

There Are Many Colourful Style Changes This Year

Be Fashionable as Well as Patriotic and Buy British Goods in 1941

British Considered Supreme in Sports Costumes. Style and Smartness in British Cloths and Designs for Sports Wear. Canadian Designers Also Triumph This Spring.

In The Advance Fashion Number last fall reference was made to the effect of the war on the world of fashion. The situation since then has become more marked, but at the same time it has been considerably classified as well. There were many who thought last year that with Paris gone for the time being and London bombed, the people of Canada would be getting all their modes and styles from New York and Hollywood. As The Advance remarked at the time, this idea did not take proper account of the talent of the Canadians themselves nor did it do justice to be people of London, England. London is not down and out—quite the contrary. Instead of being defeated by the Hun bombings, the British have simply been spurred to greater effort. As for the Canadian designers, they have done a wonderful job this spring. They have made it an assured fact that Canadian men and women still remain among the smartest dressed in the world. It is apparent now that Canadian makes of wear for women have not been dependent on any outside place for the smart effects achieved but have been using the outside sources simply for ideas—ideas that are made into creations here. This year, lacking some of this outside assistance, they are proving beyond question that for smartness and beauty—Canadian designs will not only please the people here but will attack outsiders.

Chatelaine, the noted Canadian women's magazine, has been conducting a campaign—"Buy British—Buy Canadian." Its chief argument was that this was one way of helping finance and win the war. To that good argument it added another that buying British goods (including Canadian) was good business, good economy, because British goods had quality. The Fashion Number of Chatelaine is in itself a proof that Chatelaine now has a third convincing argument—that to buy British is to buy the smart, the modish, the fashionable.

Writing in Chatelaine, under the heading, "Fashion in Shorts," Carolyn Damon says:

"The English do these things so well—don't they? That's why we made our selection of 1941 spring sports clothes from some of the lovely tweeds and flannels that are coming over from Britain. We worked with the British Consul in New York to get outfits fresh from the great designers over there—

and here they are. See if you don't find your dream of an ensemble for golf, or walking, or working, or just—as the village constable we know puts it—"pleasurin' about."

"The portrait for our spring gallery—at the top—is a new Canadian tailored hat, by Stetson. It's navy, with a gay belt and buttons in the new mode of trimming. Smart as paint—especially with casual clothes and the new open necklines your wear-about will have this year. And down below—we're honored to present these English creations:

Grey in two tones—Very new is the long-jacketed grey bengaline tweed suit. The darker grey coat makes a nice contrast, and has a full-length rever banding of the tweed.

New Jacket—Isn't it different from the short, boxy or nipped-in kind you've been wearing? Here's the fine mixture suit and pepper tweed jacket you'll be finding on the smartest girl at the club, these spring evenings. The pockets have a wicked slant to them—underneath is a shirtmaker dress in dark marana wool.

Paquin's gone to London since the fall of France—and you can see the famous designer's genius in this Welsh model of petticoat flannel. Its design and fabric are taken right out of historic Wales.

"The flannel is scarlet striped with black—as it should be—and the buttons are specially designed to represent whortleberries, from whose dye the scarlet comes.

"**Her's the newest thing in checks**—a classic gien pattern in black, red, blue and white, and you could wear a black velvet collar for dress-up. The skirt is box-pleated. It's an ideal outfit for wear with or without a blouse or sweater—young, smart and feminine rather than severe.

"You can see the easy lines, the feminine cut throughout, of the smartest new sportswear.

In Line—It's longer, easier fitting and without angles or squares or flares or frills. It's smooth and easy to move about in.

"**In Color**—The checks and plaids and tweeds are tops—with some covert cloths and flannels.

"**In Decoration**—You'll notice buttons, belts, touches of white and self-trim used over and over again to the best advantage.

"Your shoulders are probably straighter—although no longer highlighted—than in other clothes you'll be wearing this spring."

