

Story Books Influence Tiny Tot's Frocks

Daytime Dresses Are Feminine, Dainty

By Mrs. L. H. Norton, Manager, Norton's Kiddy Shop

These old favorites "Little Women" and "Alice in Wonderland" have influenced little girl fashions for spring, and the result is the most dainty and feminine frocks that ever greeted a new season. Daytime cottons for tots are blossom printed or quaintly printed with small conventional patterns that are closely spaced or rambly.

Crisp cottons will be just as popular with sub-debs as with two to sixers. The new crinkled organdies, which are chemically treated, retain the crinkle and body of the fabric no matter how often they are washed and the printed ones keep their color. Of course there is plenty of plain white crinkled organdy, and all the pastels, as well as dots, stripes, checks, plaids, floral patterns and leaf patterns. The leaf patterns are very new and very smart.

Party Frocks

Festive occasions call for festive frocks, and what could be more fes-



A Blossom Print Frock for Spring and a Party Dress with Bright Trimming

tive than a children's party in the springtime? Organdies of all types, whether plain, crinkled or embroidered, are cool looking and make dain-

ty party frocks. Silk crepes and georgettes come in such delightful pastels, they cannot be ignored, and are quite the ultimate in dress-up appearance.

Whatever the fabric, the successful party frock for spring must have handworked detail, and it would be almost impossible to have too much. Tiny boleros and puff sleeves are outlined with white Valenciennes, with fine pin tucks at the neckline and white embroidery around the hem. Wide collars that look like little capes are new and important for party frocks, and, of course, should be hand embroidered all around.

Regulation Coats

The practical side of children's fashions brings us to the navy regulation coat which goes on season



The Regulation Coat with Matching Helmet completes a practical, Classic Ensemble

after season because it is too good to give up. There is nothing more becoming to both boys and girls than this classic fashion, which always looks bright and new with its brass buttons and sleeve insignia.

EVENING HATS KEEP HAIR SMOOTH

Evening hats are back in the fashion picture, and that is good news. You will make a grand entrance, with every hair in place, thanks to your cap or bonnet, that will resist taxi breezes.

One particularly tricky version of the evening hat fashions combines three smart spring trends—the bonnet silhouette, the off-the-face line extends back on the head, so that the upstanding cuff brim looks like a tiara.

Stiffened sheer fabrics, such as starched marquisette, are smart for evening hats. They may match your gown or your wrap, but if you want to be real uppy, have your evening hat dyed to match your hair!

But for his recent talk, a forgetful public might have confused Ogden Mills with a Utah flouring concern.



New Spring Suits Flatter Every Feminine Type

Important Part Of Milady's Wardrobe

By Miss Elvie Park, Manager, Ready-to-Wear Dept., Stevens-Van Engelen

If your great big, beautiful plans for a spring wardrobe do not include at least one suit, just drop everything and start all over again. Suits were never smarter than they are for this new season. Whether you want to be tailored, casual, dressy, elegant or dressmaker, there is a suit fashion waiting to flatter your type. And suits are so versatile they are really a complete wardrobe rolled into one smart fashion.

There are short jacket, wrist-length jackets, three-quarter and almost full length coats. Now and then a full length coat can wear a flared peplum effect below the waist.

To be or not to be, when it comes to fur trimming, is yours for the choosing. Both furled and unfurled suits are among the smart versions of the spring.

Suits also join the forward movement, with fullness toward the front. Puffed fronts and slit seaming at the center front and a feeling of movement in the flare of your coat or jacket, that carries it forward to new smartness. Interpret spring's windblown silhouette for its pet fashion.

Sleeves are tightening up at the wrist to keep out wayward spring breezes.

Fabrics

Tweeds are woven right through the spring fabric story. Therefore, tweeds feature importantly as suit fabrics. There are new and interesting weaves in mixtures, checks, plaids and monotones. A tweed topcoat suit is about the most practical of the tweed suit fashions.

Crepey woollens are "in the rough" for spring and like it. This roughish texture is all in the weave, and the variety of interesting weaves will be a delightful surprise.

Colors

Black, brown and navy, like the poor, are always with us. But navy is smarter in a lighter-than-dark navy for suits. Tweeds have not forsaken classic browns, but they also delight in springtime greens, and grand rusty shades. The natural grays and beiges are definitely labeled Spring 1934, for both coats and suits, whether in tweeds or crepey woollens.

Shoulders Again

Fall carried its fashion importance on broad shoulders and the broad shoulder line, with its squared appearance, is not in the discard for spring. The spring version gives you a padded shoulder, in either square outline or broadened round outline. The waistlines accompanying these broad shoulder effects are decidedly nipped in. Naturally, this shoulder-waistline contrast makes your hips and waistline look slim.

Suit Complements

Just a few reminders of what goes on-with-what. After you have selected your spring suit, don't overlook the possibilities of orange blouses with beige tones, purple blouses with gray (if you're venturesome); smart new rough leather shoes with tailcoats and tweeds; gay scarfs for unfurled suits; off-the-face suit hats, preferably in straw fabric—or classic felt for rugged tweeds; natural shade hose for natural shade suits; a brand new umbrella in case of April showers; classic slip-on gloves to wear with dressmaker suits, and a gay hankie to match your accent color.

BLAZER SOCKS

Blazer stripes, in colorful combinations, are the newest spring fashion for children's hosiery. There is nothing more youthful than blazer stripes, and their colors run riot, with plenty of brown and blue to match basic ensemble colors, accented by bright shades in contrasting blazer stripes.

There are geometric patterns and flecked designs, too, in a host of new, fresh colors.

