

JOURNAL FASHION PAGE FEATURES SHOWN BY LUCILE

Wonderful Gowns From Lady Duff Gordon; Studies Displayed at Meier & Frank's.

OVER 2000 ATTEND SHOW

Each Costume Given Name of Its Own to Reveal Its Individuality in Design and Color.

By Vella Winner
Do you know that Dame Fashion has been sailing under false colors, that she has been using an assumed name?

Her real name is Lady Duff Gordon, creator of "Lucile" gowns. She had us all fooled until Tuesday when her identity was revealed at that sparkling glow of multi-colored brilliancy that resolved itself into the elements of a fashion show in the auditorium of Meier & Frank.

The quintessence of art, color, piquancy and style was presented to our delighted gaze on living models of striking beauty and grace. Wholehearted applause was conceded the vision by an appreciative audience so vast in its proportions that it was necessary to repeat the exhibition later in the afternoon.

NO DETAIL LACKING
No idea of style or color, no minutest invention for the embellishment of our persons had been overlooked.

And we mightily pray that we may not be led into temptation. The afternoon at the fashion show was long, terrible, irresistible temptation. No woman among us is so homely that she could not be made charming in one of those seductive gowns. No fact is so plain that it could not be made to look comely in one of those chic hats.

Attractive, impossible styles! The acme of intellectual rakishness, of naughty severity, complicated simplicity, sophisticated innocence. To my mind they are the most tantalizing, captivating and alluring creations I have ever seen. Caprice and incongruity go hand in hand. The models contradict each other to an amazing extent. In the most subtle alluring manner, some

of the cleverly draped incredible gowns suggest nothing so much as impudens decorum, frivolous dignity.

FULL OF CONTRADICTIONS
Lady Duff Gordon's creations are fraught with sin and sobriety, with foolish wisdom and wise foolishness. Those upstanding military adjuncts, so utterly irrelevant, repulse while they attract, here while they scorn. Those light, mobile skirts with their deceitful, misleading drapery, imbue us with an air of draping recklessness, while enslaving us in shackles.

Yet what willing slaves we are—just as willing as our purses will permit. And what woman can be justly censured for wanting to look her best? And that the right gown is the greatest step in that direction none will deny.

Gowns that have behind them a personality, a creative genius that gives them a distinction hitherto unknown—such were the gowns that captivated Portland women Tuesday.

"I have gone into Lady Duff Gordon's studio many times and found her with her head on her desk and her eyes closed and I would think she was asleep, but in her hand there would be a pencil and she would be jotting down a few words that didn't seem to amount to much—satin, beads, georgette or something of that sort—but it was really the budding of one of her marvelous creations that would burst forth in full bloom a few weeks later." Thus spoke Miss La Fay, the traveling representative of this island of women's wear, who is in Portland in charge of the exhibition.

EVERY GOWN NAMED
"Not only is every gown named," continued Miss La Fay, "but there is really a little story that goes with each gown, the story of the thought behind its creation. There's 'Daddy's Darling,' for instance. She had in mind in creating that gown, a beautiful young girl dressed for her first party, rushing up to her daddy for approval. In that dignified black georgette with bands of cut jet she had in mind a mother in mourning for her son who will never return from over there, and so named it 'Thoughts of Yesterday.'"

Words fail so utterly to convey the real charm of these gowns. It isn't the fact that one is blue georgette, another gold cloth and another flame colored silk, it's the way these things are combined and draped, just the indescribable something that in the poverty of our language we call charm.

MANY VARIETIES SHOWN
"The Charming Hostess" was a creation of black spangled tulle with ostrich embellishment over pearl gray satin. "Princess Irene" simulated the gown of a Russian princess. It was of gold brocade velvet with skunk, opossum fur, with which was worn a chic Russian hat. "Porcelain Rose" was a combination of Delft blue georgette and brocade over gold cloth, the quaint little basque ending with the sauciest of little wired airplane effects around the hips. "La Belgique," suggestive of Belgium in its color combinations and style, was of navy blue tricotine with embroidery

around the short basque and the bottom of the skirt of old rose and black yarn, gold thread and wooden beads. Evening gowns of gorgeous spangled nets, gold cloth and other rich materials dazzled the onlookers as they passed in rapid succession across the stage. Outstanding features of the models were extremely narrow skirts, necks only slightly open, long sleeves flaring at the wrists and materials and trimmings of great richness.

NO DUPLICATES SOLD
These exclusive models can be secured at Meier & Frank, where orders are received and measurements taken for any gown displayed at the show. But one gown of a kind is sold in a city, thus assuring the purchaser the great comfort of knowing that her gown is exclusive.

One of the attractive features of the magazine of the Sunday Journal is the full page illustrations each week in color of a group of Lady Duff Gordon's most attractive creations.

Citizens Are Asked To Aid in Housing Shriners Next June

Cooperation of Portland business interests in housing the vast numbers of people who will be in Portland for the Shriner's convention next June was the keynote of Harry W. Kent's address Thursday noon before the members of the Kiwanis club in the Tyrolese room of the Behson hotel.

