

BARE YOUR BROW IN A BEWITCHING BONNET



Spring Hat Styles Threaten to Turn the Heads of All Women

In the showing of Autumn, 1933 here and there one caught a glimpse of an off-face hat . . . sometimes becoming almost an atrocity. The fashion caused much comment. Would they become popular? Were they easy to wear? Why were they not more flattering? All these queries have been cleared up with the new showings. The off-face is definitely in the picture, but it is a new off-face hat. Milliners have taken definite steps to amend their original ideas and to present an off-face silhouette which has been so adjusted as to be becoming and acceptable to women of all types and ages.

Many Versions
First to be considered is the hat that started this upward movement—the baby bonnet. It is reminiscent of the diadem head dress which was so popular for winter formalities. It has an upturned brim that frames the face in a delightfully naive fashion. There is also the poke bonnet, another version of the same type, in which the brim becomes larger at top and sides. These are definitely hats to be worn with afternoon clothes, or when you dine informally. And sensitive designers pray that only those with fresh, naive faces attempt to wear them!

Rolling Brims
It is interesting to see the number of rolled brims which have entered the world. There are some very wide brims that roll up suddenly like a curate's hat. Then there are others that take you back to the days when you were a child and wore little upturned sailors. If brims turned up all the way around are not becoming, there are just as many

that roll up on one side exposing much hair, but turn down and hug the cheek on the other side, creating a very wearable effect.

Windblown Hats
There is a very evident silhouette sympathy between hats and coats this season. The windblown silhouette that became front page news after Schiaparelli launched it has become an important tendency in millinery. There are any number of hats that turn back sharply and stress movement toward the back. There are even a few windblown crowns where the movement takes a forward direction.

Classic Hats
If you cling to the good old classics which never, never go out of style, there are plenty of them to be seen at all good milliners. Every smart woman always manages to keep one of these very satisfactory hats in her closet.

Berets, Forever
Berets, bless them, are forever with us, and no matter in what guise they appear they are always sure of a welcome. The Schiaparelli beret is the one which is attracting attention. It is an about face from the berets which were pulled down over the eye last season. These new ones, quite full, and rather like the artist's tam, are draped to the side and back. They are new, smart and fun to wear.

Hat Fabrics
With so much news of silhouette, fabrics have taken rather a back seat. Straws are inconspicuous, being mostly smooth. There are many straw cloths which seem destined for a prominent part in the spring picture.

Felts are coming back and this will be big news for the women who love to wear them all the year round. They are being seen in many colors and are decidedly smart. Trimmings are few and far between on smarter hats. There is so much interest in line, that there is little need of further embellishment. With the exception of a gay little feather seen here and there, there are almost no trimmings.

Freedom of Sea Clothes is Advance Summer News

Play clothes for the beach have followed in the wake of swim suits. They have grown briefer and briefer, and as free as the wind. While a few seasons ago smart beach combers were flapping along in wide, and long pajamas, this year finds them all putting them away in favor of the newer, freer shorts.

There's a long story that could be written about shorts. The winter season in Florida and on all smart beaches showed them far and above every other beach fashion. All kinds of shorts! Flannel shorts, plaid gingham shorts, coarse linen shorts, jersey shorts, and even knitted shorts. Some were hand crocheted and looked like baby pants.

The wearing of the shorts is not combined only to young things who have figures above reproach. If you're above the age who wear the very close fitting knicker that look like Boy Scout shorts, there are plenty made with waistline pleats, and that hang full like a little skirt. And if you don't go in for much exposure, there is a very smart outfit that consists of shorts, shirt and a skirt that buttons on. If the past winter season in the southland is any indication and it invariably is, all America will be taking its shorts along when they go out on the beach this coming summer!

LAKEVIEW

LAKEVIEW, Ore.—Dr. E. R. DeWitt, from the state veterinarian's office, and F. H. Thompson, inspector for the United States bureau of animal industry, in cooperation with County Agent Victor W. Johnson, have just completed the testing of 2,824 ranch beef cattle for tuberculosis. No trace of the disease was found. This was considered to be a most excellent record.

