

SHOPS READY FOR SPRING OPENING

Fire of 8-yr. Feud Burns On

Story of Jubilee Told by Bordwell Professor of Law

Mecca Week Revives Engineer-Laws' Grievances

Friendly Rivalry of Two Colleges Now Traditional

This is the week when the Laws gently lay away their case books, troop sedately down to the Englert, and proceed to uncover their musical talents and air their grievances against the Engineers.

This is also the week when the Engineers slip their pliers in their hip pockets, wipe their hands on a bit of waste and make their annual pilgrimage to Mecca via the streets of Iowa City, a certain veiled glitter in their eyes when they mention the Laws.

The two colleges have been at it for the past 8 years, with all the seriousness of a Kentucky feud, parrying each other's verbal thrusts or creeping up behind one another with a neat take-off over the footlights.

Borrowed from Mo.

The idea, at the bottom of it all was taken from a custom of this kind in vogue at Columbia, university, Missouri, according to Prof. Percy Bordwell, of the law school.

"The annual celebration of the law college there," commented Professor Bordwell, "took the form of a mock-trial, while the engineering college staged a parade on St. Patrick's day. The mock-trial was quite a humorous affair, usually at the expense of popular campus figures."

"When I came here in 1910 the college of engineering had already had a St. Patrick's day parade two or three years previously."

How It Began

The engineers confined their activities to March 17 and then began building "bigger and better

Ornate Designs Being Spattered on Silver, Once Severely Plain

Severity and plainness is giving way to more ornamented designs in silver. The silverware being displayed by local jewelers is almost covered with flowery engravings and raised patterns now.

One of the newer patterns in silver is the Louis XVI. This motif, as the name indicates, carries one back to the glory of the French court of "Louis the Magnificent." Conventional carnations are at the tip of the handle and tiny flowerettes edge the handle falling into graceful borders suggesting paisley patterns.

"Lansdown" is the name given to another new style of silver. It reminds one of the days of pewter and porcelain. The handle is thin and shaped in quaint old fashioned style becoming narrower at the center and widening as it approaches the bowl.

Silver is exceptionally good now and is being used for table wear more than ever. Silver centerpieces, candle sticks, bowls, and vases are very popular.

Embey Suit Line Added by Maruth

With practically all English moded suits being featured for spring wear, the Maruth Clothing Company is fast completing its spring line of offerings. The selection has been made from New York and Philadelphia houses, and Mr. Maruth has made special trips to Chicago to secure up-to-the-minute western features for local display.

The Embey line of men's suits are emphasized by Mr. Maruth, who is also carrying a substantial lot of Steinblock and Yatter clothes. Most of the spring showings will be light in color and either single or double breasted models. Practically all suits include the extra pair of trousers which idea was originated in Iowa City two years ago last November.

VIVE LE FEMME

FAIRFIELD, Mar. 12 (UP) — Parsons college girls are sarter than Parsons college men according to the announcement of grades in the annual scholarship recognition here. Of the thirty-six students who reach an average of 90 or more, twice as many girls as men were registered. The four highest grades were held by girls.

"We scheme to catch the crooks," has mingled with the sizzle of the electric arcs of the devotees of Mecca.

Trips East Keep Bremer in Ideas For Latest Togs

Two pilgrimages a year to the East, one to Palm Beach, and several special trips a year provide Harry Bremer, local clothier, with ideas for up to the minute student furnishings. Mr. Bremer in accordance with his policy sends a representative to New York before the Fall and Spring rush begins.

The last trip, about a month ago, resulted in the purchasing of one of the most complete stocks ever handled by the store. Featuring this latest supply is the special Bremer Fabric Clothing, the local store at that time having made a special selection of clothing entirely of original design.

Harry Designs Shoes.

Throughout the shoe department (Continued on Page 6)

Merchants of Iowa City "At Home" Tonight, to Welcome All Visitors

Promenade of Hats in Daring Hues, Coats with Saucy Fur Bands, Shoes, dresses in Straight Lines, Fannels, Natty Sport Suits, Scarves, Spring Toggery, to Vie with Mecca Parade for Attention of Passers-by.

Merchants of Iowa City "At Home" tonight from 7 to 9 o'clock; assisting hostesses, Spring and Dame Fashion.

Dame Fashion was at 6's and 7's, wherever that may be. Here, it was, come March 13, and Spring in all her furbelows was at the front door, ringing the bell, and where wearall her dear, dear model children but shaking the rafters with their din.

BRIGHT COLORS FOR SPRING, the sauciest of all Fashion's board, was making mud pies. FUR BANDS TO RELIEVE THE STRAIGHT SILHOUETTE had just stuck her gum in the baby's hair. PRINTED SILKS IN LOVELY PASTEL SHADES had gone off somewhere, Fashion couldn't guess where.

PRINTED SILKS was always that way; here today, gone tomorrow, then back again. Just ten minutes ago she had been here, finishing her quilt blocks. Dame Fashion remembered how back in the winter of 1923, PRINTED SILKS had hidden away in the coal bin, and emerged brazenly in the early springtime. FLANNEL

SPORT DRESSES was the only one of her chickens that the good dame could depend upon, and where FLANNEL was, one was sure to find JUMPERS. But even they were gone.

Speaking of Hats

LAST SPRING'S HAT had dropped in to call early in the morning (Continued on Page 6)

and already she had scratched the lovely cheeks of THIS YEAR'S HAT MODEL. Last spring thought herself much more chic than this year. "I am prettier than you, you with your ugly small shape and prickly straw," shrieked THIS YEAR'S MODEL at last Spring. "La, la," retorted LAST SPRING'S HAT, look at the shape of you. Like a coal skuttle you grew." But THIS YEAR'S MODEL could not be silent. "Look at the colors of me, though," she said "and my piquant bows."

SHORT SKIRTS HAD LONG SKIRTS by the nose in the bathroom, and LONG SKIRTS nose was dripping red. Long skirts did not like to be replaced by the cocky short skirts, but people somehow liked SHORT SKIRTS better; she was younger and had more dash and verve.

Scarves to Match

SCARVES TO MATCH YOUR COSTUME had been sailing paper boats in the bathroom, and all her petty colors had run down the drain.

