

SPRING MILLINERY, ATTRACTIVE FOOTWEAR, FASHIONABLE FANCIES SEEN IN THE STORES

HATS AND FEMINISM AS SEEN BY MR. LIT

Prominent Merchant Discusses Season's Fashions for Benefit of Women.

Every woman likes to look pretty, and for greater aid to beauty now exists than ever before. A smart and becoming hat, well adjusted and chosen with an eye to harmonizing colors and complexion. It is extraordinary to note the transformation which the well-chosen hat can bring about in the appearance of the most ordinary woman.

The season's hats are wonderfully attractive. Never before has there been such an infinite variety in shapes, coloring, material and harmonious blending. In particular, the shapes of the new hats are very important. They are decidedly becoming, and the colonial and the shepherdess styles lead in popularity.

When choosing a hat, the greatest care should be taken to get an all-round view of the whole. Too many women are content with a pleasing front view and neglect the back and sides. It should be remembered that the back view of a hat is quite as important as any other, and that it should harmonize appropriately with the contour of the face.

The new colors of this season are exquisite. Seagull gray is very prominent, and a lovely tone known as crushed rose, which is quite fair-like, and the blending of the lower colors is softened and harmonized by the veiling of chiffon. A great popularity for this pretty style will take place later in the season.

Ornate feather crowns are very new. They are very becoming to the average woman and give a thoroughly dressy look to the plainest hat.

Flowing trimmings are abundant. It really is wonderful what an infinite variety can be introduced in this connection. Nature can be reproduced with the greatest accuracy, and can almost be mistaken for the real thing. Colors such as blue and mauve roses, yellow violets, blue daisies bloom with the most natural air on the spring millinery.

Streamers are very popular. They give such a quaint, old-fashioned air to hats, and one thinks of old paintings when one sees them. Quills, fancies and ribbon bows are also much in vogue. Such marvellous things can be accomplished with a few lengths of ribbon in clever hands.

Jet trimmings are seen on a great many of the newest hats. Black chiffon and jet make a wonderful combination, and several hats of this combination carry no other ornament at all.

The new hats are in a variety of straws and styles. Neapolitan straw is smart and there is a demand for it. Bamboo is popular, and the white crepes and chiffons look particularly dainty and attractive. Leghorn will be much in request and it lends itself to so many pretty combinations of color that its popularity is assured.

Extremely large hats will be most popular this season. Picare hats are so becoming to the average woman that she is wise to include one in her millinery assortment.

Pole shapes are also popular. One leg-horn hat is Dolby. The crown shape has a large roll brim with a blue tulle crown, long streamers of blue velvet and a large French rose in front. It looks exquisite.

The display of hats just now is quite exceptional. And not only are they smart and attractive, but at the same time they are something really new and original.

Milady's Lingerie

Never before, unless it was in the days of Napoleon's gay and luxurious court, was lingerie so appealingly feminine, and incidentally so extravagant. But nobody stops buying lingerie trifling reasons—for milady wants exquisite wraps and clinging negligees; she simply goes out, buys them and sends them home.

Transparent materials of all kinds are used in making these undergarments. Chiffon is a favored fabric this year, and Georgette crepe is second in demand. Frusy white, taffeta and handkerchief linen are also used, although they are not so extensively popular as the crepe de chine and chiffons.

N negligees are beautiful in design and exquisite in their colorings this season. Many of them have appropriate trappings, such as "the orchid," or "the gardenia," etc. One of these was made of flame-colored chiffon, with a velvet coat of the same shade. The bodice, if you could call it that, was made of palest flesh-colored chiffon, shaded to deep flame and back to white. These were artistically placed across the bust, being held in place by rings of metal.

The coat was of the undraped variety, falling from the shoulders in a plain line. French bouquets finished off the shoulders and were tucked on the skirt.

An attractive article of gown was carried out in the same plan, the trimmings being pale-pink orchids.

