

MORE FUR FOR WINTER COATS

Plain, Flare-Bottomed and Princess Types All are Good This Fall

Coats are three types this fall—the very plain, straight lined coat that we are all accustomed to from seasons past, the one difference this season being that there is more fur than heretofore, and the collars are much larger; then there is the flare bottom coat trimmed with tucks, and sometimes an additional flare of the selfmaterial; and the third, the princess type with its fitted-to-the-form effect and slight flare at the bottom.

And they all have some fur trimming on them, many only have fur on the collar, which by the way is generally a large, shawl effect, very graceful for all faces both old and young. The soft, fur background of the collar brought up high around the neck softens the lines of the face. As to types of fur in use, there seems to be a choice limited only by the supply of fur at command.

Materials of Two Types

The materials are of two distinct kinds—the flat, sleek cloth of such type as broadcloth, and the thick furry cloth typified by camel's hair cloth. The smooth surfaced cloth is used for dress coats, and the camel's hair effect is used for sport. There are some very excellent models being shown in local stores which bear the name of "rumble-seat" coats. They are, as you would guess from the name, sport coats. The material is very thick, sort of an overgrown heavy upholstery, yet the material is very soft and pliable. These models are warm, but along very practical lines, tailored and effective. They come only in shades of brown today.

For sports wear and general utility wear, there is the tweed coat which is never a disappointment. The right style is purchased. The camel's hair likewise, if gotten in a good grade is a never failing source of satisfaction.

The colors to choose from are not sufficiently variegated to cause one any confusion. Brown leads, as it does everywhere else in the style world this year for both men and women, and following it is midnight blue, and black. There are many shades of brown but dark brown is perhaps the greatest favorite.

FUR HANDINGS ON SILK

Leaving sponsors an afternoon ensemble in black and white printed crepe trimmed with black fox in tunic fashion, and huge cuffs of the shaggy fur are used as a finish for the long, slender sleeves. A note of interest attached to this frock is its length. The skirt comes at least four inches below the knees at its short point, and a swinging side panel extending a trifle below the hemline adds a bit more to the long silhouette.

Enough gypsum was manufactured into plaster board and lath during 1928 to cover the walls of all the homes in a city the size of Boston.

Milady in Style



One charming answer to what sort of coat shall be worn this year is the illustration above. It is a model in black broadcloth combined with black caracul. The collar is a shawl which may be worn as a deep cape effect or be caused to stand up in a deep frame for the face. The fur runs to the bottom of the skirt to end in a point at the hemline. The cuffs are wrap-around style in fur.

The hat is of black felt and is worn off-the-face to show the forehead, and has a cascade of gros-grain ribbon in lemon yellow, green and black slit through the brim. The shoes are a good type of afternoon shoes or informal dinner shoe.

TUNG-OIL BOOMED AS SOUTHERN CROP

GULFPORT, Miss. — (AP) — "Tung-oil" and the "tung-off tree," words bearing mind pictures of sing-song Chinese coolies at work on their native plantations, have become part of the everyday farm and industrial jargon of this stretch if the gulf coast.

Aprishes and counties in Louisiana and Mississippi in particular, seem suddenly to have realized that the United States imports 100,000,000 pounds of the oil from China every year.

They have also discovered that 300,000 acres of well drained, slightly acid sandy loam, peculiar to this vicinity and planted to tung trees, would help grow at home an essential ingredient for high grade spar vanishes and enamels.

Want to Keep Family Towels in Separate Order? It's Easy When Each Person Has Different Color

Daddy has a peach towel.
Bobby has a jade.
Mother's towel is turquoise.
Orchid for the maid.
Sister's towel is colored rose.
Grandma's towel is white.
"Every one a different towel!"
Is the rule these days.

And why not? We who shudder at the thought of choosing the wrong toothbrush while half awake, certainly should be deeply interested in the latest idea which calls for towels of different colors for the various members of the household—the very colors mentioned in the little rhyme, in fact.

A famous laboratory, after clinical tests, has recently announced that bacteria deposited from one's hands to a towel, live on that towel for from 24 to 48 hours and that they definitely can be transferred from the towel to the hands of any other person who uses it.

We avoid the toothbrush, the napkin, and the handkerchief of our dearest friend, yet are often far too careless when reaching for a towel. Four members of a family have four times the possibility of depositing transferable bacteria upon one piece of toweling as has one member, so that the family towel becomes an easy medium through which a disease contracted by one may spread to several.

Colors to be Markers

It has always been difficult to mark towels of one color or design so that each member of the family will be sure to recognize

his or hers. Today, it is possible to secure towels of similar texture yet different colors—all-over colors, from top to bottom and even on the reverse side.