Fur in Vogue

Fur-trimmed coats are the mode. Sometimes, however, coats are bought which do not have the pop- (Continued on page six)

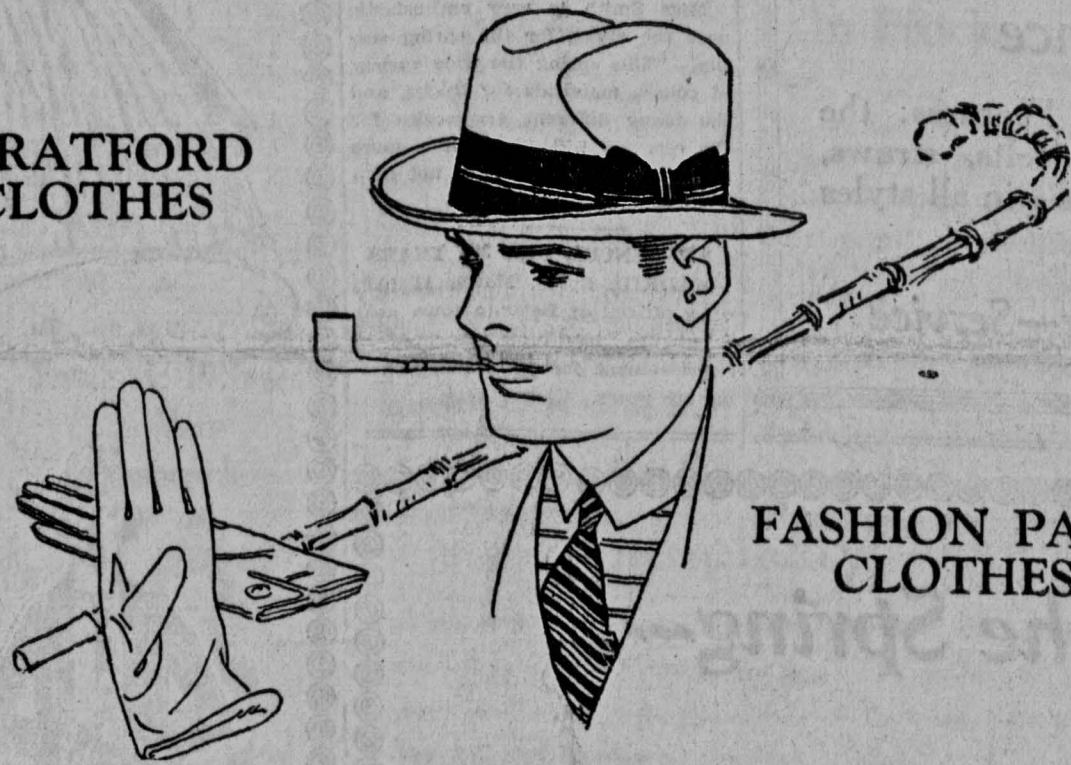
Iowa City Stores to Feature Trend in Season's Style

This evening will mark the spring style opening in Iowa City. The stores are now laden with the newest of spring dresses, suits, hats, dress goods and all the accessories which go to complete the individual outfit.

The ensemble suit, is the newest flare in costumes, but an ensemble effect is achieved by a dress and coat which match or give an effect of contrast. The dress may harmonize with the lining of the coat, or may be made out of the same material as the lining. There is frequently some unusual trimming on the coat which may be used as the chief color in the gown—thereby giving the effect of an ensemble.

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STRATFORD CLOTHES



FASHION PARK CLOTHES

YOU CAN STEP OUT OF BREMER'S ONE OF THE BEST DRESSED MEN IN AMERICA

A VISIT here is inspiring, for in but few stores will you find as many of America's finest lines of Men's Wear represented. Throughout every department you will see merchandise of the highest quality and of the character that will send you forth attired properly and correctly. Here, a visit is a treat—a purchase an extreme pleasure.



BREMER'S extend to you a cordial invitation to attend "open house" this evening and view the special displays of the season's newest offering. Music and other entertainment for your enjoyment.



ENJOY TRADING AT

BREMER'S

Iowa City's Finest



Store for Men

First Spring Showing

Your Attendance is Cordially Invited to See the New Modes in Their Various Charming Phases

March 13 and 14

The Shop of Helen Donovan

Stunts to Relieve Mechanical Sets Promised by Engineers in Exhibit

College Invites Visitors Tomorrow from 1 to 2

Tomorrow afternoon, from 1 to 2 o'clock the Engineers will hold "open house" to everybody, and they cordially invite everyone to inspect the equipment and work of the college of applied science.

Freshmen and sophomore drawings, surveying instruments and apparatus and blue-printing equipment will be found in the Engineering building. The miniature town, constructed by the Junior class, with its small railroad system, electric lights, dam, and waterfalls will also be on exhibition in this building.

To Demonstrate Vise.

In the shops, the processes used in the manufacture of a small bench vise will be demonstrated. The arc welder, which can be seen behind a suitable screen, has been assembled and will be of considerable interest.

In the power laboratory, the Diesel engine, which has never before been demonstrated in operation, will furnish an added attraction over the exhibit of last year, and a number of new exhibits of automobile engines and ignition systems will be shown.

The Electrical engineers will put on a demonstration in the Physics building, showing the many weird effects produced by high frequency tests, the workings of many modern electrical appliances, and a machine, which is especially designed by the electricals, to tell how much power it costs to operate electrical appliances.

WSUI Thrown Open

The public will be welcome to visit WSUI in its lofty home on the top floor of the Engineering building.

Though the main tone of the exhibit is serious, there will be enough scientific stunts to relieve any visitors who become bored at so extensive a display of strictly technical devices.

The appliance show, WSUI, the

testing laboratory, and the power laboratory will be open for a short time Friday evening after the parade for the benefit of those who may not be able to see the complete exhibit Saturday afternoon.

The routes to the exhibits will be plainly marked by arrows, and much confusion will be avoided if the visitors follow directions.

Costume Jewelry Stressed at Shop

Match Earrings and Beads with Gown: Ruth Smith

"Color and more color in the most vivid shades of red, yellow, green and blue are featured in the styles for 'midway this season,'" reports Miss Ruth Smith, of Ruth's Frock Shoppe. "Costume jewelry is more than ever here, one should have a distinct change of jewelry with every change of costume."

"Earrings are rapidly coming back to the niche they occupied in woman's costume a year or so ago. Either the small, close earrings or the long ones, with huge pendants are being worn. Beads, especially of the choker type, the short strand, are featured in an infinite variety of colors and materials.

"The small flowerpot hats refuse to be ousted. The era of the poke bonnet was of short duration. Turbans will also be worn this spring. These small hats are so well fitted to the almost universal bobbed head that they are popular every season, differing only slightly in shape and material.

"Figured silks of the most complicated and colorful designs are being shown this year. The one-piece frocks of this sort of material should prove very popular. Flannel and kasha cloth will be more useful for the street, being of heavier kind of cloth."

Miss Smith is very enthusiastic over the styles for the spring season. "This spring the wide variety of colors, materials for frocks, and the many different accessories for the costume will make for a more harmonious whole, that is not seen from season to season."

SENTENCED FOR 308 YEARS
MADRID, Spain, March 11 (AP)—An official of Bejar, a town near Salamanca, has been sentenced to imprisonment for periods aggregating 308 years.