French underclothing is not so common this season, and it is doubtful if the French creations could rival our American styles, unless it be in fine hand-embroidered models. One novel creation of foreign make was a pair of white pajamas with embroidered collar and cuffs in the past shades. The embroidery consisted of little rosebuds with foliage in the natural shades. They were very unique and pretty.

Europe combinations and chemises in handkerchief linen and fine batistes, with crests and solid embroidery in front, are the favorite styles for the conservative woman who dislikes colored underclothing. Nile-green ribbons are taking the place of the baby blue and pink which were worn in former years.

Belts for Tailored Suits

Now is the time for the stout woman to relax. For, indeed, her hour has come at last. No longer will she have to look so helpless every while her slender sister sits around in wide, graceful stripes. She will never have to sit silently and watch the conquest of the beach carried off by a clinging vine. The hour has turned at last, and the "sturdy" type of woman can rest assured that her martyrdom is over. The spring croquet proves conclusively that the narrow belt has come to stay.

Hemstitching

Done while you wait. The very best workmanship. 10c per yard.

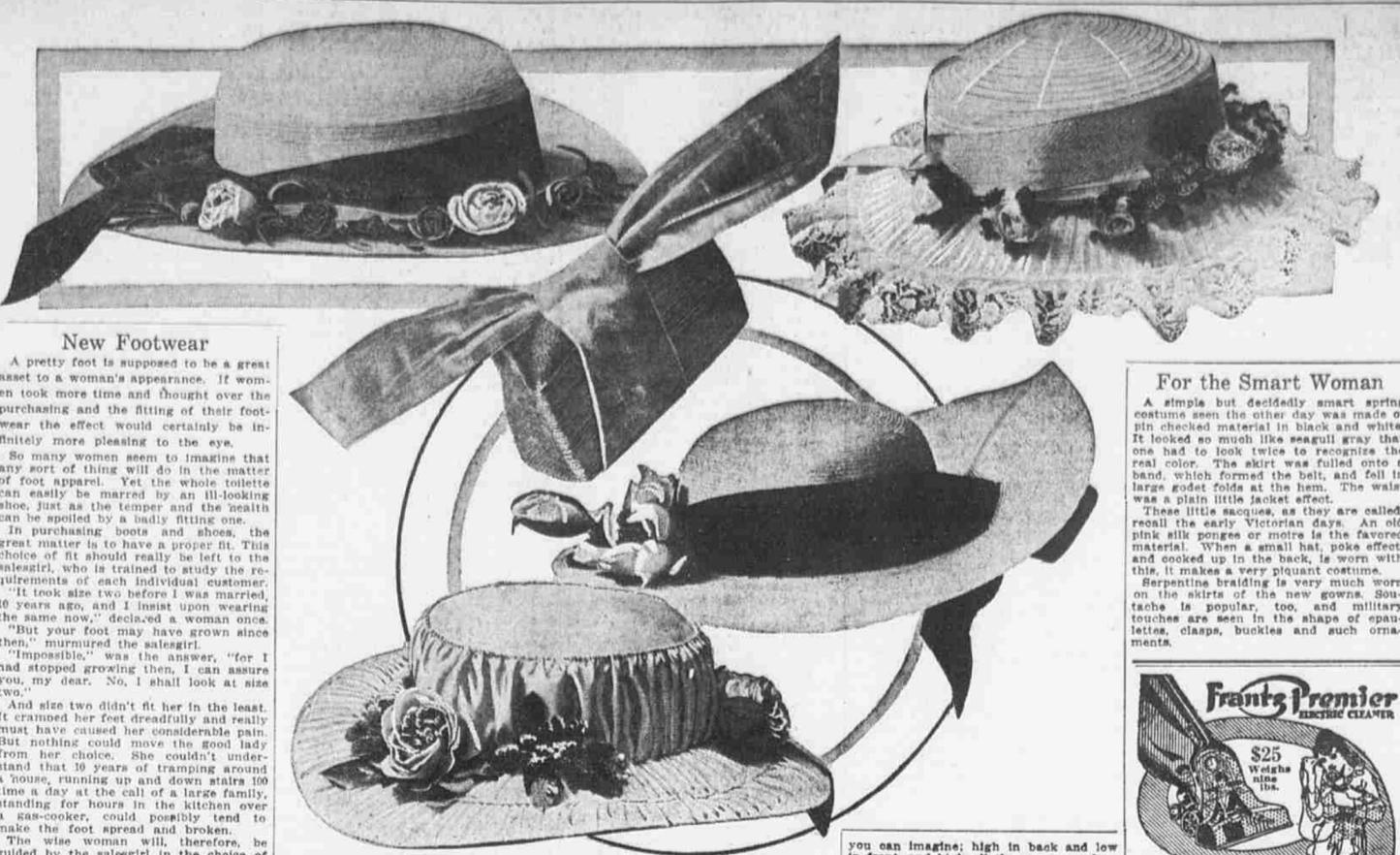
Buttons

Covered in all the new styles, such as Navy Combination, Square, Olive and Red-Bell-shaped. While you wait.

Pleating

Done, Bes, Kalls, Accordion and Runway work, lowest prices and quick delivery. at the

Parisian Millinery and Novelty Co. 108 So. 15th St.



New Footwear

A pretty foot is supposed to be a great asset to a woman's appearance. If women took more time and thought over the purchasing and the fitting of their footwear the effect would certainly be infinitely more pleasing to the eye.

So many women seem to imagine that any sort of thing will do in the matter of foot apparel. Yet the whole toilette can easily be marred by an ill-looking shoe, just as the temper and the health can be spoiled by a badly fitting one.

In purchasing boots and shoes, the great matter is to have a proper fit. This choice of fit should really be left to the salesgirl, who is trained to study the requirements of each individual customer.

