

# FALL

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tailored frock, and the simpler dress which takes its lines from those dresses really designed for the links or the tennis court. Of course, one always finds the tailored frock in a more subdued material than the other—in blue twill or serge, or a smart cloth in some dark color, even sometimes in crepe de chine navy blue in shade. The coat dress is a favorite in any of these fabrics.

The tailored dress is one which must fit perfectly—not an inch out of the way, and be exquisitely finished. The simpler sport frock is less particular—it may be more careless and at ease. This dress is developed in innumerable fabrics—in crepe de chine, in velvet, heavy or lightweight wools. The more intricate or bizarre the weave of the woolen cloth, the smarter the dress. Jersey, sweed, flannel and kasha are the lightweight fabrics represented, while tweed also takes its place among the heavy fabrics, along with other patterned wools.

It is here that the two piece dress shines, and almost entirely vanquishes the one piece. The length of the blouse varies—it may be quite short—above the hips, or reach some few inches below them. The short blouses wear no belt, the longer wear a narrow belt, of self material or leather.

Pleats are the darling child of the sports frock. Adopted though they may be for the more formal frock, they reign queen in the world of sports. One piece sport frocks are more prevalent this year, and they show many clever ways of inserting pleats. Under the pockets, from V shaped bindings—pleats stitched down from the shoulder and allowed to open halfway down the skirt—box pleats, side pleats, kick pleats.

Among sport coats, straight lines predominate, although one occasionally sees a bloused back. Belts are much more important than last year, but they still seem a bit timid, according to their behavior. Almost never does one see a belt daring to emerge all the way round—it may disappear when it reaches the front, and cover only the back of the coat, or it may appear only for a moment at the sides—again it may disappear at the back and only adorn the front.



## New Fall's FOOTWEAR

Just In

WALK-OVER FOOTWEAR

Of Distinct Character Are Now on Display

These are the latest arrivals and must say they are wonderful in looks, patterns, color, harmony and fits

You must try on a pair of these beauties to further put your stamp of approval on

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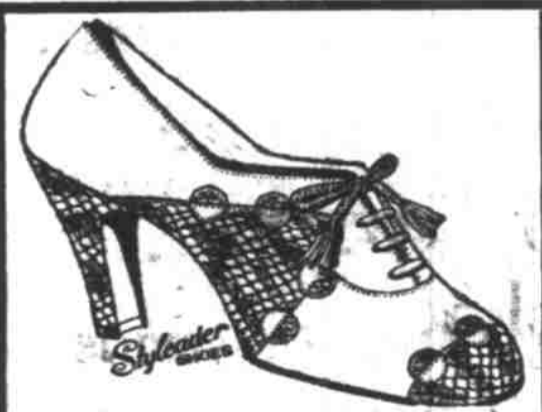


As pictured below in all over DARK BEIGE Calf skin trimmed in Wine Patent Leather.

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Just as pictured in all over Patent and in all over Beige Calf with Alligator Saddle and heel-trimmed.

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# FALL FASHION EXHIBIT

Let Our Autumn Opening Guide Your Choice of New Fashion

From the hundreds of fashions that leave the designers' hands, it is almost impossible to choose the correct, the smart, the loveliest. But from this collection of fashions, as offered at our autumn opening, such a task becomes a gay adventure with only success to crown one's choice. We have sought long and culled carefully, and the cream of the season's modes is offered for your choosing. Hats, frocks, coats, suits, footwear and scores of new and different accessories—all make their bow tomorrow night. You are cordially invited to see them.

### The New Mode Is Frankly Feminine

and lavishly full with shirring and smocking. Tiers in endless variety. The bloused back and swathed hip below which flares a full short skirt. The youthful jaunty bolero. The flattering drop shoulder. Contrasting yoke. Rich embroidery. Lingerie touches. Pleats and peplums. These are just a few of fashion's newer gestures for fall, developed in rich satin, velvet, moire and crepe. All of these you will find here, as long as they are new and smart.

### The Mode for Evening Glitters Smartly

Sequins, pearls, gold and silver all lend their brilliance to the new mode for evening—a mode of new lines, new colors and new fabrics. A mode that features a daringly new décolletage, the uneven hemline, the "fish tail," the very full skirt and lines deftly molded to the figure. A mode of chiffon and metallic cloth, of fluttering fringe and soft feathers, of velvet, taffeta, satin and lace. A mode in which the gayest colors are the smartest, and black the smartest of all. Here the smart woman may see the new evening mode at its best.

### Smartness Means Slenderness Even in Furs

There is a beautiful alertness in the smart, well-dressed figure of today, a slim, well-poised air, even in a heavy fur coat. For the most skilled furriers have fashioned and designed, eliminating the bulkiness, bringing out the sinuous loveliness of the heaviest pelts. To obtain such exquisitely fashioned fur garments, one must perforce patronize the finest of houses. The woman of fashion, the woman who knows furs, will realize that here are fur garments, fashioned for herself by the hands of an artist.



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