Wax Mannequins Fashioned in West Imported by Yetters' for Display

Stand back! Don't crowd! Quit pushing!! Such may well be the remarks of those who stand in front of a local ready-to-wear establishment Friday evening trying in vain to see those wax figures.

Chris Yetter of Yetter's declared that the models used in the spring opening tonight were taken directly from the bodies of famous movie stars in Los Angeles, California.

Mr. Yetter continued, "The people used for the original models are stripped to the waist, and after assuming the pose necessary for the proper hanging of the gowns are covered with the wax necessary for the copies to be made. After the material has set, it is carefully removed in sections and preserved. The sections can then be fitted together and as many copies made as wanted."

"The advantage in this method is that it makes for an absolute naturalness of posture. The advantage in this is that the gowns when hung on the figures seem to hang absolutely as if they were being worn."

"The making of wax figures for purposes of display has become quite an industry. In the figures we observe, even the features are so well shaped and colored as to seem almost alive."

Engineers' Ears Strained Toward Tomorrow Night

Under canopy and garlands of blue and yellow, the engineers will present tomorrow night the final event of Mecca week—their Mecca dance, with crepe arches surrounding the dance floor and gay garlands overhead.

Four lights will illuminate the orchestra platform with an arrangement of vari-colored lights changing in color throughout the evening.

Chuck Sullivan's Blue Bird band will furnish the music, and under dimmed lights in the center of a spot light, Thelma Shomer, Al of Cedar Rapids, will present a feature dance entitled, "L'Embarras

Dance Committee



Ralph W. Van; Dale Schaefer; Theodore Van Law; Alton H. Madison

D'Argent" with orchestral accompaniment. Miss Shomer has studied dancing for several years under different teachers. Guests of honor at the party will be President and Mrs. Walter A. Jessup, Dean and Mrs. W. G. Raymond, Prof. and Mrs. B. G. Lambert, Prof. and Mrs. F. H. Higbee, Prof. and Mrs. B. P. Fleming, Prof. and Mrs. A. H. Ford, and Prof. and Mrs. S. M. Woodward. The programs which have been obtainable at Whetstone's since yesterday morning, are of white french celuloid tied with green cords. A design of the trunk in green and gold is visible through a cut in the cover.

Bishop's



Announce

the Spring Millinery Features; the latest spring hats in felts, straws, silks, and combinations—in all styles and colors.

Quality—Value—Service

And In the Spring...

A Young Man's Fancy

As Well

A Coed's

Turns to Things Far Removed

From the Maddening Crowd

The Balmy Weather

Dictates Picnics

And You Know the Requirements

A Good Picnic Lunch

Allow Us to Prepare It for You

The Academy

When You Want to Know—CALL 810

Light lunches delivered anywhere at any time by taxi



Ensemble Suits

Again plays the lead in fashion. Dress of plain or printed silk with lining of coat of same material. The frock above may be banded with the fabric of which the coat is made. Shown also with coat of silk of contrasting color. Prices from \$32.50 to \$69.50

New Gloves

Of silk or kid with novelty cuffs. In natural, white, grey, tan and other wanted shades. Often embroidered or stitched in contrasting color.

\$1.50 to \$4.50

Spring Exposition

OF THE season's latest modes as interpreted by the country's leading designers are now here for your inspection.

This is a season of high colors and one thinks the rainbow has been robbed of its brilliant hues and transplanted in the fabric used for Milady's garments. You will enjoy trying them on after wearing the somber colors of winter.



Frocks

Frocks for afternoon—smart street frocks and lovely filmy styles for evening! Of crepe back satin, satin, bengaline or georgette crepe. The new flaring line appears again and again—garnitures are delightfully varied.

\$17.50 to \$49.50



Coats

In a season when color is of prime importance the brilliant or soft toned shades of these coats assure them smartness. And in many instances the use of strikingly marked furs is a feature. Of kasha, cashmere, twill and novelty cloth. A special group at \$15.00 to \$65.00

Silk Hosiery

There are stockings of sheer chiffon to wear with slippers as well as the more practical kind of heavier silk, firm in texture to wear for every day. All the new colors to match your new costume will be found. Our most popular seller is our full fashioned Gotham Gold Stripe hose at \$1.85.

ROTHSCHILD'S

SOUTH DUBUQUE STREET

FRIDAY Bizarre Feature

Matches are made but they are made too. And no longer the delight of white hair and skin.



Matches are made but they are made too. And no longer the delight of white hair and skin.

Bracelets, too, in Oriental, and many odd-shaped motifs of flexible band of flow enamel and gold. A choker necklace to large and quaint large center stones of many colors back again. They the hat, the shoulder.

Ties there are and regimental crepe. Gloria Swanson Paris a dashing one of the smartest new man-size ker sports design is the throat in guise. Neckwear is all the sports type. Crepe are of silk, or linen where Peter Pan collars. One of the styles is the bright crepe which provides and may be adjusted any size.

Bizarre, Exotic Fancies to Feature Spring Accessories

Matches are made in heaven, but they are made in fashion shops too. And no longer is match-making the delight of old ladies with dispositions, white hair and kindly

Gloves run a short enough race, for the yend at the wrist with a turn-back cuff ornate with embroidery or narrow platted Elizabeth ruffles. The smartest glove has a bracelet strap wrist disclosing the brilliant lining of a flaring cuff.

Smelling salts and swagger-sticks have had their day, but always Milady must have something to carry. This spring, it may be a vanity, an odd kerchief, a scarf, or an umbrella, that she furis to March breezes.

Bright-colored bags and envelopes are in demand to match the ensem-scarfs har-m o n i z e which hats, and envelopes have added complete and harmonious fittings like the vanity box of a few years past. Many of the envelopes are hand-painted in oriental design, or stripes in high colors.

Umbrellas are equally valuable to keep April showers off fluffy hats, or tiny freckles off a co-ed's nose, for they are predominantly of the sun-and-rain type. They may be striped or plaided or checked or plain, but in any case they have novelty handles, carved or painted by hand from Japanese or Czechoslovakian or Arabian Nights inspiration.

If a party-bag dangles from the wrist of a dancer, it is of ostrich-feathers, in orchid, green, blue, or the new yellow. But probably her wrist is encircled by an adjustable elastic band to fasten an alluring, old-fashioned nosegay in gilt and soft silk.

Small Bits to Remember About Tonight's Events

Iowa City Merchants are holding their formal spring opening tonight at 7 o'clock. Invitations are pressed upon everyone to visit local shops.

Mecca electrical parade, jointly staged by the College of Engineering and the Iowa City Retail Bureau, will begin promptly at 7:30 o'clock and will cover the entire business district.

