

# SPRING OPENING

## Announcing—

**O**UR SPRING OPENING, March 14th to March 20th. As revivifying and refreshing as the zephyrs of Spring are these recently created and authentically styled fashions and fabrics of the new Spring season. The silhouettes presented are as engaging as they are varied. In inspiration and richness of materials, Fashion has recognized no bounds. Coats, Suits, Frocks and the many other items of apparel are so different and so very modish.

You are cordially invited to visit our store the coming week, not alone for the purposes of selection, but that you may obtain authentic style information respecting every item of feminine wearing apparel.

## Welcome!

**S**PRINGTIME, with its blue skies, flashing sunshine and glad spirit of awakening life, as reflected in the sprightly fashions for Milady's wear at this joyous season. To mark this gala time at formal opening from March 14th to March 20th, this store will display the latest modes for Spring as interpreted by designers of wide repute. Unusual attention will be given to the smart accessories upon which the success of an otherwise fashionable costume depends. The scope of this Spring exposition expresses the spirit of this store in its desire to give its patrons opportunities for securing authentic fashions. 'Mid so much beauty and variety the choosing of becoming new wardrobes becomes delightfully simple—and very pleasant.

### Spring Frocks

Fashion's partiality to Crepe Georgette as a basis for frocks is one of the outstanding features of this particular exhibit. There seems to be no end to the chic effects she has accomplished with it. Very appealing are the printed Georgette Frocks with patterns outlined effectively with beads. Other Georgette Frocks nonchalantly assume cascade draperies at the hips, low waistlines or Turkish hems. Developed of taffeta are Frocks Etou in tendency, bouffant at the hips, muchly beruffled or plain. To prove that it is all embracing this display shows also plenty of tailored modes in tricotina.

### The New Veils

March winds and smart spring hats are in league to encourage women to wear the flattering new veils. One in the modish leather shade has velvet dots of a darker brown. Russian mesh, embroidered and dotted effects and lovely silken veillings from France offer much variety in these cobwebby fabrics. In pattern veils can be secured strikingly fashionable models to drape severely simple chapeaux.

### Spring Suits

To choose a suit this spring is a pleasant duty for one can find modes in tricotina that are delightfully simple, yet smartly tailored and trimmed with fine bindings of grosgrain. Embroidery, braiding and fringes allow few suits to escape without their distinctive touches, while on some fine tuckings and stitching give a more severe appearance. Skirts retain the slender silhouette, while added width is cleverly inserted in knite pleated panels. In jackets the jaunty little Eton often tops a plaited skirt. Tuxedo jackets and slight modifications are youthful in their treatment.

### Spring Coats and Wraps

The day of the Polo Coat is here and certainly no one will regret its invasion of fashion, for it is universally becoming. It may be developed of camel's hair or polo cloth, but always it is possessed of ample patch pockets; belt and convertible collar. It is most delightfully and generously interpreted here. In justification of their sturdiness, coats of tweed assume mannish lines. Tricotina Coats, in some instances, follow suit, but most often they are cleverly flared at the hem or quite the opposite in effect—wide at the neckline. Truly in this display there is much charm.

There's a penchant for cape style garments where a dressy wrap is required. Exquisite Duvetynes, Peachblooms, Peau de Pache and Satin wraps display a tendency toward the elaborate in trimming, rich embroidery and fur bands of the lighter weight fur—squirrel particularly favored. Fringe on silk wraps gives an added charm.

### Spring Blouses and Skirts

One may select handmade blouses from France, exquisite in the fineness of fagoting, lace insertions and hand-run tucks. Other lingerie blouses are made lovely with drawn-work done in faraway Philippine villages. Batistes, nainsook, voiles and handkerchief liness bear charming touches of individuality. In Georgette, Mignonne and Crepe de Chine smart over-blouses have been developed. Gay embroidery, beading and applique designs adorn them, making a smart costume when combined with a slim skirt of satin.

In separate skirts slender lines prevail, although entire plaited skirts or panels of plaitings give added width in many models. For sports and general wear nothing has quite the popularity of the plaid skirt. In Fan-Ta-Si, Satin, Twills and Taffetas, afternoon skirts are more decorative and adapted for wear with the tunic-ed overblouse of filmy fabric.

### The New Bags

Little plaitings, ruchings and frills trim the new bags, many of which are larger, permitting one to carry an extra pair of gloves with comfort. Beaded bags are made in graceful pouch style with unusual fastenings at the top. Embroidered silks and moire bags have carved frames of tortoise, metal or composition.