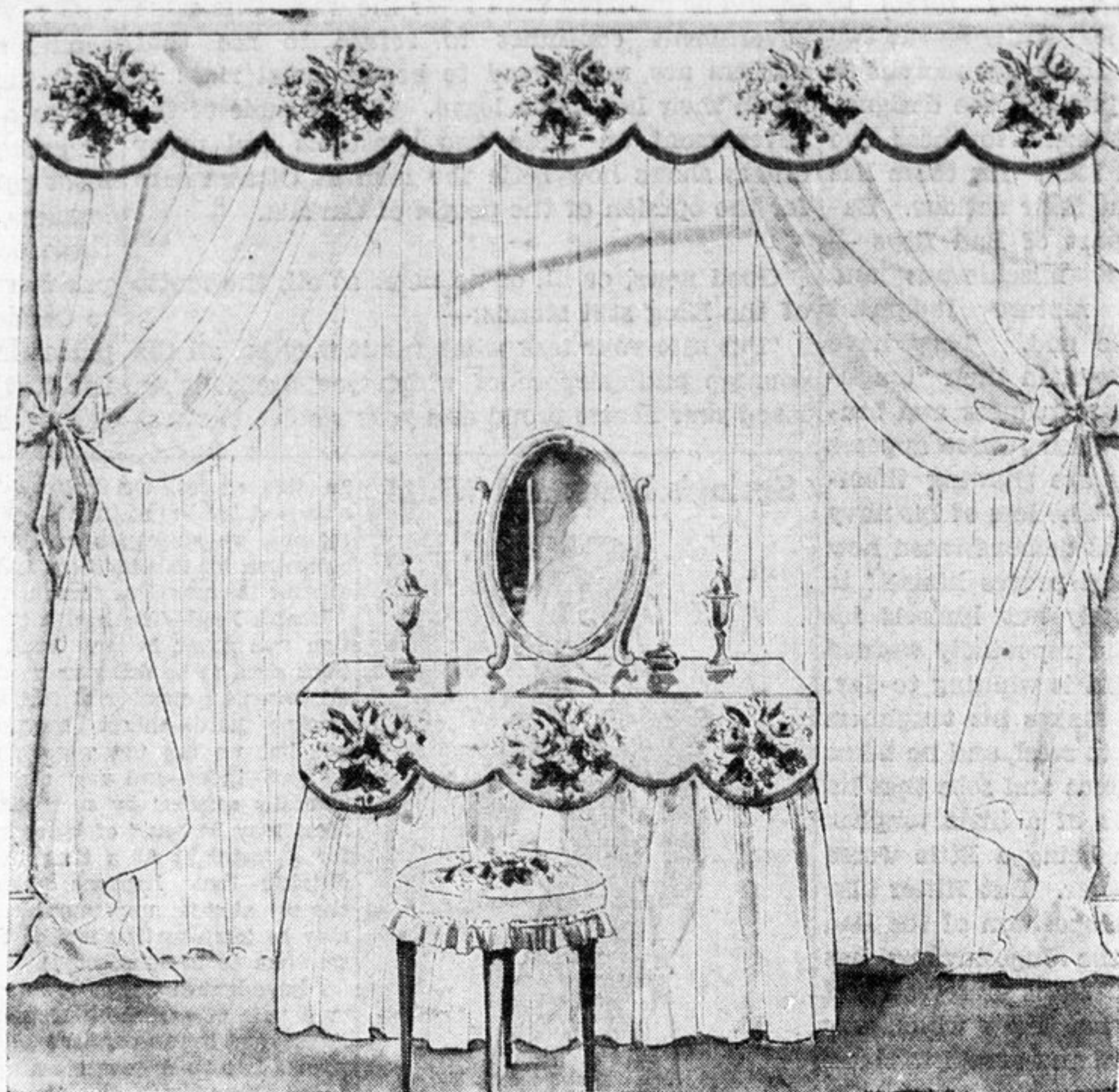
Cinderella Had Nothing on Her Sister of To-day

You have read of the beautiful Cinderella and her wonderful glass slippers? Well, the Cinderella, of fairy tales, had nothing on her modern sister of today's practical world, at least so far as glass footwear goes.

