

## EVENING GOWNS CATCH ELUSIVE SPRING BEAUTY

Stuff of Crocuses and April  
Entangled in Newest  
Creations.

BY BETSY SCHUYLER  
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NEW YORK, March 21.—If you haven't spring in your bones by this time, just step out some of these first soft evenings and watch lovely ladies dine and dance in their new spring gowns!

If they don't put the feel of crocuses, soft breezes and the first auburn into you—something is the matter. For while daytime apparel is lovely and new this spring, it is the evening gowns that achieve that elusive, tantalizingly capricious beauty that is the stuff of which spring is made.

In the first place evening fabrics have lacy sheerness for their warp of beauty and delectable color and tracery of gold and silver for their woof. They are unbelievably fair-like. Take for instance the breathtaking loveliness of a gown Margaret Partridge wears, violet chiffon with silver lilles traced in its fabric. Its bouffant skirt takes many lights, like a cloud. With her burnished gold hair this gown makes staring imperative.

### Organdie-bodied Chiffon

All-over laces, nets, a new chiffon that has the body of organdie, strips and hand-embroidery all enhance evening gowns. I for one cannot remember any such elaborate beauty as one meets face to face of an evening now.

Black point d'esprit brings its sophisticated charm to the scene once more. Mabel Wilson has one evening gown that uses it, with plain net and black and gold lace, to a most effective end. The lace swerves round the center of the skirt, makes an off-the-shoulder yoke and then the net and point d'esprit, fastened together, do the rest, including the fastening of jaunty little rear cape, that falls over the arms like sleeves. Very trickily, too, I can tell you.

For spring qualities, several stunning evening gowns shown at the Junior League Fashion Show rated high with me.

### Caprice and Modesty

One that Elizabeth Schroeder modelled in was exquisitely dainty—at chartreuse tulle and matching moire ribbon. It, like all evening gowns nowadays, followed no straight and narrow course but was quite capricious in the way the shirred ribbon dipped down on the left side of the bodies and up on the skirt and in the manner in which five little bows gathered on as many rows of ribbon to give a decorative emphasis.

This gown, like them all, had an irregular hemline. And it had a modesty about its rounded neck that was most becoming to the fresh, sweet character of the gown and the mannikin too. Her slippers, incidentally, were of youth perfectly.

# FOR THAT GORGEOUS EASTER—WHAT SHALL IT BE?

*Frocks, Suits, Coats, Ensembles, in Style's New Feminine Manner,  
Make Milady Ponder—Here Are Some Pertinent Suggestions*



Pinks and red embroidery on the off-white blouse and facings of a canna red ensemble.



The exact shade as the dress, little one-stray models of gleaming satin, with kid for bindings and vamp decoration.

*Jersey Suits Popular*  
As the season advances the black and white combination becomes more popular and appears in costumes for every occasion. This is shown in some striking suits of Jersey in which the color combinations are in geometric patterns.

### Jersey Suits Popular

SPRING again sounds its first-robin call. And an answering refrain comes from every feminine heart, "What shall my new Spring clothes be? Shall I have a frock outfit, a suit, a coat or an ensemble for Easter?"

This year it's a puzzling problem indeed. For now that clothes have forsaken the wartime straight and narrow path of uniformity and gone so definitely "feminine" they are startlingly and stunningly different.

The crudely modern is out, positively. The chic woman of today shudders at being sharply drawn like a brush stroke. Soft and ineffably charming and lovely are the silhouettes of this Easter—in extreme contrast to the up-and-down definiteness of a year ago.

More dignity is the outstanding quality of new street clothes. And since the Easter outfit is primarily for outside wear, this is the first quality of the costume for that all important Easter parade.

A choice is further complicated by materials. There are so many, many new printed silks, soft crepes, printed satins, crisp taffetas and moires, woolens soft as baby's little jackets, and so on. For colors, green, beige, black and white, navy blue, a bright new pink-red called Canna, Lido blue and all the pansy shades vie for popularity and together promise the most beauteous Easter parade in many a year.

### Can't Miss It

In choosing a frock for Easter, you will look immediately at the smart bustle-frock shown today. Crisp black moire fashions it, with cream Duchess lace for the modesty rounding yoke and the sweet little cuff inserts.

A normal waistline, slightly longer length and a new appreciation of hips, make it new and charmingly feminine. Its shiny black straw braid turban has wings of straw in the rear, simulating the bustle—bow that is its style note. A little lace veil adds its feminine touch.

If you choose a spring coat and hat, consider the season's smartest, a beige Rodier kasha with Galyak fur collar dyed to match.

### Feminine Curves

This coat's sleeve and fur collar curve femininely to chic. When open, the collar makes a cube back cape. When shut, a rounded collar.

The matching Baku hat has shell-backed feathers in amber and brown tones rounded like the sleeve for

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Novelty Chiffon

Cherut is introducing for pastel colored evening gowns a new novelty chiffon which is crisp and stiff as organdie.

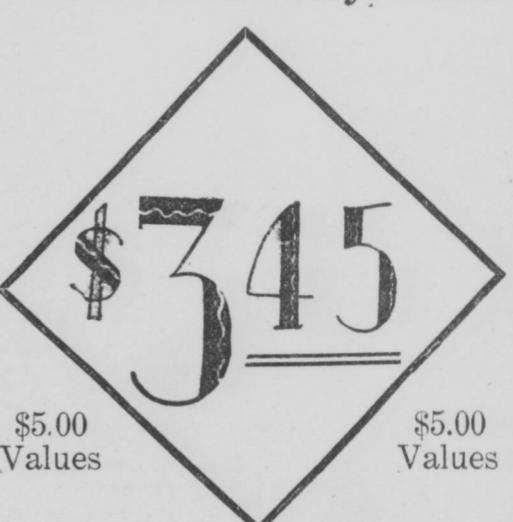


Black faille and polka-dotted tus-  
sah make for companionate chic  
in this ensemble.



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SMARTEST  
HATS

Thursday—  
Fashion's Latest  
Style Creations  
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This is true of all apparel offered in the Downstairs Store. Every patron who takes advantage of these thrifty opportunities will find herself clad according to the mode of the moment—flawlessly smart!

### Authentic Style Information

From Paris, London, New York—every large style center—comes our style information. Resident Ayres representatives are on the job—alert for everything NEW and swift in their cabled information to us (in the Downstairs Store as well as the main store.)

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## DOWNSTAIRS AT AYRES