Socks with double tops and Laster knitted in to make them fit smoothly are an innovation that should be hailed with joy.

BELT BUCKLE COMPACTS

A real aid to the enthusiastic golfer is a new sports vanity case which is really a belt buckle in disguise. It is a square metal gadget which will do for any type of belt, and carries powder, mirror and lipstick. Chromium or gilt finish helps to bolster up the metal accent idea, and if you wish to complete the camouflage, have your belt buckle and compact initialed.

Lace Trimmed And Tailored Undies Popular

Quality is First Consideration in Buying

Most women, when they go shopping for lingerie, and see all the neat, orderly piles on shelves, with their rainbow colors, would like to say, "Send me one of each in my size!" Such a grand gesture would prove terribly expensive, and you'd have ten times more undies than you could ever use. However, lovely silk lingerie being the delight that

it is, you will want to stock up for spring, and discard some of the tired things that you have tinted and retinted all winter long.

Quality First

Quality and fine workmanship should be the first consideration in buying silk lingerie. After all, it has to stand repeated laundering, and keep its color. To say nothing of seams that won't pull out. There is no economy in "cheap" lingerie. It is just what it is—"cheap," and it won't wear. It will probably look very limp after a few washings.

Pure dye silk crepe is the best consideration. If you are buying lace trimmed styles, a hand-run lace is much better looking and will not fray and get fuzzy like cheaper laces. In tailored lingerie, careful stitching is most important, so that pipings will be neatly finished and edges evenly rolled. Of course, if you are buying handmade lingerie, there isn't much to worry about.

Tailored Lingerie

Tailored lingerie is newer for spring than lace trimmed. However, if you cling to lace as your feminine right, there are plenty of new, fresh styles to choose from. The new tailored lingerie is piped in contrasting color, and the color combinations are very dainty. Pink on blue; or vice versa. Blue on peach. Turquoise on pink, and sometimes the other way round. Make keeps popping up as a refreshing pastel for lingerie, and piped with green it is cool and springy looking.

There are gowns, slips, chemises, dancettes, pajamas, panties and little jackets to wear with gowns in all these delightful color combinations in the new tailored lingerie. "Tailored" does not mean severely plain. These new undies are very feminine, and have tricky little details, such as fagoting here and there or little sprays of embroidery.

Blas-Cut

Blas-cut is the grandest thing ever discovered for a smooth, fitted line that molds itself with never a wrinkle under the most form fitting dress.

The smartest nighties look like evening gowns, and blas-cut is largely responsible for this flattering innovation. High fitted waistlines molded hiplines, low backs and swirling skirt bases, with a sash tied in back in a great big bow and you have the new nightgown silhouette. Lace trimming, net footings or ruffled net, satin appliques and contrasting satin ribbon.



The New SPRING HATS

If YOU want some-thing new, not very expensive, and definitely style - conscious for the first days of the new Spring season, here are the kind of hats you have been dreaming of. They are designed to give you a feeling of being well dressed, regardless of the hour or the occasion.

STEVENS-VAN ENGELN CO.

Phone Main 866

1403 Adams



GREET SPRING Dress

In a new and festive

Dress

\$5.75

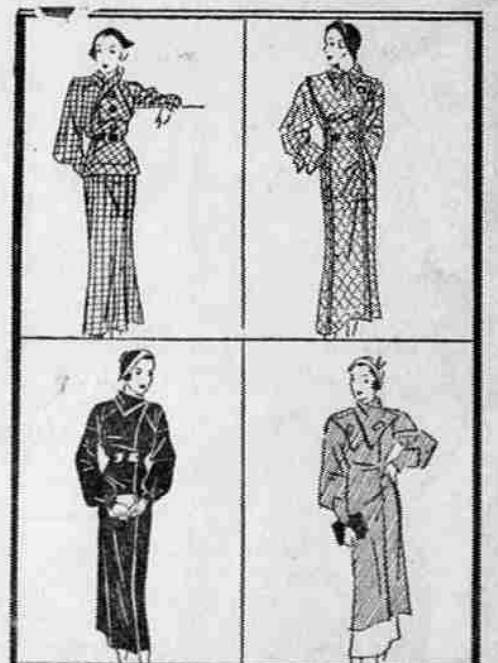
\$7.90

\$9.90

Colorful prints that borrow the gaiety of spring-time flowers have arrived in exciting new styles with great big flowers posed at the neckline to accent their smartness, or with a variety of neckline and sleeve details that are very new.

Dark and bright solid color frocks dress up for spring with lingerie touches, accenting buttons, printed sleeves or bright print tops.

No matter what size you wear, you will find the right dress for every occasion in our stock.



New crepey woollens with a roughish texture will proclaim their smartness.

A wide selection of tweed suits and coats in mixtures, checks and dark or bright solid colors, are ready in fitted or swagger styles.

\$7.90 \$9.75 \$14.50

Stevens-Van Engelen Co

Phone Main 866

1403 Adams

Spring is here!

—and with it comes SPRING SUITS

Classic Tweeds

in suits with jackets or three-quarter-length coats are spring suit fashions that will be at home in town or country.

Gray Mixtures

brown mixtures or classic navy, we have everything from black and white to colorful tweeds in rose, green and rusty shades. There are the new smart natural beiges and grays, too.

The Styles

are so diversified in their tailored smartness that they are certain to flatter all figures, from the slim miss of Sweet Sixteen to the matronly woman of fifty.

Hats

Yes — Hats are always important for spring. This season's styles are particularly exciting. There are bicorns, tricorns, rolled brims and turbans, all head sizes.

DORA VI'S SMART SHOP