

THE SUN, SUNDAY, MARCH 31, 1912.—Copyright, 1912, by the Sun Printing and Publishing Association.

OSTRICH FEATHERS ARE LATEST ON HATS

Bonnet Prices Soaring High—Models Very Alluring—Much Trimming Being Used.

Recent millinery openings here tell quite a different story from the advance Paris fashion notes over which women in general pored a month or so ago.

"I understood that hats were to be plain," a shopper remarked bluntly the other day, turning away from a lowering structure of ostrich plumes on a fine black straw foundation marked \$125.

"This is a French hat, madam," replied the saleswoman, as one might say, "This came from the innermost shrine, the holy of holies, of the gods."

"In the next room," she continued, "are plainer models."

There were plainer models in the next room, and the very best advice the writer of a fashion article can give at the start and ought to give at the start for the

era cunningly wired to form all sorts of shapes and curves.

An equally smart model, also completely covered with plumes, presents, on the contrary, entirely different angles. Here the foundation of black straw is caught up at one side with three large dull blue ostrich plumes, and two equally large plumes are spread in the crown over the brim and that part of the crown not covered by the upstanding feathers.

Adorably becoming to the woman with a Grecian profile is a narrow turban, pointed back and front, the middle of the crown sinking in a groove from front to back. In one example of golden brown straw this groove was filled with seven old gold ostrich tips, which added about nine inches to the height of the hat. A



AN ENDLESS VARIETY IN SHAPE.

benefit of shoppers of limited spending money who would preserve their peace of mind and suppress an inclination to borrow the contents of their children's bankers down to the last cent is this: In the larger establishments go blindfolded past the rooms dedicated solely to imported trimmed millinery. Never in the history of millinery have these creations been more alluring; also never in the history of millinery have the prices of imported trimmed hats been so high.

It used to be that a hat costing three figures was trotted out only occasionally for the inspection of special customers. One had to go to the most exclusive of the private milliners to see many of that description. It is quite different this season. In the showrooms of all the large stores dealing in millinery are rows and rows of hats mounted on tall standards around the room and in cases along the walls, the tags, hanging unabashed in the public eye, marked plainly \$100, \$110, \$125, \$140 and so on. A tag which had hidden itself for very shame, a customer said, behind the hat's lining disclosed when dragged to the light the figures \$100, and the hat was a perfectly plain, fine, black straw caught up at one side with a large bird. It had no other trimming. "It's a Bird of Paradise" the saleswoman explained.

Just now to find anything under \$60 among the imported models is not easy. Later, of course, prices will drop.

Asked "Hasn't the price of trimmed millinery gone up awfully lately?" the saleswoman countered evasively: "Hasn't the price of everything gone up?" In an endless number of cases an explanation of the increased cost of hats is the increased use of ostrich feathers for hat trimmings. Experts agree that never in the history of spring openings have so many ostrich plumes been in evidence. A big percentage of the most costly and stylish hats are loaded with them, put on at all sorts of angles, in some cases amounting to an altitude of 24 inches. Little wonder that prices have mounted.

A favorite effect is a circle of upright plumes, the ends curling downward. Other admired effects are produced by three or four plumes grouped at the back of the crown and by a single plume wired perpendicular to a remarkable altitude.

In describing these and some of the flower trimmed models it is almost necessary to use the word feet instead of inches. This is also true of some of the ribbon trimmed models.

Speaking generally, the longer the ostrich plume the more stylish it is. Chased as one of the most desirable models, for example, is a black straw with folds of old blue satin showing on one side of the crown, a fold of old gold satin inside the brim, upon which a magnificent old gold ostrich plume rises to an altitude of nearly two feet.

By the way old gold and a bright pomegranate red are two of the most popular colors in hats and hat trimmings, the combination of black and white in the plumed models being counted also among the smartest.

A medium sized model, for example, made mostly of black velvet, is splendidly distinctive because of its trimming, an enormous white ostrich plume, finished at the lower part of the stem with three small velvet bows.