"It took size two before I was married, 10 years ago, and I insist upon wearing the same now," declared a woman once.

"But your foot may have grown since then," murmured the salesgirl.

"Impossible," was the answer, "for I had stopped growing then, I can assure you, my dear. No, I shall look at size two."

And size two didn't fit her in the least. It cramped her feet dreadfully and really must have caused her considerable pain. But nothing could move the good lady from her choice. She couldn't understand that 19 years of tramping around a house, running up and down stairs 100 times a day at the call of a large family, standing for hours in the kitchen over a sis-cooker, could possibly tend to make the feet spread and broken.

The wise woman will, therefore, be guided by the salesgirl in the choice of size. The foot should be carefully measured each time a pair of shoes is purchased, for such fancy should be chosen a little larger than necessary.

Many women in Philadelphia have very small feet. We have quite a demand for size ones. At the same time it must be admitted that size nine is also quite popular.

Out in Chicago size 10 is sold a great deal. Western women are heavier in build, though not necessarily taller than the women in the East.

We are particularly careful not to put anything inside the shoe to irritate the foot. We avoid inside seams like the plague. How the women of England can tolerate some of the shoes sold over there is remarkable! The seams, the roughness of the inside finish, must really be painful to endure.

Philadelphia is famed for its fine shoes, and as Philadelphia is famed for the smartness of its women in matters of dress, the women dress quietly, in excellent taste, their clothes built on scientific lines and of excellent fit.

Nine-tenths of the better grade of shoes are made in Philadelphia. There will be in demand all summer. The materials used will be light-color cloth, pearl gray kid, putty kid and sand cloth. The short skirts look better with boots of this type than with the low-cut shoe.

GEORGE L. APGAR.

Style Demands Good Fit in Corsets.

No matter how new or good the style in corsets is, unless the fit is perfect, the effect is lost. Our corset experts devote particular effort to fitting every customer.

Miss Waters 1316 Walnut St.

