

New Spring Styles

Paris Says Shorter And Fuller Skirts

Feathers Play Important Part on Hats—Strings of Beads as Trimming.

Paris, March 18.—A return to conservatism in woman's dress is indicated in advance displays for spring and summer now being held in Paris.

The Paris dressmakers continue to show extreme effects in afternoon and evening wear, but the majority of the gowns reflect a return to sanity in dress.

One of the most noticeable innovations is the lengthening of skirts at least one inch.

Backs are still bare. This the dressmakers have refused to alter.

While the new gowns are less radical, buyers say they continue to be complicated and expensive. With the reappearance of dyes of a pre-war standard, color dominates all gowns.

The material may be simple, but gold and silver and blue and pink trimmings are combined to make it attractive.

For the eastern type of beauty the season offers much. There are draperies and turbans of all variety of color and long strings of beads of all the colors of the rainbow. Beads are to be worn extensively, according to the arbiters of fashion.

Feathers play a most important part in the new hats. Ostrich plumes, in particular, are being used on large hats. Hats for the most part are small, and are worn crushed down on the head in many shapes.

Fruit is invading the realm of fashion. Bunches of fruit and flowers are worn at the waist and some of the gowns have bolts of roses around the waist.

The prophecy of fuller skirts is slowly but surely coming true, according to buyers. Although it is not yet

STYLES OF TODAY.

A spring hat should soften the features instead of providing a hard outline, and turbans toques with their rich colors, indefinite lines, and falling drapery which frames the face on one side, make nearly every woman look 10 years younger.

Paris beach reports that petal dresses in chiffon and georgette crepe and even in Canton crepe are having a great vogue for wear in both the afternoon and evening.

Yellow and rust shades lead in mid-Lenten millinery in Paris and director pokes and mushroom shapes are smart.

Long chains of graduated ivory beads are very smart.

Ribbon in contrasting colors adorns many afternoon dresses, quiltings and ruchings worked into flower motifs applied on georgette or tulle add weight to the soft petal tunics, which again lead in the new fuller skirts.

Some of the new frocks have a staccato fringe of small beads of different sizes sewn to the edge of the corsage and covering the skirt of the gown, and panels are nearly always headed with big, flat cut-out or colored beads.

SPANISH SILHOUETTE POPULAR. Choosing a frock that expresses one's personality is such a simple matter this season for the needs of women of all types have been carefully taken care of. Newest of the new are piquant modes of satin and taffeta with tight little bodices and flaring or pleated skirts. This Spanish silhouette is very youthful, but, for that matter, so are the chemise frocks which adhere to straight and narrow lines. Lowered waist lines, sashes and handkerchief drapes are some of the novel style departures featured.

fully realized, the season's gowns are somewhat wider.

The full shoulder strap persists in the new creations. The dressmakers say they have strengthened it, so as to avoid "embarrassing complications," but men buyers say it still has dangerous aspects.

New Silks Are A Revelation

Fascinating Names for Fabrics Add to Attractiveness—Riot of Colors.

Woman's imagination must be appealed to or her fancy will not be taken by the prevailing modes. In the leisure days of old, milady took several hours to select suitable material for her frocks and a half-hour was well spent on choosing the proper height for a collar or the correct set of pauter.

The modern woman is just as interested in obtaining a fetching costume, but she seldom has the same length of time to linger over selection. Hence the new materials are woven and named to catch her fancy.

Never did the stores present such a wealth of choice in the way of material. A silk is no longer just silk as in the days of old, but is a combination of goods of exquisite texture and elusive shades. The prospective wearer now selects her costume from such fascinating names as Moon-Glo-Crepe, Pussywillow taffeta, Kitten's Bar crepe, Snow Frost crepe. These names at once suggest silvery, smooth surfaces.

The new silks are a revelation in their texture and coloring, and even crepe de chine seems humble in comparison with its gorgeous descendants. Most of the new silks have a crepe finish with the weight and body of satin, and fall in graceful curves with soft gliding lights in the folds. There is every conceivable color in plain one-tone materials, in brocade designs and stripes. The colors are as vivid as the rainbow and include rust, tomato, platinum and grey, tangerine, jade, midnight blue, apricot and fex. Her again is noticed the penchant for attractive names.

The same rich qualities is found in

WHAT THEY ARE WEARING.

Combinations of colors are used in crepe satin and dresses.

Jackie sleeves are three-quarter length and flare at the edge.

Jenny is showing dresses with half-length free panel backs.

New York reports yellow as the favorite shade for spring trousseau lingerie.

One of the most distinguishing characteristics of the smart new walking gowns is the becoming square loose effect.

Carpet embroidery, that is to say, very coarse embroidery, stimulating a carpet pattern, is the latest thing for jumpers and wraps, and it is done in thick wools, and very closely stitched.

