

Costume Jewelry Extends to Lapels

Vogue for Large and Glittering Jewelry.

Now that the suit season is here, the vogue for large and glittering pieces of costume jewelry has been extended to lapels. Simulated stones in giddy colour combinations are set in amusing shapes. A fat pelican appears with a turquoise beak, rose tourmaline wings, and an amethyst body. In another combination of stones he has a red tail and wing, a turquoise body and a yellow bill. Big spiders, butterflies and sprays of flowers are set with combinations of brilliant stones.

Small prong clips made of gold and rhinestones that can be stuck into the lapel take form in snails, beetles, flowers, swordfish, turtles and frogs.

Beauty is the Superlative of Them All, Says Expert

(By Elsie Pierce)

I do believe you hear it more than any other word during your waking day, and it's the word you dream about, if you remember dreaming at all, when you are sound asleep. Beauty. Or Beautiful. Or Beauteous. But always the root is "beauty."

It's used everywhere, by everyone and applied to everything, from the infinite charm of a lovely woman down to an inconsequential toy. The other day I presented a delightful four-year-old with a tricycle. The young tear ducts almost overflowed as he said "Thank you, thank you; why, why," and he groped for a word "it's a beauty!"

A hairdresser creates a very special coiffure for a very special customer and an equally special hat. And when it is finished he gazes with frank pleasure at his own handiwork. And he says, "See how that emphasizes this line of the hat, how it brings out the shape of your head, madame, and your, if I may say so, your lovely features. It is individual and it is, well, it is a beauty!"

A dentist filling a space between two teeth—a delicate job. Or fitting a gold inlay over a half-gone tooth. Or matching precisely the shade in a false tooth. And what does he say? A study in dental ceramics? Perhaps. But more than likely he will say "Fine, isn't it and it's only in the raw. When the job's done, it'll be a beauty!"

The optician or optometrist fits a pair of glasses perfectly; the glass itself to the individual's vision; the shape of the glass to the individual's face and features. And again the word "beauty" is bound to enter as he nods in approval at the addition of the glass to the picture, and I mean addition for glasses have a way of adding to one's looks nowadays, rather than taking away.

And so on and on. I could cite you hundreds of examples. To an artist "beauty" is a byword. To the vast beauty industry the word is the very life work and inspiration for more and more creations that enhance and glorify.

We say a woman is beautiful, her gown is beautiful, her home is beautiful. Oh yes, we say "charming and interesting." Occasionally there's "glamour." But always, when we mean "tops" we say "beauty." And realizing this, I wonder the whole world of women doesn't strive to be, every inch a beauty!—(Copyright by The Bell Syndicate, Inc.)

Latest Fashion Note for Brides, Pearl Necklaces

Are you planning a wedding this spring? If you are, don't forget that the latest fashion note for brides is a necklace of pearls. Gleaming white pearls that will add to your beauty on that day of happiness. This fashion hint comes straight from Paris, (from its leading stylists), and naturally Remus' jewellery store have taken it, and are stocking a glorious array of pearls for the bride-to-be. Pure ivory that stands out against the background of velvet they are set in! To see them is to want them, and to want them is to wear them.

And the brides are not the only ones who will be wearing pearls this spring. The bridegroom, and the best man, too, are eagerly looking at the pearl-set tie-pins that are so greatly in demand to-

day. Every gentleman has become, or is planning to become, the proud possessor of a pearl-set tie-pin.

Remus' Jewellery Store Shows Costume Jewellery

Women everywhere are buying costume jewellery—it seems to be a case of "the more, the merrier." Silver and gold lockets, crosses, bracelets, clips, brooches, and necklaces, are finding their way into the fashion parade in increasingly large numbers, and no smart woman will go without them. That plain dress, becomes singular and so new with the right costume jewellery. Every woman will want to have many of these "trinkets" on hand to give the "change that refreshes" appearance to her dress.

Remus' jewellery store are showing some of the most modern and up-to-the-minute articles in costume jewellery. The lockets, which differing from the fashion of some years ago, are now quite large so that they may stand out against the colour of the dress, are beautifully engraved, in gold or silver, while some carry large stones. Especially appealing, from the feminine point of view, are the heart-shaped lockets, and when wearing these, certainly no one can say that the lady is "wearing her heart on her sleeve." And, dreams come true, for at Remus' you can buy bracelets and rings to match the lockets and crosses, and although simplicity in dress is the keynote of daytime wear to-day, these matched accessories give just the right "touch" to your favourite costume! Lucky, lucky lady!

Jerry Laflamme Has Smart New Toggery for Spring

The Third Avenue men's shop operated by Jerry Laflamme has a colourful selection of Easter toggery that will no doubt appeal to the discriminate dresser.

Spring suitings, featuring stripes and greys with a wide selection of topcoats in nearly all colours, shoes by Scott & McHale, hats by Stetson and Brock, and shirts in the newest stripes and checks, combine to make an attractive ensemble.

Step out in NEW CLOTHES in Tune With The NEW SEASON

The showing at Jerry Laflamme's is definitely keyed to this spring's style picture. Climb into a suit or topcoat that you know is right—not only in cut and material but one made especially for you. And the price is right too.



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Peasant Embroidery on Costume Belts

New Fashion Brings Interest in "Belt Wardrobes."

The new costume belt with peasant embroidery is attaining fashion interest with its hearts, flowers, stitching, rickrak and gay colours. We saw one with bright red hearts of felt applied to loosely woven hopsacking and strung on the cording to be worn a simple shirtmaker classic woollen spring frock.

Not enough women realize what fashion interest there is in a belt wardrobe. And this spring there are so many to choose from—patent leathers, gabardines, soft suedes, knitted things, etc.

These can be worn usually with the complementary accessory of handbag or shoes.

This year, too, the little nations of Europe are making exquisitely embroidered belts like the ones we have mentioned in the first paragraph. The traditional patterns of the peasants are used in styling them. Linen belts in natural or colour have bright woollen flowers embroidered on them. Many edges are finished with loose, twisted embroidered stitches in gay yarns. Many of them are completed with amusing buckles shaped into flowers—some of these being handpainted. Gay animal and geometric designs are also used. Many of these belts are washable and fast colour. They are most appropriate for cruise wear and the spring wardrobe at home.

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