

Tailored SUITS and COATS

Tailored Suits—hand tailored, so that the shoulders fit to perfection. Designed in many smart styles including the new cut-away style because the one button closing is so easy to wear. Made up in superior grey men's suitings, or navy blue wools that hang beautifully and keep their shape.

Spring Coats—with narrow waist, broad shoulders, and wide skirt. Fabrics are soft English tweeds, checks and fine wool materials.



HATS

Imported straws, fascinating sailiors, and new and distinctive models to suit every type of face and personality. Come in and see them.

R. P. SIMPSON

QUEEN STREET.

PHONE 236

MILLINERY

"Anything goes" this spring as far as hats are concerned. You don't have to look far for the reason for the large variety of silhouettes featured in the millinery market now. The garments that will be worn by women this spring are so varied as to require a wide range of hat styles. Mannish suits, tailored coats, dressy coats, swagers and softly tailored garments require different types of hats. Therefore we vend hats for the new mannish modes—homburgs in felt mostly, though some are shown in straw. And for those who are serious about their mannish costumes there is the feminine version of the derby. The "bowler" is sponsored by Schiaparelli, no less. Some of the less severely masculine type hats include veils (very important this season). Sometimes the veil is held by a bow in the back of the hat, and even derbies are not infrequently feminized with veils. In contrast to the masculine trend there is a decided vogue for flower-trimmed hats. Little toques perched dramatically on the side of the head, trimmed with a mass of flowers in front, accentuates the new "forward" movement. A spray of flowers on a tilted hat plus a veil is a sure favourite this season. The Chinese influence which appeared to dominate the first showings is still prominent though by no means as important as this trend was six weeks ago. The popular interpretations of this influence are seen in numerous mandarin toques and coolie hats. Considerably less important is the Flemish influence which manifests itself mainly in a small brimless cone, veil covered. Sailors and betons, mostly in felts, are being widely featured and are selling well. The pillbox is still presented though with considerable less frequency than was the case last season. A wide range of straws are being featured this season. Indicative of the extensive latitude which stylists are enjoying is the large list of fabrics employed. These include various felts and straws, of course—taffetas, paper panama, ball-bunt, ribbon, silk and may novelty fabrics.

Among the unusual hats that are being presented now is a tiny toque with a large chiffon flower in front like a headlight. Flowers and veils are often utilized in many stunning effects. Large sprays of violets or other flowers or a mass of flowers covering almost the entire hat are particularly effective. Veils cover the hat or part or all of the face or may be given novel treatment by a bow tied in front or at the back.

Artificial flowers, to be tucked into some convenient corner of one's dress or coat, threaten to rival the real spring flowers. Violets these are of velvet and silk in a wide variety of shades; bunches too of snow-white violets. Posies of quite gigantic primroses. Sprays of lily-of-the-valley, so fragile and appealing when peeping out from the fur of a black coat.

Snowdrops, too, only these can never quite catch the delicate grace and dainty poise of Nature's own snowdrops.

Artificial Spring Flowers

Some women are under the impression that to squeeze their extra poundage into a smaller circumference than is legitimately permitted by nature, is to present to the world a more slender silhouette. Of all the mistaken ideas, this is the most foolish in order to appear more trimly-like the secret lies in more trimly fitting and more comfortable garments. This prevents the fat from being pushed hither and yon and gives an outline more symmetrical.

A Mistaken Idea

Other items to avoid are the big cuffs which add to the appearance of breadth, and the contrast of color and fabric. Contrasts are a menace to those who carry with them more poundage than is permitted when referring to the slyph. Tight armholes are a hazard that mar the surface dangerously. Avoid shirtings in the shoulders as you would the plague. If you are listed among the congregation of the obese.

It is interesting to notice that finger-nails are not to be so vivid this summer. Brilliantly hued polishes have been subdued, popular shades for the season being a soft sun-tan, and a somewhat mellow rust.

Less Vivid Nails

A careful review of the situation confronting the woman who wishes to be well-groomed this spring, reveals the fact that she must be well-tailored, with simple, straight lines from the top of her hat to the sole of her feet, but that she must give great care to accessories, and these include definitely her coiffure, her facial make-up and the care of her finger nails.

