



On Fashions Calendar for Spring

Fashions for youth and youthful fashion. This we note in the new modes for spring. Skirts remain short, the most popular silhouette is slim—there is an absence of elaboration and a simplicity that is youthful.

There is a new animation in the clothes they are showing this spring and it's very evident that the new modes know no age. For all of them have that elusive charm that is youth!

Two Distinct Silhouettes
One of these silhouettes shows broad shoulders with loose lines in the upper half of the figure and straight and slim in the lower. The other shows princess lines in slim fitted effects that curve to the figure. The fullness above the waist—the former silhouette is much the more popular—is achieved in bloused treatments and the bloused movement in very definitely expressed.

The bloused idea is evident, too, in the looser effects, in which there seems no abatement in popularity. The looser in the newest frocks stands away from the blouse and contrasts with the slender straightness of the skirt.

The Normal Waistline
Much has been said, heard and written about the tendency toward a return to the normal waistline and in the models for spring there are many examples of the normal placement of a suggestion thereof.

Many dresses give evidence of this mounting line by the use of two belts, one at the normal waistline—the other a trifle lower. Buttons and pin tucks are also used to show the raised waistline. Hips are slender and draped snugly.

Freedom of Motion
The newest spring modes offer plenty of comfort in the way of fullness in the skirt as most of the skirts are either pleated in a novel way or gathered gracefully into the belt. In most instances, the skirt movement is from the side and also from the sides across the front.

We've seen the influence of the Directoire noted in many of the newest offerings for spring. It's not the strict Directoire, however, as it is modified by jabots, revers and short capes.

The Roumanian, Russian, and African influences are also worthy of mention as they are really quite prominent in every type of spring costume. In our countenances in the shops and stores, we came across many sleeveless dresses and there is evidently a tendency to return to this mode as we noted it in both evening and sports wear.

Cardigan Is New
It has been many seasons indeed since the cardigan (short sleeveless jacket) has enjoyed such a vogue as it is experiencing this spring.

Virtually every sports costume has its accompanying cardigan in contrasting or companion tones and most of them are such gay little things that we wonder why they have been more or less forgotten for so many seasons. Especially too, when they are such comfortable things to throw about one's shoulders after an active game of tennis or an excursion to wear while strutting blithely over the dunes.

Sports Wear Stunning
Sportswear has taken such a firm hold on every phase of the mode that the designers this spring have

LINGERIE SHOP PAYS IN COAL MINING CAMP



Helen Lonnak

Environment was no handicap to Miss Helen Lonnak when she decided to conquer the business world. She looked about her home town of Frontenac, Kansas. It was a coal mining camp of 2,000 persons, among whom 25 nationalities were represented. In spite of the outlook she opened a lingerie shop. This shop soon became known throughout southeastern Kansas, over the line into Missouri, and across the border into Oklahoma. Miss Lonnak found her venture a financial success.

It laid much stress upon it. The most important sports ensemble is the four piece—coat, skirt, overblouse and sleeveless jacket or cardigan.

One of the outstanding style factors we noted in the newest sports wear was the use of two and three kinds of materials, all the same color but varying in pattern.

Three-Quarter Length Top Coat
One we saw that was very beautiful and practical as well had a three-quarter length topcoat with button sides in fawn colored tweed, with a turn back collar or checked woolen in fawn and brown tones. Deep pockets of the checked woolen are big and comfy and there was a plain skirt of the tweed with an overskirt of the checked fabric.

The one-piece sleeveless dress is smart. The skirts are pleated and square and V necks are prominent. Many of the dresses are show ing clever little frocks for sports wear in printed effects that blend beautifully and which every woman will include in her spring wardrobe—it she would be in the mode.

The Ensemble Vogue
The vogue of the ensemble is here to stay. That we found out very conclusively and definitely when we made a tour through the stores noting the styles for spring.

In the ensembles for formal wear we see a marked tendency to duplicate the coat as a separate and distinct style feature. Because points are so "mixed" again and because they lend themselves so beautifully in the making of the ensemble, they are used much and

and the other plain to match the coat. There is much contrast in color and fabric between the coat and skirt and important details of the suit mode are pleatings, tuckings, cordings, tiers, bolero hanks, yokes and belts.

Blouses Stage a Comeback
Because of the skirt and jacket vogue that is being accepted so universally and gladly this spring, the separate blouse is coming into its own again.

Black and black and white is an important spring combination; white alone, gray, blues, greens, brown and tan mixtures and reds in the lighter tones.

