



SPRING

FASHIONS

• what to wear • and where and when and how!

By Gretchen Thomson
This season the choice of the wardrobe is the test of a woman's taste. Never have there been so many opportunities to find the perfect costume to bring out individual charms—and never have there been so many opportunities for going hopelessly astray—for not only has fashion as a whole made a radical change, but each part of the day now has its style requirements, ranging from tweeds to the sheers fabrics. The woman who wears morning costume to afternoon tea, as she has correctly worn it in recent seasons, will find herself as conspicuous as the one who walks the street on a rainy day with trailing wisps of chiffon at her ankles. The 1930 woman is well-dressed at all times of the day or evening. In the morning when she saunters forth to business or a shopping tour; luncheon at noon, the afternoon bridge, matinee, club or tea; dinner, theater or dancing in the evening—for each affair there is a particular ensemble which has been designed especially for the purpose. To be inappropriately gowned not only handicaps her chances of success, but

marks her as a member of that class of women who are not style-conscious. To avoid pitfalls requires a real study of Spring fashions, and we are giving here an outline that will be a guide in choosing the various items of a tasteful, fashion-correct wardrobe, with important highlights on what will be worn—when it will be worn and how it will be worn.
Correct Morning Costume
For morning wear, clever frocks of knitted fabrics or tweeds in fascinating patterns and color combinations would be an inducement for even the most indolent person to get up early and go some place. Tweed frocks made with the new swaggar flares and fitted lines, and sweater ensembles suggestive of the Southland, also are smart for the early morning wayfarer. Among the newest versions in the realm of morning apparel is the silk frock with lumber jacket of the same kind of material in contrasting color.
The Tailored Fashion
It is easy to see that the suit will be the most important fashion of Spring. While the ensemble of

coat and dress is smart—the newer idea of the tailored jacket and skirt is the favorite, and if you haven't a suit this Spring your wardrobe will be a total loss. A new suit material which promises to be very popular this year has silk woven with the woolen threads and is usually a dark color flecked with a lighter tone. Soft, flannel-like woolen suits, and those of nubbed tweeds, with or without fur trimming, also are in the fashion parade, and many chic versions are offered. The tuck-in blouse and yoked skirt are so smart looking and youthful that they refuse to be discarded. The newest skirts, however, have longer yokes and a more decided flare. Heather mixtures for the tweeds, and black, blue or tones of brown for the plain variety are the correct choice. Fitted waistlines, cape treatments, belts and up-in-front cut are points upon which practically all jackets agree and, as in every 1930 fashion, there are types of suits for various occasions—the short tailored jacket for morning—the three-quarter jacket suit for general

wear and the fur-trimmed suit for formal daytime wear.
Spring Coats
Decorative effects achieved through seaming appears to be the dominant note of Spring coat fashions. Detailed seaming mark semi-fitted lines—to arrange the hem flare—to create back interest—these and numerous variations indicate the importance of this form of decoration. Many interpretations of the flaring contour are noted in godelts as well as full circular skirts and circular cut flaring hem-line. On the dressy types novelty arrangements in fur are insisted—draped pouch corners, standing collars with insets of fur, deep shawl lines and tuxedos, jabot effects and bows using galyak, butter mole, lapin, dyed squirrel or broadtail.
Prints Much in Vogue
Last year's prints won't do for the order of prints is reversed this year and those with large, brilliant designs are now chosen for chiffron evening and formal frocks and small, dainty flower designs of crepe for afternoon and informal

wear. Quaintly charming are the afternoon printed frocks with the capped sleeves, peplus, circular skirts edged with ruffles and bows. Plain colored crepe frocks in the most fascinating colors imaginable add a bright touch to Spring fashion. The new tones are soft and subdued in lovely rose, blue, green, purple or brown, and self-trimmed or adorned with a bit of lace at the neck and sleeves. While daytime frocks are longer and adhere closely to the lines of the new silhouette, they are usually of even length.
For After Five O'Clock
Dinner dresses are among the most charming of the season's collection. Chiffon in black or pastel shades (and by the way, pastel colors are staging a dramatic return to fashion), with the new deep U-neck and quaint little puffed sleeves and skirts of ankle length, or touching the floor in some places even hemline. Capes are also an integral part of the informal and formal evening costume. Chanel started the idea of a smart Spring revival, and now all the other famous designers (and some which are not so famous) are using the idea—entire capes which encircle the bodice, one-sided capes and cape effects. Printed chiffrons, the hem and the cape decorated with a wide tulle border are colorful and chic for dinner and informal evening affairs. Many of these capes are detachable and thus can be made into a formal evening frock quickly.
The Silhouette
An always, simplicity is the test of true choice and the test of the new fashions manage to achieve an effect of subtle simplicity despite their elaborate details and picturesque lines. The silhouette of Spring is the silhouette of good taste—a modification of extreme length and nipped-in waist. As to length there are four classifications—for sport, three inches below the knee—for daytime, four to six—for afternoon, six inches below the knee, except for the very formal costume. Ankle length all around, with perhaps a dip in the

