

Timmins' Smart Shops Ready with New Styles

This Season, More Than Ever Before, Local Merchants Have Brought the Newest Fashions to the Fore

There may have been a time—1910, 1911, perhaps—when the woman of the Porcupine who wanted to be fashionably dressed had to go to Toronto or Montreal to see what the rest of the world was doing. But in those days, fashion didn't count so much.

To-day, the casual American or southern visitor to Timmins is amazed at the smartness of the shops, the up-to-the-minute style displayed, and the appearance of Miss and Mrs. Timmins as they go about the daily round.

This spring, more than ever before, local firms have gone to great lengths to provide the newest styles. To-day the show windows are bright with gowns, suits, coats, shoes, handbags, jewellery that cannot fail to attract. They've all been brought to Timmins by merchants who have learned that Timmins must have the best, the smartest. In few other cities in the Dominion is there displayed such a wealth of newness.

Window Shopping Is Jo-

As a release from the long winter when, of necessity, clothing must be more subdued, even a window shopping trip down Third avenue and Pine street is worth while these days. Those brilliant Coronation colours in the gowns; the refreshing lines of spring fashions; the eager faces of young and old as they decide just how the Easter parade will find them, make even the hard-frozen prospector realize that the snow and ice will soon be gone.

To-day Timmins shops are ready for the brightest spring they've had. Their announcements in this issue of The

Porcupine Advance will give a glimpse of what the smartest stores have to offer.

Men Not Neglected

The men haven't been neglected. New coats, new suits, new shoes—they're all here, ready to be shown on Easter Day. A greater change has taken place this year in styles for men than for many a long year. Contours are different, colours are brighter, materials have changed. The young man, the married man, the eligible bachelor—none can afford to disregard the trend of fashion this year.

Changeable Studs for Blouses Are Efficient

A simple blouse or dress cut on classic lines, which can be made to look informal or dressy as the occasion demands, is a versatile addition to anyone's wardrobe. Such dresses and blouses, cut on a line that has withstood the test for years, come with different kinds of studs for the front fastenings. These change the look of the costume completely. With sport crystals backed with pictures of dogs or horses, the informal scene is suggested. About jewelled cabochon or rhinestone studs, there is quite a formal air. Key-shaped studs are the newest addition to the collection. One may also have plain gold or silver studs with one's initials engraved on them. These dresses and blouses come in linens, solid-colour or printed silk crepes, cottons, silk herringbone, alpaca or fine-hair wool.



For the 'teen age miss, that casual swagger smartness, as shown in this tweed full back suit.

Frilly Neckwear is Back from Long Ago

Dainty Embroidery, Lace Trimmed Gives Striking Contrast to Dark Suit.

If you're going feminine with a lot of use, you may express your long-suppressed wishes in the frilliest of neckwear, for this is the fashion of 1937. On the other hand, if you require severe simplicity to set off your charms, you'll be equally smart this year.

From Rembrandt's period, from the southern belles of "Gone With the Wind" fame, and from the gay nineties come dainty embroidered and lace trimmed neckwear that gives a frothy whiteness about the throat, in striking contrast to the dark spring suit. High necklines continue for neckwear and gilets worn with suits although many new V-necks are also seen with frilly jabots and ruffles.

Dark Necklines Smart

With beige and gray suits, dark neckwear is often preferred, in black linen, ruffled organdie or sheers. Plain skirts are especially smart in dark colours, worn with a brilliant brooch instead of a tie, and giving a neat appearance to the semi-tailored suit. Dark shirts are often topped with striking white waistcoats or vests of white pique or linen, a fashion which became famous in southern resorts this year. A matching white bow tie is used to set off the dark shirt collar.

