Mrs. Mary Sheppard feted by daughter on 87th year

Mrs. Grace Raiff had almost 20 guests to dinner at her home, 2334 McCulloh st., Sunday, when she entertained her mother, Mrs. Mary Sheppard, on the latter's 87th birthday anniversary.

Guests at the dinner were the Rev. Mr. and Mrs. J. L. Garrison, Mrs. Manda Jones, Mrs. Lauretta Jones, Miss Bessie Thomas, Mrs. Minnie Plater, Miss Jessie Bennett, Mrs. Bertha Henry of Washington, D. C.

Many Others Call

Also Samuel Towler, Clarence Gray, William Sheppard, the honoree's son of New York City; Ulysses Sheppard, her grandson; Mr. and Mrs. Harvey Sheppard, Mrs. Elizabeth Hall, another daughter; and Mrs. Mary B. White.

Otehrs who arrived later in the evening to offer Mrs. Sheppard their congratulations were:

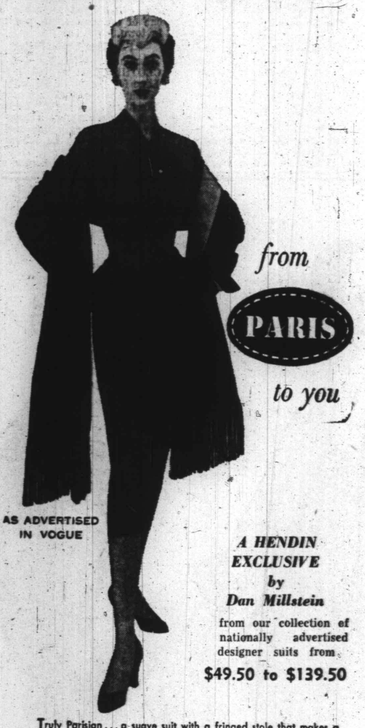
Mrs. Ella McRea, Mrs. Bessi Plater, Mrs. Charlee Jones, Mrs. Alma Burley, Mr. and Mrs. Ellsworth Coates, Mr. and Mrs. Warren Johnson, Miss Margaret Boyer, Mr. and Mrs. George Kelson, and Mrs. Connie Barney, Mrs. Sheppard's granddaughter.

SILVER KEY — The savings club has completed plans for a dinner party to be held on April 10 at 1029 Loretta avenue, the home of Mr. and Mrs. Albert Reid.

Mr. Reid is president of the club and Mrs. Joseph Banks is business manager.

PAULINE BROOKS SMARTY — Miss Mae Leonard (left) is wearing a match-box suit with matching blouse and lining and a straight narrow skirt. This suit can be bought at Pauline Brooks for $55. Miss Leonard's hat is by Nell Sheridan.

Just Say . . . "CHARGE IT!"



from PARIS to you

AS ADVERTISED IN VOGUE

A HENDIN EXCLUSIVE by Dan Millstein

from our collection of nationally advertised designer suits from

$49.50 to $139.50

Truly Parisian . . . a suave suit with a fringed stole that makes a focal point of fashion interest. In a new tissue worsted, grey, navy, purple, red, brown and beige; sizes 10 to 16.

HENDIN'S *Hollywood Fashions*

1725 PENNSYLVANIA AVENUE

Open Every Night to Easter

Drink of the wines that goeth down sweetly

Mt. Zion
- Concord Grape
- Cherry
- Blackberry
- Grapegerine

Succulent, sun-sweet grapes, berries and cherries give Mt. Zion Wines their joyous fresh-fruit flavors.

58c Pint 98c Fifth $4.30 Gal.

The Madera Bonded Wine & Liquor Co., Balto., Md.

CHARM CENTRE CHIC — Miss Imogene Martyn (right) models a white-dotted pink gabardine rain coat, matching hat and white umbrella.

WORTHWHILE — On Monday night the club met in the home of Mrs. Amelia Smith, 600 N. Carrollton avenue.