The display of spring merchandise will intrigue, the kaleidoscope of colors will dazzle, and the illuminated floats of Mecca will charm.



From Milady's Hat-box

Hats are still on top! They set the color standard for the entire costume. In other words, buy the hat first, and match the rest of the clothes to the hat.

The color must conform with the popular pastels of the spring. A ravishing shade of new orchid, called thistle, leads in popularity, with the whole list of blues following. Green and red also come in for their share or as some one has expressed it, the colors for the year are those found in the range of those semi-precious jewels of which the spring's costume jewelry will consist.

Hats will be small this year, earlier predictions to the contrary. The brim has apparently disappeared and such as there is turns up decidedly in the front, giving the youthful outline which seems to be the modern trend of all sorts of fashions. The cloche shape of previous years is finally discarded, and its influence is left only the remnant of upturned brim. An unusual feature is the extreme high of the new creations, especially when a ribbon or cluster of feathers adorns the top. A new position for feather trimming is at the side, and drooping down toward the chin, where it curls in a fascinating droop beneath the face. Fashion suggests that this is especially favoring to the woman with one too many chins.

Materials range in every direction, from straw to silk. Satin and taffeta are used in combination with "raw cloth, or straw braid trimming, but always in the same shade or color. Trimming is extremely simple, in fact the absence of it denotes the really smart creation. However, a prophecy is made concerning summer hats, that flowers in pastel shades to harmonize with the general color of the hat will be most generally used.

No hat is complete without a scarf, which is expected to be in chiffon or georgette, in "ombre" shades, which advance from the palest tint, to the richest shades. Some of them solve the question by be-

coming part of the hat itself, and forming a scarf as a sort of after-thought.

Baggy 'Trou' Defies Even Calvin

Knickerbockers have become more and more essential part of the college man's wardrobe and as Gallico might say "The well dressed man will wear plaid, checks, and cross stripes in socks, depending upon the tie worn."

In spring suits everything is in light shade, and three button suits are being sold this spring along with the two button ones.

Trousers will be of the type frowned on by President Coolidge, wide all the way down and resting rather heavily on the low shoe. The square vest has joined bell bottom trousers in oblivion. Neckwear is brighter than ever, red predominating. Silk scarfs will be many and varied.

One of the larger clothing companies discovered by actual observation and count at a football game in the east that 81 per cent of men wore almost identically the same type of suit—a suit that was recognizable at once by its peculiarly distinctive cut and air of leisurely smartness. This is all what men of taste strive for, that seemingly careless perfection in clothes.

Hesperia Decides to Serve Suppers at Next Meetings

The Hesperia literary society held an important business meeting last night in the liberal arts drawing room. It was decided that suppers would be served at each meeting making it possible for the members to remain the entire time. The meeting held next Tuesday will be entirely literary.

Spring's Touch Has Transformed the Fashion Displays at Strub's



Easter Exhibit of Millinery

The famous creators of famous hats have sent to our Millinery salons a group of creations that have been designed especially for this event.

Milans, Bangkoks, Ballybunkles, Failles, Crepes, are developed in hats for dress or sports. Hats of other exclusive Fifth avenue designers also displayed.

In her millinery, Paris approves Tango pink, Madonna blue, Castilian red, Pablo, Chartreuse, Indian orange—so, likewise are these hats colored.

Smart Spring Sweaters

Brand new—styles so varied that no matter how many you have, each will be pleasingly different.

Colors so numerous that every demand can be satisfied. The most becoming of spring's new sweaters are in mohair, worsted, and fiber and mohair, in the new novelty weaves and unusual color combinations. The favored low necklines are featured too.

Sweaters of this character will be very popular both for street wear and for sports.

That warmer touch of the sun, that bluer blue of the sky, that tender green of growing grass, budding trees and sprouting things—have a magic charm that induces one to cast off all that is old and start afresh.

Madam and Mademoiselle feel the urge and look about for their new spring wardrobe.

Fashion Notes In Coats

Coats of finished worsteds promise to be the dominant spring fashion note, with a strong rival in kasha. Tweeds will be prominent for sports wear, and all three will feature such style points as the flare front, bell sleeves, handkerchief cuffs, and inverted insets of material.

Fashion Notes in Frocks

The uneven hemline, the beaded fringe, the fullness to the front, de-grade coloring, geometrical prints, kneelength skirts, inverted box pleats, and lingerie collars and cuffs are the important features to be found in this opening.

Spring Coats

Complete Selection Offering the smartest New Styles

Superior Fabrics

Unequalled Values at these Prices

"Simply Exquisite!"

You'll exclaim—"But probably awfully high priced."

On the contrary, the Ensemble Pictured Is Very Reasonable



Vivid Scarfs
Lovely georgette and crepe scarfs—in many colors and patterns.

Simplicity

They find that simplicity is the keynote of the spring mode. It is sounded in straight line coats and frocks, in fabrics unadorned, and any number of other ways shown in the Apparel display at Strub's.

The Ensemble Idea

To most effectively carry out this idea of simplicity in the fabric and color of a costume, Paris has evolved the ensemble.

There must be a hat for each costume. A small felt or bangkok for sports and tailored mode. A broad brimmed hair or leghorn for the afternoon in colors to harmonize or contrast with the costume.

Then of course there is the ensemble suit, that perfection of harmony in coat and frock, created that none of us might go astray on the ensemble idea.

The ensemble in all its variations hold a prominent place in the fashion display at Strub's.



Peasant Blouses

A very attractive blouse in crepe de chine, complete selection, to choose from.

Silk Hosiery

Silk Hose to conform with the costume is an indispensable accessory to every outfit. Fashion has decreed the smarter colors for spring wear and our collection is a charming one indeed.

Stag Sport Coats

For the Miss who has wearied of the sweater for sports wear we offer a clever assortment of corduroy stag coats in the popular spring shades—Red, Blue, Orange, Camel, and Green, and at a very reasonable price, too.

STRUB'S

A STORE FOR EVERYBODY
IOWA CITY

Fifty-four Years in Iowa City

SPRING STYLE DISPLAY



Of Men's Apparel

SPRING SUITS

\$25 to \$45
with one or two trousers

TOP COATS

\$20 to \$35

Spring Hats \$3, \$4, \$5, \$6, \$7 | Spring Caps \$1.50 to \$3.50 | Spring Shirts \$1.50 to \$4.50

CORDUROY AND FLANNEL SPRING BLOUSES
For Ladies and Men, \$5 to \$7.50

EPPELS CLOTHES SHOP

FOR MEN AND BOYS

Sturdy Oxford of Tan Shove Square Toes Along Walks

Pearl grey hats and light tan shoes will accompany the new spring suits for men this year according to the consensus of Iowa City clothiers and shoe merchants. According to one store there will be eighty percent light tan shoes in use while the other twenty percent will be black.