The NRA porcupine control crew covered 55,000 acres of the Fremont forest within the past 30 days. Seven hundred ninety-two porcupines were shot and 116 dens were treated.

The boys of the Lakeview high school will present an amateur boxing show on March 23 in the local high school gymnasium as a benefit for the athletic fund of the school. A large group of student boxers have been training the past few months in preparation of the event.



Many Innovations For Spring and Summer

Even as there is a distinct swing toward browns in the new Spring suits for men, so is there a corresponding demand by smartly dressed men, for brown shoes. This color will be shown in both the plain calfskins and grained leathers. Buckskin, too, will be popular in this field.

The increasing demand for rougher fabrics in men's apparel . . . homespun, tweeds, shetlands and chevrons has its complementary effect on footwear. Black or brown plain calf, grained leathers and Norwegian calf, the latter adopted by university men is the style lineup. The Scotch wing tip and the usual wing tip will be seen on these shoes.

In the matter of models, Spring footwear favors perforations and more perforations. Style leaders say that the fashion arrow points to a very evident trend toward the narrow toe custom last.

Some of the new shades in brown are Bourbon, Sun Rust, Highland. Two tone effects in brown will also be in the style parade. From the comfort angle, the Spring shoes will be lighter in weight. This is a forerunner to

Spring Shoes Step Out with a Story Excitingly New

There is a new deal ahead for shoes and for feet! Variety is entering the footwear world and women will have the fun of changing from one type of shoe to another. This, experts inform us, is very good for the well-being of the feet.

Low Heels New
Schiaparelli started it! For an entire season that famous lady whose taste is unerring has been wearing very flat heeled shoes, not only for daytime, but for evening as well. This is a radical change, and while it may not prove a popular evening fashion, it is decidedly a smart one, and one that is fun to wear. The heels on these sandals are about one inch high . . . and some are even heelless!

First For Sports
This vogue for low heels may be traced to the popularity and comfort of the beach sandal. Many smart women have been going heelless for several seasons on the beach and it was from this that the fashion has gained impetus. The low heel looks well and not extreme in sport shoes. They make much use of cord and tassels as trimming. In

DuPont Heiress Is Flying Fan



Back from an adventurous trip by air to South America, with her brother, Richard, in their own plane, Miss Alice DuPont is shown here as she joined the social whirl at Miami Beach, Fla. She is the daughter of Mr. and Mrs. A. Felix DuPont of Wilmington, Del.

bought feathers by the yard to rejuvenate an old gown.

Frou-Frou
Joan Crawford's becoming frou-frou has been copied and copied for fashionable young America. When Mae West was recently featured as a gay lady of the nineties immediately there was a revival of plumes, and jewelry and opulence.

Hair Fashions
Just as a few years ago all smart young Americans let their brows grow out in the manner of Greta Garbo, today they are cropping it and training bangs to curl softly in the fashion of the vibrant young Katherine Hepburn.

Fashions Copied
There are certain manufacturers who resolve the right to copy the clothes worn by film stars. The costumes are usually labeled as such, and their sale confined to one store in town.

Britannia Rules in Tailored Togs For Spring

"Oh, to be in England now that April's here! If a love for British clothes flows through your American veins, then this will be very welcome news to you! For Bond Street has moved to America, if the number of English looking suits being seen is any indication. The smart tweeds that give British women their well-groomed look have been copied with an excellence and an authenticity that is as English as "God Save the King."

Norfolk News
The Norfolk, delightfully young looking belted jacket that it is, is foremost in fashion. It will be dotting the American country side and city streets and proving a smart and colorful picture. Many other belted jackets—belts all around or just in back are seen and they all have that delightful casual look that American women have always enjoyed.