One of the newest of the 1941 Spring styles is just that—a glass slipper. For beauty it has the old-time Cinderella species backed off the market. The new glass slipper has about everything to commend it. It is one of the modern triumphs of the synthetic order. It is made of ground glass. It has the outstanding advantages of the modern slipper with a few extra points thrown in for good measure. It is clear and pliant and resilient. With all this, it is easy to obtain it in sizes and models that assure comfort and foot-ease. Most of the 1941 lites of glass shoes are in cut-ins and insets, like panels, and in decorations, like bows.

Fashion Facts on Spring Curtains

They're Simple, Smart, Sophisticated. Pink and Green Flowered Fabrics are Tops.



This is a pleasant window treatment that you can achieve yourself if you are handy with your sewing machine. The sheer curtains are white, the side over-curtains are plain pink as is the valance which is scalloped and bound with deeper rose and has appliqued designs cut from a chintz used elsewhere in the room. The dressing table has a skirt of pink sateen with a valance like that at the window. This valance is simple to achieve if you have the proper attachments for your sewing machine. The scallops are cut by tracing dinner plates and saucers alternating.

(By Elizabeth McRae Boykin)

We have a bone to pick with Damon Runyon for the sassy remarks he made in print recently about curtains. It seems he thinks they're enemies of light and air and a general nuisance. Tut tut, Mr. Runyon . . . curtains are a lot more necessary than your neckties and collars, for instance, not to mention the buttons on your sleeves without which you'd feel positively indecent.

Provocative

But before defending curtains on the grounds of utility, we think we can make a case for them on the grounds of beauty alone. Consider what windows without curtains look like—you can see plenty of them in schools, hospitals, offices . . . if you'd like to live that way, gentle sir, we wash our hands of you. But we don't really believe you'd like that cold stark effect anymore than do the rest of us. Curtains are—or can be—as graceful as a beautifully draped gown and as flattering, as provocative and well—as romantic if you can bear our bringing that up. Or they can have all that smooth smartness of a well-tailored suit.

Graceful and Reasonable

The curtains we like and consider necessary and pleasant are simple, graceful, reasonable and suited to the room they're used in. An over-dressed window looks as bad as an over-dressed person; an under-dressed window is like an under-dressed person. The commonest error most of us make in curtaining windows is to put up ruffled tie-backs whether or not they are appropriate for the room. Another frequent mistake is to hang too-narrow side draperies—it is never right to use a half width at a side. A full width or a full width and a half is essential . . . if you can't afford to use this much material, it's far better to do without side draperies. The same thing goes for glass curtains—be sure they're very full, for skimpy curtains look worse than none at all. Curtains should hang to the sill or to the floor—never half-way between. Double sash curtains have been revived and are charming in informal rooms.

Ruffled tie-back curtains are perfectly charming in the right places. But many rooms call for straight hung tailored curtains. Often a valance across the top is more appropriate and attractive than side drapes—this may be ruffled, pleated, draped, scalloped, or it may be more of a cornice covered with wall paper or mirror. Sheer side draperies of contrasting color are sometimes very effective. If you use side draperies of chintz, sateen, cretonne, taffeta, damask, velvet, satin or any such conventional fabrics, they almost always should be lined and sometimes interlined. Keep in mind that the making of a drapery is a tailoring job demanding great precision, perfect fit and workmanship.

The style news in curtains this season centres upon the partiality of the decorations for fabrics with cabbage roses on white grounds. Many lovely new windows are draped lavishly with this particular type of fabric, reflecting the important new color favorite—pink with green. There are a good many Persian prints being used, along with colonial document prints and modernized traditional designs on pastel grounds. Clever variations in hanging, smart details in valances, good hardware in glass and plastics as well as in metal, nice finishes in fringes, braids, cords—these distinguish the more fashionable windows. (Released by Consolidated News Features Incorporated).

Practical two-piece rayon, cotton, or linen suits to wear to business, or shopping, or going to Red Cross meetings. For such a little suit lives a long, long time looking fresh and new, when you join it up with a crisp young blouse or hand-knit sweater.

Colours Featured in Shoes This Year

(By Virginia Pope)

For once in a lifetime of clothes-buying, the old adage of "start from the bottom and work up" has some truth in it.