The toes on the oxfords will be the same wide style as has been in vogue the last year. Heavy leathers such as Scotch grain, will be favored for material.

Dress oxfords are still headed by the very popular patent leather with the dull calf running a close second.

In the field of hats, as before stated, pearl grey will be the predominant shade. However anything in a grey shade will be in good taste. Many varied colors are being shown in the various styles of headress.

The brims of the hats will have a decided roll at the sides at which point they will be narrower than at the front. However the snap brim which was so popular last year will still be favored by many of Iowa City's "best dressed."

TO UNVEIL WINDOWS

SHENANDOAH, Mar. 12 (UP)—Spring will have a formal opening here March 29. Beautifully decorated windows will be unveiled as a band plays. Other plans for the merchants' spring opening now depend on the behavior of the season.

Confines of Vicious Circle Crush Styles Which Would Seem Original

"Yes, verily," said Soloon, who was a man noted for his "A" grades on all intelligence tests, "there is nothing new under the sun." And the fellow was right, although most ladies aver that Mlle. Fashion thinks up a new idea a minute.

Careful study of "the gentle arts des toilettes," however, will reveal that with a very few exceptions, each item of wearing apparel we think cleverly original now was really quite a common thing along in the dark ages somewhere.

Galoshes, for instance, were quite popular with the ladies of the court of Henry VI toward the end of the fifteenth century, and the gossamer-like hose with embroidered roses in full bloom just two inches below the knee were equally popular with the "chic" Frenchwoman of the sixteenth century.

The "clothes" habits of the human race from the beginning of time up to now has been carefully diagnosed by Mrs. Aria who has published a fascinating book of "Costumes."

The wife of Henry VI originated the prominent headress of last year, hair doled into doughnut-shaped masses over the ears with the part in the middle, and also sponsored the first "swagger stick" for women, making her own very smart with the carved head of a bird for the top.

Maria Stuart, unfortunate soul that she was, paid all kinds of attention to style and made popular the apron effect for the front of madame's gown which is still good, with modifications, this year. When she

went to her death, the plain dress of black velvet with dainty white fichu of rose-point lace set a new style for the ensuing year. We are going to wear them again this year on ensemble suits, both the fichu and the jabot.

Tunics too! A Roman matron wore the first one with a deep purple border which set off her helmet-shaped coiffure and sofferon colored hair. (The hair by the way, was painted yellow, it was really black). Now we wear our tunic as a blouse in all the brilliant shades of silk we can obtain.

The newer touch is the Winnie Winkle jumper, set over the tunic, in color matching the predominant shade in the blouse itself. Isabella of France designed a straight tunic in the fourteenth century which she buttoned down the front and trimmed with a wide band of ermine to make it long waisted. From that we get the straight one-piece dress so becoming to the less altitudinous of the fair ones this year. The only difference is that Isabella wore a long skirt and train with her tunic and we wear ours without either.

The square necks, very low in formal gowns, which look so well if worn with a three-strand pearl necklace, began with the second wife of Phillip the II who had a long throat and a flat chest. Unhappy combination, but to it we owe one of our favorite effects. In the same lady's usual attire, the neck line was raised and the squareness rounded out into the boat-shaped appearance of so many of our modern frocks.

Queen Elizabeth, sometimes called the "man in women's skirts," originated the first feather fan and the first whalebone corset. For the sake of the first we forgive her the last. Shortly before her time in the reign of old Henry VIII, every known style of sleeve was invented. Every coat or gown had detachable ones—all different! They were full, padded, quilted, slashed, tight-fitting and elbow-length. We have retained them with variations over a long period of time and are still using them all. This year's fashion plate favors the longer ones, close fitting.

Hats, cloaks, skirts, jackets, veils, handkerchiefs, and gowns, we will have to look at them a long while to find anything about them which hasn't been done before. Nothing new under the sun! But who cares? As Meg says, "so, if I do change my frock from day to day, I will preserve the eyes and good temper of my lord and the peace of mine own soul." Styles are a little like a merry-go-round, but the horses are all colors.

Woman's crown of glory is to remain bobbed, according to the dictates of the spring beauty conventions. The long bob is out. Hair is now cut short, with a high and decided shingle revealing the back of the ears and with the sides of the hair reaching their tips. This bob is said to give the head a much better shape than any previous cut.

Bob curls are absent but the flat marcel or shadow wave, the mere suggestion of a curl lying close to the head, is very popular and is the only curl which should be worn.

Light Colors in "Dogs" Elbow Out Dull Winter Hues

High heels, medium heels, flat heels, spike heels, short vamps, long vamps, bows, no bows, combination leather, no combination, much trimming, no trimming, light, dark, fancy, plain—take your pick. And so are to be the spring styles in women's footwear.

According to local dealers, light colors will reign supreme favorite as adornment for the pedal extremities of the fairer sex this spring. If dark colors are worn they will be in combination with light hosiery which is very popular. The new ivory, carmel and apricot shades are among the more popular with hose matching or in a lighter color.

At present, the shorter vamped pump patterns with medium high heels in the light shades are favored by the co-ed, but it is predicted that for later spring wear the sandal, so popular last year, will again return to its own. Two-tone leathers, in the tan and black combination, have been extremely popular for early spring wear but this "ensemble" is not expected to last.

In the darker colors, patent leather leads the "best sellers." This seems to be an especial favorite for street wear and will probably continue to be a popular style until the mercury climbs to such heights that heavier leathers will be discarded.

For evening wear, black satin is a general favorite. The newer "penny brown" and "blond" satins are very good. Gold and silver for formal wear are still correct, but are slowly being infringed upon by satin slippers in combination with hose to match the gown.

For sports wear the oxford is

Light Colors in "Dogs" Elbow Out Dull Winter Hues

always good. Crepe rubber soles and two-leather combinations, particularly in tan and brown or tan and elk, will be shown again this spring. A great variety of checked striped, and bright colored hosiery will be at hand to choose to wear with the oxford.

For ornament, the spring slippers are being adorned with bows at

either ankle or instep, leather or hand medallions rhinestone buds or metallic buckles.

In hosiery, embroidered motifs, roses, butterflies, or daisies, placed at a jaunty angle directly below the knee, are offered to tempt the more daring. That the lighter shades will continue to be favorites is predicted in a popular style sheet.

wherein it was stated that color contributed 85 percent of the total sales of a large hosiery house in February. The French nudes and beiges lead in popularity and are being shown in the sheerest of silks.

"USE A WANT AD"

Presenting the Foremost Fashions Of the New Season

The silhouettes, the fabrics, the new shades that Paris has declared fashion-right for Spring are now displayed in charming individual models.



