



DAME FASHION'S MAGIC WAND

Sunday, the curtains will be drawn in the Theatre of Fashion. You will be introduced to a new kingdom of Spring Styles here staged for the guidance of all women, especially those more keenly interested in knowing and studying the new fashion features which have been favored for the approaching season.

As so former seasons have styles been more beautifully characteristic of what fashionable women demand in new apparel. Certainly, never before have new conditions and style been so closely related in the creation of smart garments and accessories.

It would almost seem as if a magic wand had been waved fairylike over the scene. As you leisurely wander from one section to another, each fashion exhibit will carry to you its own vocabulary of beauty, freshness and adaptability.

To all women we extend our most cordial invitation to attend the formal opening of spring displays and learn from a personal observation just how fitting the new designs and creations meet your individual taste in matters of dress.

The New Spring Dresses

Are Exceedingly Simple

The slender silhouette still dominates, but this is somewhat relieved by pleasing effects of soft and gentle folds, with ruffles, pleats or gathered, long or short, occasionally displaying the use of soft drapes.

Materials favored are: Tulle, silk, crepe, serge, gabardine and tricot, in blue, gray, tan and other Spring shades. Flats and mystic designs appear in many of the silks. Combinations of color and fabric are very prominently displayed.

New Suits for Spring

Display a Slim Silhouette

The prevailing color in new suits is a soft, muted blue, with a touch of pink or lavender. The suits are characterized by a slim silhouette, with a high collar and a long, flowing skirt. The jackets are simple and elegant, with a few decorative details like buttons and pockets.

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Coats for Spring

Are Strikingly Simple

The new coats for this season are generally shorter in length than they have been in the past, because of the conservative orders of the day. The silhouette is a straight line effect, and in the majority of models, the lengths are designed to leave several inches of the skirt visible. Most all are gathered somewhat at the waistline using one of varied types of belts.

Serge, gabardine, velours, tricotines and other good coatings are to be seen in tan, beige, gray, blue, and many other contrasting and plain shades.

The Revised Spring Styles

In New Waists

These are the garments which have already won their way to popular favor and which will be greatly desired for wear this season with the one-button, single-piece and separate skirt.

They are in dressy, tailored and semi-tailored styles, featuring wide, low, flat collars and long lapels. Fashioned with Sam, Cape de Chine, Bebe silk, Tulle and lace-trimmed, Cotton in flesh, white, plain colors and contrasting shades.

New Silks and Dress Goods

Design for New Spring Dresses

This showing of popular fabrics is an inspiring sight to every woman who seeks new materials for her Spring wardrobe requirements. There is a wealth of material here, each offering a different suggestion of color, becoming, texture or style, from dress, blouse or other wear fitting.

Many new patterns are also revealing the artistic originality of the modern woman's taste. The color combinations, too, are strikingly original and all age in tone with the Springtime season.

The New Skirts

Make the Spring Show

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The New Styles

In New Spring Corsets

The primary concern of the new lines that will accentuate the slender lines and the elegant curves of the figure is the slim, youthful-looking silhouette.

The new corsets are designed to give the figure a slim, youthful-looking silhouette. They are made of a soft, elastic material and are designed to give the figure a slim, youthful-looking silhouette. They are made of a soft, elastic material and are designed to give the figure a slim, youthful-looking silhouette.

Most Corsets in the Spring Show

As the spring showing will bring to your attention all of the new styles and fabrics in spring apparel, we are very anxious to have you see them all. The new styles and fabrics are very attractive and will be a great help to you in your wardrobe.

Sources for the Ladies. Many of the new styles and fabrics are very attractive and will be a great help to you in your wardrobe.

H. N. MOE

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