

Simplicity Is Style Keynote

Any Little Girl May Wear What Shirley and Jane Affect in Movies

Everything about the new spring clothes for the younger members of the family is delightfully simple, irresistibly colorful, and refreshingly new. Choosing a spring and Easter wardrobe for the youngsters can only prove a delightful adventure, both for parent and child.

With so many clothes specially designed for the screen, any little girl can be glorified as well as her favorite young actress. Shirley Temple, Jane Withers, Anne Shirley, Virginia Weidler—all lend their names to clothes designed exactly to their personal garments.

Little Princesses
In the very small sizes, all coats follow the princess silhouette with neatly tailored collars, and velvet bindings or facings. Tiny capes have sawtooth edges or wide bindings, two sets of pockets appear at chest and hip, and buttons are used in single or double rows. In the older sizes, the reefer influence seems to be favored, with neatly notched revers, narrow belts, and tailored accents in the form of rows of stitching, elastic pockets, wide pleats and youthful gored sections.

Suit-Conscious
The boys aren't left out of the fashion picture either, and with the tradition of fine English tailoring, this season there is a coronation coat for boys in classic reefer style, with an emblem embroidered on the sleeve in shiny gold!

Girls are suit-conscious too this year, quite as much as their mothers, and for them, the best-liked styles are the tunic suit, a very youthful style with just enough "swing" to the hemline of the long jacket. Among the tricky accents are novelty buttons and belts, contrasting ascot scarfs, and "swing" skirts with gored sections for freedom.

All in Print
Prints are just as popular as they can be and for some strange reason, young people are tremendously fond of dots. Little dots and big dots, scattered all over lovely dark grounds and bright grounds. There are lots of white accents to these dresses, to carry out the white of which the dots usually are. Little-boy collars are very tailored, but there are frillier types, too, and of the cutest teen-age dresses is completely outlined in white to suggest a bolero jacket.

From the Tyrol
The colorfulness of the Tyrol is seen in all sorts of embroidery and darling prints, and the most interesting of all junior dresses is that adopted from the peasant dirndl. It has a nicely fitted bodice, short puff sleeves, and a skirt gathered to much fullness at the waistline, the skirt lovely and yard-around the hemline! For more sophisticated big sisters there are very charming crepe dresses with the softest, most feminine details in the way of bows and sections of shirring, flared skirts with dainty scalloped and zigzag hemlines and the trickiest of sleeves. Quite the most attractive sleeve of all is puffed so that it looks heart-shaped by means of two peaks outlined in contrasting piping and tapering to a point.

Oriental Turban Is Smart Choice

Very bright in their multicolors, are the off-the-face turbans which twist and wind in Oriental style, and made of paisley, ihallis, or other printed fabrics. In solid colors, too, these turbans are smart choices, and the fact that they are "in to stay" is proved by the showings of summer millinery by manufacturers, who are making these same turbans; but with open crowns!

There's something about the pill box that makes many women devotees of this comfortable, easy-to-wear style, and for those who like to wear veils, this is the perfect foil for them. The tricorn gives a newer dash to the pillbox, and is a lovely suit type.

Details



New millinery offers dressmaker's details in a new collar, soft sleeves and a "swing" skirt. The ombre stripe is effective in this blouse.



PATTERN 4250
Contrast's the thing this spring, says Anne Adams—and here's an up-to-minute frock that will add new life to any wardrobe, and grant slim, becoming lines to the matron who wears it! Speaking of flattery, have you ever seen anything more charming than the printed bodice that contrasts so perfectly with the slenderizing skirt of Pattern 4250? The frock may be made of but one fabric, however, and ever so smart for all occasions in a triple sheer, georgette, silk or synthetic. Don't you love the graceful, flared sleeves, and V-neckline that may be high-

Coronation Dominant Factor in All Spring Styles; Evening Gowns Copy Those British Peereesses Will Wear

FOR months now the coming coronation has been front page fashion news. All the vivid beauty of coronation colors and the elegance of furs and fabrics are directly traceable to the luxury of a coronation. Evening gowns have been copied from those that British peereesses will wear. Even the wedding gowns that will be worn by brides of the English nobility are being adapted for use elsewhere. It is not often that a new king comes to the greatest throne in the world, and fashion designers are quick to make the most of it.

The Coronation in Print
Spring brings with it always a whole flood of delectable prints. No woman's wardrobe is complete without at least one print dress. We're all so tired of drab, solid colors that the gayety of prints never fails to captivate us at this time of the year.

Very amusing are the new coronation prints. Every symbol of the vast British empire is seen splashed all over new fabrics. There are crowns, the British lion, curling ostrich plumes, and, believe it or not, copies of the coronation coach itself! Even fashion designers hate to forget the erstwhile King Edward, the Eighth. His brief but hectic reign has been more or less immortalized in printed fabrics that bear his crest, even his title. Sentimental? Certainly, but charming.

Feathers in Your Hair

Not since the lavish elegancies of the very gay '20's has there been such a vogue for wearing plumes as headresses. Many lovely coiffures are seen with perfectly gorgeous fronds of curling feathers waving coyly above the curls. Lillian Russell herself wore nothing lovelier than some of the plumes we've seen at fashionable functions. The mode for these feathered conceits is directly associated with the elegancies of royal courts where plumes have always been a definite part of woman's court regalia.

Depressions and Coronations
Certain it is that the combination of a coronation year and the definite end of the recent world-wide depression has brought about a luxury in fashions that hasn't been seen for many a year. Furs are richer, fabrics are more luxurious, coats and dresses are cut with a lavish hand. Gone are the skimpy skirts, and drab, uninteresting colors and plain, unexciting fabrics of the depression.

