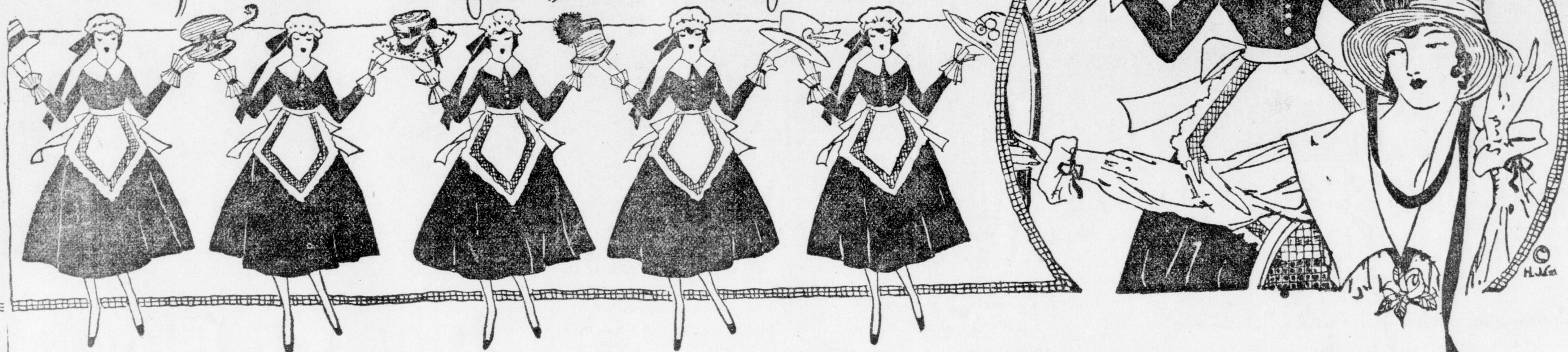


Teda Lednem tells of the Prevailing Millinery Modes



A WOMAN once asked a friend if she could give her a rhyme for "coif." He replied: "There is no rhyme; for anything pertaining to a woman's head has neither rhyme nor reason." Applying the answer to millinery, he should have said "season." For there is no season in the hat world. You may wear whichever hat suits your fancy regardless of material or trimming.

The success of the Frenchwoman is, she devotes as much time to her lesser dress accessories as to the most obvious. In other words, she does not dress as one may say "functionally" but as a complete unit. You may hide your shoes at times, but hats are so omnipresent that the wise woman does not spoil a stunning costume by a mediocre hat.

We are on the verge of a picturesque era in headgear. If the hat is within the realm of refined tastes, has a chance for a following. The wheel of fashion revolves and though she may discard her love for the plume one day, who can tell what will happen the next, for what is not in

vogue today may be tomorrow.

Hats shaped like everything from a submarine to an airship show that we are being lifted out of the category of the ready-to-wear hats and more individuality is shown in the new models than ever before.

Military effects, Oriental ideas and hats taking their tendencies from the directorate period have the best outlook. Marie Antoinette shapes turned up in the back are worn to some extent.

The high, close turban with the least perceptibility of a brim with monumental trimmings in front are worn well down on the head. The sailor in different guises, turned over on the side, or with notched brim is sparsely trimmed.

There are numerous odd curves and crinkles in the new mushroom shape. Crowns have an upward inclination, mostly of the dome type.

The dye situation has not affected the wide range of colors to choose from for feminine headgear. Black, of course, is first choice; then blue, second. Reddish purples, greys, beige, tans, greens, rose and all pastel shades, rose, deep mar-

hogany brown have all representation in the ultra smart models.

Caterpillar straps in new soft colorings, chrysanthemum braids, Milana, Tagal, Lisere, hemp, fancy glazed straws and Wen Chow stand out as dominant for the spring hats. Sport silks, crepes, and other fabrics are used in conjunction with the straws.

Trimnings show a great range of novelties, but the supremacy is for the separate ornament, in bead and silk embroidery featuring Chinese and Japanese designs or in coral, jet and steel motifs. Attention is also given to pasted feather novelties, tall, slender wings, odd shaped toques, quills and tall aigrettes forms.

Dressy models show a liking for flower crowns. Single flower motifs are applied flatly on the hat. Straw flowers in pastel shades, fruits, foliage, Indian beads, and ribbons do their share to aid the charm of various models.

Chinese coins are surely an eccentric trimming. Instead of silk, embroidery, narrow velvet ribbon is employed to form catails, flowers, and other hat ornaments.

Of rather large dimensions is an old blue Georgette shape, faced with lisere. About the crown is a high draped fold of grosgrain, embroidered in gold floss and directly in front a square white felt, is almost entirely covered by a design in multi-colored French knots.

The heart of the coquette will surely be touched by a droopy brim and a high crown of lavender and pale rose. A French poppy of pale rose, tipped with lavender is poised at the centre in front of a high crown trimming of lavender maline.

A large, close-fitting hat of beige lisere rising high in the back is full of chic. The crown is encircled with roses in dull blue wool with coral bead centres.