Two of the wide, straight trimmed models counted among the smartest and which are worn well down over the eyes represent respectively a pyramid of red and of shaded brown and white ostrich plumes of varying sizes, the apex being achieved by regular gradations of feath-

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ASK TO SEE THESE Easter Specials

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Joe Bloch from Broadway Hall Subway Station 1st. Over 20 Years. OPEN EVENINGS

tion of the bridesmaid hats which for altitude approaches the highest of the plume trimmed models. It is made of white lace, the brim lined with folded pink chiffon and a ruche of white lace was mixed with the pale pink roses and deeper pink roses surrounding the crown and which were built up in a bow effect directly in the front of the hat terminating in a single rose bud.

Classed among the picturesque varieties at this place was a hat of cream straw faced where the brim turned up with black velvet and trimmed in a pyramid effect with mingled coral and palest pink flowers mixed with green leaves. The saleswoman referred to it as an "effect of flowers." A similar example of entirely different color, though, was of white lace trimmed with an enormous bunch of lilacs wired up to a point eleven inches above the hat.

Besides the picturesque hat there is at this place the smaller "fancy hat" so called, some examples of which are mostly of flowers, also models which show the combinations of ribbon and flowers permitted by the most renowned fashion makers. To be in the fashion these combinations must be skillfully handled.

For instance, the most stylish of the ribbon trimmed hats have no flowers at all. They must not have flowers. That is the edict of the French experts. On the other hand the flower hat must include no ribbon. To describe in a word the smartest of the ribbon trimmed hats is to tell that the ribbon is at least six inches wide, the loops stiffly wired anywhere from eight to twelve inches high and from three to five in number, and that this cluster is mounted preferably from the middle of the top of the crown. Silk is used in the same fashion, figured and plain silk.

A combination of ribbon and flowers permitted in several stylish models of turbans and toques consists of two wide loops of silk or of ribbon completely covered with tiny roses or other flowers each sewed separately to the foundation. These loops are wired to surmount a narrow wreath of the same flowers or a band of velvet, or as in one stylish model the rest of the hat is perfectly plain. The same idea is carried out in the toques made entirely of flowers except the brim, which is usually of velvet. The foundation of this crown is of taffeta or chiffon, to which is sewed one by one the violets or buds or forget-me-nots.

Equal refinement is shown in combining birds and ribbon. The hat referred to, trimmed with a bird of paradise, was absolutely bare of any other trimming, even a binding. Similarly toques and other of the smaller models in straw and chip which are trimmed with wings or with a bird are absolutely bare of other garniture except perhaps a fold of velvet at the brim or a binding of plain taffeta. The notably stylish models from the milliner's standpoint are decorated merely with a bird or wings of contrasting color, brown, black or scarlet on ecoré or yellow straws, white, scarlet or green on black straws. Coral turbans trimmed with black wings are shown among the imported novelties.

Some of the prettiest of the lace fabrics put on plain are in flowered effects and the taffeta silk hats showing either a plain crown or a plain brim lean toward pronounced flower patterns. The more ornate the pattern the greater the cost. It is in these varieties that the very low crowned models with flat trimmings, which offer such a pronounced contrast to the immensely high models, are seen at their best.

For instance, red taffeta patterned with deeper shade large red poppies stretched plain over a frame and trimmed with a high straight cluster of red poppies is shown in a model costing exactly double as much as a pale blue taffeta sprayed with tiny pink roses and trimmed with a narrow wreath of very small pink roses.

It is from among these varieties that bridesmaids' hats are mostly chosen. Two examples especially recommended for young girls and which came from a noted Paris house combined several tones of pink both in the foundation and the trimming. The one pictured here is made of a thin lace material patterned with clusters of shaded pink roses and has a very low round crown and a wide straight brim. A fold of twisted black satin around the crown gives distinction to the trimming of small clusters of tiny rosebuds placed here and there near the edge of the brim, which is finished with a plain fold of pink satin.

The second hat, not quite so large as the other, had also a straight brim and low crown, but the material was of fine patterned pink and white lace. The brim was lined with folded pale pink taffeta, a narrow ruche of taffeta bordering the outside edge. A twist of white lace and a wreath of shaded pink roses surrounded the crown.

Hats trimmed entirely with old gold flowers and leaves are the last cry in style. The foundation is preferably of cream or corn straw and the flowers are arranged both in high and in flat effects. In one very large, that is very wide brimmed model, a wide wreath of gold color roses and leaves partly covers the brim, which is caught up at one side with a high double spray of the same flowers.

