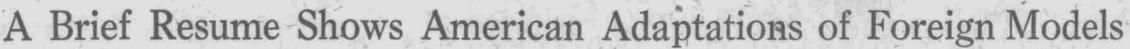
Spring Opening

Monday, March Seventeenth

(And Continuing the Days Following)

A SPRING such as Paris has not known for four years—and for which she has been joyously preparing—is reflected in the cheerful color tones and fascinating modes for Spring. Not until we had seen the first of the Paris shipments arrive in this country—not until the styles had been authenticated—could we proceed with this important message for Spring. For all the world of Fashion has been overturned, wartime modes have been swept aside almost over night, as it were, to give way to a reign of the most feminine, alluring sort of clothes. Those delightful Fashion secrets from the world's great ateliers are here.





Lanvin - Callot-Soeurs Jenny Cheruit Doucet Premet

And Clever Interpretations of Our Own Style Artists

signing lovely, graceful models, deep cape

yokes, artistic scarf and draped collars; sleeves,

suggestions of the Chinese types, embroidery,

Materials: Duvetyne, Brocades, Evora,

Newest Shades: Egyptia Red, Fawn,

Elaborate linings, many in contrast, both

Smartest new capes, feature braid trim-

mings, fringe, double cape backs, smart vestees

fringe; collars of Changella, new novel ideas.

Bison, Henna, Jade, Foch Blue and Taupe.

in plain and oriental type silks.

Satins and Lamb Skin.

and novel buttons.

APS The beautiful Dolmans and Capes allow an ex-

tensive display of novel ideas in de-

GOWNS Beautiful Gowns featuring suggestions of Directoire Period, and the Oriental influence predominant both in gowns and wraps,

New features in materials include, Pompadour Chiffons, Moire Taffeta, Moonglo Satins, Pauette, Changella and Tricolette.

Shades feature: Copper Tones, Henna, Navy, Bright Blues, Victory Red, Silver and Pastel shades.

Models feature: Drapery, flat panels, tendency to low waist lines, new sleeve display, loose flowing, three-quarter sleeves.

Trimmings: Wool Embroidery, Silk Ostrich Fringe, Beading artistically combined with embroidery. Keynote lovely, but not radical styles.

Superbly original, exploiting a host of

clever style ideas. Fashion's latest edicts for

Dress, Sport and Utility wear developed in .

materials of unusual fineness with Russian

Not only dependable in quality, but indi-

vidual in design and entirely in harmony

with advance dress modes. Lace hose are

very new and charmingly pretty and then

the Marvel stripe tops and the plain thread silks in all wanted shades.

blouses of Chiffon distinctively new.

SKIRTS

Adaptations and modifications of imported models. Soft draping silks and wool fabrics favored. Tapered skirts that narrow at the ankle line. Some more curved than others, buttons featured, new pocket ideas and belts that form to wide sashes.

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GIRLS' APPAREL

Capes, Dolmans, Coats and Frocks of Silks, Lawns, Nets, Organdies, etc. Winsome styles, daintily trimmed that accentuate the charms of youth, and a noteworthy showing of graceful Flapper modes.

VEILS

Paris sends Veils exquisite in texture, filmy, flattering and fine—and then the very new "Trench Veil" duplicated with its original charm is of heavy mesh, interlaced on an almost invisible foundation, has its first showing now.

SILKS

Silks present a gala appearance, interpreting Springtime in her luxurious colorings. Dew Kist, Kumsi-Kumsa, Foulards, Fan-ta-si etc., and Pussy Willow linings, herald the silk section as a veritable Fairyland.

SUITS Distinctly developed in superior fabrics of Serge Duvetyne, Poiret Twill and Gabardine, Satin and Taffeta most prominent.

Styles ideally expressing the spirit of Spring—individualized types emphasizing all the distinctive features of fashion, but exaggerating none, so one might describe the Suits that make up this display.

Ultra smart box, straight lines and blouse models, with and without vestee are featured.

Trimmings of braids, silk stitchings and embroideries have preference. Brushed wool also appears on many of the newest suit models.

The close ankle line is everywhere apparent.

GLOVES

A determining feature of the faultless costume is provided for here with extensive displays of gloves which reflect dependability and correct colors and style. Perrin's French Kid Gloves and Kayser's Silk Gloves are most favored.

FURS

Quite popular and decidedly quaint are the trim little "Chokers" of one to threeskins of Sable, Fisher, Stone Marten, Fox, etc. Voguish, with Dresses and Taillieur suits.

The New Millinery Is Indeed Charming

Even more than the new clothes, the new Millinery Fashions seem to express exuberance and joy at the new condition of life. Gone is the upturned, frankly revealing Hat which had its honored place when women were busy canteening and driving; returned is the long, flattering brim of the Directoire, with its graciously shortened back.

Original Hats From Paris—Some of the Very Few in This Country—Are Here And Conceptions From Famous Designers, as Peggy, Hoyt, Henri Bendel, Josep h, Hyland Brothers, Rubin, Etc.

There seems to be a decided preference for highly glistening coarse straw braids, contrasted with fine straw or silk fabrics. Milan, lisere, glossy sipper, chrysanthemum and visca straw braids are all used, while feathers airily merge with soft sweep of straw in superior styles.

SPRINGTIME and her joyous sister spirit,
Music, is the theme of our window displays. The myriad colors of flowers, the awakening of Nymphs, the music of the immortals interpreted in a most beautiful manner and well worth seeing.



CORSETS are a first aid to smartness and not a woman nowadays will select her season's, clothes without first having selected her corset. A source of great satisfaction is that of knowing our corsetieres are at your service.