The club was host to members of ten other clubs at a variety supper, recently. They are now planning a cocktail party to be held in May.

Mrs. Elsie Everett is president of the club. Mrs. Lillian Barnes is editor.

CARDETTS — The social and savings club met in the home of the president, Mrs. Mildred Gibbs, 1211 Winchester street, this week. Mrs. Ida Moore of 527 Presstman street, will entertain the group at its next meeting.

Charm Centre's new spring fashions stir imagination

Suits, coats, toppers — spring is here and the excitement of new fashions stirs the imagination.

Now is the time to take best advantage of the fresh new fashion items available throughout the Charm Centre.

So get in on this very exciting Spring Fashion drama.

Fabric is a sensational chapter. Never before has the fabric impetus of the spring story been so revolutionary. Fabric is the keynote that makes this season's suit or coat like nothing that's already in the wardrobe.

Silken Sheen

The silk and worsted blends in solids or tweedy effects have a silken sheen that is very dressy . . . very smart. This miracle of Orlon is a novelty that is so-oo practical and is catching on tremendously. . . Imagine a white or pastel coat being thrown into a washing machine, and coming out looking fresher than ever.

As to the tweeds - the "classic" flannels, the wool crepe, the worsteds and the blends . . . all have a bright new look that is emphatically an important paragraph in the Fabric Chapter of the Spring Success Story.

Emphasizes Individuality

The style keynote emphasizes individuality . . . never before has there been a season when the fashion conscious could be dressed in the silhouette suitable to the face, figure and purse, and still be dressed "in tune with the latest."

The fitted suit is ultra. It is a very feminine, very new creation that personifies spring.

The boxy costume suit is the value suit that spells sophistication. Generally three pieces, sometimes four, the costume includes a skirt a jacket and a blouse that matches the lining of the jacket exactly.

To Each His Own

As to skirts — some are very very full, some are flared and some are slim. To each his own.

In the coat and topper style category, there are many hits to mention.

The "over - everything" casual coat is a hit in Orlon, basket weaves, in wools and in the boucles, not to mention the wonderful tweeds.

Toppers are terrific! The variety of lengths from the rib-hugging fitted boleros to the boxy casuals takes every "cover-up" question into consideration.

Individual Approach

Coats, are individual in approach. There's the sophisticated casual in the lovely silk fabrics, in the wools that can be dressed up or down. And there is the fitted princess coat very feminine and very dressy.

This, then is the Spring Excitement of suits, coats and toppers. It is up to you to purchase your share of the pulsating dramatic exciting creations that are the cause of it all.

THRIFTY — Mr. and Mrs. Fleming Whaley entertained the group on Monday evening.

Attending were:

Mesdames Mary P. Davis, Gertrude Blackwell, Marie Wiggins and Pearl Pemberton;

Messrs. and Mesdames James Garrett, Thelmon Brown, and Richard Perry; Stephen Mathis and Selmon Brown.

The next meeting will be with Mrs. Dorothy Ward of 114 N. Payson stree. Mrs. Mary P. Davis is president.

REAL Tea Drinkers Prefer **TETLEY!**

IT'S A FACT! In a survey, in a leading American city, women who drink tea *every day* preferred TETLEY 2 to 1 over any other brand.

It takes a hearty, full-bodied blend to bring plenty of rich flavor through the tea bag! TETLEY is so much richer, the flavor actually comes through the tea bag *better!* Prove this yourself. Compare TETLEY's full-bodied flavor with any other tea . . . and see! Yet, TETLEY costs less than other leading brands! Get TETLEY tea bags or package tea!

TETLEY — Highest Quality for Pennies Less

Now! DUZ gives you a wash like no detergent can!

It's the soap in DUZ that does it!

Yes, you get finer, richer soap . . . for dazzling white washes that are softer, smoother!

