

Queen Sets Fashion in Fox Furs This Season

Queen Elizabeth Selects Fox in Matching Tones to Wear With Gowns. Paris, London and New York Agree that Fur Jacket is Necessary for Style.

Ottawa, April 1—Paris, London and New York are unanimous on the idea that a fur jacket must be part of every smart woman's wardrobe this spring. Indeed, there are those stylists recently returned from Paris, who say that the spring costume "looks incomplete" unless the thin wool dress or suit is topped by fur cape, bolero or jacket.

The basque adaptation in spring jackets is the newest of costume fashion trends to come through in furs. Coming at a time when the chubby silhouette, with its straight-from-the-shoulder lines have progressed from fall into spring versions, the fitted bodice idea represents a distinct departure in line.

Varying in length come the jackets. Silver fox, which gives you that feminine and romantic and bright appearance and which is the last word in magnificent elegance, is in the lead. Other types of foxes in beige, grey, natural red, and so on are very popular. The Queen of England wears a great deal of fox in colors that fit in with the soft pastel tones of her gowns.

Beautiful toned lynx is being used a great deal. Alaska sable is being shown, too, though it's generally agreed that this is more popular in the fall and winter.

In the flat furs, we have monkey fur making a very attractive garment and being well received. Caracul, in black, brown and grey, and kidskin, coming in the same colors, are other favorites. New York is giving moleskin a great fashion run. Squirrel, not only in grey but in delightful brown tones, makes a charming jacket. Lapin and a dozen other furs are also used in the jackets that give you that suave look of elegance. Most of these furs are used, too, in the snug little boleros which go so well with the youthful, small-waist silhouette of the spring styles.

Sleeves in jackets and boleros vary in length. Some jackets have full-length sleeves. Elbow-length is popular in the bolero and bracelet length in the jackets.

Capes are well to the front, but not so much for street wear. They are beautiful, though for semi-formal and formal wear. Silver fox is again a leader. There are gorgeous capes, too, of other furs, including white Arctic fox and natural white ermine.

The new suits and dresses also send out an urgent call for scarfs and chokers. Two-skin silver foxes are very popular. There are a lot of fancy shades in scarfs. They tone in beautifully with the new colors of spring. There are several shades of grey and brown. Red fox is interesting, too, especially with the tweed outfit.

Chokers are going places. Choose two or three Kolinsky skins, for instance, if you like—or choose as many as twenty, twenty-one and twenty-two. Yes, as many as that, though the popular size is from five to eight skins. Hudson Bay sable is still a favorite, too, in two or more skins. Stone Marten is well up among the leaders again in the multiple-skin effects.

So it's beautiful fur for the final touch of glamour, of flattery and of prettiness. Silver fox, the new lynx-dyed fox, caracul—whichever you love best. How grand you'll feel as you sweep down the aisle at a wedding, into a drawing room at a tea, or into your chair at a theatre or concert. Intriguing jackets in long and short haired furs, with straight or spiral sleeves and full or fitted backs. The final touch of femininity. The final touch in elegance!

HAT HISTORY

World events, it is claimed, have had their influence on hats. The wimple and the fez-like models are said to be direct results of the Spanish war, the influx into Spain of Moorish troops, and the news with North African date-lines. The mannish Homburg, called the "Daladier Bonnet," is credited to the occasion of the French leader's visit to Tunis. Events in India brought the turban style, and designers have named it after Sabu, the East Indian lad of movie fame.

Women Today Have Lost Fear of Colors

Color Popular in Clothes and in Home Decorations.

(By Elsie Pierce)

A few years ago a young lady from out of the west voiced her criticism of the women in the east, particularly those of such big cities as New York and surroundings. Lack of color, fear of color in their clothes. She carried this color fear a step farther, said that it was an indication of a sad existence, not enough sparkle, joy in living. Something morbidly mournful of their love of black, their living in black most of the time.

A few weeks ago that same young lady changed her tune and it was a much sweeter song. Drabness is dead. And right there the "mournful" note ended. Color—women are dipping deep in color, and looking the lovelier for it. They've lost their fear of color; they've discarded black for blue with touches of yellow, and even the black, for it isn't entirely discarded, goes to business and shopping and such spruced up by bright blue, cerise, oatmeal, white, a sparkling, refreshing yellow-green.

Women have learned to dramatize themselves by line and color. Whether it be merely an accessory or a whole costume, there's a spirit to the spring shades that should lift anyone out of the remotest resemblance of drabness. Pastel gloves, bright handbags, colorful scarfs; gay printed kerchiefs for hand and neck; a nosegay for your shoulder or suit lapel, or a bunch of blossoms to tuck under your chin on a high neck.