"One hundred thousand visitors will be here—it will tax our very fibres to take care of them. We can do it if we work with the one idea of benefiting Portland," Kent declared. "Kent was introduced by Ira B. Riggs, president of the Progressive Business Men's club. Lieutenant Commander Thompson, U. S. N., in a short address, appealed to the business men present to do all possible in aiding the American navy to secure men."

General Vanderbilt Given Distinguished Service Decoration

Washington, Oct. 15.—(U. S. N.)—Brigadier-General Cornelius Vanderbilt has been awarded the distinguished service medal for "exceptionally meritorious service" as commanding officer of the 10th engineers and as engineer officer of the Twenty-seventh division, Secretary Baker announced today. "His marked qualities as a leader," the citation reads, "developed a high state of military efficiency in his command."

CIVILIAN RESERVE LAUNCHED BY LOCAL LEGION IS POPULAR

Appeal for 25,000 Members to Help Keep Law and Order Meets With Approval.

Twenty-five thousand men are sought as members of the civilian reserve recently launched by Portland post of the American Legion to maintain law and order.

Portland fraternal and patriotic societies are responding enthusiastically to the invitation for cooperation in making the reserve a power for good government. A declaration of principles recently mailed to more than 100 organizations has received endorsement from the great majority, according to Cassius R. Peck, president of the American Legion here.

Features of the civilian reserve are: Membership limited to able bodied male citizens of the United States between the ages of 18 and 45. Enrolled by voluntary enlistment by filling out and signing an enrollment card.

Not a drill organization nor to be used in the interest of any class.

No officers; when members are called they will be attached, for the emergency, to the existing law enforcing units where needed.

Only called by governor when in his opinion an emergency exists wherein the constituted law enforcing units may be unable to maintain law and order. A great moral force to engender a loyal public sentiment, to suppress anti-government propaganda and to insure the maintenance of law and order.

Police Judge Warns Speeder Against 3d Infraction of Law

If Albert Budowsky violates the city speed law again while Judge Rossmann sits on the municipal bench, he will find himself lodged in the city jail for 40 days. This was the mandate of the

court Tuesday, following Budowsky's trial on two charges of speeding. Both were preferred by Officer Kelly.

Several weeks ago Kelly arrested Budowsky on Williams avenue while he was traveling 48 miles an hour. He gave the officer the name of Al Williams and failed to appear for trial. A bench warrant was issued, but the driver

could not be found. Kelly happened to catch Budowsky on Corbett street Monday afternoon while he was traveling 40 miles an hour. Budowsky pleaded guilty to both charges.



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Their golden roundness brings visions of the rows of jelly-firm "pumpkin pies" that used to line the pantry shelf when "comp'ny" was expected. Their goodness is repeated in

Hazelwood Pumpkin Pies

Or, if you like the more substantial richness

Mince Pies

with their flavory filling of raisins, currants, citron, nuts and Oregon-grown apples.

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ON THE SECOND FLOOR

The Upstairs Store

PETERSON'S

West Park at Washington

IN THE PITTOCK BLOCK

Double Quick!—Don't Miss This Important Suit Sale!

—Again, the best news of economy is hailing you from Peterson's! —We have a plus of suits that will interest every woman who hasn't already more excellent street apparel than she needs. If you haven't seen the new suits here, by all means DO: this occasion is a very special invitation, since we have allotted for hurried disposal.

250 Newest Suits at HALF PRICE

—Such a drastic departure will strike like a bolt from the blue! We know it. And so, we urge you to lose no time in coming to see what the offerings may suggest that would please you particularly well.

- \$ 49.50 SUITS go at.....\$24.75
- \$ 59.50 SUITS go at.....\$29.75
- \$ 69.50 SUITS go at.....\$34.75
- \$ 79.50 SUITS go at.....\$39.75
- \$ 89.50 SUITS go at.....\$49.75
- \$129.50 SUITS go at.....\$64.75
- \$149.50 SUITS go at.....\$74.75



—Among the 250 suits of this sale are many new and handsome style effects. Velours, broadcloth, silvertone and tricotines in various modes, trimmed with fur. Trimmings otherwise, suits of serge, tricotine, gabardine, broadcloth, silvertone and wool poplin. Attend!

100 New Fisk Hats at Half Price!

—D. B. Fisk, of New York and Chicago, is one of America's largest hatters. His name attaches special significance to this timely sale, etc.—a guarantee of the fitness of the quality and style available.

- \$12.95 Hats, \$ 6.50
- \$14.95 Hats, \$ 7.50
- \$16.95 Hats, \$ 8.50
- \$18.95 Hats, \$ 9.50
- \$24.75 Hats, \$12.50
- \$29.95 Hats, \$14.95
- \$34.95 Hats, \$17.50
- \$39.95 Hats, \$19.95

Pay Half for Dresses

—Wish we could picture them here—but we haven't even room for descriptions. In brief, you will witness in this special dress sale a veritable menagerie of fashion—dresses to please practically any taste. SEE THEM!

- \$49.50 DRESSES go at...\$24.75
- \$59.50 DRESSES go at...\$29.75
- \$69.50 DRESSES go at...\$34.75
- \$79.50 DRESSES go at...\$39.75
- \$89.50 DRESSES go at...\$44.75
- \$98.50 DRESSES go at...\$49.75