

Good Taste Needed in Selection of Foundation Articles

MAN NOW MUST DON NEW TOGS

Color Marks Newest Outfits For "My Lord;" Tweed Is Very Popular

How many men know that spring is here, that it is time to say adieu to the winter woollens and don the modes of springtime? The windows tell them, and so do the flowers and the birds. And Friend Wife reminds the Mere Man that the time for the big change has come, that he may step forth in the habiliments of spring.

Color, subdued, soft, seductive, marks the fashion for the season in men's wear. This is not a season with Easter egg dyes predominant in the make-up of men's clothing. There is no "riot of color." Instead solid colors, many in pastel shades, give the color accent in cravat or shirt to identify the spring mode. Hats too are in keeping, the hatband doing no violence to lovers of soft tones.

Flannels are Popular Spring speaks to youth in terms of sport clothes this year. There are tweeds and flannels, many with rich, deep tans. A favorite tweed this year is the Harris tweed from the isles of Lewis and Harris where the fabric is homespun, using the native wool, and for color the native vegetable dyes. The patterns reflect the color schemes of the moors. This tweed is finer than the familiar Scotch. Sweaters for outing wear come in heather shades and green and blue, the plain colors being most in vogue. The V-neck is more popular than the crew neck. Hose matches the waistband.

Worsted Cheviots Good Mr. Business Man will find himself wearing flannels or worsted cheviots to be in style. The colors are light, with subdued plaids or stripes. Young men wear a two-button jacket with notched lapel, and patch pockets on sports clothes; older men have the three-button sport coats are of tweeds in grey and tan.

Hats are of soft greys and tans with wide or narrow hatband in colors to match. The hat has either a flat snap-brim with a roll at the back or the Homberg roll brim, which is new for the season.

Pastel shades, soft solid colors, characterize the shirts and neckwear. The attached collars have shorter points than formerly. Cravats come with pastel shades or light figures, using both satin and crepe fabrics. There are also Jacquard designs, Piquekin gloves in formal tans are most popular.

The prevailing note of men's costumes this season is the formal or semi-formal tone. This shows itself in the subdued colors, the conservative cuts and fabrics, and in the lack of any extreme style in the accessories of dress.

Women's Styles Effect Men



Pastel shades not unlike those of Milady are to be found in the new fabrics in men's suits this spring. Flannels are popular and are much in vogue.

GRACE IN SUITS KEYNOTE IN '30; LONG LINES FOLLOWED

"Be Feminine" Appears to be Urge of Modistes; Separate Belt Gives Smart Touch

This year of grace marks the return of grace to the new spring mode in suits. The new mode is no longer something to hang up or slip into, it is, to-day, a triumph of feminine gracefulness.

Certainly all sorts of things have happened to the new suit mode. Even the man tailored sharp-skin affairs have softened to be more in step with the delightfully feminine fashion mode, and the silk suits epitomize it in every gracious, graceful line.

Owing to the vagaries of the new mode, the suit will occupy a leading place in the style promenade for spring, the three-piece costume with a jacket rather than a coat.

The suit is supremely suitable to this season but in recent years, owing to the dominance of the ensemble, it suffered from an inferiority complex.

Natural Waistline Revealed Revelation of the natural waistline becomes an important phase of the spring silhouette. The suit styles balance maturity of skirt length by extremely youthful cut of jacket.

The jacket with the flare gives piquancy to the spring suits. The separate belt on jacket gives the spring suits a much smarter appearance this year.

Monotones will be more popular than multicolored fabrics, with particular emphasis being placed on woolsens, such as tweeds, diagonal effects, basket weaves and chevrons.

The skirts with cluster front and side pleating, the wrap around, or if flared, decidedly modified, and the flare achieved through going will be smartest in the new suit mode.

Suits with waist-length jackets in monotone fabrics of brown and beige hold first place, although blue is very prominent also and will be shown in a wide range of tones, from the very light blue shades to the navy.

Feminine Gracefulness Predominates



Few spring coats and suits are a far-cry from the mannish fashions of late seasons. Every trend is towards femininity, which means graceful lines, clinging fabrics and beautiful colors.

COLOR SEEN IN HABERDASHERY

Solid Tone Shirts as Well as Stripes Viewed; Madras Good

A greater interest in color will be more evident this spring in haberdashery than ever before. These colors, while mainly bright, will be free from garish.

There will be an unusually wide range of colors in shirts this spring in both solid colors and stripes. Blue will be one of the outstanding colors. Oxford and Madras will be the most popular fabrics this season. The oxfords will be shown in white and solid colors and the madras will appear in stripes.

The short point collar on shirts will continue in favor. Stripes in Neckwear Stripes in neckwear will be very much in vogue with a growing tendency and definite trend in the figured patterns towards smallish figures.

Solid colors in neckwear in every conceivable shade will be more prominent than ever this spring. The solid colored neckwear used in matching harmonizing tones with the solid colored shirts will be very popular with the 1936 smartly dressed man.

