

Colour a Feature of This Season's Fashion Parade

Hats Not Extreme This Season. Veils Frequently Used With 1942 Models

Flowers Lead the Way for Decoration. Many of the Smaller Hats Made of Flower Petals, Trimmed with Dark Veil. Other Special Models in New Hats.

Everyone wishes to appear in a new hat at Easter time. The children express delight with a new bonnet and the older ladies feel dressed up in a different way in a new spring hat of straw or felt, says a fashion writer in The Sudbury Star.

Hats this season are more sensible, and those crazy ones which always received so much comment are disappearing from the millinery counters, whether it be on account of the war or because the ladies of today are becoming more practical.

Flowers lead the way for decoration, and many of the smaller hats are made of cloth petals. These sit on the front of the head in a cocky way and are trimmed with a dark veil which falls in graceful folds over the face and neck. Small feathers at a jaunty angle are also placed on top. Bunches of flowers are placed on the tops of the hats, on the brims of the ever-popular sailors or anywhere they might add a bit of color.

Veils Used Frequently

Many of the hats are offset with veils in contrasting shade or matching net. Those that have not this trim have feathers or ornaments.

Most sold hat to the middle-aged lady is the sailor. It fits comfortably, is attractive and always in fashion. The dull colors are brightened, and nothing could be more stylish. These

come in spring straws or felts which may be worn at any season of the year. Pompadour hats are stunning for this year. Placed high on the back of the head, they are built up at the front as the pompadour hair style. These are very dressy hats for social teas and parties, and complement any spring outfit to perfection. White, with navy blue or black trim, holds the spotlight in this line.

Colors in All Shades

Following close on the heels of the sailor and pompadour are the off-the-face styles, which come in every color, to match or contrast with any suit or coat. These, too, are bedecked with high feathers, flowers or odd ornaments.

For the young girls felt vagabonds with rolled brim and a touch of color are most becoming and most practical. This year as before "beanies" are attractions. They come in straws of various colors this season and in a new square style, which is something unique for this type.

The colors from year to year remain the same, but worthy of special mention this season is red. Red is being shown for everything, and it predominates in the hat styles as in all other articles. Step out this Easter season in one of the latest but sensible hats, and you will feel like a new person.

Fashions for the Spring Parade Give Special Emphasis to Colour

Some Shades are Ruled Out on Account of War Needs. Gay Yellows and Greens Stress Brightness, However, and Red Appears to be Predominant as a Gloom Chaser.

According to all the experts and all the signs of the times Dame Fashion decrees colour for this spring. And Red is the big leader! After the darkness and the drabness of the weary winter months, the mode is for gay colours. If one word could be used to describe the mode for 1942 it would be "colour."

Of course, the necessities of war have taken away a large number of the former colours and hues and shades. Many will think that there were too many of them. Anyone who feared that the restrictions applied by the War Time Prices and Trade Board would leave women's dress drab and colourless, did not know women. They have accepted without a murmur every reasonable restriction—and some that may not appear so reasonable. It is true that the number of hues and shades were cut to a mere fraction of their former number but that has not daunted Dame Fashion. Colours enough remain to keep up the morale of the ladies, and through them to keep up the courage of the men.

By their work in the Red Cross and in every patriotic work of every kind, by their appreciation of the situation and their readiness for any sacrifice to help win the war, the women have won the right to hold to their fashions, especially in view of the fact that they will not allow fashion or anything else to interfere with the great purpose of the day.

While red is the leading colour, with all red dresses, prints whose main theme is red, red in plaids and tweeds, reds in blouses, handbags, hats and even in shoes, as one writer phrases it, the country will soon be seeing red.

Greens and yellows are other predominant colours for this spring. Large checks and gaudy prints combine colours that may not have been brought before but now have attained favourable results to the seeing eye.

Afternoon dresses this year attain new heights of colour and smartness. Flower bedecked or of a solid shade they feature jaunty jackets and redingotes.

With the bright colours, there are also the more quiet pictures where navy blue and black is used. Black still maintains its hold on the fancy of many, while navy blue is especially popular this year. Then there is beige. This colour will be seen quite frequently in coats and suits.

English tweeds this year again lead the way in coats and suits. Once more Britain has delivered the goods despite all difficulties, and the goods are of the superior kind that only Britain seems able to produce.

Britain Sends Its Finest Plaids to the Dominion

New York—English woollens, in suit weights, come in ensembles of plaids and solid colors. A nice light green wool with a mustard line through the plaid has as a companion piece goods of matching green, and it might be an idea to whip up a short jacket of the solid color to go with a fullish skirt of the plaid, reversing the usual procedure.

If you want to be practical this spring you might like to look at the English service serge. It comes in navy and black, ought to make stunning classic suits, and is credited with being spot-proof in the rain.