If you've been using a detergent, change to Duz next washday. Your wash will be dazzling white and clean—and it will *feel softer!* Only honest-to-goodness soap like Duz can do it!

Oh, so clean! Duz really gets in there and *scrubs!* Your toughest wash is shining clean. And clothes have that special soap-and-water fragrance . . . fresh, "outdoorsy."

Ah, so soft! Duz leaves fabrics softer, silkier, smoother. *Easier to iron,* too! No detergent can give you results like that!

M'mm, hands feel smooth! Duz gives hands almost *toilet-soap* mildness! Get Duz today!

. . . . . DUZ DOES EVERYTHING

FINEST 1/3 OF THE TUNA

Only prime portions of selected tuna are used in Breast-O-Chicken brand.

You get only light, tender tuna—rated "excellent" in body-building protein—when you buy Breast-O-Chicken Hi-Protein Tuna.

For we pack only the finest one third of our tuna under this premium-quality brand.

BREAST-O-CHICKEN HI-PROTEIN **TUNA**

PATIENCE ROGERS, 6, gets help from her mother, Mrs. Juna McClary and Ronald G. Butler in blowing out the candle on her birthday cake, at a party in Baltimore recently.

1954

Artist Concert Series

Sponsored by

EPSILON OMEGA CHAPTER
ALPHA KAPPA ALPHA SORORITY
PRESENTS 3rd CONCERT

The Gershwin Concert Orchestra

30 Musicians and 4 Vocal Soloists

Sunday, April 4, 1954 - - 5 p. m.

POLYTECHNIC AUDITORIUM

NORTH AND GUILFORD AVES.

ADULTS (at door) $1.50 tax inc.
STUDENTS (at door) .78 tax inc.

CHARLENE

MI-LADY'S HOUSE OF BEAUTY

Still the Exponent of the System and Art of Good Service and Perfect Hair Styling

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Leather gloves can help you get that important job

Four out of ten career girls lose out on jobs because of careless grooming, says the director of The National Institute of Career Consultants.

"Busy executives have an eagle eye for little details," she continues, in discussing a recent survey among prospective employers.

"The career girl who wants to stand out from the crowd chooses business costumes in conservative good taste, but makes herself unforgettable by the use of distinctive accessories. A striking pair of leather gloves is a good investment for the girl on her way up."

Gloves Noticed

Gloves, she adds, are one of the first things an interviewer notices. They give distinction to a simple ensemble. They can transform last season's suit or dress into an exciting this-spring teamed with matching leather costume especially when teamed with a matching leather belt and jewelry.

The director offers the following glove suggestions to the career girl who wants to be remembered for her perfect grooming:

1. Choose your on-the-job gloves in polished kidskins, fine capeskins and smart pig leathers. Select a variety of colors—both to harmonize with your basic costumes and to shock them by brilliant contrast.

2. Keep your leather gloves in immaculate condition; clean them promptly.

3. At the start of an interview, remove your right glove—you may need that hand to write with.

4. As the interview ends, put on your glove. If your interviewer offers his hand it's proper to shake hands with your gloved hand.

5. Save your beautiful white leather gloves for your after-five dates; carry a spare pair of sparkling white glace pull-ons in your handbag for that unexpected gala occasion.

Short-Short Leather

You'll soon be seeing short-short leather gloves to go with spring suits. Very young and dramatic are the new wrist-length "Jester" gloves, with tiny gold ball attached to each tip of the turn-back four-pointed cuff.

These are smart in flamingo red, bright navy, chocolate brown or black. With a banker's grey flannel suit, choose 4-to-8-button pullons in thin kidskin; try these in subtle gunmetal or in navy.

Made to add drama to your spring suit or dress are the starkly simple shorties in capeskin leathers, rich suede leather and thin kidskins.

These run the entire gamut of suit-and-dress colors; the feature fine saddle-stitching in durable thread and are smartly slit at the palm or sides.