The very newest pumps are not exactly short vamped, as were those of last season, but while these new ones have long enough vamps, the toes themselves curve around in a decidedly snubbed way rather than extending into long, pointed effects.

Newest taffeta frocks are in mauve, shot-rose, black or grey, have hip draperies of the panier description drawn back so that they almost form a polonaise at the back, and the front has a pointed apron, delicately scalloped and ruffled.

The heavier dress goods and a new fabric "Argentine" is like velvet in its softness and quality of weave. The smart little sport coats or natty pleated skirts also can be chosen from a variety of weaves such as velvet cloth, cheviot and duvetine.

When the spring sun finally sends down its Easter rays, will be greeted with a riot of new colors that has seldom been before, and the effect will be toned down by the popular fad for grey which will vie with the colors for milady's favor.



EASTER Accessories

There is nothing more important to the finish and style of your Easter apparel than your corset. Gossard Corsets are very much lower in price. We can show you splendid qualities from \$3.50 up, and if you do not care to take advantage of our fitting service, we are glad to sell you over the counter in the usual way.

A Chance To Secure Your Easter Blouses At Greatly Reduced Prices

We are closing out our line of Blouses, Silk Lingerie and Boudoir Caps. We have some sixty Blouses in Georgette, Crepe-de-Chine, Jap Silk and Voile, high and low neck, long and short sleeves. Colors: Navy, white, pink, gray, brown, ecru and taupe, etc.

NOTE THE REDUCTIONS

\$12.00 to \$15.00 values ... at \$7.35
8.25 to 12.00 values ... at 6.75
6.75 to 7.75 values ... at 5.25

VOILES

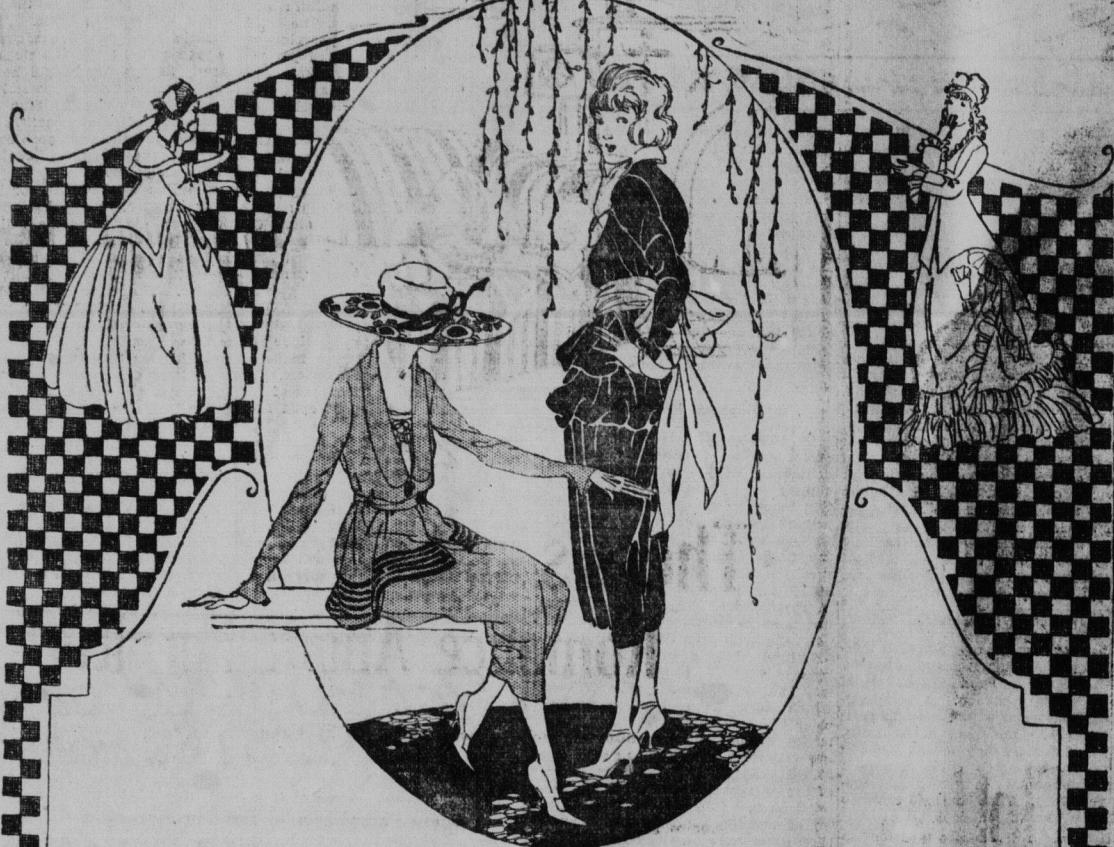
\$6.00 to \$7.50 values ... at \$4.50
3.75 to 5.00 values ... at 2.95

BOUDOIR CAPS—All greatly reduced to ensure rapid clearing out.
\$1.25 to \$3.75 values at ... 85c, \$1.25, \$1.75 and \$2.25

ALA GRACE CORSETS—What stock we have of these corsets, sizes 20 to 30, will be sold at low prices.

