

# TAILORING IS DIVIDED

## Three-piece Frocks And Formal Trim Creation In Vogue

The modern tailored world is divided into two equal parts. One is softly tailored in the new manner of a three-piece frock; the other is more formally, trimly tailored than ever!

Even the classic tailor, with its beautifully tailored, double-breasted jacket, introduces three wide box-pleats in the skirt. With this is recommended the light-colored elevensix jersey blouse, called sometimes a "weaver."

The pepum jacket ensemble could be called "suit" or "frock costume," with equal rightness. This pepum jacket introduced the new flaring outline at the hips, to copy the flaring circular cut of the skirt. Particularly good in black cloth, with off-white satin blouse.

Lelong of Paris designed a silk ensemble that could be found properly, in either dress or suit departments of our shops. It has a softly fitting little jacket with lines about the hips to form a bloused outline; the very "feminine" blouse of contrasting color illustrates perfectly the new flowing lines of the modern suit.

## LENGTH OF COAT IS VARIABLE

Looking over the fashion field coat lengths seem to decide their own fate. But there's a difference between them for the discerning woman.

Very short jackets and boleros are excellent for the very young. Cardigans are for suburban wear, for sports and for utility, such as shopping suits.

Finger-tip jackets are best for the older of larger woman.

Three-quarter coats help shorten the tall woman's figure.

Long coats slenderize.

The Eccentric's telephone numbers are 11 and 12. Use them for telephoning us your news.

# INDIVIDUALITY IN HATS DEMANDED



study for the searcher after chic. These women are, at the moment, insisting on an expression of personality in clothes. This naturally means a fashion for spring which is vastly varied and individual. Nowhere is this more vividly illustrated than in the hats that smart women are wearing.

As the hair is, almost invariably, so dressed that it becomes a halo-like frame for the head, so the latest of hats are designed to give new interest and beauty to the individuality of the wearer. Clothes are right and more dainty and feminine and the millinery work by women of outstanding caliber, strikes a high note to give emphasis to this.

The first, and most important, secret of smart millinery for spring is that it fits, exactly; the ensemble worn, as well as that ensemble fits the personality of the woman. I have seen no skull-like caps. The new millinery is softly and expertly draped around the head, and cut and arranged in a series of lines that lend beauty to the face. That disagreeable cut of chic at the expense of beauty, which gave to women the ugliest and most trying of hats, has disappeared. Many of the hats are extraordinary supple, and I have seen new straws that draped like satin, plume that flatters like the most beautiful hair, and

fabrics which enhance the quality of skin and coloring. These appear to be the materials of modern millinery, to its intense improvement.

The fashionable chapeau which I see in exclusive circles follows, in general, the lines of the coiffure, and a new whim of trimming is cleverly placed tufts of ostrich that look like fine-spun curls. Where there are hat-brims they are so cut and draped as to suggest the halo I mentioned before.

Fashion creation, as I have told you before, is a response to life. The newest of millinery, therefore, takes account of the increasing numbers of long haired ladies. Hats are, in many cases, draped very low in back, to cover striped, half-grown-out hair. In other cases, long nose-curl waves at the back, so that clusters of curls appear below. Hat lines over the forehead are almost invariably draped down to lend kindly shadow where needed.

I have seen many bright-toned hats, giving a gay note to early spring costumes, and hats in two tones, one of them tied to the costume color scheme, are both smart and effective. Millinery colors have no independent chic. They are invariably chosen to accent or match the costume shades.

## GOLFERS' HOSE

Johnny Farrell, Tommy Armour, Walter Hagen, Bobby Jones and almost every famous golfer in this country wears solid colored hose in preference to patterned ones.

## Sews for West Point



Every West Pointer since 1879 has worn chevrons on his sleeve, sewn and aligned by Mrs. Louise Regan, 63, of Highland Falls, N. Y. She has done the work uninterruptedly since she was 18 years of age, and she has sewn chevrons for cadets who now are generals.

