



THE EASTER HAT - SHOP

Recent Importations from Paris and London

PARIS hats in the approved styles for Spring are now being shown together with a number of exclusive models from London. The display embraces many examples, each embodying every quality that is to be most desired in head gear. They are seasonable, suitable and smart. You will note that the prevailing note in fashions this year is simplicity. Hats are almost devoid of trimming, but the new models include a variety of shapes and are calculated to lend beauty or distinction to the wearer.

I.

OUR first model is imported from Paris and consists of a square of white lawn fastened behind the head and allowed to flow behind in simple folds. It comes only in white and is occasionally ornamented with a small red cross. It is perhaps the most popular of all the styles this year and is worn by queens, princesses and peeresses. It is probably the most universally becoming of all the models and is seen in a variety of styles, some of which are especially adapted for Canadian women, and may be worn either at home or abroad. If you are thinking of taking a continental tour this season it is really essential. Do not dream of trying to cross the ocean without one!

II.

SUN-BONNETS have come into their own again since gardening is all the rage. Whatever style of headgear you select you positively must have one of these as well, for surely you have a tiny strip of lawn that may be made productive, or a roof that may be trained to answer the same purpose. Perhaps you have a conservatory, and I am sure you would not be so unpatriotic as to fill it with palms and orchids. The modern conservatory must contain potatoes in pots and spring onions in bulb-bowls. If you have none of these, apply for a plot of vacant land. I believe in most of our cities these are oversubscribed, but it is rumoured that the golf-grounds will soon be utilized and pleasant little foursomes will be arranged on Saturday afternoons to train the beans and prune the corn. If the war has left in you a remnant of vanity you will select your sun-bonnet with care, for it may be had in all colours and when seen with the background of a garden the plainest of women may inspire a poet to write a sonnet or an artist to paint a picture. We advise you not to hesitate to secure one of these models, for they are selling very rapidly.

III.

WE can't wear muslin and print head-dresses all the time; some days must be dark and dreary, and the plain felt hat in navy blue or khaki is the most useful of all. Model No. 3 is most popular in London, and is worn especially for outdoor sports, such as driving motor-ambulances, collecting

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tickets in trams and buses, and a variety of other pursuits. It is frequently ornamented by a badge and may be worn turned up at one side or not and with or without a chin-strap. Ladies who have adopted the first model must have one of these as well, in either felt or straw. The style is so popular that it has been adopted by thousands of people who are devoting much of their time to patriotic work at home, but the badge and the chin-strap and the jaunty turn-up at the side make it popular in the most exclusive military circles.

Just a trifle broader and straighter than this model is the sombrero, which 5,000 British women who have enlisted in the auxiliary army corps, are now wearing in France. There are 25,000 additional women in training for this work as at the front, recruited from expert mechanics, automobile drivers, cooks, stenographers, waitresses, packers, telephone operators and women trained in farm work. The pay is low, but the positions are in great demand, and a position of this sort would secure you the right to wear an ornament on your sombrero that a princess would envy.

IV.

MOB-CAP, model number four, comes sometimes in khaki, but usually in blue, and the pretty frill about the face is most becoming. Of course you know that the most up-to-date society girls in Canada have gone in for munitions and have given cachet to this simple style. The Parisian models are usually

more of the tam-o'-shanter shape, without the frill, and are worn by thousands

of French women between the ages of 18 and 60. In Britain, too, the shapes are varied and the style is even more fashionable there than it is here, for munitioners, aircraft builders and workers in many other useful trades have adopted it.

V.

THE "farmer's delight," or "Cowbreakfast," is a style which we predict will cause a furore not only for the spring, but for the summer. It is very new and very smart, and is worn for outdoor sports, such as strawberry-picking, ploughing or haymaking. It may be purchased in a variety of shades, but in the hot sun will soon revert to a neutral tint, so we advise the fashionable straw-colour. Romance lurks in the sweep and tilt of this yellow sun-hat, it casts a shadow that lends mystery to the eyes and an added glow to the cheek. It may be worn without ornament, but a wreath of natural grasses or flowers often enhances its beauty.

VI.

THE last model comes only in white, and is the very last word in smartness—the Army Cook. Statistics of a year ago report 20,000 women have replaced men in this department, and during the past year the number must have been at least doubled. They are even employed at the front now close behind the firing line. Do we treasure the helmets worn by our grandfathers in battles long ago? Future generations will be equally proud if, when they say, "Grandmother, what did you do in the great war?" you can produce your cap and badge of Army Cook.

IN this Easter Hat shop, dear madam, we carry only the most fashionable styles—those worn only by the best people. Of course other shops are showing more elaborate models, and if you prefer them—trimmed with ribbons and feathers and laces—you will find that, just down the street, a variety of styles for slackers are being shown, but do you want to invest your money in anything so common? Seven million women representing the best blood of Britain have laid aside these models for the duration of the war. We have other styles not on view: the forester's hat, the policewoman's, the carpenter's. Do you know that twenty British women carpenters are now wearing it in France? We have odd peaked caps for motor drivers and commissionaires, there is even some demand for models for women who are replacing men in building, mining and quarrying.

Elaborate styles are unsuited to the serious worker and a woman's capacity for her job is often judged by her personal appearance. A ticket-collector might look very charming in a Gainsborough hat, but she would inevitably be judged an incapable member of her profession. The old proverb truthfully asserts that a fine woman can do without fine clothes, but women engaged in war service must have special clothes to meet their special needs—and hats to harmonize.

Surely we can find something you will really like! Think it over and call again.