Women's Silk Frocks
\$13.95 to \$49.95

For sports wear—the high colored flat crepes, with kick pleats, for afternoon affairs. The lovely combinations of crepes and dyed laces.

Spring Coats
\$12.95 to \$75.00

Choose your new Spring Coat from this selection. The smart new Spring silhouette, every new color and the fashionable materials are represented—many are handsomely fur trimmed.

Spring dictates the lightsome phase in Millinery. There are tiny hats, vivid with color—glowing rose, deep rich purple, green and all the variations in the scale of browns.

CASH FASHION SHOP

112 SOUTH CLINTON ST.

IOWA CITY, IOWA

Change in Management

The Martha Francis Beauty Shop, formerly owned by Mattie Hormel, has been purchased by Lula Hutton Gotch, a Marinello graduate of Chicago.

Haircutting, Shampooing, Manicuring, Facials, Marcelling, Scalp Treatments and Hair Dyeing

Specializing in Hair Cutting, Marcelling and Scalp Treatments

Martha Francis Beauty Shop
9 1/2 SOUTH DUBUQUE

Living Models This Evening



Living Models This Evening



Beauty Aids
Here you will find every modern aid to keep your complexion soft and lovely. Creams, lotions, powder, Perfumes, too, and delightfully fragrant accessories toward keeping well groomed. We shall be delighted to assist you in making selections.



The New Gloves Are Jaunty Indeed
Gloves that express the springtime feeling to perfection—embroidered, stitched or trimmed with contrasting linings. More shades than you can imagine, in fabric, suede, silk or kid.



Choose a Handbag for Your Spring Costume
Envelope bags in a number of styles. Pouch bags for every occasion. An interesting assortment, at prices that will delight you by their moderation. Colors, sizes, and shapes for every taste.



Lingerie

Spring's Loveliest Lingerie
So fresh and delightful in color and texture. Yet so moderately priced when one considers their tasteful designs and excellent quality. Lustrous silks in the new spring colors, orchid, blush pink, sunshine yellow, white, etc.



Our Silk Hosiery Presents the Smartest New Shades
Exquisite silk stockings, doubly important this spring, since much more of them is disclosed through the vogue of shorter clothes. Colors for daytime and evening wear. The beauty of texture and lustrous finish will please you.



Color Lends Enchantment to the New Hats
The glorious new shades that brighten the costume are here. Smart, small shapes or medium models, that give evidence of ingenuity and good taste. You will find their prices surprisingly moderate for so much charm.



March 13th and 14th

Spring bids the fashion world revel in its new modes. We cordially invite you to come during this annual event and see our wonderful display of New Spring Apparel and Fabrics

This Evening, March 13, Will Occur the Annual Community Opening

This Store will be open this evening for display only. No goods will be sold this evening. Come every day during the opening. Come and see the lovely new Spring Apparel, Accessories, Silk, Woolen and Cotton Fabrics. You'll enjoy the enchanting music too. We want you to be our guest this evening.

ANN STACH Dress Shop

"Exclusive but not expensive"

Second Floor, Johnson County Bank Building Take the elevator

More Color Keynote of Spring Fashions; Straight Line Good

COLOR and more color—that is the key-note of this season's styles. Last year milady arrayed herself in dainty pinks, blue and pale greens. This year she blossoms forth in all the brilliance of red, green, blue, orange and the many shades of henna. Startling color combinations have made their debut and vividness predominates.

The straight silhouette is the thing but its severe simplicity is frequently relieved by the introduction of the new circular godet, the circular skirt and the ruffle. When the godet is used, it is often one of a pair set in on either side of the front of the skirt. Sometimes four godets are introduced, two both front and back. At the apex of this set-in piece, a bit of self color trimming in the form of a flower is frequently found.

The circular skirt, cut on more slender lines than in previous seasons, is popular, but seldom shows its circular flare until it reaches the knee. Ruffled frocks are shown. Only an unusually deep ruffle is used, from seam to seam either in the back or in the front. It never goes completely around the skirt.

Sleeves are usually short but do not employ the brevity of last season. They terminate half-way between the shoulder and elbow. When the long sleeve is used, it is very tight and has a trimming of buttons or an unusual turned back cuff.

Belts are of little interest. They are seldom seen at all. When they do make their appearance, it is usually to break the long lines in the back of the dress; they terminate when they reach the side seams.

The ensemble suit has crowded out the plain tailored one to a very great extent. Colors used in the ensembles are much more subdued than they are in other models. The gown of the suit is usually cut on straight lines while the long coat is fuller and may flare slightly.

Sport coats have given way to

flowers. The bright-colored fur-trimmed dress coats. These are cut in wrap-around style and the fur is found on the hemline, on the color or the cuffs. The new coats do not boast fur trimming on all three at once. When mannish coats are worn, they are in the light colors of tan or gray and are of mixed woolly material or of tweed. Their severity is relieved by bright, buttonholes or



Reduced Yardage Expresses Newest Whim of Fashion

"If anyone, twenty years ago, could have seen a 1925 co-ed going down the street, he would have declared that she was crazy—yes, crazy," said Miss Clara Daley, assistant professor of history.

"Light hose were never, never worn; there were few fur coats—and silk undies?—not many!"

"Huge wide-brimmed hats that completely hid the person behind them used to be worn by girls in my classes—so you can see why I prefer the small hats now in vogue," laughed Miss Daley.

The much-talked-of silhouette is what distinguishes the extreme modes of fashion in Miss Daley's memory. "Thus when I picture the various kinds of dresses worn since my connection with the University, I see skirts, yards wide at the bottom—next comes the hobble skirt, with the fullness removed from the bottom of the skirt to the hips. So difficult was walking, in these skirts, however, that the designers slashed them up the side—these were appropriately called split skirts."

"And waistlines—they are interesting! I have seen them alternate between high (as exemplified in the 'empire dress') and the low waistline, almost to the knees. And now—well the tendency seems to be for no waistline at all!"

DECORAH MAN INJURED

DECORAH, Mar. 12 (UP)—Franklin C. Cappon, coach at Luther college, and widely known Michigan university athlete, is a patient at the University hospital at Iowa City. Last fall he wrenched one of his knees and just before Christmas he fell on the ice and injured it again. It has since given him considerable trouble and there is danger that the injury may compel him to give up coaching.

Fashion Skirmish Too Much For Burly Sports Reporter

When my superior—much superior—styles editor says to me "Write something about jumpers," I ask her for tickets to the next track meet.

"Oh, you men!" she remarks. "I mean these thingamabobs the girls are wearing this spring over their old winter waists."

"Oh, of course," I answers, off-hand. "You mean sorority pins." When she has explained that jumpers are a species of glorified overalls for women, I says "Well, what of it?"