Among the pure silk prints see some new ones in splotchy mixtures of nice colors. The prints don't resemble any-

Beauty and You

by PATRICIA LINDSAY



The hair brush is most important equipment for scalp care. GLORIA WARREN featured in Warner's "Always in My Heart" starts at the roots and lifts the hair outward as she brushes.

Brighten Up Your Hair for Spring with Two Excellent Aids

Those of you who have tired looking hair, or hair too dried from its last torturing in a permanent wave machine, would do well to buy two hair cosmetics which are bound to bring a fresh beauty to your head.

One of these is a yellow scalp ointment which is applied directly after a shampoo. It does soften and polish the hair providing you brush it every day starting from the scalp and lifting it up. Thus you spread ointment onto the length of the hair. It does not make the hair sticky if you use it sparingly and according to directions.

A Dressing Lotion

The second aid is a liquid which may be sprayed on the hair every day of the year for it has many services. Being non-greasy there is no harm in using it every day. It is primarily called a "wave-saver" and that implies that your wave will last longer if you use it. It softens brittle ends miraculously and girls with bleached or tinted hair will thank me for telling them about it. This lotion definitely should be used at home before and after a new permanent wave to make the hair more lustrous and manageable.

These two beauty-giving products come (with an atomizer) in a little kit priced within most girl's means and the sizes are generous to last a long, long time.

Good News for Men

For the man in the family this kit is the answer to his hair problems. The ointment keeps his scalp healthy (it can correct a mild dandruff condition) and the lotion is the perfect hair dressing. Give him a kit and make him promise to stop watering his hair as if it were a thirsty flower garden. Nothing can destroy a man's hair more quickly than a daily shower bath and then more water to comb it into place. The scalp like the skin requires lubrication so tell him to give the natural scalp lubrication a chance and to help the good work along with the dressing and ointment.

(Released by The Bell Syndicate, Inc.)

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ances which upset the "balance" of various organs—brain, stomach, intestines, heart, kidneys—causing real symptoms, though there is no disease, no change in the structure of the organ affected.

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Many individuals today are suffering with neurasthenia — mental and physical tiredness. There may be several reasons for it and it should be investigated wherever present. Send today for Dr. Barton's new leaflet entitled "Neurasthenia — Mental and Physical Tiredness." All you have to do to obtain it is send a three-cent stamped, self-addressed envelope to Dr. Barton, Post Office Box 150, Times Square Station, New York, N.Y., and ask for leaflet by name.

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Prints Taking Priority in the New Spring Fashions

And Bright and Attractive They are This Year.

One of the accepted favourite fabrics this spring is "Print." Of course, the war is responsible for this. Popular demand naturally is for the less expensive fabrics for general wear. At the same time the ladies do like "pretty fabrics," even in wartime. The Canadian manufacturers have risen nobly to the call. They have taken prints out of the "special" class, making them a favourite fabric for every month of the year, as one famous Canadian fashion journal phrases it. This noted fashion journal says, in part:—

Small springlike prints for April and May; big luxurious patterns for midsummer; golden browns and wines on greys for autumn; explosions-in-applique-shop combinations for under fur coats in winter; and a dozen and one other print pointer-uppers with your year-round wardrobe.

And because this springtime marks the beginning of our new print pou— on a big scale, Chateleine gives you— for spring of 1942—our new patterned fabrics!

We went to see them away back when you were skiing or skating, or huddled by the fireside. Bales and bales of them, fresh out of designers' hands and mills and dye plants and factories. Just about the same time as your shopkeepers in Calgary and Vancouver and Peterborough and Halifax and Quebec were making their new selections. (Yes, you'll find these, and more also, in your local shops.)

For high-styling, a lot of the buyers liked the gorgeous white poinsettia against rich scarlet and blue-green. And so did we. We chose it as a symbol of how we shall go flower-decked and gallant, into the foreboding months ahead. But, withal, sturdily. For it's no flimsy-flimsy fabric. All the prints you see here, and the hundreds that our best Canadian manufacturers are turning out, are "given the works" in testing laboratories before they are sent out. It is to their interest as much as yours that you get the best out of everything you buy to-day. So don't forget to look for the labels which tell you the type of fabric and how to care for it.

Why prints today? They're bright—and we've had two years of war now.

They're sturdy—and most of us are working and need fabrics that can take it.

They stand on their own feet—and we can cut down on gadgets and trimmings and accessories.

They're adaptable and we have a choice of several colors for accessories. We can tone them down with

dark shades or play them up with bright ones. And they're wonderful for giving new life to old outfits.

They're easily styled—so that the soft drapings and simple lines of this year are perfect for them, and they don't require such meticulous fitting.

They suit us—for there's a "right" print for every type of figure, build and coloring. They are the gayest deceivers about bulk and complexion of any fabrics in the land!

So get yourself into print—either in one of the thousands of smart ready-made spring styles in Canadian shops everywhere, or in your own special home-done numbers

Many Articles in Shipment Made by Women's Institute

Sailors of Gaspe Will Have New Knitted Articles as Well as Cigarettes and Candies.