Bolero Is Popular

Without a doubt, the one fashion type to gain the strongest hold this season is the bolero, which is very youthful. And it is interesting to note that actually there is nothing "new" about the bolero, because it is one of the traditional fashions in Rumanian, Norwegian, Spanish, Jugo-Slavian, Moravian, Swedish, Hungarian, Czecho-Slovakian, and the recently popularized Dalmatian fashion designs.

Neckwear Choices Nearly Unlimited

Guimpes, Vestees, Gilets Mandatory; Feminine Mode Noticeable

There is such a wide choice of neckwear this season, that as soon as a suit is bought, a variety of these lovely, flattering vestees, gilets, and guimpes should be bought at once. Most obvious of all the new trends in neckwear is the more feminine trend, which characterizes so many phases of the spring fashion picture. Although high necklines are preferred for every suit wear, there is an indication that the slightly lower V-neckline will often be a youthful choice.

In the more tailored styles, which are invariably white, but can also be had in a limited choice of pastel or favored fabrics are pique, crepe and linen; and the characteristics are either in that they are perfectly plain, or simply accented with Irish lace or possibly fagotting. The frill types of neckwear which are in the majority particularly to emphasize the more feminine tendencies of tailored suits are made up in such delicate fabrics as linge de sole, plain and embroidered organdies, mousseline de sole, georgettes, and the daintiest laces. And whereas tailored neckwear is predominantly white, frilly neckwear is seen in luscious shades of pink, yellow, ecru, and the deeper jewel tones.

Art Interest
The same popularity in neckwear is seen as resulted in millinery in all phases of fashion, and in neckwear may be recognized in lovely embroideries and effective borders, styled much as are the festive native costumes taken out and worn for holidays.

The softer, dressier blouses, jabots and ties are very well liked, because they can be so flatteringly revealed by the suit jacket openings. Hand detailing is seen much more generously than heretofore, particularly fagotting and delightful embroidery treatments. Most colorful are the Tyrolean themes in these embroideries, as well as in appliques, heart-like buttons, and contrastingly colorful bindings.

Handbags Roomy, Unique in Shape

What handbags have given us in size they've well made up for in roominess by way of their interesting shapes. It has definitely been proved that the softer handbags don't lose their shape as do stiffer ones, so that most of the bags have their dressmaker characteristic, and almost all of them are quite broad at the base.

The most strikingly new handbag silhouette is the vanity shape, which has box-like contours and can hold all that any business woman can possibly accumulate! What with all the favoritism being shown fabric shoes, naturally fabric handbags have to be on hand to harmonize with them, and without doubt, gabardine is the smartest of them, chiefly with patent leather accents such as the shoes have.

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COATS...
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Shoes...
Advance showing of summer shoes. White buck, white kid, black, blue Gabardines, grey suedes, sandals, straps, ties. With shorter skirts you will want footwear that brings out the slim curve of your ankle. 2.48 to 5.98

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Style - Smiles - - - by Gretchen



"Here's your toast and coffee, darling—Just leave the dishes at the station and I'll pick them up."

No tie trouble, collar problem, vest, braces, shirt and what-not assembling for the lucky sex—instead all feminine frills slip over the head with one twist of the wrist, so to speak—in this case, at any rate. It's a little matter of design-simplicity in sophisticated fabric. A many purpose frock, this, too. Toss it on in a wink while your other eye is still blinking at the dawn's early light—and you're ready for the day's sundry shopping and social activities with superb chic. Even the mister's fleeting glimpse can't miss your springtime charm. Black pin dots on a white ground, sleekly fitted in the clinging supple silk that is fougard, making your body a slender stem for the calix that frames your face—a calix fashioned of a superabundance of fougard petals.—Copyright 1937, Esquire Features, Inc.

Jigger Suit Most Youthful Effect

For those who like to pick the most youthful fashion every season, and make it the keynote of a wardrobe, the "jigger" suit offers a flattering choice. It is a development of the popularity of the separate "jigger" coat sold for resort wear, and so well liked that interest in it grew in leaps and bounds and smart women with young ideas clamored for it in suit interpretation. The "jigger" coat is very short and boxy,

and usually has no closing, but hangs open from the neckline. It is only natural that in a season of opulence, the desire for more fur trimmings should be expressed—and answered by the smartest of designers. There is, for instance, the wardrobe suit with club collar of fur. And the costume suit of dressy design is sure to have a softly flaring collar of long haired fur. Some flatter belts are also seen, and one of the newest treatments in fur collars is that they lie flat to the neck and shoulders, giving a less bulky impression. Tunic suits carry fur draped to match the woolens of the coat in the more formalized variations.

Tan Shades Vary Greatly in Shoes

Shoes for men, with the exception of sportswear combinations, leave us two major colors as usual, tan and black—but the tans this season run such a wide gamut of shades that one has an excellent opportunity to really display something different. In the blacks, wax calf constitutes the better grades and plain calf the ordinary leathers. Tans can be had from a light new so-called Spanish tan to the customary deep brown-bronze walking leathers and reddish-brown cordovans.

While there are several new fabrics for full hot weather and sportswear, such as sandal straws and linen footwear, still the first rate sports shoes—that is, shoes for wearing at sports not in sports—are made of buck, either plain or in combination with leather. This gives a plain white buck-skin for the man of simple tastes and the brown and white combination for a more striking temperament.

No article on men's fashion for the current season would be complete without mentioning what a great variety of color is afforded in shirts and shorts, particularly the latter. While most of us are too modest to

Practical



Short sleeved, two piece and sheer wool are the three features of this new spring dress. The V-neck and the tucked in belt line are new.

make the switch from plain white without a bit of a struggle, yet the funny part is that once we get into the colored effects we seem to like them.

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