

Height and Grandeur Marks New Styles From Head to Foot

Silhouette Is All-Important

Diversity Evident in New Furs; Casual, Fitted Lines Are Rivals

Generally speaking, there are five individual categories into which this season's fur coat interests fall, and although individually speaking every fur coat is like a specially designed creation, let's get a shopper's eye view of the trends from which we'll be able to choose. There is the princess coat which invariably resorts to shoulder elaboration plus a small, soft collar. This type of coat is best developed in caracul, Persian lamb, and mink.

Secondly, we have the long fur cape which introduces the new straight line and which originally high style, has been stepped down to your little budget in a choice of furs including nutria, Alaska sealskin, Hudson seal, and a variety of colored lapins.

Another charmer is the coat of swaggar silhouette with tuxedo-rever front and which is equally interesting in purely sport furs, as well as in furs which complement dressy costumes, especially when two furs are combined, as for instance Hudson seal with tuxedo revers of Persian lamb, brown pony with revers of nutria or leopard, and even for evening in white broad-tail with revers of white fox. Fourth in our silhouette presentation is the loose-back swaggar which comes in a complete range of lengths, often resorting to the back-dip hemline for interest. In this youthfully styled coat, fullness results from the shoulders or from a lower yoke line and swings out in pleated or casually rippled fullness. Lastly, we have one of the most flattering coat silhouettes to ever come from a fur designer's workroom—and it combines the best elements of the princess silhouette and the swaggar, by means of a fitted bodice, narrow waistline, and widely flared skirt, preferably of tunic length, and belted. This coat is a favorite in gray-dyed lamb, kid furs, Persian lamb, Japanese mink, Alaska sealskin, Hudson seal, and in all the lapin varieties.

Style Strategy
When clothes are essentially simple as to line, it is the favorite trick of designers to make up for this simplicity in the tricks they play in sleeves and collars; and this season amply shows how much originality there can be displayed.

It is by means of fullness that the silhouette is dramatized, and because of the variations in figures and heights this fullness is distributed in three ways so as to make a wearable variety of coats for every woman. There is the coat with fullness massed on the shoulders and gradually tapering toward the elbow, and finally to a very tight wrist. This is a sleeve wearable by the full-hipped, too-short figure, because it lends a suggestion of height, and attracts interest to the shoulders, thereby making the hips seem more slender.

Secondly we have the sleeve that is moderately soft and full from shoulder to elbow, where it is gathered in and then released to a slender elbow-to-wrist line. This is a design of sleeve which any woman can wear with impunity, safe in the knowledge that although it is interesting in design, it is nevertheless little

Slate Gray



A tailored woolen suit of slate gray with wide lapels and patch pockets is the choice of Edith Atwater of Culver City, Cal., for autumn and winter wear. International Illustrated News Photo.

enough-exaggerated to prove flattering to her figure.

Thirdly we have the sleeve type which is best suited to the woman of moderate and taller height. It is a sleeve which has a slightly deep armhole with a silhouette that is continued to below the elbow, where it suddenly broadens out to form either a gathered pouch, or just a pointed peak, from which it continues tapering toward a plain or cuff type wrist. This latter is the one you will see on most fur coats in the shops; but if your figure or height is not well proportioned, you can have the furrier remake the sleeve to suit your personal requirements. It may very readily be seen that with basic types such as the sleeves we have described, there are varying adaptations, according to the individual style of the coat. In evening coats and wraps, for instance, you will find more theatrical effects: squarer shoulders, more accentuated points, more voluminous, and more elaborate shirred treatments.

We must also consider that manipulation depends largely on the fur selected, and that it is not wise to borrow the style element of a very soft fur and translate it into a very bulky fur. Although all furs are now

so treated that the suppleness of their skins makes them adaptable to the same designs as we see in cloth coats, good taste must be kept in mind so that we get the maximum beauty from each garment.

Insofar as the collar is nearest your face, it really should be the most flattering part of your coat, and with this simple little fact in mind, designers have offered us a choice of five perfectly stunning collar effects, exclusive of the tuxedo-rever and notched rever types. These five are utterly new—completely different, and pleasingly tricky. There is the bulldog pouch, which perfectly expresses the trend toward smaller collars. It comes right under the chin, is round and just meets at the center of the neckline with curved effect. More intricate is the tunnel collar, which gives the effect of running a crushed section of fur, through and under a more stiffened "tunnel" of the same fur.

The Bagymore collar is another contender for fame, and is particularly pleasing on sport coats. Extremely simple, it is very short at the back, but comes around the front to extend in

two deep, tapering points. Another effect in fur collars is the standing type, and it is constantly recurring in all-occasion coats. At times we see it very short, turned up in the back and over in front like a man's wing collar. The Johnny collar is still with us, and this too, is worn turned up in back. There are more interesting treatments such as collars which seem to be draped, and shirred, left standing about the neck, giving the impression of upholstery design. In sport furs we very often see the boat-shaped collar, standing up all around, with large buttons outlining the front which dips low enough to keep the chin out of fur. Sometimes, too, these standing collars are cut out in petal shapes or scalloped outlines which frame the face smartly. The square shouldered collar is favored by the young set, and is reminiscent of the sailor collar, continuing its square outline deep in the back. More often, however, the square effect is gained by means of epaulet-like shoulders, and the back may be left entirely collarless, or with a very narrow edge of fur extending from shoulder to shoulder.