TAKE A KODAK WITH YOU HAWORTH'S EASTMAN KODAK CO. 1025 CHESTNUT ST. Atlantic City Store, 1037 Boardwalk

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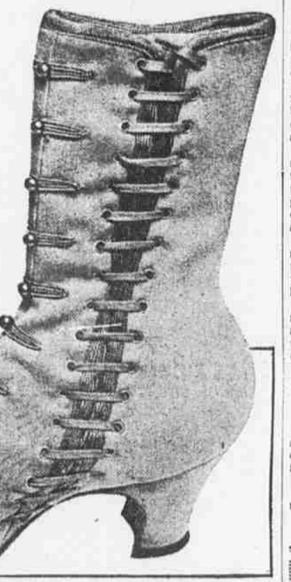
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SPRING MILLINERY OF NEW DESIGNS



SIDE-LACED BOOT

is a close connection between the changes in fashion of shoes and the change in fashion of dress. For instance, before sand-color became popular for women's suit-wear, the sand-colored tops appeared on all the boots. There didn't seem to be any rhyme or reason at first why this should be so. But later, when the gowns and suits of sand-color appeared, the boot tops were explained. There is no accident, no chance in the changing fashions of boots and shoes. They are created to harmonize with the clothes. The shoe pattern man keeps right up to the minute in fashion.

There is this difference in the making of suits and gowns and the making of boots and shoes—while a gown can be fitted up in a couple of days, it takes four or five weeks to construct a shoe. From 20 to 25 different people handle the shoe before it reaches completion. From the cutter to the finisher the processes it undergoes are many and varied, but all important.

An average price for boots and shoes is \$5. The average woman is willing to pay this amount.

The boot that laces up the side is popular. The lace boot and the spat boot

Milady's Clothes

The peasant note in spring fashions is to be seen at every turn. It makes itself known in the tiny jackets and wide, flowing skirts. There can be no doubt of the origin of such a combination.

The newest skirts may be an improvement on the tight ones in some things, but they cannot be said to have the classic grace of line which we had in some of the draped creations.

Great simplicity is the keynote of the spring street costume, and nowhere is this found more true than in the cloth fabrics, where distinction of line and plain effects, achieved mainly by novelty of weave, is seen in the coverts, homespuns and basket weaves.

Even such an important item as trimming is also plain. There is a perfect furore for braidings of all kinds, in plain and fancy patterns, applied by hand or by machine.

The familiar vermicelli pattern has been revived, and the single serpentine borders are applied singly, in rows and clustered together, forming a deep border on the coat or skirt.

Black is very largely used for plain and figured weaves.

Accessories in Dress

Milady may glitter and snap with spangles or shake with tassels from every part of her dress and be right in fashion.

Ashes of roses is an old color which is returning to favor.

Choker collars are here in every variety

you can imagine; high in back and low in front, and high all the way around.

Tucks are very fashionable on the children's dresses, and smocking is another favorite.

Simplicity is the keynote of dress goods for the spring.

Fullness in the newest petticoats is very evident when Milady swishes past, and some of the skirts measure 4 and 5 yards around the bottom, although the majority are about 2 1/2 yards wide.

The very latest Georgette crepe and chiffon blouses are shirred and smocked at the shoulders, giving a rather round-shouldered effect.

Dye Gowns?

Yes, Madam, we certainly do dye gowns, expertly in any material to desired shade, in connection with our famous French Dry Cleaning. Our charges are very fair and nominal for such important work.

Phone Walnut 6565.

Primo Dye Works Cleaners and Dyers. 510-12-14 South 13th St. 211 South 15th St.

ESTABLISHED 1860 Mrs. A. Reichard 1113 CHESTNUT ST. STAMPING and EMBROIDERING DESIGNING INDELLIBLE INK MARKING PINKING and PLEATING HEMSTITCHING DONE WHILE YOU WAIT 10c Per Yd., All Materials PICTORIAL REVIEW PATTERNS 10 AND 15 CENTS BY MAIL OR FROM 1113 CHESTNUT ST. PHILADELPHIA

This Week We Unfold the Correct Fashions in Women's & Misses' Dress for Spring 1915 Coats Suits Skirts Dresses Blouses

Stone 1222 Walnut Street "Style Without Extravagance"

Summer Dresses... \$15 and up Linen Suits... \$25 and up Serge Suits... \$40 and up 1531 N. Broad St.