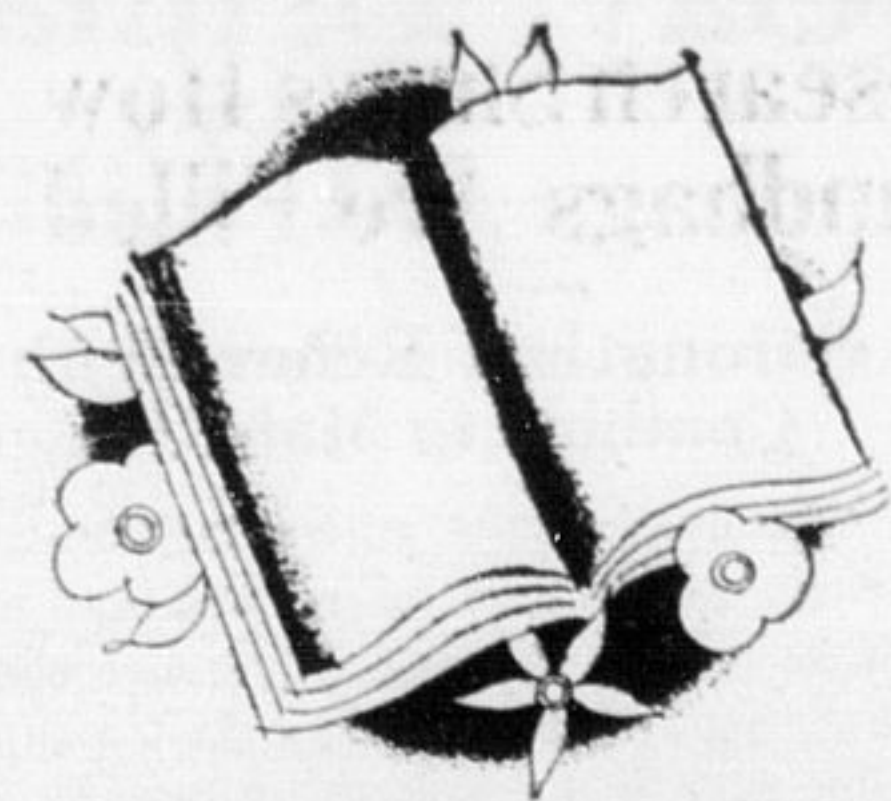
Dark lace or net, too, gives the right touch to the light suit, and may be chosen in high frilly or tailored neckwear. Crepe or satin may be worn with other suits, and is very practical as well as smart. Navy, with gray suits; black with beige suits; or brown with either gray or beige, is fashion's colour formula. For those who dare to be different Coronation red or blue or a tawny yellow gives colour contrast to the suit.

Embroidered Neckwear

Borrowing from Dalmatia and the Tyrol, or from our own American Indians or even Old Mexico, we find new embroidered trimmings on neckwear for street suits or sports ensembles. Gaily colour combinations on white or beige blouses give a lively accent to the neckline.

Scarfs, too, find a prominent place in neckwear fashions for suits. Persian scarfs, bright Scottish plaids, peasant prints, and modernistic designs—all in a lively assortment of colours—are worn in kerchiefs or long Ascot scarfs, and tucked neatly into the front of waist coat or jacket.

While white or dark neckwear is the rule for spring, another method of achieving smartness is by blending the colour of neckwear and suit. Thus, beige suits with a fleck of brown in the tweed, are often worn with brown neckwear



SIMPLE WAY TO LOVELINESS

Innoxa have produced a very interesting little booklet — and one that should be in the hands of every woman. It explains very simply the essential steps to beauty culture — and by beauty culture we mean the creation of fundamental natural beauty, the result of regular applications of preparations that nourish and tone.

Each one of the steps is set out clearly by a Bond Street Beauty consultant — and the Home treatment is such that a few minutes night and morning suffices to assure its complete success. "Natural Loveliness" — for that is its title — is free and contains, in addition, a useful guide on facial massage and a practical make-up chart and colour-scope which includes your own style and colouring with a simple method of application.



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combining these two colours. The monotone ensemble, which promises to become smarter this year, gives many interesting chances for colour blending.