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NEWS BRIEFS

Paris—Now comes Mme. Genot, culinary artist, with a defense of French cooking in answer to Mrs. Ross Lewis of London, hotel owner, who has been saying things in the United States of America. Why does the Prince of Wales visit Paris? Why was she offered a bridge of gold to Palm Beach? Mme. Genot asks these and other questions in challenging Mrs. Lewis to kitchen combat, with adjudication by a hungry jury.

New York—On the question whether cosmetics and beautification of hair are detrimental to womanhood morally and physically, the vote has it so far. The vote as revealed to a hair dressers' convention was 7 no; 2 yes. Voting in the affirmative were the Rev. Dr. R. Parkes Cadman and Mrs. Ballington Booth. In the negative Robert W. Chambers, Prudence Penny, Dr. Stuart H. Howe, Ruth Hale, Alcea Brady, Senator Capeland and Daniel Frohman.

The skirts on these tailored suits are either plain or pleated and on several of the newest suits we saw two skirts, one of striped material

SPRING SHOWING

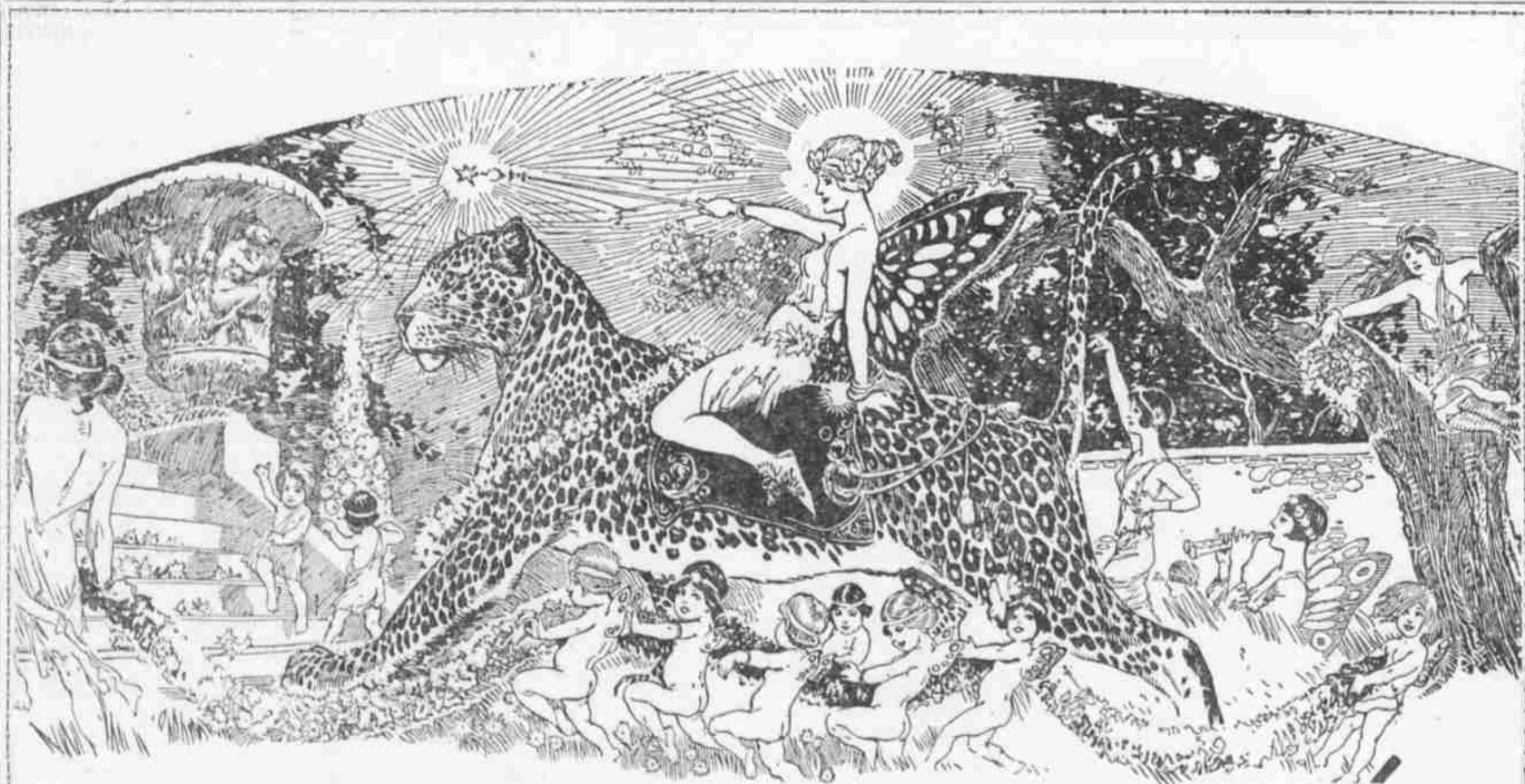


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