Diamond In The Hair

Diamond clips have been worn in the hair for some time, but to-day the fashion has many styles. One famous London hostess wears three or four matching clips in a straight row above her left temple. Another smart style is to wear two twin clips, one above the other, on the "heavy side" of the hair. Women who part their hair "Madonna fashion" in the centre, are wearing a diamond clip on each side of the parting. Clips are even seen in the daytime. Instead of pinning a diamond brooch to an off-the-brow hat, the smart woman fastens a diamond clip to her hair wherever it will show best below the upturned brim of her hat.

Prowse Bros Ltd.

SPRING OPENING

Thursday, Friday and Saturday

APRIL—2nd 3rd and 4th

Annually this interesting event formally inaugurates the Spring season—yearly it authoritatively presents all that is new and correct for Spring wear. It is a style guide followed by discerning women, who see in this formal opening, the opportunity to learn the Fashions' dictates.

Coats . . . Dresses . . . Suits . . . Millinery . . . Accessories are included in this comprehensive showing.



Brand New Spring Models
Dress Sale
\$5.95 TO \$16.95

Size For Every Woman and Miss! These "fashion-bargains" are truly fascinating — a bright and lovely collection of the new Spring frocks, at a thrilling price! Made of:

Acetates! French Crepes!
Combinations! Fancy Crepes!
New light and dark colors! New sleeve details! New necklines! New fancy effects of unusual charm and beauty!

Jacket Frocks
For Spring
\$10.95 TO \$14.95

They're a fashion must! for women who seek to be well dressed. And rightly so, because jacket frocks look well on every type. Our price will intrigue the most thrifty woman.

LOOK YOUR VERY BEST AT SMALL COST
TOPNOTES FROM THE FASHION CENTRES

NEW YORK . . . acclaims . . . color contrast
HOLLYWOOD . . . introduces . . . Chinese influences
PARIS . . . accents . . . the rolled brim
LONDON . . . casuals . . . favor dips.

The most important of the Spring millinery modes are presented for your delightful inspection — lovely styles in a fascinating array of materials and colors.

\$1.59 TO \$3.50



TAILORED SPORT COATS
FOR SPRING COMFORT
\$6.75 TO \$39.00

Swagger and tailored modes. Smooth and rough woolsens. Plain shades, novelty mixtures, and gay plaids. They're here in profusion.

Included are Polos, Jigger Coats, Balmacaans, and trim Chesterfields. Priced right! Styled right! For women and misses.

Trimly-Tailored Styles! New
MAN-TAILED SUITS
\$10.95 TO \$32.95

You simply MUST own a Man-Tailored Spring Suit, if you wish to keep pace with the fashion parade!

We're thrilled over these stunning models! Mannish suits, some with topcoats, in smart effects.



Fine Feathers

Under the title "Pity the Poor Peacock," the Toronto Globe says: "Surely the depression is about over. Or is it as a gloom-dispeller that authorities on styles in men's clothing announce the raiment in which a correctly dressed male will appear at public dinners? What a time the women of the house will have locating for him that Gulf Stream blue jacket, with the waist-coat of harmonizing shade. But what is he going to do about it—capitulate, or remain stubbornly true to his traditional black-and-white monotony of material decoration?"

"For instance, take the new shades—too mild a word—in dinner jackets: orange, green, canary, Gulf Stream blue, beige, plum, wine and Quaker grey. A generous choice of course; but it may mean later on that the diner-out must have a jacket of each color to suit differing functions. There is a hint that evening shoes are to come in midnight blue. If the average man provides himself with these, in very truth 'glad rags', then there must be some justification for the claim that 'throughout the world the male is turning in revolt upon his drab clothing and seeking the bright plumage that is traditionally his.' However, this may be a good

move. Perhaps man has needed only an excuse for getting back to the gay attire popular in the spacious days of Beau Brummell. It may be that snuff, and the consequently de rigueur snuff-colored 'weskit', will return. And the ruffled sleeve, the knee breeches, and the bright-buckled shoes.

"Why not? Something has been wrong with the world, and maybe it is men's dull clothing. Is there anything more owl-like than a gathering of self-conscious and ill-at-ease men all decked out in the same dull fashion, with high collars jabbing their necks and hard-boiled straight-jackets interfering with their respiration?"