In a season when so much that is dramatic can be interpreted into clothes, it is to be expected that we should find a number of novel treatments. There is, for example, the lampshade silhouette, which is expressed in very flat furs. It is Alice who is sponsoring this trend, which is achieved by means of a drawstring through the waistline. The coat is invariably three-quarter length, and smart women wear it over a pencil-slim dress or skirt thereby giving a very theatrical effect. However, there are full length coats, too, which advocate this lampshade silhouette, and the drawstring effect of the waistline is often repeated at the neckline. Convertibility is another theme that enters the scene of these picturesque coats, because they may just as often be worn without the belt, when they take to a casual silhouette with a full, "swinging" back. Belted, these coats suggest the ballerina silhouette, or Russian trend of former years, but their new suppleness has made them adaptable to newly gained fulness which sometimes makes the coat look as though it was softly box pleated from the shoulders.

Three Predominant Suit Types Are Featured Among Modes for Autumn

The fact that so much wear can be gotten from a fall suit adds to the necessity of owning one; and the impressiveness with which the newest suits is styled makes them a definite want. There are three predominating types to consider.

Most practical of all suits is the three piece wardrobe type, which may be either very sporty or semi-dressy in character. Developed in British type tweeds, or in a wide variety of patterned or solid color fleecy woolsens, it is distinguished by the youthfulness of the jacket, which invariably buttons all the way down the front, has a very youthful little collar, and may be worn without a blouse. Topcoats, whether they are full length or three quarter are casual at all times, with pouch or shawl collars in the less formal types, but with tuxedo revers of fur in the dressier styles. Skirts in all instances this year are pencil slim and straight.

rever suit is equally popular, and is given a dressier aspect by means of the formality of the blouse worn with it. The newest style trend of the season is the introduction of the tunic suit, with the tunic length coat cut along fitted bodice lines, the skirt flaring to a wide hemline from a belted or unbelted waistline. Fur trimmings are rather elaborate on these types, whether they form collars, cuffs, borders, or cutout appliques on the skirt of the coat. Persian lamb, galyak, chinchilla-dyed fox, leopard and kit fox are smartest.

For the youthful figure, and for the girl who likes something more of a costume nature in the way of a suit, the short jacket two piece suit is popular and becoming. Often the jacket is almost entirely of fur, forming shaped collars, deep plastrons, and deep border sections, with the poplin pocket line quite theatrical looking. Very high fashion indeed, is the suit with a short cape either entirely or partly of fur. Featur-

ing squared shoulders, or a flare that slants to back depth, the cape has been so designed as to be available in a becoming silhouette for every figure type.

Military Stripes Suspenders Vogue

New fall suspenders are featuring bright military stripes in narrow or semi narrow elastic webs. The majority of these are finished off with leather tabs, and are furnished with some sort of action back ideas that keeps the braces comfortably on the shoulders in the midst of the most violent action. Some of the braces clip on to the trousers, instead of fastening on with tabs and buttons, and display sargeant stripe buckles to finish out the regimental idea.

Operation Unavailing
CHICAGO, Sept. 23.—(P)—Baby Julian Tafel's six days of distressed life ended tonight despite a delicate intestinal operation performed in expectations of saving him from a death of "mercy."

Fashions with a Future!

You don't need a fortune teller to predict that the new Fall fashions swing high ... and the sky's the limit to their smartness! High style smiles on tunics ... peplums ... dresses that flare from the waist and slim your hips. High crowned toppers come forward to show off your curls ... and are definite forerunners of the directoire silhouette. Fur trimmed coats in tunic and semi-princess lines cast smart shadows. And how high are fur collars? The higher to flatter you, my dear! Sportsy knits take their bow and show new interest in hairy mixtures ... plaid and check designs ... and they borrow peplums to dress them up. But that's only half the story! Come to (Meyer Both) and see the entire fashion picture!

HIGH HATS
Daringly new hats add a high and mighty smart note to your Fall costumes. Velours and velvets in black, wine and green. **\$5.00**

SUEDE BAGS
Pouches, top handles and envelopes in suede and smooth grained leathers. Beautifully lined. Fitted with change purse and mirror. **\$2.98**

SUEDE GLOVES
Classic slip-ons in suede or kid. New details. Many are hand stitched. Black or brown in suede. Black or white in kid. **\$2.98**

RINGLESS SHEERS
Three thread afternoon sheers in smart Fall shades. Amply reinforced. Also service sheers. Sizes 8 1/2 to 10. **79¢**

FALL FOOTWEAR
There's smart footwear in the new high cut shoes for Fall. Suede, kid, suede and leather combined. High, continental or oxford heels. Black, brown. **\$4.95**

WOOL FROCKS
Youthful, new wool frocks in one and two piece styles. Some have peplums. Plaid, checks and leather shades. **\$7.95**

TUNIC FROCKS
Wear a tunic and you'll wear the smartest and latest dress fashion for Fall. Crepe satin, printed velvet, and crepe. Sizes 14 to 20. **\$7.95**

KNITTED COATS
The perfect coat for all purpose wear — Town-trotting, country, etc. Silk satin lined—warmly interlined. **25¢**

MILLER'S....

Salem's Leading Department Store

CONTROL Where NEEDED is the SUCCESS FORMULA

of Artist Model

by AMERICAN LADY

the Original All-In-One with

DETACHABLE BRASSIERE

Some women need just a bit more restraint across the diaphragm. Others want a foundation that does things for the bust. And everyone wants that smooth, unbroken line from bust to thigh this fall. The new fashions demand it. Our answer to the problem is "Artist Model." Its detachable brassiere feature makes it possible to give you "control where needed" without any break in line. Come in and let us show it to you.

Foundations—
Prices ...\$5.00 to \$15.00
Extra Bras—
Prices\$1.98 to \$3.50

Miss Goff, representing American Lady, is here all this week to give you your correct figure analysis and advise you on correct corseting. THIS SERVICE IS ENTIRELY FREE!