Overchecks, Plaids, Men's Favourites

English Slotted Collar Will Solve a Man's Problem in New Spring Styles

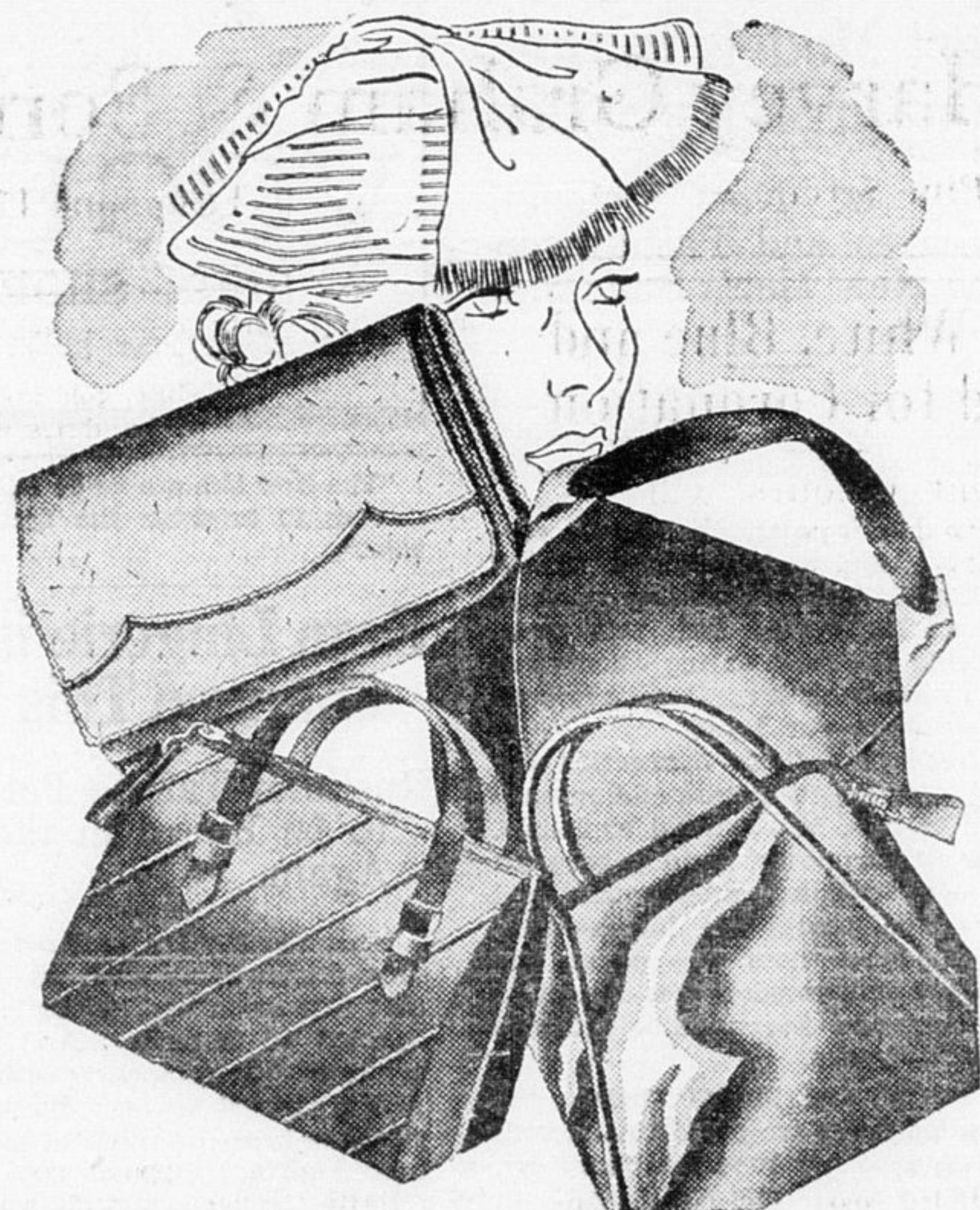
Colours in men's clothes are brighter this year than last, due to the influence of coronation styles, Ben Kleinman, manager of the men's department at Friedman's explained yesterday. Coronation stripes, in many widths, overchecks and plaids are strong favourites.

Fancy-backed coat models are popular and one new pleated panel back shown has attracted considerable attention.

Form-fitting topcoats, mostly single breasted, with the new "guards" back and broad shouldered effect, stand out in the display.

Dark-toned shirts, plain, and patterned, are being shown with the English slotted collar, an importation that will solve the collar and tie problem for many a man.

A hat shaped like a tiny parasol is shown by Rosevienne of Paris, to be worn with a navy crepe street dress. A veil of lace to match that which trims the dress is worn at the back of the hat.



Carry a NEW BAG in . . . The EASTER PARADE

Here are the "correct" bags for Easter - - - casual new pouchy bags - - - small ones for dress wear - - - tailored bags for the mannish suit - - - in all types of leather. Many smart imports included.

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