Sentimentality To Return

Are these things really done to order? Young girls who are to attend next year's Courts are stated to be reading Tennyson again and hanging their walls with pictures of the pre-Raphaelite School. Wordsworth, too is returning to favour. The thought is a consoling one, especially, no doubt, to some what perturbed mamma, who will rest assured that, at least, no evil results will follow. But why brand Tennyson and Wordsworth as purely sentimental? Isn't that rather a sweeping criticism?

Feminine Frivolity For Brightest Days

The cleverest head wears the shallowest crown or goes downright high-hat. Fashion, it seems, has let the Spring fever go to her head. The odder, the quainter, the more unusual and extravagant the model, the more does it reach the peak of the season's fancy.



So, be feminine and frivolous and indulge your craziness, whims. Above all, don't be Don one of those gnome caps veiled, as worn by Elizabeth Bergner cake heret down over one eye. Wear straw with red and green (Chin that slopes from a point over your meant to let the water drip off. Put one turned up all round, or if you a saucer upside down.

Chiffon Pill Boxes

If you follow Suzy, you'll wear a dapper little pill box wreathed with chiffon—several layers stitched together—with a chou tied high on one side. Or one with chiffon swathed about the end and tied at the back with the end sticking out.



Be slick and trim in a high-crowned Margot hat with either side of the brim rolled up, or a puritanical sailor, very straight-brimmed and wide, like the old maids used to wear. Or wear a Spanish sombrero with a chin strap, if you

Ruffle Types

Among the more feminine types designed to accompany the dressy suit, or the formal dinner suit, shows a collection of crisp sheers, such as organdies, laces and mousselines, which they call bar frills, with tiny cap sleeves or sleeveless, distinguished by the very soft and ruffy fullness at the front and at the neckline. Some of them stress layer on layer of ruffles around the neckline in regulation Margot fashion.

A Helpful Hint

The importance of a well-pressed garment cannot be stressed too often. The garment looks infinitely better on a hanger if it is pressed, than if it is taken out of the shipping box and transferred to the racks at once. Some of the larger stores hire a presser whose duty it is merely to press merchandise as it arrives from the store, and to refresh the stock that has been in the store for some time. Although it may seem considerable effort, if garments that begin to look "old" are pressed, it would be found that their sales appeal will increase tremendously.

A Flower Tea

The cult of the exotic has not been forgotten in high places. A recent party indulged in quite a floral orgy. The guests sampled jasmine tea at tables decked with mimosa and violets.

They watched a parade of real flower frocks. There was a cap of pink violets; a tippet—strange, old-fashioned word!—of white violets, and a jacket of anemones.

Shoulder-straps were fashioned with tube-roses. There was a muff of gardenias and a mask of anemones.

Lilac made a Juliet cap and cherry blossom and tulips a halo.

One wonders what the flowers themselves thought about it all!

Evening Fashions

Evening fashions offer many interesting items for the coming season. The instep-length skirt is most attractive. Necklines are high at the front but low at the back, and there are still many instances of the cross-strap decolletage. Fullness from the hips is an important feature of evening fashions, and fullness at the back that often develops from the base of the decolletage and in panel form is very new.

Coats that are free and open at the back are very chic and the use of twin prints, chiffon with taffeta, add a note of interest. Printed organza coats posed over satin gowns in plain color are entirely lovely. Rainbow colors in gowns with very full skirts suggesting Grecian influence prove fascinating. With these dresses are worn most attractive belts, colorful leather ones. Exaggerated shoulders are highlights of practically all collections, with fullness in sleeves high for both daytime and evening. Purples are obviously favorites.

TAILORED EVENING WEAR

The tailored evening trend cannot be emphasized too much. There is a black silk jersey that, worn with the stiffest taffeta skirt, gives one of this year's best effects. High-necked, self-moulded, it could be worn in the daytime, but is actually destined for the smartest dinner wear. This same knitted silk material is also used in a long flowing skirt which is topped by a short red flannel cutaway coat.

Variety In Materials

There's no regimentation in materials, either. Three-quarters of the hats are of felt and fabrics, and the rest of straws. There are suede ones and other leather ones to match golf suits and London luggage. Straws go to extremes and are either very rough or very smooth.

There is a strong tendency toward wearing very frivolous head-gear with the mannish tailored suits, but if you wear tweed swagers, you'd better stick to the kind we must have with us year in and year out—the ever-practical soft felts—casual and colorful.