CHURCH LAW HITS WOMAN NOVELIST

TURIN, Italy (AP)—The tightening of restrictions on literary output that was expected to result from the concordat between the Italian State and the Holy See, with the application of canon law to all Italy, has been exemplified here in the summoning to court of the novelist, Amalia Guglielminetti. She was charged with "outrage to decency" in several passages of a novel published some years ago under the title "The Revenge of the Male." Her defense was that she sev-

Color More Popular Than Ever



Color tones predominate in season's latest offerings in haberdashery. Madras shirts will be had in stripes, advance reports show.

eral years ago ceded all rights in the book to the well-known publishing firm, Treves, and was not consulted when they brought out their newest edition of it. The court decided to cite the head of the publishing house, and the trial was set for early fall. There is much speculation in literary circles as to whether similar action might be taken against

BLOUSES WILL BE FINE THIS SPRING

Crepe, Satin, Silk Prints Among Those to Prove Most Popular

If you cannot remember those good old "shirtwaist" days, you are in no way prepared for what is about to happen in the blouse department of your favorite store.

Everything points to a bustling busy section of larger space and more sales-persons, where you are going to find exactly the blouse you need.

For blouses are important again—because suits are important. I had heard this whispered around months ago. Finally when I heard it shouted aloud I decided the time had come to verify it. I reminded myself to the Fifth Avenue store which had had the best department in the thriving days. And I took up a stand right there to see. I'm not going to dress up what I found. My notebook pages

tell the unadorned facts concerning the best selling spring blouses.

Crepe, satin, silk prints, striped shirting batists, handkerchief linen.

White, eggshell, aquamarine, light blue, pumpkin, pink. Long tight sleeves, cap styles, elbow length and sleeveless.

Jabot, Yionette, tailored high placed collars, scarfs and loose tabs that tied in front bows.

Buttons, small bows, cape effects, drawn work and hand finished edges sometimes frayed.

Tuck in or tuck out, high waist fitted or with belts, some peplums — and all, decidedly shorter.

THE SCARF The matter of scarfs is an important one. Your tailored redingote top coat will be a total loss if you don't wear with it a brightly colored Ascot scarf. It may be of flat crepe, crepe de Chine, chiffon or georgette—but it must be of ample size and neatly tied in the regulation Ascot fashion. Be sure all your accessories harmonize—they need not be the selfsame hue — but they should be of related tones. Whether for evenings, afternoon or street wear.

NEW SPRING MILLINERY...

Millinery Dep't - Mezzanine Floor

Classic simplicity with an abundance of intricate, artistic decoration that calls for expert workmanship are the outstanding features of these lovely new millinery creations.

Featuring the New BRIMMED STYLES, ranging in price from \$2.95 to \$6.95

255 N. Liberty. **Kafoury's** Telephone 877

HOUSTON BIDS FOR MARKET IN COTTON

HOUSTON, Tex. (AP)—Houston's cotton market, already a world leader, hopes to entrench itself at the top by locating headquarters for the farm board's \$30,000,000 cooperative corporation here.

It is depending largely on the influence of a man who probably is the world's biggest cotton dealer, W. L. Clayton.

On his statement to a congressional committee, endorsing Houston as the logical place for the coop's headquarters, the city is pinning its case.

F. M. Law, Houston banker and member of the committee that appeared before congress to push Houston's claim, believes Mr. Clayton's explanation for locating his own firm in Houston should be sufficient to bring the coop's offices here also.

"Mr. Clayton told the committee," Mr. Law said, "that he had faced this same problem of location and had settled on Houston after extensive inquiry."

"He declared the wisdom of the choice had been demonstrated amply. He said he took a certain chance when he picked Houston; that the committee, in choosing it, would take no such chance."

Location of the coop's headquarters in Houston, cotton men here believe, would establish the Houston market indisputably as the world's cotton capital.

Strength of the Houston market has grown consistently since completion of its deep water ship canal, affording an outlet to the Gulf of Mexico for 17 railroads.

Galveston's seaport, 50 miles away, however, is a strong competitor.

Strategically located in the cotton industry, Houston lies next door to the vast fields of east Texas, a big producing section, before the western part of the state became a cotton country. South Texas, with its lesser yet important production, also is adjacent. Last season's shipping record in Houston, from August 1, 1935, to July 31, 1936, was fat with figures. Net receipts were 2,589,213 bales, and nearly 2,500,000 of that number went down the ship canal to dozens of domestic and foreign markets.

SPRING

A new season has arrived! Miss Spring has awakened from her Winter slumbers and is now sumptuously attired in the brighter and more fascinating colors which contribute so much in creating and designing the new modes for Spring.

SPRING ENSEMBLES

SPRING MILLINERY

SPRING DRESSES

SPRING COATS

SPRING SUITS

SPRING ACCESSORIES

SPRING HANDBAGS

SPRING DRAPERIES

SPRING FABRICS

Also, in addition to these special displays of new Spring Merchandise as related to style, we have secured quite a number of both staple and style items which will be offered at special prices during the opening.

Kafoury's

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