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Successful merchants never sit down and wait for business to come to them. They get out and work for it. "Printer's ink," rightly used, is recognized as the best magnet for working up trade and drawing it to the store of the judicious advertiser.

STYLES FOR CHILDREN.

What Small People Will Wear This Springtime.

The inclination just now is toward the simplest lines, and bloomers are included, as a matter of course, in frocks, not only for the littlest girl, but for her elder sister, who may be almost in her teens.

Chambray, Scotch ginghams, linens, batistes and lawns are the favorite fabrics. Sometimes there is a yoke, to which the material is gathered and held in position by rows of smocking in colored threads. It has taken some time for this form of decoration to become popular in this country. For many years it has been a favorite means of ornamentation in England and, to a less extent, in France.

The type of smock that fastens on either shoulder and is slipped over the head is shown for both little boys and girls. In the garment for the former the smock is cut much shorter than when it is for the girl, and the bloomers are not as full as those worn by the latter.

While white remains the only thing considered in connection with the clothes of infants, color has crept into the little dresses, coats and hats of children who have entered their second or third year. Even the standard pale blue and pale pink now have rivals in such shades as maize, old blue and rose. Now and then one meets a light green color or a pale lavender, but on the whole these have not a very large representation in juvenile clothes.

The dress intended for beach wear continues to be made of serge in white, in navy and quite recently in shades of red. The trimming is simple and employs soutache braiding, machine stitching and embroidery motifs. Sometimes there is no trimming other than the belt and the collars and cuffs of some washable stuff.

The matter of long waist or short waist is one that the mother may decide for her child, according to the former's preference. The very little girls wear yoke dresses, but those who have attained as many as five years or more wear long waisted frocks with a belt. On the whole, perhaps these are preferred, excepting for the party frock, which has a short waist, very fluffy skirt and a sash finish.

Of course there must be a party frock in every little girl's wardrobe. They are made of the daintiest fabrics, exquisitely sheer and trimmed with fine laces and embroideries. The effort is to keep away from too much ornamentation. Ribbons are permissible in dainty colors, and usually they are in very narrow widths and manipulated in rosette or chou effect.

NEW ACCESSORIES.

Freshen Up Your Old Blouse With This Jabot.

Dainty white organdie edged with deep val gives this sailor collar and jabot front. Please notice the straw



LACE AND TRILLS.

mushroom with its striped shantung brim and ribbon pointed crown dotted with little camels.

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