For the Smart Woman

A simple but decidedly smart spring costume seen the other day was made of pin checked material in black and white. It looked so much like seagull gray that one had to look twice to recognize the real color. The skirt was full to a band, which formed the belt, and fell in large godet folds at the hem. The waist was a plain little jacket effect.

These little sacques, as they are called, recall the early Victorian days. An old pink silk pongee or moire is the favored material. When a small hat, poke effect, and cooped up in the back, is worn with this, it makes a very pleasant costume.

Serpentine braiding is very much worn on the skirts of the new gowns. Soutache is popular, too, and military touches are seen in the shape of epaulettes, clasps, buckles and such ornaments.



Frantz Premier ELECTRIC CLEANER \$25 Washes also 1 lb.

"9 A. M. and the Day's Work Done"

The 9-pound Frantz Premier, small and compact. Upstairs or downstairs it can be carried with ease and operated with scarcely any effort.

You can have one delivered to your home for a trial demonstration—put it to any test you desire. Don't wait till housecleaning time, telephone today.

Leading Stores and Electric Shop, Call them at West 415, for a demonstration in your home.

Frantz Premier Distributing Co. 730 Market St. THIRD FLOOR

George Allen, Inc. 1214—Chestnut Street—1214

Opening Imported Paris Model Hats and Our Own Creations

Remarkable Showing Untrimmed Hats in all the new fashionable shapes and braids.

Flower Department

Our department for flowers and millinery trimmings has been greatly enlarged, so that we are in a position to show you a larger variety than ever of the newest novelties for the coming season.

Spring Opening and Exhibit

S. Presser Importer

Foreign creations and Presser's exclusive designs in ready to wear Suits, Wraps, Street and Evening Gowns and Waists, all at notably moderate prices.

We have an inexhaustible collection of models and fabrics to select from in our custom order department.

Your patronage is cordially solicited.

The Vienna Shop 1531 Locust Street Philadelphia

The New Skirts

Woolen waives have been made so simple and so soft by modern manufacturing processes, that they serve equally for either silk or cloth.

This resemblance is even more clearly seen in the many combinations of the season's favored light weight cloth weaves, and the host of lovely silks, each fabric emphasizing the beauty of the other.

Even the most conservative now admit that the full skirt, so long threatening to transform the fashionable silhouette into a new shape, has actually come into its own. It promises to rule the world of fashion for six months, at least, if not for the whole year.

In heavier materials the gored skirt will prevail, and for the more simple pleats, gatherings and shirring will be to style. The woman who has laid away for future reference perfectly good dresses of ample width would do well to carefully examine their possibilities. Doubtless, with very little trouble, they can be successfully transformed into fashionable costumes for the season.

Nemo CORSETS Stand Alone!

THESE three models— among the best-known Nemos—date back four, five and ten years. Details have been conformed to changing fashions, construction and fabrics are improved; but the hygienic features have remained the same.

These models are in greater demand to-day than ever before.

What does that mean? It means that women who have worn them can't do without them. There is no substitute. No other corset can give equal style, ease, long wear, and—

HYGIENIC SERVICE.

Through all the foolish corset fads the Nemo has come out stronger, more popular than ever.

Three Models that are Friends of Millions



No. 322—\$3.00

No. 403—\$4.00

No. 523—\$5.00

No. 322—\$3.00

For all average full figures. Firm support. Medium skirt with Lastcurve-Back. Medium bust. Size 32 to 34. No. 322 is same with longer skirt.

No. 403—\$4.00

For large figures. Firm support. Semi-elastic Relief Bands give fine support. Medium bust. Long skirt with Lastcurve-Back. Size 32 to 34.

No. 523—\$5.00

For full, heavy figures. Famous Lastcurve-Back gives perfect support from underneath. Strongly recommended by doctors. Medium bust and skirt. Size 32 to 34.

No. 341—\$3.00

The new "Tricollis" Self-Binding, with concealed supporting straps. Already a great favorite with women who need firm, healthful support, but like a corset a bit lighter. Size 32 to 34.

Be a Wise Woman! Get the Nemo Habit SOLD EVERYWHERE

The Nemo Regatta-Fashion Institute, N. Y.