At one of the Fifth Avenue importers where some of the most effective flower trimmed hats are shown, there is a variety

BUTTONS ARE IN FAVOR

Buttons are in high favor again and are used almost as much for trimmings as for actual use. Paris dressmakers are making lavish use of cut crystal buttons of clear, hand cut Bohemian glass. They are used in ball shapes and in flat saucer shapes from half to three-quarters of an inch in diameter. These buttons are in good style on suits and tailored dresses of white serge, broadcloth and satin and on taffeta suits and dresses. Colored crystal buttons are also to be had of amethyst, sapphire and topaz color and are used to match costumes of those shades.

Ivory ball buttons, plain and elaborately carved, are again the mode, and also small imitation amber buttons and white or colored china buttons. A touch of white on a black button or of black on a white is sometimes seen, and while the effect is bizarre it is certainly smart. Novelties in galath, horn, bone and enameled wood, matching in color the general effect of the materials of suit or frock, are also worn. And combinations of white, tortoise shell and yellow galath are popular. These are in large round shapes and in squares with rounded corners and disk centres of contrasting materials.

BROOKLYN ADVERTISEMENTS.

17 Minutes Grand Central to Hoyt St. A. & S. Subway Station Direct.

ABRAHAM AND STRAUS

10 Minutes Jersey City to Hoyt St. A. & S. Subway Station by Tunnel and Subway

Easter Sales

Women's \$37.50 to \$98.50 Suits, at \$27.50, \$32.50, \$37.50

Marvelous Sale Highest Grade Sample Suits.

WE REGARD THIS AS BY FAR THE MOST MARVELOUS SALE of the season in women's Suits, not only because it comes just a week before Easter, which makes it remarkable indeed to have the finest Suits at any reduction, but because of the distinctively high class, exclusive character of every one of the garments. In that way alone this Sale has never been approached for a year or more by any other house in extraordinary value-giving.

It is the sample line of one of Manhattan's most exclusive makers of dressy tailored wear. A great many are exact copies of leading Paris designers. The materials are serges, whipcords, hopsacking, fancy mixtures, trimmings of laces, velvets, satins and embroideries.

A number of these dressy Suits have beautiful taffeta drop skirts. In fact, in every way the sale is quite without precedent anywhere. None C. O. D. or on approval.

At \$15.00, \$19.75, \$22.50 and \$24.75

We are showing a great assortment of tailored Suits in the newest Spring fabrics and latest models. Second floor, rear, Central Building.

Easter Parasols--- Exceptional Values.

JUST AN ITEM OR 50 from the complete stock of the prettiest Parasols which we are showing this season. Prices are simply unapproached anywhere else.

\$3.00 Silk Taffeta Parasols, \$1.98. Black and white effects, black and white with plain or fancy borders, also plain colors in the new Spring shades.

\$4.00 and \$4.50 Silk Taffeta Parasols, \$2.98. Floral effects, hand embroidered Henna, Dresden, plain colors, with fancy borders.

\$5.00 and \$6.00 Silk Taffeta Parasols, \$3.49. One hundred fancy Parasols, in all newest effects. Store orders only.

\$5.00 Sun and Rain Umbrellas, \$1.98. All silk taffeta; colors are navy, garnet, green, brown and black, imitation wood grain. Main floor, front, Central Building.

Easter Sales

Easter Millinery Offers

200 Beautifully Trimmed Hats at \$4.95 Each, In the Mezzanine Floor Ready-to-Wear Hat Store.

MADE IN OUR OWN WORKROOMS during the past two days by our own inimitable artists in millinery, assuring not only individuality but entirely new ideas—new sailor effects, new colonials, simply trimmed with wing or uncurled ostrich feathers, or more dressy styles with exquisitely beautiful flowers. Black or colors—Hats that could not be matched for less than \$7.50 to \$9.45 outside this store, and hard to match at those figures.

At \$2.95 and \$3.95. ONE HUNDRED dainty little tailored Hats, hand made or brooked Hats, stylish, yet very simply trimmed. Just the Hat for first wear.

Note—See the famous section for children, clearest, cutest, most bewitching Bonnets and Hats for little folk at very moderate prices.

Curtains and Upholsterings. All Greatly Underpriced.

75c. to \$1.45 colored cross stripe and white and colored ruffled muslin Curtains, 49c. a pair.

\$3.50 imported white Irish Point Lace Curtains, \$3.00 a pair.