## SILK, WOOL SUIT MADE AT HOME

A most useful costume that could be made at home is a coat and dress ensemble; the dress be-

ing made of silk and the three-quarter-length coat in soft woolen material of the same shade. One particularly charming costume is skirt in simple design and the top of soft blue tweed lined with a charming little blouse of cream the same material as the dress, colored satin, sleeveless, the only. The coat has a flat stole collar, trimming being a clever jabot at rows of stitching being the only V-neckline.

**Footwear for Easter**  
STYLE depends on fit as well as pattern. We can fit you to perfection. Enna Jetticks are carried in all widths and sizes from Extra Narrow to Extra Wide.  
\$4.85 to \$5.85

Scientifically Correct for Children's Growing Feet

# Mowers Shoe Service

276 EAST MAPLE AVE. PHONE 626

## HERE'S GOOD NEWS!

# Our Spring Showing of Society Brand Clothes is now complete



A young man's model, with peak lapels. A new two-button style, with notch lapels. A favorite Society Brand topcoat. Society Brand's famous college style.

Like most of the better clothiers throughout America, we always consider it a great occasion when we receive a new assortment of clothes from Society Brand. For Society Brand, as you know, is the foremost style-house in the country—and none of us can really tell what the season's smartest clothes will be like until we see what Society Brand has to offer!

We're never disappointed, either. Every new selection of Society Brand is full of originalities and innovations. Especially this Spring! Our new showing of Society Brand suits and topcoats has exceeded the expectations of everyone in this store. New shades—new fabrics—new refinements of cut. Little added touches of hand-tailoring that nobody ever thought of before! And the value given for what you are asked to pay is greater than we imagined possible.

We don't often indulge in such superlatives as these—but when you see the clothes themselves you'll understand. Why not come in, now, and take your pick while our selection is complete? When you do, we predict that you'll be as enthusiastic as we are!

# \$50 TO \$65

## The CHAS. R. PECK SONS

TAILORING MEN'S WEAR SHOES

Cleaning Pressing [Phone 230] Trunks Luggage

108 S. WOODWARD AVE.

IT'S THE CUT OF YOUR CLOTHES THAT COUNTS

# House Frocks

New for Spring! \$1 to \$3.50

Every housewife will need several of these for spring and summer morning wear. Made of printed batiste, gingham, prints in the season's latest modes. Pretty trimmings of contrasting colors, pipings and ruffles.

## Growing Girls' Dresses

Sizes to 14 years, ideal for school wear.

## Children's Dresses

Pretty prints with bloomers to match, embroidered trimmings, dainty little waie dresses, ages 3, 4 and 5 years.

\$1.25

## Play Suits

for the little boy, mannish trousers and jackets.

Special 98c



## For the Well Dressed Man

No fade shirts, made of durable broadcloth, in the season's latest colors and patterns.

\$1.65 to \$3.50

## Handkerchiefs

Fine linens, colored borders, initialed corners.

10c to 25c

## Hosiery

Men's Rayon Hosiery, serviceable, attractive, with all spring patterns and colors emphasized.

Pair 50c

## Ties

Stripes in varied tones, small modern figures in sombre hues to harmonize with your Easter Suit.

95c

## Boys' Caps

All wool caps, grays and tans, attractive tweeds, and novel weaves.

Special 98c

## Spring Lingerie

You'll need new Lingerie to complete the Easter Ensemble. Smart tailored and lace trimmed models, step-ins, combinations, night gowns, French Panties, bloomers made of high quality rayon.

\$1

## Flowers

that add that last note of smartness to the Easter Ensemble. Gay boutonniere, silk and velvet blooms, galore in our big assortment.

25c to 85c



## Scarfs

Your spring wardrobe not complete without several of the jaunty little scarfs that are appearing with every type of costume. Made of silk crepes and georgettes, triangles and squares.

\$1 to \$2.75

## Handkerchiefs

Prattly linens and cotton handkerchiefs, embroidered and bordered, dainty colors that will lend a touch to the Easter ensemble.

Priced 5c to 25c

## Hosiery

Gold Stripe Hosiery for the woman who demands a durable and fashionable hose. All the spring shades are here in service widths and chignons.

\$1.95

Rayon Hose, of high quality, Special, \$1

# Gustine & Miller

152 N. Woodward

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