Embodying the crisp freshness of early Spring, lovely collars and colorful vests are charming with smart new costumes.

### The New Corsets

Corsets are most important to the satisfactory fit of new clothes. Before you select a single suit or frock, it would be wise for you to be fitted in one of the charming new models. They show somewhat more of a curve at the waist line this year. Scientifically designed to support the figure, the new corsets become an aid—not an annoyance, and make possible a graceful carriage, eliminating fatigue.

### The New Gloves

Fashion decrees that for the very smartest effect the gloves must be white or of a very light tone, and long. So Milady wears them white or very light, and long. In heavy fabric, fine kid or silk, an eight-button glove with corded or embroidered back is of a fashionable and serviceable length. Silk gloves display tuckings and embroidery to break the monotony from the elbow to the wrist. Slip-on gloves with wrist straps are much worn with street apparel.

### Spring Millinery

A marked Chinese influence is perhaps the most interesting feature about this millinery display. It is most charmingly reflected in hats of Astor, Dandelion and Brown tones. In contour, too, from the land of popples many close-fitting, small modes take inspiration. Hats of glistening liseris, stiffer straw, patent leather and glittering cellophane have abruptly upturned brims and brilliant trimmings. Picture hats are developed of horse hair and malines. Typical Sports Hats are felt and ribbon modes, some of the most alluring of which are presented in tate. Taken all in all, this showing is a marvel of completeness in variety of colorings and styles.

### Spring Sweaters

Loathe to give up fringe as trimming, one designer has employed it fetchingly on the Tuxedo revers of novelty weave silk sweaters. Lovely, too, and just as novel is the silk sweater in surplice effect. Its surplice ends encircle the waist and tie in an engaging bow at the back. Captivating in their dash and youthfulness, Slip-on models of gayly colored wool, occupy an important part in this exhibit. Simple types prevail for those whose tastes are more conservative. Peacock Blue, Rose, Gold, Orchid and Jade are some of the tones from which one may choose. The very sweet sweaters feature demure short sleeves to wear with short-sleeved gowns.

### The New Hosiery

There never was anything so lovely or so diversified as the many fascinating styles of new hosiery. Clocks are developed in embroidery, drop stitch and lace, forming smart accessories for a street frock or tailleur. With gowns and for those times when one must be a bit more elegantly clad the lace hose is exquisite and of a gossamer texture.

### Spring Underthings

Springtime colorings have even invaded the realm of underthings. For instance, one finds chemise, night gowns and other intimate bits of apparel in Orchid and Canary where only white—or perhaps a delicate flesh tint—was found before. Underthings of Blue Georgette are also interesting novelties. But outnumbering them all, here are countless cotton creations enhanced by hand sewing, French and Philippine embroidery, and Valenciennes lace. The ideal wardrobe will include plenty of both types. Last, but by no means least, are irresistible negligees.

### Children's Spring Apparel

No flower in a garden was ever more beautiful than the blossoms, which bloom in colorful profusion on youthfully styled organdie and voile frocks. For little girls fashion also favors trim tailored frocks of linen and percale. Among both types one finds sashes and embroideries. But even if one's frock is pretty one cannot do without a coat so fashion has provided hosts of adorable juvenile coat styles. Included are pastel tinted garments in taffetas and dozens of sturdier models in such practical colorings as brown and navy blue.

### The New Shoes

It's the variety to this spring's offerings of shoes which make it interesting. One may be secure in the knowledge of being correctly shod for every occasion when there are endless oxfords, pumps and boots from which to choose. Soft kid pumps, cordovan oxfords, kid boots with light tops, slim satin ties, pumps—the right sort of footwear with which to replenish one's wardrobe.

### The New Fabrics

Of an indescribable loveliness are the colorings and texture of the new silken fabrics, readily adaptable to gowns graceful and charming. Crisp taffetas vie with supple satins. Soft surfaced woolens in duvetyn and lightweight velours this season are twilled or honey-combed. In tricotina and twills one has the foundation for smart tailors. Embroidered Swisses, organdies, voiles, dimities and fine liness are irresistible in their beauty and suggestion of spring days.

Add a colorful touch of Spring to your costume by wearing a massing of wee silk or metallic flowers. There are many to choose from here.

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ELABORATENESS has usually been a feature of our previous Spring Openings—but this year, in furtherance of our policy of advocating moderation in buying, we will show extensive lines of moderately priced merchandise of high quality along with the more elaborate things.

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