SALE NOW ON.

8 KING SQUARE CORSET SPECIALTY SHOP ST. JOHN, N. B.



Easter Exhibit Of Fashion's Newest Garments

Lovely New Wrappy Coats for Spring

Handsome new wrappy coats with long waist effect and new long sleeves are the style features of these beautiful garments; also many new dolman styles developed in fine velour, chiviva, or tricotine, trimmed with silk braid, stitching or embroidery. Colors: Pekin, fawn, or beaver, handsome linings add to the desirability of these new wraps and dolmans.

Charming New Spring Suits

The "Coolie" Suit is the Latest.

Women's suits that possess the distinguishing qualities that place them in a class favored by women who admire the latest. Our new arrivals include the loose back "coolie" styles in fine tricotine trimmed with novelty silk embroidery and silk braid ties. These models have the new lace front fastenings. Colors: navy, reinder, or taupe. Note the smartness of line and fineness of little finishes that characterize these new suits.

Your New Easter Dress Is Here

Dress styles were never so charming as those we are now showing. They are fashioned of Canton crepe, silk radium or taffeta. There are new eyelet and elaborately embroidered models. The dainty Spanish style with low draped girdle and the basque effect with the new puffed sleeves are in great favor this season. Inspect these garments and note their moderate prices.

Lovely New Easter Blouses

A charming array of exquisite models that are certain to attract compelling attention for their beauty of style. Our assortment includes those navy georgette blouses with the new "mode" vest, collar and cuffs, trimmed with lace and insertion; and then there are the new overblouse effects in "mode" and navy, prettily trimmed with fine gold stitching. It is almost impossible to describe the clever effects that are here. Come and see them for yourself.

London House DANIEL Head of King St.

Canada's Best Makes of Dresses, Coats, Hats, Gloves

For Spring and Summer Wear

Are here in such a splendid collection of styles, colors and materials, at such reasonable prices, those wishing to choose from the most carefully selected stock will find purchasing easy.

DRESSES

Silk and Satin in Navy, Brown and Black, neatly trimmed.
\$25.00 to \$55.00

COATS

In Tweeds and Jersey Cloth, Greys, Browns, Blues.
\$30.00 to \$75.00.

LADIES' STRAW HATS

In such a variety of shapes that a selection is very easy. Plain colors and pretty combinations.

Prices \$4.50 to \$15.00, and values not equalled in the city.



DRESSES

Serge in Navy and Black, trimmed with soft contrasting colors.
\$22.00 to \$50.00.

SKIRTS

In the new Checks and Plaids.
\$13.00 to \$22.50.

GLOVES

Perrin's and other good makes. Tans, Greys, White.
\$3.75 to \$10.00.

We extend an invitation to you to visit our show parlor.

D. MAGEE'S SONS, LTD.

63 King Street

Style

What New Will Be Worn

Soft Hat Coming Back Trousers Have Fronts—Fibre Silk

In the matter of slight style, peculiar to this season, there is a noticeable preference of the soft bowler for every occasion either of these two types it is also worthy to note that small tall coat is worn less for formal occasions and the very waxy young of the other hand, a white suit to the very latest word, is decidedly popular, straight across the front suggestion of the old pot coat, so as to show the latest full pleated front trousers.

The trousers worn by New Yorkers this season are in the last and across the front there are as many as full pleats.

Incidental with the recent celebration there has sprung a business in hand-loomed and those manufactured in such fabrics. The vogue for in New York in connection with men's outer garments, it spread over into men's wear materials are being utilized for sports wear, but also in suits. Hand-loomed cheviots, tweeds, worsteds, or tweeds have created quite themselves in the smart town. The loose garment fashion are said to help the sale of such materials.

After some dissatisfaction with the lack in wear of low silk shirts, Gossard to be learning now toward garments according to popular men's wear circles. The quality of an artificial shirt, its supporters contend, is twenty times that of the original article. Manufacturers have prepared some new designs of shirts for sport, and come this material with linen also are to be offered the silk stripes have been used on and linen bodices, no they last as long as the material.

are the two best man may exact

excel. They are appreciate the distinctive cost, giving full return and a degree ship makes certain

from a variety of and patterns.

A. E.