A dashing sport hat is of rose-colored silk splashed with yellow and lavender flowers with green leaves, undecorated with purple and appliqued with flowers cut from the silk. Hanging over the edge are tassels of new straw.

Surely a yedda sailor in natural color faced with pink with an applique wreath of pink and blue poppies around the

crown will delight the youthful wearer.

Simple in effects is a hat of white maline with fluffy pleated ribbon edge. I wonder who could translate the Japanese design embroidered on the crown.

The all-over embroidery effect is shown in a more effect of black patent leather which is held flat on a tan hemp roll shape by an even stitching on either side. Then again many models show the brim edge overcasted in floss or yarn of contrasting colors, and sure you have noticed the soutache effects in braid or in chain stitching.

A whisper from the Orient is responsible for some exotic shapes in brilliant colors and for the Chinese designs silks used on sportive hats.

A smart little brown toque is for the flat silk flowers in Paisley colors placed in a wreath about the crown, from under these flowers peeps a green grosgrain ribbon tied in a loose bow at the front.

A semi-mushroom, particularly exciting, has the upper brim and crown of rose satin quilted. The crown is crushable and a soft bow of satin finishes the crown base. A summery look is given by a facing of grey lisere.

A broad rolled brim of Panama above and figured Khaki-Kool beneath is finished at the right side of the crown by a large tassel of white wool, attached with colored silk.

Just from France is a hydrangea pink straw. On the crown are flowers of colored satin ribbon. At the base of the crown are satin bias folds with pink and blue beba ribbon.

There is always one color for a dress hat, and that is the inevitable black. An extremely large mushroom with shirred black net with brim bound in satin, has an exaggerated crown of net puffed to a great height and bound around the crown side by a soft flowered black net which is drawn to the left side and there ends in a huge stiff bow.

Hail the Vell.

The vell plays an important part in the correct costuming of the well-dressed woman. In fact so many of the hats have scantiness of trimming that the richly bordered vell designs are again inverted, so that the pattern embellishes the hat. A fancy is for deep bordered designs in metals or beads and even soutache.

A new beaded novelty named after Cleopatra is ornamented with steel beads in mood design of a grey mesh. A black hexagon vell not content with a champagne color has a three-inch border above it in navy blue.

Oriental patterns and colors on dark colored vells are well liked; border vells in old lace designs help one to face the world confidently.

Draped vellings are expected to win success. Large square vells in new designs will play a principal part. There are some novel vells with a single motif—one has a long, slender fern embroidered in silvery white silk on a fine mesh. New woven patterns and delicately traced designs in scroll effects or all over pin dotted chenille vells continue their success. Black and white combinations have more adherents than any of the colored effects. Taupe brown, sand, purple, navy, a light chestnut shade, beige grey are the colors indicated as most prominent.

Easter Fashions and Seasonable Suggestions

Easter requirements can be selected advantageously from our splendid assortments of WOMEN'S SUITS, COATS, SEPARATE SKIRTS, BLOUSES, MILLINERY AND DRESS ACCESSORIES

An Imposing Display of Beautiful Easter Hats

Our distinctive collection of Smart Millinery expresses the correct and most desirable styles for Easter wear. A delightful showing of Mushrooms, Sailors, Turbans, Tricornes and Sport Models.

Every hat is moderately priced and made according to our high standard of workmanship and material.

FOURTH FLOOR.

New Silk Hosiery in the Correct Spring Shades

NEW MODELS IN CORSETS

that will give added grace and charm to your appearance.

SEPARATE SKIRTS

Smart and attractive styles in tailored and pleated models, in navy and black serge. From \$3.75 to \$7.50
Sport Skirts, in the popular checks and stripes with novelty belts and pockets. At \$5.50, \$6.50, \$7.50 and \$8.50
Taffeta Silk Skirts, in variety of pretty styles, in navy, black and green. At from \$5.50 to \$9.00

FINE SILK UNDERWEAR AND LINGERIE, Fresh and new, in charming variety.

EASTER BLOUSES

A charming array of pretty Blouses, in silk crepe de chine, georgette, habutai silk and lingerie for Easter wear. Prices range \$1.00 to \$9.00

NEW NECKWEAR

That will enhance the beauty of your spring apparel, in all the pretty shapes and styles, including the sport effects.

SPRING COATS

A splendid collection of smart, practical and becoming styles, in loose and belted models, in tweeds, covert, velours, novelty checks and stripes. At popular prices \$6.50 to \$22.50

THE NEW GLOVES FOR EASTER WEAR

You must be well gloved in order to appear well dressed. In our Glove Section you will find a well assorted stock of new Gloves.

EASTER SUITS

A goodly range of smart, fashionable models, featuring the latest touches in belts, pockets and collars, in serges, gabardines and poplins. Our Suits are very reasonably priced, from \$12.50 to \$32.50

GRAY'S
LIMITED.

Phones 115, 116

140 Dundas Street

GRAY'S
LIMITED.

Open Thursday Night Till 10 o'Clock.