Usually you get your new spring suit first—or your new bonnet—and then look to your feet and buy shoes. This spring, however, the new shoes are so smart, so comfortable and so clever that you may well work your way upwards and get your shoes first.

Two new shoe colors—red and beige—are certainly distracting enough to throw you off your beaten path to the hat department. You'll find all varieties on the red theme—tomato, orange, maroon and scarlet.

You needn't worry about finding things to match them. The manufacturers are a jump ahead of you and have match-mated their accessories. For plain everyday use you may prefer beige which goes with everything. And if you're of a practical and conservative nature, you may stick to navy.

Reptile in Fashion

For fabrics, reptile has come into fashion tanned to a new softness and shading in color from an orange brown to a pale tan. For sports shoes you'll like calf or alligator, with a natural-toned snakeskin for trimming.

Gabardine is with us again—hard-wearing and shape-holding gabardine. Improved elasticized fabrics give you a glove-like fit without cutting. Cowboy and Indian features are riding rough shod through the shoe stores.

And luxury, comfort is a must in all spring shoes. The trend toward low heels, the moccasin rage and the new baby shoe, all mean that you can have your cake and eat it too. New walled lasts make the shoes look less stiff and allow room for all 10 toes into the bargain.

Nor has prettiness been sacrificed. The cute little pumps are cuter than ever, with small bows to perk them up. These bows, scallops, perforations and ornaments all contrive to make your foot look smaller and more attractive.

Hose Are Important

In line with this spotlight on shoes—and with skirts shorter than last year—there's more need than ever to beautify your legs. Happily, skirts are still below the 1927-28 line. But they are short enough to put your legs on display.

For instance, have you considered what different weights and shades of stockings do to make your legs look prettier? Neutral grayed tones, cool beige and very sheer grays are all slimming colors. Never, never wear the bright orange hose. The sheerer the stocking the more flattering, of course, but since this runs into money, we suggest you get your hose in two lots—one super-serviceable, to wear gardening and around the house; two, super sheer, for show occasions.

Very sheer black and brown hose are extremely flattering, but also in the expensive class. Nylon stockings tend to look sheerer than ordinary silk. And, of course, fitting your leg is a more important factor in finding the right stockings.

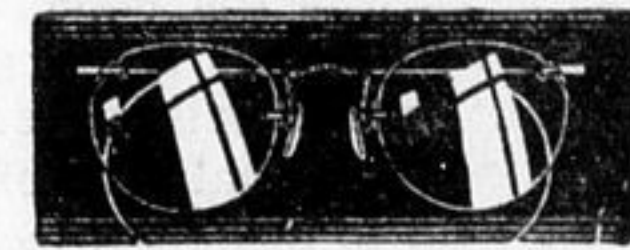
Calls For Exercise

Now, for what you can do to make your legs more beautiful. First, a depilatory is called for to make the legs look slimmer and nicer. Dieting will take weight off your legs, but it's a long slow process and often a temper-wearing one.

Exercise is quicker, if more rigorous. Squatting exercises are particularly effective. If you can do that Russian dance step where you squat down and stretch first one leg and then the other, you're lucky, for that's one exercise which will whittle down your calves in short order.

An easier exercise is one where you grasp the bedpost in one hand and swing the opposite leg in as wide an arc as possible. Jumping rope is excellent for the ankles, and good fun besides. Walking and swimming are also good leg exercises. Once a week we suggest that you massage your legs with all the care you give to your face, working upward from the ankles and kneading the calves.

New middies and jackets and vests this year give opportunity for colour and gaiety.



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This attractive window is hung with sheer net curtains finished with a taffeta valance interestingly draped and tied back with taffeta bows. The colours for the valance and tie backs are blue, the curtains are cream net. The colour scheme of the rest of the room is blue rose and cream.



Flowers For Easter

—If your wish in the art of pleasing you'll know it's Flowers at Easter-time. It's the nicest, it's the simplest and the loveliest way to express Easter greetings. And what a thrilling array of Spring's gayest flowers you'll find at Bruce Leek's.

—Remember you can wire flowers to friends anywhere—the cost is remarkably low. Simply give us the address of the receiver, the kind of flowers you wish to send, and we'll do the rest.

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