"You're commissioned to write me a feature article on them," she explains.

"Now listen here," I says. "They's to be a big meeting of Cattahootchus township horse-shoe pitchers today, an' that's more in my line. What would I write about jumpers that are neither claim, puddle broad nor high?"

"Whatever you think" she ferments, "—if anything!"

So I goes out in the reporters' room to study my subject. They was a few steppers there, but no jumpers. Anyhow, I sat down at a typewriter with the idea in mind to trace the development of jumpers from the humble beginning of men's coveralls to their present artistic and stunning effect visible on every hang whenever you aren't especially looking for them.

But I hadn't more than got started just now when the styles editor comes in, and says stuff's all off because she made a mistake and thought I was the lounge lizard which had been writing up the campus pink teas, instead of the Apollonian scribe of the sports desk as all the gals know me.

So that's that. Ask me who hooped in the netshakers or sank a long one from the middle of the floor, and I'm right there, but no more jumpers for me which don't report for practice to the coach.

Bits of Lace are Spring's Excuses For Handkerchief

Handkerchiefs appear to be approaching the vanishing point, for year fashion decrees that they become smaller. Now, they consist of a tiny wisp of silk and lace scarcely large enough to carry a drop of favorite perfume.

What they lack in size is more than compensated by daintiness and color. The newest shades for spring may be matched in handkerchiefs to complete the tone of the costume.

Chiffon and georgette are favored materials for the purely decorative ones. Black georgette with border of lace of the same color, and with a tiny bunch of hand-painted flowers in the corner makes an exquisite addition to any ensemble.

Violent Rouge! Blued Eyelids!

"Water-fire-under-help" the weak male will shriek as he swoons after gazing at the spring complexion of the up-to-date co-ed. "Save the women and children, but put out the fire at all costs!"

Altogether, the sunset conglomeration of colors above the neck will be striking, in more ways than one.

He may be forgiven for his mistake, for the spring trend in cosmetics is of a fiery and madly brilliant tinge! Rouge is deepening from the favorite orange to a violet crimson that resembles no bloom conceived by Nature in her wildest moments.

"Kiss-proof lipstick" is more popular than ever, with the coming of canoeing days. Its shades likewise take the bloom of the poppy rather than that of the rose.

"Eyes that have a tender meaning" will lure the gullible male with increased vigor, for they are highly added by manufactured aids, with

beurled eyelashes, and lids made blue or brown. A tour of the Iowa City shops show also new folles in compacts, white rouge, and lipsticks. Most of the compacts feature loose powder, so that the most fastidious may be satisfied and use her own imported French powder when she does her repolishing in the midst of a hard morning. The white rouge is a powder that blends with any skin and gives it a realistic rosinness. Lipsticks have tiny mirrors at one end, to help adjust the cupid's-bow effect so desired.

"Spring always means that we sell lots more perfume," said one clerk, chatting over the fragrant rows of bottles.

Golf Tennis Baseball

Golf

That Supply Set \$9.85
Steel Shaft Club \$6.50 up
Golf Bags, all kinds \$1.50 to \$30

- Golf Balls
- Spalding Red
- Spalding Kro-Flite
- Spalding Dimple
- Spalding Glory

- Wilson Pinehurst
- Wilson Success
- Wilson Streak
- Wilson Vee

- McGregor
- Silver Kings
- Dunlops

- Track Shoes \$5.50 to \$15.00
- Track Shirts 50c to \$2.50
- Track Pants \$1.00 to \$3.00

This Is The House of Service

Tennis

Spalding Rackets
Wilson Rackets
Bancroft Rackets
Godfrey Rackets
Steel Rackets
Lee Rackets

1925 Tennis Balls
Wright-Ditson
Pennsylvania
Spalding's
Wilson's

We do racket restringing
Prompt Service
Expert Workmanship

Horse Shoes
Yes, indeed, real ringers. "Official"
Pitching Horse Shoes, per set (4) \$3.75

Baseball

GLOVES BATS
MITTS MASKS
BASE BALLS
Special 27 inning Base Ball
Regular \$2.00 value \$1.00

Do They Roller Skate at Iowa?
Yes. Look at them go.
(A NEW IOWA TRADITION)
Ball Bearing All Steel Roller Skates
Special make. Fitted
\$1.65

Fountain Pens

We are headquarters for SERVICE.
Leave it in the morning, and get it at noon.
THIS IS SERVICE

Typewriters

We rent them, sell them, repair them. Special price on
Corona \$22.50

Kodaks

Eastman Kodaks. Finishing, Films
24 Hour Service

Books

Text books, note books, fiction—
"WILD MARRIAGE"
That great story
\$2.00

Eastern Iowa's Foremost Style Center

Seidenbecker's Inc.

203 E. Washington St. Iowa City, Iowa

Unusual Offering — New Style Salon

Spring Frocks and Coats

Designed and Fashioned with Inimitable French Artistry, of Exquisite Fabrics of Delightful Colorings

FROCKS that are conceived by the most exclusive couturiers of France possess the charm and chic that every smartly dressed woman desires. A fascinating array of exquisite models for street, for afternoon, for dinner, and for sports wear.

Spring Coats for Women

COATS with plain collars and luxurious blonde furs at the hem as Paris prefers them. Distinctive types with flaring fronts, ripple sides, and scarf collars. In a riot of brilliant hues as well as natural tones. Especially good are Azureen, Cecada, Aquamarine, Rougette, and Carnelian.

203 E. WASHINGTON IOWA CITY

"Shorten the Skirt and Take Out The 1924 Flare" Advises Collette

Dear Betty:

Dame Fashion is an economical old dowager this year. Last spring her originality brought delighted gasps and now she appears even more extravagant, but with only a few deft stitches, you can take out the flare and shorten the skirts of your 1924 wardrobe and be ready to smile with the rest of them at Easter time.

A muff will give that chic fluff of fur to the hemline of the tan coat which needs only have the side seams straightened to be Parisian.

The flannel dress, which started with its pailness only a year ago, may be easily renovated by taking out the fullness in the skirt, re-

moving the belt, and using a touch of contrast in a bit of new material for pipings.

Party dresses need only to be shortened. Their offending bits of ornament will give place to a clever satin and velvet corsage. And the new effect will be enhanced by the use of a simple silver or gold wrapped about the head in turban fashion.

But the triumph of the made-over wardrobe is the ensemble. It offers to the ingenious mind an opportunity to disguise two old dresses and to make from them one of the most serviceable and at the same time one of the most attractive costumes of the season.

Collette.

Beau Brummel will Have New Top Coat

To complete the spring ensemble of the well dressed man the new top coat is absolutely necessary. Of course the color must be light—grays, blues, tans, lavenders, and subdued plaids on a natural background are the favored shades of the new season.