\$1.25 to \$3.00 Nottingham Lace Curtains, 75c. a pair.

\$1.50, \$1.49 and \$1.99 a pair.

\$1.00 cretonne Table Covers, with applied cretonne border and edging, 50c. each.

\$2.00 to \$2.50, imported and domestic Cretonnes, Art Tickings, Taffetas and Dimities, 75c. a yard.

Third floor, front, Central Building.

Wonderful Sale of Ostrich and Other Feathers.

NEW PRINCE OF WALES effects, new Ostrich Sweeps, fancy Ostrich Bands, Paradise and other effects.

At \$3.95—Value \$5.45. Prince of Wales Sticups with Ostrich Pompons, in all the new colors—and black.

\$3.50 Ostrich Sticups, \$1.95. Prince of Wales effects, primrose, coral, emerald, French blue, black and white.

\$5.00 Ostrich Feather Sweeps, \$2.95.

A MOST REMARKABLE value—three strands of Ostrich with lobster curled centers, scarce effects, new blue, primrose, emerald, maize, etc.

BEAUTIFUL PARADISE FEATHERS, in the new branchings, natural and black, special at \$4.95, \$8.75, \$10.49 and \$16.50

\$2.00 Ostrich Tips, 95c. Two in a bunch, half curled, finished at end with dainty bows of Ostrich in beautiful colors.

\$5.00 Ostrich Plumes at \$2.95. \$9.45 Ostrich Plumes at \$4.95. TWO GREAT LOTS of black and colored high grade Ostrich Plumes, newest scarce colors. \$2.50 white and natural Ostrich and Marabout Bands, \$1.49

\$5.95 Black Willow Plumes, All Hand Knotted, \$3.95. \$16.00 BLACK WILLOW OSTRICH PLUMES, all hand knotted, beautiful glossy black..... \$7.95

Lawn Dressing Sacques, 24c., 29c. and 49c.

GOOD QUALITY lawn Dressing Sacques 24c. In dainty floral patterns, shirred back, belted with ribbons, entire Sacque and matching collar, finished with mercerized stitching. Store orders only.

Breasting Sacques at 29c. In gray and navy, well covered pattern, small round collar, finished with braid, belt at waist.

White Beaded Sacques, 49c. Square neck, collarless, prettily trimmed with floral lawn border, shirred back with belt; others of lawn, polka dot and figured effects, comprising many pleasing models. Second floor, East Building.

Easter Sales

Colored and Black Silk and Cotton Petticoats, 39c. to \$2.98.

Splendid Accessories to the Easter Costume.

Black and white striped percale Petticoats, 39c. Made with tucked flounce and gathered ruffle, also underlay. Store orders only.

Black Percale Petticoats, 49c. Trimmed with 11-inch embroidered flounce. Store orders only.

\$1.08 to \$2.48 Heatherbloom Petticoats, 79c. In pretty striped effects, with sectional tailored flounces, also solid colors, with shirred flounce, trimmed with two tucked ruffles; also all black, with cluster tucked sectional flounce.

Messaline Silk Petticoats, \$1.95. In the favored colored and black, made with sectional plaited flounce, lined with side plaited ruffle. Store orders only.

\$3.00 Heatherbloom Petticoats, 98c. In beautifully embroidered effects, pretty colors; some have double ruffles of handsome embroidery; also black with tailored sectional flounce and shirred, hemstitched and tucked flounces.

Chiffon Taffeta Silk Petticoats, \$1.98. In black and colors, with plaited flounce, panel effect, trimmed with side plaited ruffle, percale underlay. Store orders only.

Taffeta Silk Petticoats, \$2.98. Beautiful lustrous taffeta silk, in exquisite changeable effects, made with tailored sectional flounce and silk underlay. Store orders only. Second floor, East Building.

Bedspreads, Blankets and Comfortables.

WHITE SATIN FINISH Bedspreads, scalloped, with cut corners, natural color linen; very desirable for suits and skirts; exceptional value at 35c. a yard.

Hemmed crocheted Bedspreads, full size, fine quality, good patterns, were \$1.50, at \$1.49.

Crocheted Rib Bedspreads, scalloped, were \$1.19, now \$1.09.

Full size cotton flannel Comfortables, fine quality, finest knit, or cambric covered, light or dark coloring, were \$1.99, go at \$1.89.

