

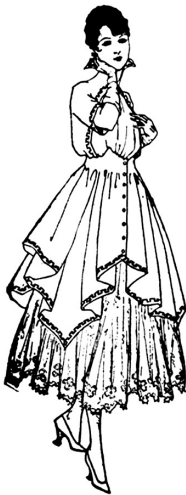
STRAUSS MAGAZINE THEATRE PROGRAM

for the Spring of 1916



By CORA MOORE.

FASHION changes the silhouette as nonchalantly as she does the size of hats or the shape of sleeves. It seems but an hour ago that extreme slenderness was a virtue of virtues, yet now it matters very little whether Nature made us stout or lean; the most sylph-like figure dressed in style suggests untold pounds of useless flesh. It is disheartening until you examine the fashions; they are so alluring that you are willing to sell your birth-right of slimness to wear them.



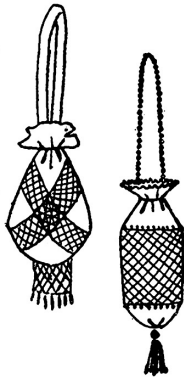
Suitable for a Variety of Occasions is this Frock of Silk and Voile.

The protracted cold weather has held up some of the promised novelties but it has brought out ahead of time some of the new furs that have been especially designed for wear through the summer. Fox scarfs colored to match gowns, cross fox ones in long, medium length or short collars that hug the neck, and shoulder capes and small wraps of various shapes are what will be worn or carried along with flimsy summer frocks.

Practically all the furriers have taken up the idea with enthusiasm, but A. Jaekel & Co's. Fifth Avenue establishment has had carried out for it some suggestions of unusual distinction. For instance, one scarf about twelve inches wide, exquisitely lined, ends in a fur fringe, and some others have silk and chiffon intermingled with the fur in the most fascinating manner imaginable. If any incongruity between furs and the summer time exists in your mind, it will vanish like mist once you see what the furrier has to offer.

Spring of 1916

The early frocks are exceedingly interesting — witness the model sketched, an afternoon dress of 'broidered voile and double-faced silk and adaptable to various color combinations. The dressmaker who has the original model has developed it in a dark blue and old rose very effectively and substituted a pretty straw braid for the soutache of the original.



The New "Avenue" Bags.

Taffeta is still in the lead for spring suits as well as gowns, but satin is a close rival. All sorts of pretty figured silks will be in order this summer, and no doubt New York streets will resemble nothing so much as a series of garden parties, for there are charming hats turned out expressly to accompany the frocks, and the costumes are not likely to be reserved for resort wear.

Surely every woman may be a picture if she will this year. Not only are there distinctive fashions for every type but there is so much latitude allowed in the way of color and line that one may suit one's self almost exactly. It only remains to know what these requirements really are. There's the rub.

As a final word, have you seen the new "Avenue" bags? They are of silk or chiffon or, if you please, they will be made to order to match your gown. They are netted, or, if to go with a tailored suit, it may be they are braid or leather-trimmed. In any case they are intended to look a feature of the costume rather than an afterthought.



When Summer Zephyrs Grow Boisterous.

Addresses where merchandise described in the foregoing can be obtained may be had from Frank V. Strauss & Co., 108-114 Wooster Street, New York.