The top coat will be made of rough cheviot effects to coincide with the prevalent English influence, and it will be longer, much longer forty-seven or forty-eight inches from shoulder to hem.

All new coats are singled breasted, buttoning over with the fly front. The shoulders are broader and the welt or patch pockets are set low on account of the length. Shoulders have the broader effect, another ear mark of the English influence, due to the Prince of Wales' American tour.

Trips East Keep Bremer in Ideas For Latest Togs

(Continued from Page 1)

there is also a note of originality, every pair in the store having been designed under the personal direction of Mr. Bremer.

In regard to the eastern trips, Mr. Joe Herrick, of the firm, says that approximately fifty per cent of the time in the east is spent in visiting the smartest shops to find the latest offerings. Many times, he reports, the local representative leaves Iowa City with no idea of what he is going to select. He relies entirely on inspirations gathered from a survey of eastern displays.

West Tallies With East.

How the West compares with the East in up to date collegiate offerings has often been a subject of debate among clothiers of both sections. Mr. Herrick declared that at the present the fashions being shown in Iowa City are at least abreast with the styles featured in any eastern college town, and the selections are probably more varied.

Iowa City Stores To Feature Trend In Season's Style

(Continued from Page 1)

ular fur border. Summer fur may be bought by the yard in the stores here and added to the furless creations.

Iowa City stores are chiefly stocked with flannels, tub silk, and kasha cloth. The tub silks come in all the new brilliant colors and are usually in the new strips although the printed silks are still very popular.

Plan Extensive Display

Yettters', Strubs, and Miller-Wohl Company are planning an extensive display for this evening's opening. Yettters have just completed the re-decoration of their display window and have purchased new wax figures. Strubs and the Miller-Wohl Company have arranged special window displays, but will have no style show with living models. Yettters plan an informal style show in the ready-to-wear department on the second floor.

Buy Stocks in East

All three stores have been buying extensively in Chicago and New York. Mr. Chris Yettter and several buyers went to New York early in February to make their purchases and have since kept in touch with New York by means of their resident buyer. Buyers from Strubs' have been going to New York twice a month during this season although they usually make such trips at much less frequent intervals. The Miller-Wohl company does not send an Iowa City buyer to New York but is represented there by means of a staff of buyers which has its headquarters on Fifth Avenue.

Shops Opened to Tonight's Guests

(Continued from Page 1)

was Spring, waiting to see her dear, dear children, and just look at all the lumps. So, with her measuring yard and a huge shears, the dame swirled through her brood. She clipped the gum from the baby's hair; she put shoe trees in SPRING FOOTWEAR, and boxed each of their ears. She patted FLANNELS for her good behavior, and then, when all their faces were bright and shiny, she ushered Spring through the door, to view them all.

Merchants of Iowa City, "At Home Tonight, from 7 to 9 o'clock, at their shops Spring and Fashion, a"sting hos'esst."

SEE THESE DRESSES IN OUR WINDOWS



THE MILLER-WOHL CO.

111 E. Washington street



JUST 48 HOURS FROM 5TH AV. NEW YORK

Today YOU'LL BE SURPRISED

When You See Our Wonderful Collection Of Over 150 Dresses In Our

Great Dress Sale

\$17

ALL ARE NEW!
ABSOLUTELY
INCOMPARABLE
AT THIS PRICE
IF YOU'LL SHOP
AROUND
You'll
See!

EVERY DRESS
COMPARES
FAVORABLY
WITH \$40.00
\$30.00 and \$25.00
DRESSES
Please
Compare

We have held dress sales before, we have given great values before, but never in our memory a sale like this
FOR STYLE -- FOR VALUE

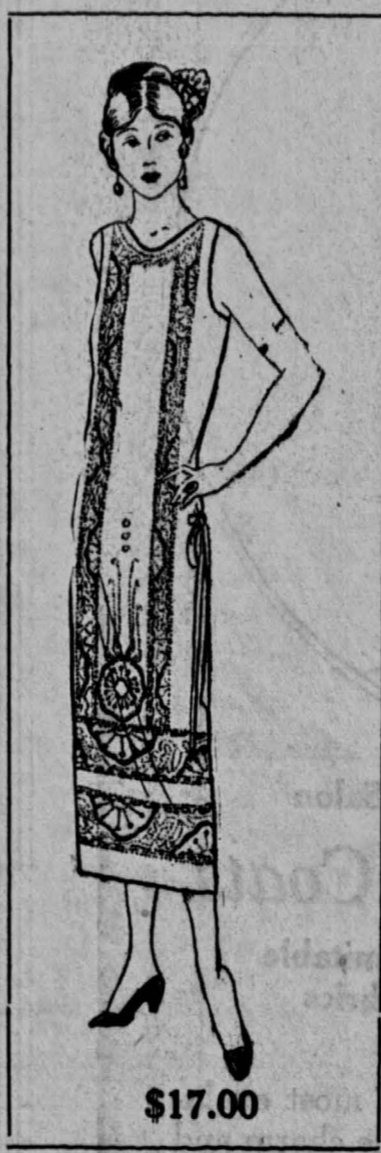
ACCUSTOMED AS WE ARE TO SEEING SMART DRESSES ALL THE TIME, THESE ARE — IT SEEMS TO US —

Extraordinary! —
NEW IDEAS
IN STYLES, IN MATERIALS, IN TRIMMINGS, EMBROIDERIES, LACES AND BEADS, GIVE THEM

Distinction and Individuality



\$17.00



\$17.00



\$17.00

MATERIALS INCLUDE
Lovely satins, crepe romains, flowered chiffons, beaded georgettes, flat crepes and all the soft subtle weaves.

COLORS INCLUDE
Madonna blue, brick dust, lipstick, lanvin, green, cocoa, rosewood, and all the glorious spring colors.

Misses' Sizes Women's Sizes Extra Sizes

This Sale Includes Some Remarkably Pretty EVENING GOWNS

Insert Flares — Banded Effects
Scallops — Godets — Basques

Real Paris Styles, All Now Worn on Fifth Avenue

ONLY IN MUCH HIGHER PRICED DRESSES COULD YOU POSSIBLY FIND SUCH CHARMING AND ADORABLE EXAMPLES OF THE DRESSMAKERS' ART

Seeing is Believing You Know... Will You See?

Our Spring Suits and Topcoats

It's there in every suit and topcoat and it's so carefully tailored into fine fabrics that it stays there. - Wider shoulders - snug hips - easy English trousers and everyone of them good values too.

You are welcome to drop in and inspect our spring assortments.

TIES HATS
HOSE - CAPS
SWEATERS - SHIRTS

MARUTH'S

130 SOUTH DUBUQUE STREET

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