Full size Blankets, dainty pink or blue borders; the \$2.50 kind, at \$1.98 a yard. Subway floor, Central Building.

Easter Sales

Chiffon Waists--New Spring Styles \$2.98

A Very Dainty, Desirable Model.

ABOUT EVERY WAIST there is always some distinguishing characteristic that makes it extremely desirable. This model is so charming in every detail that it is hard at first to determine just what appealed most strongly. There are two things which lend a daintiness and charm not usually found in a Waist at such a moderate price—viz: a shadow lace yoke designed as delicately as a spider web, and a charming ribbon bow in front at the waist line.

Dressy model of chiffon, surplus effect, with fold of silk in contrasting color; shadow lace yoke and collar, finished with fancy bow; sleeves and back trimmed to correspond. Navy and black.

Striking Styles in Messaline Waists, \$3.98. THIS IS A REPRODUCTION of a \$7.00 model, made of heavy messaline, with round collar and turn back cuffs of white silk. A vest effect of braided ornaments lends a martial air that is very pleasing. Hemstitched peplum skirt and small pearl buttons ornamenting down the front. In navy and black only. Open front.

Splendid Black China Silk Waists, \$3.98. High grade model, made of durable black China silk, open front; tailored style, giving straight but stylish lines; small side plait, button trimming. High stock collar and long sleeves.

\$2.00 White Batiste at 98c. THESE WAISTS are so good, and so unmatchably little priced, that we think we could sell many times the quantity we have. They are of fine batiste, prettily trimmed with German Val. lace and embroidery in a charming bow knot design, V neck and elbow sleeves. The daintiest of little crocheted buttons.

\$3.00 French Voile and Lingerie Blouses, \$1.98. A FAIR estimate of value for these Waists would be much more than we have quoted. This is one of the times when a description in cold type fails to do justice to the model—there is a daintiness and charm which simply cannot be described. Better come and see. A collarless voile model, designed with pretty lace, back, front and sleeves of the same; tiny crocheted buttons trimming the front of waist.

High neck model of white lingerie, yoke and collar of hand embroidered eyelet, with insertions of Val. lace and dainty embroidery; shadow lace medallion, high shaped collar.

Stylish Coat Waists at \$2.98. Very fine voile Waists, with front and turtleneck of heavy Cluny lace insertions, with medallion of same; square neck and elbow sleeves. Second floor, rear, Central Building.

White and Natural Linen Suiting.

HEAVY round thread and medium weight, yard wide, white and natural color linen; very desirable for suits and skirts; exceptional value at 35c. a yard.

48-inch Ramie Linen Suiting, heavy, coarse weave, very stylish at 44c. and 50c. a yard.

60-inch wide, medium weight, white (Bress Lines) at 35c. a yard. Main floor, rear, East Building.

Embroidered Linen Collars, 19c. and 25c. Values, 8c. Each.

ONE HUNDRED DOZEN stiff linen Collars, embroidered in blind and eyelet effects; straight edge, high and low effects; sizes 12 to 15. None C. O. D. Main floor, center, Central Building.

Fine Black Handbags, 97c.

LARGE AND SMALL sizes, covered and metal frames, leather or moire linings. Lining fitted with inside purse. Main floor, center, Central Building.

Easter Sales

\$1.25 50-In. All Wool Whipcords, 89c

\$1.10 48-Inch All Wool Cream Storm Serge, 79c

TWO OF THE MOST DESIRED materials, at prices that will make them sell in a jiffy. Manufacturers have been behind on their orders on these two materials, so we count ourselves fortunate indeed to be enabled to offer a great lot of them underpriced.

The Whipcords are 50 inches wide, guaranteed all wool, in the favored wide welt with round distinct cord and have sold for \$1.25. Colors are tan, golden tan, Copenhagen and navy blue.

A record little price for this excellent Storm Serge; 48 inches wide; a firm, durable and dependable quality; sold regularly at \$1.10, now 79c. a yard. Main floor, West Building.

Imported Fiber Silk Brocade, 59c. Yd.

THIS HAS BEEN a specialty here at 69c., the regular price being 99c.—but as a limited quantity we say 59c. a yard for Monday.

15c. black mercerized Lining Satoon, 10c. yard.

80c. black taffeta percale Skirt Flounces, 49c. yard. Main floor, rear, Central Building.