White a sparkler in color portfolio

White is all-important in the color portfolio this summer. Prints are on white grounds. Stripes have a preponderance of whites. Ginghams feature white blocks.

Next to white, beige is the most important trend. This color is unusual in cottons and looks especially fresh and interesting this season.

In brighter shades, the oranges are a popular group. Blues tend to the sapphire shades. Greens too follow clear jewel tones.

Seersucker Ideas

Seersucker is another form this interest in texture fabrics takes. Gingham seersuckers are news this summer and they are all over the market. Remember though, most of them have a touch of white in them.

Exciting new development is a seersucker denim. It is a heavier fabric, that will give unending wear. It carries the sanforized label too which means it will wash without shrinking as long as it wears.

Now!

NEW!

EXCITING!

Singing Star Hosiery

Now you can wear the same beautiful stockings your favorite singing star wears.

In three glamorous shades: RHYTHM, MELODY and HARMONY.

At Popular Prices

Among the stores offering this fine hosiery are:

BALTIMORE, MD.

Adlers Dept. Store, 302 W. Biddle St.
Ann Lee Shop, 3128 W. North Ave.
Blank Dollar Store, 1008 E. Lombard St.
Dolly Dimple Dress Shop, 1729 Penna. Ave.
Fisher Dept. Store, 1000 N. Mount St.
Goldstein Style Shop, 469 N. Gay St.
Kay's 5c-$1.00 Store, 215 McMechen St.
Levr's Variety Store, 2018 E. North Ave.
Maxine's, 535 S. Broadway
New Dollar Store, 653 W. Lexington St.
New York 5 & 10 Store, 3107 W. North Ave.
R. Gordon, 209 N. Eutaw St.
Regal Shop, 615 W. Baltimore St.
Rube Finkelstein, 841 S. Montford Ave.
Samuel Goldberg, 2100 Walbrook Ave.
Stein's, 936 N. Gay St.
Worthmore Store, 791 Washington Blvd.
Caplan's Dept. Store, Sparrows Point, Md.
J. S. Pinkner, Cockeysville, Md.

CHARM CENTRE 1811 Pennsylvania Ave. LA. 3-2800

HOURS: Mon.-Thurs.-Fri. 9:30 a.m. - 9 p.m.
Tues.-Wed. 9:30 a.m. - 6 p.m.—Sat. 10 p.m.

especially for *Spring*

A perfect topper—pretty in pink all wool fleece. Full sleeves to be worn up or in the usual position. Unique stitching, row on row-around the lapels, on the sleeves and in the back. Beautifully lined.

$47.50

Navy straw pancake darling of a hat — a larger variation of spring fashion success—hi-lighted with heavy veiling.

$14.98

A straight and narrow skirt—in a gorgeous blend of wool and silk — beautifully detailed from the collarless neckline of the fitted jacket to the hem of the straight and narrow skirt. Beautiful in Oxford Gray with flecks of white.

$99.50

the hat — a velvet peaked brim topped with white straw, a dainty rose in hidden in the back.

$13.98

Full, full skirted tissue taffeta, print, a riot of color, with shades of blue predominating in a background of off white; sequin trim near the shoulder.

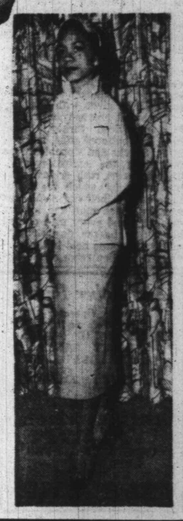
$39.95

Unusual detailing in a cotton embossed great coat—very dramatic and full back, with robin shantung lining.

$75

A white straw clutch hat with huge, red, red rose, completes the ensemble.

$12.98



Exciting boxy costume suit with slim sheer wool skirt and a boucle jacket. The jacket lining matches the blouse.

$89.95

The hat—a pink and biege straw straw shell cap with veil.

$14.98

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