back, is accepted for evening.
The normal waistline is defined by a belt, shirring or tucking. Skirt-fulness remains low, nored effects and pleats are prominent, but there is less flare in the smartest models.
Sleeves
Many things unexpected of sleeves have come to pass, and they attract considerable attention by their greater elaboration, their shorter than full-length or their complete absence. Many of the sports dresses have little cap sleeves and look much smarter than those that are sleeveless. Dresses for afternoon tea have three-quarter or above-the-elbow sleeves.
Capes and Collars
Fashions this season seem to have been designed with the special idea of adding capes or wide berthas which are of the sort to make even a debutante look younger. More than half of the dresses have a capelet. In some form—attached to sleeves—a wide cape bertha or a shoulder cape that is detachable. The cape or capelet of course attains its smartest expression on coat or suit. On the daytime or sports model it is seldom more than shoulder-length, while for afternoon it may reach to elbow and be elaborated with bands of fur.
Belieres
The beliere influence is seen in many directions—from suits and coats to sports, daytime and evening gowns—sometimes a separate jacket—often simulated by tucks, bands or ruffles.
New Color Tones
As fashionable colors are naturally designed to compliment fashionable complexions, the sartorial color chart of 1930 will favor the pearly feminine skin. Blue always accompanies feminine fashion epochs and is coming back strongly into the Spring mode for morning, afternoon and evening. A great variety of gray tones will naturally follow. There will be several rich reds, the gamut of brown from green to yellow. White for summer is as inevitable as black for winter, and white contrasted

with black is one of the smartest Spring fashion themes. Spring always launches new greens and we will have tones ranging from a color that approaches spring water to dark leaf shades. A fascinating group of pastels are featured for sports, in a variety which provides for dark girls and fair.

By toxins as commonly used in medicine is meant a poisonous chemical substance produced by bacteria or other parasites. Toxemia implies the presence and circulation in the body of the toxic products of bacteria. A micro-organism, or germ, is said to be pathogenic when it is capable of harming a living thing which it has invaded. Certain parasites under normal conditions are not pathogenic, as for example the colon bacilli which live in the colon.

Health Talks

MEN WITHOUT WORDS

The average man's vocabulary has in recent years been enriched with scores of new technical terms employed in describing and dealing with the mechanical marvels of the age. It is astonishing how backward we are in our understanding of medical and biological terms. Words such as toxin, serum, vaccine, immunity, and the like are either little understood or else used erroneously. And yet every intelligent person should understand them.

The term hygiene, for example, differs from sanitation in that hygiene deals with the care of the person, whereas sanitation deals with the environment. We say hygiene of the teeth, nose and throat, and the hands and speak of the sanitation of the home, schools, office and the city. Hygiene is personal, sanitation is environmental.

A disease is communicable when it can pass on or be passed from one individual to another. Diseases vary in their communicability. Smallpox, measles, chicken pox and the common cold are highly communicable. Diabetes, though a disease, is not communicable.

An infectious disease is one caused by some parasite.

A parasite is a vegetable or animal living thing which lives in or on some other living thing, usually called a host. Most infections are transmissible.

Immunity is the power of a living thing to resist the invasion and activity of a parasite.

Septicemia implies the presence of micro-organisms in the blood.

To Enjoy Human Nature

The wisest as well as the most generous form of humanity is that which is ready to accept people much as they are. It never has a watchful eye on their education. Rather it watches to see what amusing characteristic or lovable quality it may discover and admire. If given ample elbow room for all the differences which make human nature the baffling, interesting and inspiring thing it is.—Exchange.

Fishing Superstitions

Some Scottish fishermen will not go to sea if a lame man crosses their path, and in the neighborhood of Aberdeen it is considered unlucky to meet a red-haired or flat-footed person. If Pirth of Forth fishermen meet a bare-footed woman with flat feet where they are going to sea they are sure of having bad luck on that day, and prefer to stay at home.

Floor Oil

An excellent floor oil can be made from the oil drained from your automobile. Let it settle and then strain about one cupful of oil. Mix with one-third cupful of linseed oil and a tablespoonful of kerosene. Use on clean cloths to go over your floor.

Wisdom From Shakespeare

It is certain that either wise bearing or ignorant carriage is caught, as men take diseases, one of another; therefore let men take heed of their company.—William Shakespeare (1564-1616). "King Henry V."

STEVENSON VAN ENGELN CO STORES

FASHIONS NEWEST STYLES Combined With

Our Value Giving Quality



Smartness is not merely a matter of being perfectly gowned. It requires smart accessories like these for individuality. Wide brimmed hat of bakou drooping at right where it is ornamented with chie bow of five-tone satin ribbon, \$5.95. Other millinery in a wide selection for every occasion also moderately priced.

NEWEST ideas in silhouette—newest fabrics—newest details are featured in these latest arrivals in our ready-to-wear dept. Tweed coat at left features unusual cape bordered with galyak and draped over shoulder. Black and colors.

\$24.50

Elaborated costume suit of wool serge fabric. All silk lined.

\$14.50



ALL the chic and becomingness of the 1930 mode in its most wearable form is reflected in these new Spring dresses. At left—dress of flat crepe in black or colors with draped collar, bows, and shirring at waist to give semi-Princess effect. At right—dress of flat crepe featuring bows, flare and semi-Princess lines.

\$14.50

Black calfskin bag in the new elongated pouch that follows longer dress lines, metal frame, \$4.95. There are of course many other styles to choose from—equally smart.

Gloves of French kid with new longer wrist and bracelet strap or harmonizing color, \$2.95.

Scarf of heavy crepe de chine gaily patterned to give color and softness to tailored suit or coat, \$6.

IN STEP WITH THE SEASON HART SCHAFFNER & MARX SUITS AND TOPCOATS

For SPRING

NEW NECKWEAR

NEW HEADGEAR

NEW SHIRTS

NEW FOOTWEAR



Values for Everybody

While style and quality always have been of first consideration year after year in Hart, Schaffner & Marx clothing we want to point to the most unusual values we have to offer in this famous make of suits and topcoats for this spring. See these garments—try them on—the values will be readily apparent.

\$29.00 \$34.00 \$45.00

Trotter's QUALITY CLOTHES SHOP THE STORE FOR EVERY MAN