Peach, jade, turquoise, orchid, rose, maise—there have to be six in the family before the colors are exhausted. If there be seven, poor dad may at least have the bath towel for himself—if he's fortunate.

So much for the sanitary side of the subject. From the decorative angle there is quite as much to be said. We are not all blessed with modernized bathrooms done in colored tile and enamel with smart touches of black. Many of us must still struggle along with all-white bathrooms—although keenly conscious of the fact that this severe and clinical scheme is no longer considered "good."

This leaves us with the job of introducing color through such media as the shower curtain, bath mat and towels. To be handed luscious colored towels in six pastel shades that blend exquisitely when hanging from the same rack seems almost too good to be true, and does much to make us forget the lack of color in the construction of the bathroom itself.

In design, too, these newer towels are in-keeping with the modern trend in decoration, featuring such motifs as polka-dot combinations, a "statistical" pattern showing an up-and-down design; a stepped pattern suggesting skyscraper construction; an angular motif of conventional arrow heads.

DRESS SUIT COMES BACK IN POPULARITY

Dinner Coat Relegated to Functions Where No Women Attend

For evening wear the dress suit will be in the limelight during the coming season and is rapidly taking the place of the dinner coat. The opera, wedding receptions, formal dinners and balls demand the full dress suit; the dinner coat is properly worn only at men's club dinners and functions where no ladies are present. It has its definite place in the scheme of things, but should not stray beyond its rightful territory.

Refinement of line, scrupulous attention to detail, sleek perfection in all points distinguish the new formal clothes for fall, and present them in an enviable light that assures them a hearty welcome.

A novelty of the season is the crushed waistcoat—a design sponsored by Finchley (New York)—in a low-cut three-button model gathered in soft folds at the front closing. Trousers show soft pleating at the waistline; lapels are broad, and the silhouette is extremely shortwaisted.

The art of spelling correctly is being revived and emphasized this year in St. Louis public schools.

For Evening



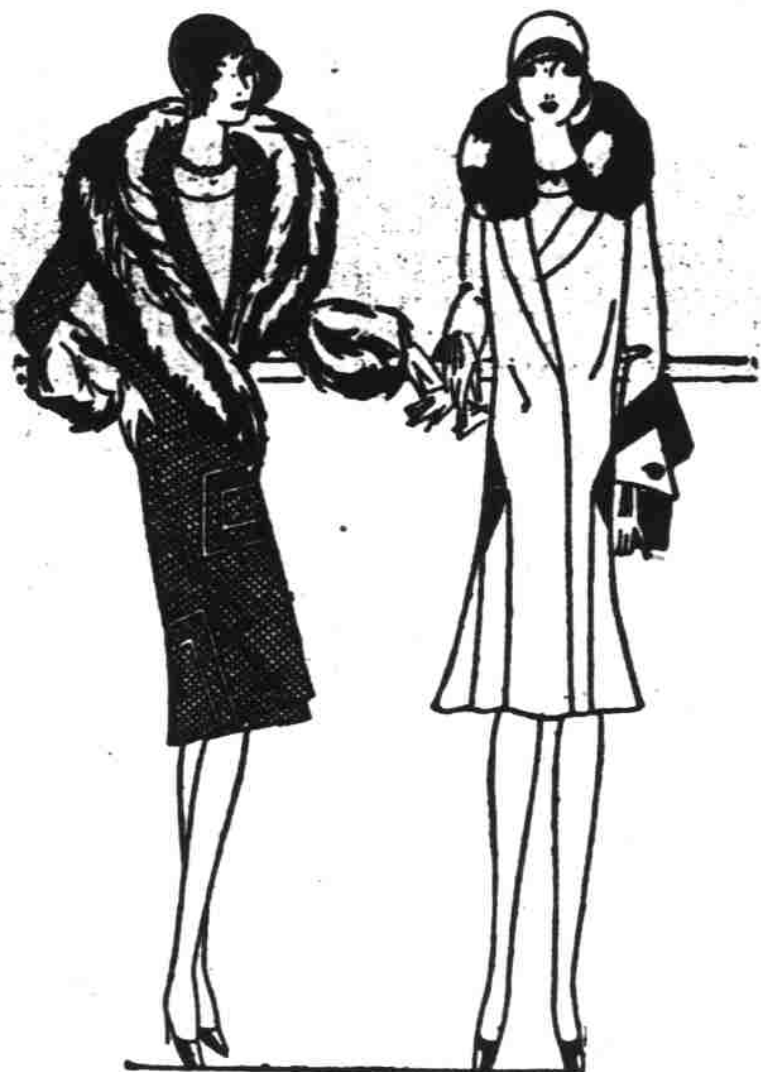
Madge Kennedy is stunning in one of those close wrapped hip length evening coats so popular over the evening gown of uneven hemline and many tiers of material.

you are invited to Our Fall Opening

Choosing carefully the styles for Fall that will be authentic for the entire season is an endeavor on which we have always been particularly careful. "Here today and gone tomorrow" as applied to the styles has always been taboo with us. Garments selected now will be in style all winter and it is through this extra service to our customers that we have gained the distinction of "The Store of Authentic Styles."

