

SPRING FASHION DISPLAYS

Are Ready on the Second Floor.



The BREATH of the AVENUE

The Small Hat Is Paramount in Importance

The small hat is inevitable. And very often it is some new version of the cloche—a name that has become a generalization, including practically all small shapes that are round-crowned and skull-fitting.

The word "cloche" itself, of course, means merely bell-shaped, but millinery fashion—using cloche at first to signify the bell-shaped hat—has kept widening its meaning. Now the term cloche includes all the small close-fitting shapes with narrow brims, short backs and crowns that look as if they had been moulded to fit the head—small hats of different types that look as if they had slipped on with a shoehorn.

Influences That Affect the Cloche—

Two influences affecting this staple hat this spring mark it as belonging distinctly to a new season.

The Toque

comes to meet the cloche and the toque and cloche unite to form the new brimless cloche.

The Tricorne

works with the brim of the cloche to turn it up at the sides and back. And all kinds of variations twist, cut and splice the brim of the cloche—but they always leave the crown alone.

The Skull-Fitting Crown is the Trade Mark

of all small hats that may be included now in the classification of the cloche.

One Other Type of Small Hat

is new and important, especially as a companion piece for the tailleur. This is the mannish, square-crowned top hat of the early nineteenth century. In its new versions, its crown, like the cloche crown, is its tag of identification. Its crown does not fit close, except at the head band.

It rises higher than the top of the head and its upper edges are always rather squared off, after the fashion of a man's top hat. Its brim is narrow and often shows a decided tip-tilt—up one side and down on the other.



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Are Ready on the Third Floor.

Not only are garments here fashion garments but the new Spring House Things are fashionable, too.

SPRING 1924

"A Simple Spring"

All Fashion Houses Announce It

The continental resorts indorse it. For Spring simplicity is the rule. Yet how smart and becoming it will be is proved by the manner in which Paris and New York have taken it to their hearts. Flannel, satin, crepes, beltless or with scarcely defined waistlines. The boyish tailleur. The popularity of sweaters and skirts. Modes slender, exquisite, are here for your choosing. That you will like them we are certain. Our Spring Style Show is now complete and ready.

DAYS OF COURTESY—WEDNESDAY, THURSDAY AND FRIDAY
THIS WEEK.

New Millinery Exquisite but not Expensive



The New Hats Run the Gamut of Size and Color

It's surprising to see how many variations of style those new Spring Hats achieve, and how simply they do it. The cloche, the tricorne, the turban, the poke, the mushroom, the off-the-face shape, all come in for their share of attention. Developed in satin, taffeta, straw, felt or crepe, embellished with laces, feathers, flowers or ornaments, and in every shade that spring is heir to.

The Cloche Concentrates On Its Brim

The cloche calmly ignores any rival that it may have for spring popularity, and places all its attention on its brim. Some turn it up for vivacity, others turn it down to shade the eyes becomingly, and in some cases they seem to have no brim at all. Felt, satin, straw—all react to the cloche with equal charm, and for smartness—well, the cloche is decidedly the thing.

DAYS OF COURTESY—WEDNESDAY, THURSDAY AND FRIDAY
THIS WEEK.

SMALLMAN & INGRAM
LIMITED

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Are Ready on the Main Floor.



The BREATH of the AVENUE

Trimming Fashions Followed By the New Hats

Ribbon

that is still one of the most important types of trimming, appears in tailored bows and cascades of loops more often than in cocardes. Belting ribbon often trims sports hats; cre and metallic ribbon the formal hats.

Buckles

—evidence of the directoire influence—the outstanding new trimming note. Large buckles fasten the knots of large, tailored bows. Small buckles are used in series.

One way of using several small buckles is shown by similar hats in different collections. Several narrow bands of ribbon or fabric are bound about the crown, one above the other—and in the middle front on each band shines a small square nickel buckle.

Lacquered Feathers

trim a number of sports hats. Many bird heads and feather cocardes are used at the sides. Occasionally a whole parrot is fastened across a crown from side front to back.

Roses and Mask Veils

are the most important trimming for formal hats. The roses are usually of the round, flat cabbage rose variety; applied flat to the crown of the hat in conventionalized medallions. The veils are either lace or tulle, draped occasionally across the crown of the hat and almost invariably drooping over the front of the brim to veil the eyes.

A hat that shows both these trimming tendencies is a tiny brimless cloche of black tulle with piping of rose. Two flat roses are fastened close to the crown at the side-back. A narrow black tulle veil trails from the narrow brim.

Fabrics

are used for trimming as well as to make whole brims or crowns of combination straw and fabric hats. Folds and scarfs or crepe or foulard are frequently used. Plaids and stripes get their in-lings in bright pipings. And these fabric trimmings rather than ribbon trimmings are used for many of the cheaper hats now.

Scarfs

to match or harmonize with hats are frequently shown. Sometimes they are made of the same fabric as the hat; sometimes they match the hat or its trimming in color. The scarf and hat is a combination to watch this spring. It may prove important because of the present importance of the scarf.



SPRING FASHION DISPLAYS

Are Ready on the Fourth Floor.

Here are fresh, new things to help make home look fresh and new in the springtime.