Unlined Suits
This is another British note which is new in the American picture. English women have long liked unlined suits because they are not bulky and can be worn under coats in colder weather. The sleeves are always lined, seams neatly taped, and lapels and revers carefully turned under. American women may have the erroneous idea that these unlined suits are an inexpensive fashion. They are not, and are being shown in the best shops of America as a leader in English type fashions.

Reefer Coats
The reefer style that you



FURLESS

used to wear as a child comes into its own again. Smart, trim, and double breasted, it is equally smart in any one of the important tweeds, plaid, check or monotone. They are being shown in full length and three-quarter. Tweed colors are varied with brown and beige and brown combinations ranking first. There are some classic black and white tweeds. Grey is in the minority with the exception of the distinctive gray of Schiaparelli.

A Californian invented apparatus to blow currents of air over fruit, while it hangs on trees, to remove rotting calyxes and prevent formation of jacket rot.

The News-Herald Classified's efficient, systematic form increases the value of your ad.

New Woolsen Make a Point Of Vivid Color

Woolsen this season divide their interest almost equally between color and surface importance. Color has even been introduced to such classic woolsens as the Harris type tweeds. Olive greens, heather and to purplish blues, rich dark browns, smart golds are among the foremost shades.

Surface Interest
Some soft, hairy textures with a brushed up look should prove very important for golf dresses and suits. This hairy texture in heavier weights is interestingly used in coats.

English Influence
Genuine and Harris type tweeds are scheduled to play their biggest part in years. This is the ideal woolen from which to fashion Norfolk and other British type suits. Checks, will weave mixtures and plaids are the best patterns, and while they are colorful they are never bright or gaudy, but always fairly conservative and very refined in the smart British manner.

Knotty Woolsens
Also of surface importance are the knotty tweeds. They are seen in both suitings and coatings, in monotones, mixtures and many colored patterns. Small checks and black and white effects are also of limited importance. This woolen is not adaptable for dresses because of its bulkiness.

Plaids Important
Plaids look unusually smart this season. Perhaps it is because eyes are trained to look for good color effects, and colors are always at their best in plaids. They run the gamut from small, conservative plaids in two colors, to vivid, many color effects used almost in profusion. These plaids are most often seen in the simple sports coat, done without benefit of any kind of trimming. The plaid, in itself is usually so important that any other embellishment would be superfluous.

Woolen Harmonies
It is noteworthy that woolsens of the various families hold a certain harmony between them. This is of vital importance because many of the smartest suits are made of harmonizing rather than matching materials. A skirt may be of monotone tweed, with the jacket of check, and the top coat matching either one of the two. This harmonizing vogue is carried into every phase of sportswear.

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Pelican Theatre . . Friday . . March 23rd



Footnotes For Spring

That perplexing question, "What is the smartest footwear for now and the coming season?" is happily answered by these newest BROWN-BILT arrivals.

SKIES ARE BRIGHT . . . BUT GREY

holds an important place in spring footwear . . . and Buster Brown grey shoes will be far out in front in the fashion parade.

NATURALIZERS

are tailored to accurate proportions . . . See the newest arrivals. A surprise awaits you . . . In fact many surprises await you in Buster Brown's Spring Showing.

SPORTS SHOES

For every thing under the sun in these popular oxfords and see all the newest at

\$3 \$3.45 \$3.95



BUSTER BROWN SHOE STORE

FOR Announcing SPRING **TIMELY CLOTHES** by Keller Heumann Thompson

WE introduce the new name TIMELY CLOTHES, our new line for Spring 1934. TIMELY CLOTHES present a type of merchandise in which you may have complete confidence. With a free hand Keller-Heumann-Thompson have infused a full measure of honest, skillful workmanship into the product. Here is tailoring that well-dressed men seek out. Fabrics have been hand-picked and developed with the utmost care in order to assemble a wide and well-balanced selection of types, weaves and patterns, many of which are entirely exclusive. Back of this great TIMELY line stands the character and quality that Keller-Heumann-Thompson have established and sustained through many years of sincere effort.

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