Members of the Women's Institute met at the home of Mrs. C. Briggs, war services convener, 19 Commercial avenue, on Thursday, to pack another box for the sailors of the ship, "Gaspe" adopted by the Institute over one year ago.

Included in the shipment were thirty-one pairs of socks, ten helmets, five scarves, seven turtleneck sweaters, one pair of mitts, fifty-four packs of cigarettes, one package of cigars, biscuits, cookies, chocolate bars, candy, gum, razor blades, soap, magazines, and several good books.

Present were: Mrs. P. G. Howard, Mrs. C. Surman, Mrs. G. Kirk, Mrs. R. MacTaggart, Mrs. F. Henderson, Mrs. H. Read, Mrs. D. Ellis, Mrs. J. Harnden, Mrs. T. Marriotte, Mrs. E. Brand, Mrs. W. Crispin, Mrs. C. McChesney, Mrs. B. Kempers, Mrs. L. McBain, Mrs. J. Dieker, Mrs. A. Jack, Mrs. N. Young, Mrs. J. Kinsey, Mrs. C. Gass Mrs. B. Drummond, Mrs. F. Read, Mrs. A. McCharles and the hostess, Mrs. C. Briggs.

Six quilts were sent to the Red Cross, and the hostess read several letters from the men of the Gaspe, thanking the members for Christmas gifts and other parcels. One sailor, in hospital at the time of receiving the parcel, expressed special appreciation for the goods contained in his gift.

Members of the Institute are asked to note that roll call at the regular meeting on April 15th, will be answered with the donation of an apron, to be used in the apron booth at the afternoon tea to be held on April 29th. Mrs. MacTaggart is the convener of the fancy work booth and hopes that many aprons well be featured for sale that day.

First Meeting of New Term Held by Sweet Cap. Club

Members are Entertained at Home of Mrs. O. McCann. New Members Received.

Mrs. O. McCann, 39 Laurier avenue, was hostess on Friday evening at the first meeting of the Sweet Caporal Club since its re-organization and members and friends were enthusiastic in their response to continue the work begun last year.

Records of the work accomplished during the first year were discussed, and two new members, Mrs. H. Jones and Mrs. F. Wharton were welcomed into the club. A guest during the evening was Miss Mabel Sundstrom.

Correspondence with two former members, Mrs. Sleep and Mrs. Lawrence, who have both taken up residence in Southern Ontario, was mentioned, and the members were sorry to learn that Mrs. Wm. Lawrence, who now resides in Toronto, has been quite ill. All wish her a speedy recovery.

The hostess served a dainty and tasty lunch, and plans were made to meet on Friday evening, April 3rd, at the home of Mrs. E. Hall Ann avenue.

Farewell Party in Honour of Mrs. Welsh at Schumacher

Schumacher, April 1—(Special to The Advance)—Mrs. John Scullion, Second Ave., entertained Saturday evening at a farewell party in honour of Mrs. Alex Welsh who is leaving shortly with her son Bobby, and daughter Margaret, for Toronto where they will join Mr. Welsh, who has accepted a position there. Whist was played and the prize winners were:—1st, Mrs. T. Johnson; 2nd, Mrs. J. O'Leary; 3rd, Mrs. A. Robson. Door prize, Mrs. P. Hunter. After the cards the ladies enjoyed a delicious dinner. After dinner Mrs. J. Stirrat on behalf of the company presented Mrs. Welsh with a lovely handbag. Mrs. Welsh in a neat speech thanked the ladies for their lovely gift. The company joined in singing "For She's a Jolly Good Fellow." Community singing and dancing was enjoyed during the evening. The

following ladies attended, Mrs. James Scullion, Mrs. J. O'Leary, Mrs. S. Karahan, Mrs. T. Johnston, Mrs. F. McWhinnie, Mrs. P. Hunter, Mrs. S. Hornell, Mrs. Davis, Mrs. Art Robson, Mrs. Jack Matthew, Mrs. James MacKenzie, Mrs. Ernie Dumbabin, Mrs. James Stirrat, the guest of honor, Mrs. Welsh, the hostess, Mrs. John Scullion.

With suits the big news in fashion this spring, it is only logical that blouses should take some share of the honours. For it is the blouse that determines the immediate character of the suit, transforming it from a tailored outfit to a softer, more feminine ensemble.

Cotton Season—It is going to be a big cotton spring! The manufacturers are cutting the length by one inch (42 inches for size 14), narrowing the hems from three to two inches and the seams to 1/4 inch. The dresses look every bit as smart—and the saving in material when spread over half a million dresses, is enormous.

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Where Did It Come From?

Why, of course it must have come from that pretty little shop where there are so many lovely things for feminine adornment. There are the most attractive articles for Easter gifts, too—and everything is quite reasonably priced in spite of the high quality.

JEN LANG SHOP

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