makes a dramatic entrance into the fashion scene again. From the mountains and the plains . . . from the deserts and the forests . . . from the lakes and the oceans, come such dramatic demi-tints as buttercup yellow, to desert gold . . . seafoam green to leaf green . . . robin's-egg blue to blue-black . . . lilac to wild violet!

Reds are royal . . . for complement and for compliments! You'll see reds ranging from blush pink to the fiery brilliance of cardinal red. Wear red with white, with grey, with navy and black . . . add a dash of red to honey gold and beige . . . frost it on chocolate and cocoa tones.

Spring black will take beautifully to all the pale, sparkling pastels . . . to the striking, intensity of frosty whites.

New Jewelry Steals Show

Let yourself go! Go pagan . . . go barbaric . . . with Spring's newest offerings from enticing jewelry collections!

You can glitter . . . you can dangle . . . and your dazzling splendor will be smiled upon by Dame Fashion's whimsey!

Weight your arms with "Talk-of-the-town" bracelets, wear glamor with chandelier pendant earrings! Add to their drama with grandmother's tiny mesh penny pinchers. Weight your arm with enormous bracelets in gold, silver or bronze; add to their drama with novelty fobs, pendants and medallions!

Go lavish with pearls . . . traditionally "oyster-ish" for state occasions . . . in bronze, gunmetal, blue or mauve for a touch of frivolity! Wear them simply, or wear them in double or triple strands! Twist them, tie them in knots, interlace them with ribbons!



Mary Leitzinger

This Spring
The EMPHASIS Is On
Jewelry

mary leitzinger

Pleats! Pleats! And More Pleats!
Pleats are plentiful . . . pleats are perky . . . pleats are the most important fashion detail of every important collection!
Running the gamut from tiny pin-pleats to wide, boxy pleats, you'll find them as smart contributions on dresses, skirts, shorts . . . used for trim on pockets, sleeves, necklines and hemlines!

'Little Boy' Look Invades Fem Fashions

Sportswear and casual clothes this season, take the girls into boyland, with soft, masculine touches reminiscent of young lads at dancing school.

The boyish look crops up with a low-waisted shirt . . . with peter pan collars . . . with suspender skirts and plenty of shorts.

Boy-Cut brief jackets top drawing shirts . . . and the added attraction of a sparkling white collar converts any casual dress or sweater to the "little boy" theme.

Add-on collar ensembles will give extra dash to your tailored ensemble. Such collar and cuff sets appear in nylon, pique, organdy . . . are as tiny as one inch in width and as wide as over three inches. Dickies, too, will add distinctive notes to your ensembles. Spice the neckwear touches with a brilliant, artists' bow . . . and voila, a "boy brummel" look!



Hi Co-ed!

Welcome to Clearfield's

JUST FOR YOU . . . Clearfield Has ALL the Latest In Around-the-Clock Spring and Summer Fashions

College Ave.

New Lingerie Follows Trend Of '50 Silhouette

With the advent of the slim-skirted fashion, the well dressed Nittany co-ed of the mid-twentieth century year has shifted her figure attention from her waist to her hip and thigh sections.

The ideal figure for this spring of 1950 is long and lean-hipped with a gently rounded bustline and flat derriere.

Every important foundation garment you purchase for this coming season will attempt to stress the new silhouette.

Bras
This spring, bras will be more rounded. Because the season's sheer dresses and blouses demand pretty effects beneath, they will have more color, more lace edging and embroidery and more appliques. There will also be continued emphasis on strapless and plunging necklines styles.

Lighter fabrics for bras, with especial emphasis on nylon combined with rayon, and more white, are predicted for spring, with less nude tones.

Chemises
Newest return to the lingerie wardrobe are chemises. These shorter-than-slips undergarments go particularly well with the new slim fashions. They come in cotton, flat nylon, pure silk and multifilament crepe. Many have camisole tops or adjustable straps and all are approximately 35-inches long or reach just to the top of the stockings.

Wide single borders to several rows of narrow inserts of val lace usually add feminine trim to the chemise which are featured in all of the pastel colors as well as navy, black, grey and light blue.

Home Ec---
(Continued from page four)
The showing of trends in fashion for men will be done by John Bunnell, Lynn McCaffrey, Richard Mertz, Charles Ocksrider, and Ted Panoples.
The men will escort models Betty Beam, Ginny Lee Diver, Geri Dosey, Ann Fickenscher, Pat Harrington, Margaret Howe, Janet Jones, Marion Judy, Norma Kirschbaum, Peggy Mayberry, Sally Miller, Ruth Minkel, Nancy Metzger, Barbara Ranck, Christina Sherrill, and Joann and Virginia Terhune.

Everybody's Pickin' Cotton

For Spring and Summer of '50 . . . everybody, but everybody is pickin' cotton. shirts and a brilliant galaxy of T-shirts.

Never has there been such an exciting array of cotton fabrics! New, patterned piques that are embellished with diamond motifs, birdseye patterns, fancy ribbing, assorted wales and novel, corded weaves for unique smartness. Embossed, damask and matelasse piques make a dramatic entrance into the cotton family this Spring.

Sheer luxury describes the sheer cottons! Fine batistes, crisp corded dimities, starched-smartness in rogandy, fancy lawns and voiles and a wonderful group of dotted swiss.

Tablecloth damasks, upholstery fabrics such as homespun and burlap are used extensively for bright skirts, sun and fun tog cover-up's.

Cotton for blouses are sheer and extremely rich in drawn-work, lacy weaves and openwork effects.

Knits are top news in sportswear toppers . . . fine combed cottons are tricky additions to skirt, slacks and shorts in middy blouses, tunic jackets, tube

ALL WHO EXPENDED their efforts to make this section possible have my sincere appreciation.

Ruth Phillips
Promotion Mgr.



Maytime is Perfume Time

Fragrant and Floral BOUQUET MUGLET by LENTHERIC has the crisp gentle odor of Lilies-of-the-Valley Also Bouquet Gardenia and Bouquet Carnation

3 1/2 oz. bottle, \$1.00
10 ozs., \$1.80, with Atomizer, 3 1/2 ozs., \$1.35,
7 ozs., \$2.15 (prices plus tax)

REA & DERICK



NEW Gay-Life BY FORMFIT

Revealing! Exciting!

Without straps . . . without wires . . . Gay-Life Bra lifts, molds, and firmly holds the high, natural, separated lines you want under sheer blouses, strapless gowns, daring necklines. It's Formfit's exclusive elastic control that does it! Formfit has designed Gay-Life from live models of every figure type, to assure you a smooth, clinging fit. Special front closing prevents twisting. In white nylon, A and B cups, sizes 32 to 38. Let us fit you for glamor today!

GAY-LIFE BRA, SHOWN, FROM \$3.00
In cotton broadcloth \$1.75

Danks & Co.
State College