WINDOWS UNVEILED 7:30 P. M. THURSDAY

FIVE PRIZES IN OUR WINDOWS



Coats, this year feature many flares, placed low—they may be in the front, at the side or in the back. Furs are massive and may be placed on the collar in shawl form or mushroom style. Sleeves are also furred with the long haired variety being the most popular.

Dresses of Crepes and Georgettes in Browns, Blacks and some prints are outstanding in their simplicity. Flares are good while two piece models are very much in evidence. The Princess models for the office and college miss are very clever.



MILLINERY

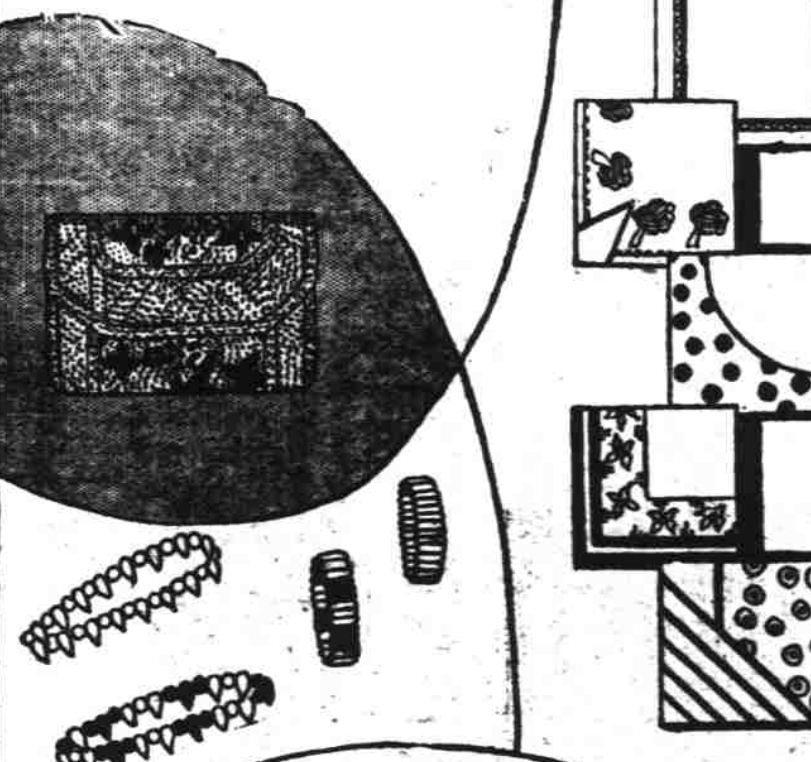
HOSIERY

FALL ACCESSORIES

THE woman of fashion may choose her fall accessories conveniently and with assurance from our smart collection of gloves, handbags, jewelry, lingerie, handkerchiefs, flowers and hosiery that has just arrived for the first days of the new season. A complete selection here, temptingly priced!



Felts, Felts, Felts, it is almost impossible to conceive and many different cuts and combinations that the artists have been able to produce. Off the face, down in the back or down at the side is the principal mode while some have the narrow brim in front. Felts for dress, felts for sport and felts for utility wear — everything seems to be Felts.



Our hosiery department, as in former seasons is the pride of the store. Seldom, outside of the Metropolitan centers will one find such a large and varied stock of hosiery. This season we are happy to announce the "Individually proportioned stockings by Gordon." A shape and length in every size for every build. You can be properly fitted in Princess, Petite, Regal or Splendide.

OPEN SATURDAYS UNTIL 8:30 P. M.

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To be charmingly, properly dressed is to be fashionably dressed. Yet, simple as this may seem, the proper dress, the individual frock, is often the most unobtainable.

Not purchased by carloads, but each carefully selected from the models of exclusive designers—each one designed for a purpose. . . . It would be foolish to put such creations in the hands of untrained salesladies. . . . It is this individual, personal service which makes the woman dressed at Mack's—whether in the more expensive originals or in an inexpensive little copy—different from the average woman she meets—places her almost upon the level of Dame Fashion herself!

MACK'S

SEE OUR FALL WINDOW DISPLAYS

395 N. High St.

