

# Challenging Rain With Smart Coats and Make-up

Modern Women Dress in Clothes That Are Smart in More Ways Than One. Not Stylish to Paddle Round Without Rubbers or Raincoat in the Wet.

(By Patricia Lindsay)

A while back it was considered "smart" for girls to paddle around in the rain without rubbers or raincoat. There was no tangible reason for this foolish fashion but because it was a fashion, many of us went without protection and suffered from wet feet, invited nasty head colds, and ruined our best shoes.

Then somehow fashion changed. Perhaps beauty realized she wasn't beautiful with her nose red and running, and chills creeping up and down her spine. So she began to get some sense.

### Stylists Assisted Us

Before you knew it stylists had designed attractive, gay waterproofs and foot gear. Even the old-fashioned umbrella turned into something colourful and transparent. And today's smart young things deck themselves in this new rainy day finery, and actually look askance at the girl who trips through puddles without rubbers!

### Smart to Keep Fit

Miss Today knows it is smart to keep healthy and to keep beautiful. Actually, throughout England and America, girls and women take great pride in preserving the appealing, lovely curves of youth and guarding their looks from the ravages of any illness.

Girls realize that a little head cold can develop swiftly into a dangerous chest condition, especially if one is fatigued or slightly under par. So they take no risks. They meet a rainy day as they should, with bodies protected from dampness, and faces smiling from the knowledge that a few raindrops cannot rob them of their beauty!

### Cosmeticians Co-operated

Even the leading cosmetic firms took up the rainy day question and gave us water resistant colours for our cheeks and lips, and softly adherent powders which defy moisture. So even if you do prefer to walk in the rain without an umbrella you may be assured that your complexion will retain the artistry you applied before braving the storm!

Ask to see these water repellent cosmetics—rouge, lipstick, powder and eye cosmetic. As walking has become a fad, you will want to know about such cosmetics for that walking date one rainy afternoon!



Trim as can be in her waterproof trench coat and ankle high rubbers, this school lassie is prepared for spring showers. She is confident also that her facial beauty will remain intact for she has applied water resistant make-up!

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## Edna Hopper at 75 Plans Coming Years

Says Women Need Not Look Old—Ever.

New York—"How old do you feel?" is the question that gets Edna Wallace Hopper down. And it is the one she is asked constantly, she says.

Maybe that is because the petite, trim-figured "girl" has the carriage of youth, the gesture of youth, the sparkle of youth—and yet this month (she likes short-sleeved dresses) are years old.

She talks about her birthday—but she doesn't call it by number.

"That doesn't matter," she says. "All that matters is what I'm going to get out of the next ten years. I want it to be the most successful decade of my life—the time when I really will do things.

"I've just been frittering until now—paving the way. But don't think I'm just wishing for things. I'm going to go out and get what I want. There is always a way, if you'll go after it."

What is she like, this woman who lives by the belief that a woman need never grow old? She's first of all an actress—a gay person with a real sense of humour who likes to have the centre of the stage—and does a good job.

She has the figure of a girl, and legs that any Hollywood glamor girl should be willing to trade her eye teeth for.

Her face isn't the face of a girl. It's the face of an older woman—but not the face of an old woman. Her arms (she like short-sleeved dresses) are rounded.

Her gestures are all young, and she sits straight in a chair the way girls

are taught to sit in boarding school—only she doesn't sit still a minute. She's too busy showing you what she means. Her brown hair is fluffy and wavy. Her eyes are bright.

Right now her main interests in life are vitamins (she is thinking of making a business of them soon); aviation (she took her first plane ride in 1912 with Claude Graham White at the controls of a machine that would make Corrigan's "junk heap" look streamlined); and the stock market (which she says she studies seriously).

She thinks men take much better care of themselves and their appearance than women do and says that the average woman of 40 looks it, while her 40-year-old husband looks at least five years younger. She can't find any excuse for women—for she thinks all you have to do to stay young is to make up your mind to it.

She herself created a sensation when she reappeared in America many years ago, newly young and lovely after undergoing a series of "re-beautification" treatments in Paris.

### New Spat Shoes Feature Bright Pattern Gingham

New York, April 1.—Gingham which made its appearance in resort shoes at Palm Beach and Miami this winter, is introduced in a spring shoe. The spat type of shoe is chosen, with the gingham in bold bright patterns combined with black patent. There is a draped gypsy type gingham bag, with a wide ribbon-like centre handle of patent, to accompany this type of shoe.

Pick a versatile dress than can be citted with white hat and gloves, and countrified with a bright wool jacket and twisted wool turban.

## Helps for Fashion-wise at Goldfields Dry Goods Store

Bright colours and pastels, sheers and heavier crepes . . . those are the hints to the fashion-wise, as supplied by Goldfields Dry Goods Store, now in their handsome store in the Gordon Block. You may choose these colours, blues, greens, and pastel shades, in materials ranging from crease resisting linens, to printed crepes, silk jerseys, and caraway crepes. At the same time you will find at the Goldfields a pattern to suit your individual taste, and "in a jiffy" a new and becoming frock! You, the Northern woman, can blossom out in styles that look as if they had been created by Schiaparelli, and feel like a "million dollars."

For evening, the Goldfields suggests light chiffons and nets, in pastel shades, fashioned into full-skirted "night dreams" that you and your friends will remember during the day.

### TRICOLOR SHEERS

Sheers for trimness in the spring, for comfort in the hot weather, and for travel, are holding their popularity again this year. Navy with white at the neck and wrists, with perhaps a red belt giving it a brilliant pick-up at the waistline, is very attractive—especially when this type of dress usually looks as fresh after a day's wear as it did at 9 o'clock in the morning.

Tricolors are popular this spring. Not merely red, white and blue, but in black and white check; for example, with tomato or paprika red. Make your own mixture, or try out dark blue, rust and lime.

Wear leaves, real or artificial, twined in your hair in the country, or a wreath of leaves instead of a necklace.

## Fashions Don't Change Much Down in Hollywood

In some ways, there are no new fashions down in Hollywood, California. Take marriage, for example—the same more or less shabby and cheap modes have been followed in almost slavish fashion these many years. The leaders in Hollywood appear to wear their hearts on their sleeves, as it were. Then every so often—and it is so often—they seem to wipe off their chins with their sleeves—and then the hearts on the sleeves apparently are termed slobbery and must be replaced by new hearts. Too often the "new" hearts are old ones discarded by somebody else, and there you are again. It is like keeping up with the fashions by buying the new spring frock in a second hand store.

But it's the fashion—the Hollywood fashion—and so there you are again.

One of the spring fashion notes from Hollywood last week told about Clark Gable and Carole Lombard acting like a couple of lovey-dovie's after being married at Kingman, Arizona. Clark Gable was divorced by a previous wife on the seventh of the past month. That wife was a wealthy Texas widow who was ten years Clark's senior in years. The wife before that was a dramatic coach who is credited with making a great actor out of a telephone linesman, but evidently the wires got crossed in the matrimonial system. This is the third time that Clark Gable has followed the Hollywood fashion in marriage for a season. It is Carole Lombard's second offence. Her other husband was the screen actor, William Powell.

Wrap your head at night with welling or old lace, pinning it in place with a big metal hairpin.

## Colourful Cottons and Silks for Spring

Simplicity and McCall's PATTERNS

Rich silks . . . colourful prints and solids, sheers. Crisp new linens, organdies, novelty cottons\* that will stay fresh through countless tubings! Smart stripes, florals, pinchecks, dots . . . in every popular Spring colour sensation! Sew a stunning new wardrobe for yourself and the children . . . at tremendous savings!

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