Home Decorations

Stylists and interior decorators have done much to lift women out of the doldrums of drabness. They've taught them to wear color, to surround themselves with color. They've dispelled the fear of color clashes, even encouraged women to invite an unusual merging of colors that by orthodox color codes might be termed "clash." This, however, only for exotic types who can get away with it, without looking ludicrous.

Not To Be Outdone

And that is precisely where a word of caution is necessary. Dip deep in color without going to ridiculous extremes. Another word of caution. Remember that your personality, your individuality, your particular charm and beauty and the very color of your hair and eyes and skin, yes, and the clarity thereof must not be relegated to the background. Colorful you are not to be outdone. You are still to come up shining through all that riot and blaze and beauty of color. Color and beauty and youth—but above all YOU.

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New Cosmetics to Match the New Suit at Sutherland's

For the artful innocence of the "little girl" fashions, Elizabeth Arden has created two new make-ups for spring, 1939. They express the two most enchanting moods of youths itself—"Sky Blue Pink", tender and romantic as the early dawn or fading sunset skies and "Stop Red", impetuous, gay, and as arresting as a traffic signal light. Bert Sutherland's Drug Store is showing these new shades, and the owner is proud to say that they are made to suit the newest in the world of clothes.

Just as the world has become suddenly colour conscious, so do the cosmetics harmonize with these delicate colours. Bert Sutherland also has Helena Rubinstein's newest make-up creation . . . a symphony in pastels. It has flatteringly been named "Aquarelle." The face powder in flattering iridescent rosy beige—flame lipstick, rouge, and nail groom—eye shadow and mascara in complementing blues.

White gloves with fabric palms, crocheted tops, launder in no time.



Ooh, my! The dashing young heroine—dashing to a date with a sports-minded boyfriend, or perhaps on a shopping tour—with the newest of new fitted jackets and short skirts, offset by a "comfy" felt, a short-sleeved pullover, and an "over-the-shoulder" handbag.

Furs from "Beaver Furs" Add the Touch of Charm

A fashion must—sophisticated bolero to finish your "little" costume for the year. Although dresses have gone into the "little-girl" effect, they combine their loveliness with furs to give a distinguished appearance. Possum, red fox, sable, and silver fox, at the Beaver Furs, are fashioned into adorable short boleros, with either the full long sleeve, or the new elbow-length sleeve. A plain neckline, usually collarless, is fastened with a bright clip, and each bolero is suitable for both daytime and evening wear.

The Beaver Furs is also showing capes of fox, martin, Kolynski, mink, and squirrel, or, for those who prefer them, double of single neckpiece. The capes are pert and saucy, and yet combine a touch of sophistication to give

that air of well-being. They are comfortable, and may be wrapped around the shoulders on a chilly summer evening, as well as worn over coats and presses. What a simple matter to look smart for Easter of 1939.

Schiaparelli Features The "Heavenly" This Season

Paris, France—Schiaparelli—whose creative powers set the fashion world on fire each style season—is going to wow 'em this spring with a celestial print—literally.

Her "heavenly" collection is chucked full of gay prints with designs of angels flying from star to star—balancing on the clouds—or playing deck tennis with halos.

Colors, too, are in keeping with the theme—the heavens at sunset—violets, pinks, oranges and greens—sometimes sky blue, but that used discreetly. Another of her pet colors is a yellow light as honey or amber—and another the color of English ale.

TO ACHIEVE "THE
Elizabeth Arden
LOOK"



Ardena Cleansing Cream—light, soothing; \$1.10 to \$6 • Fluffy Cleansing Cream—like whipped cream; \$1.10 to \$6 • Ardena Skin Tonic—cool, stimulating; \$1.10 to \$15 • Ardena Velve Cream—for average skins; \$1.10 to \$6 • Orange Skin Cream—for dry or wrinkled skins; \$1.10 to \$8.

J. Bert

Sutherland

DRUGGIST

11 Pine St. S. Phone 893



Fashions in Fine FURS

When you call in to choose from our spring showing be sure to note the air of elegance a fur neckpiece or jacket gives.

Scarves

A superb collection of scarves of Russian Sable, Silver Fox, Cross Fox, Marten, Mink, Kolinsky and Squirrel. Enhance your Easter costume with luxurious fur.

Entrust the remodelling or repairing of your Fur Coat to the only furrier in the district doing fully guaranteed work on the premises. Hundreds of satisfied customers is your assurance of complete satisfaction.

Boleros

The height of fashion this spring is the bolero designed in the Paris manner with a collarless neckline. Fashioned of rich Sable, Silver Fox or Mole-skin.

BEAVER FUR and Ladies' Wear

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