

Milady Takes the Autumn Spotlight

Comfort Gets Call in Shoes

Change From Lightweight Is Gradual; Elastic Leather Provided

By ALICE JAMES

American manufacturers in every line are becoming increasingly aware of the need for supplying the public with things they want. Auto makers, radio manufacturers, refrigerator companies, and all the rest are restless in their researches to anticipate and interpret consumer wants, desires, and reactions.

In the shoe field, be it simple hankies or complicated costumes, the trade must maintain an equally alert attitude to capture every possibility for pleasing and satisfying the people who buy their goods.

One of the best examples of that ability to serve a particular need in a manner to delight any style-wise and comfort seeking American woman is the recent development of a new shoe season—a sort of pre-fall period presenting a type of footwear that is definitely apart from that of mid-summer and mid-fall.

This new season is not an arbitrary one, designed to increase sales at the expense of shoe buyers, but rather is an answer to a crying demand on the part of women for an in-between type of shoe to play an important part in the apparel needs for the period from August 1 to September 15.

Last year this transitory fashion season had its inaugural in a very small way. A few manufacturers and a few stores sponsored the in-between season styles. This year you're going to see a great many more "pre-fall" shoe styles, and in case you feel that there's little need for such a breakdown of the seasons let us tell you that you'll more than welcome the development.

Be Kind to Feet

After several months of unhampered comfort in lightweight, superflexible, open-work shoes it's nothing less than torture to step right into a pair of fall or winter shoes. Firmer, more rigid models work a definite hardship on feet accustomed to sandals.

With this in mind you'll find the new "graduated" shoe styles quite to your liking. They'll allow your feet to step gradually into fall and winter without the unhealthful and uncomfortable sudden cramming into harder leathers and boxed-in toes.

Some of the shoes suggested for this type of pre-fall wear are ideally designed for the purpose. They're not nearly as open as strictly summer sandals, but they retain some of the perforated and open toe features on a smaller scale. One lovely model that we were particularly taken to is a covered the sandal without boxing, but with an open flank. It's just out of the summer class enough so that one can wear it after Labor day and yet is soft and supple for summer spoiled feet.

You'll want at least one pair of these newly created in-betweeners to cover the gap in seasons. Of course you'll be able to get a great deal of wear out of them throughout fall and into earlier winter for sport occasions and on warmer days.

Leathers Are Elastic

An amazing development in the manufacture of shoes is the newly devised tanning method for producing elasticity in leather. Both men's and women's shoes will benefit by this clever process this fall and winter, and the idea brings shoe designers an entire new range of possibilities on which to work.

First, you'd probably like to know something about how it's done. In the first place, the process has been in the testing labor-

Accessories Such as to Add Zest To Wardrobe Are Offered; Gloves, Millinery Fashions Will Attract

Whimies that add zest to a costume are just what every woman will be searching eagerly for this fall. For well she knows that carefully chosen accessories are the secret of many a really successful wardrobe. It's the gay filip that a particularly charming handbag, scarf, or accent of costume jewelry, to say nothing of the perfect hat, brings to an outfit which helps achieve that so-much-sought-after individuality. And this autumn's fashion horizon is bright with new ideas for clever notes of costume harmony or contrast.

The perfectly groomed woman always gives an infinite amount of thought to her gloves. This winter she is going to some, partially to English suede, and she'll find it ever so chic to choose them with a matching hat. No need for any one to have cold fingers on blizzard days, with the grand array of really warm gloves

stories for more than two and a half years. It has finally been passed as satisfactory and manufacturers shortly will have limited supplies on which to work. In making this leather the back of the skin is scraped and roughened after the normal tanning process. Then it is treated with a patented chemical process which restores about 60 per cent of the elasticity to the leather. It is then backed with a latex covering which allows the exact amount of stretch desired. The stretch can be controlled.

Some 300 finished shoes already have been produced by 12 leading makers as samples, and we understand that a good many fall shoes will embody the feature. The new material will be a godsend to hard-to-fit feet, eliminating the necessity of combination lasts, as shoes made of this elastic leather naturally will conform to the outlines of the feet.

In spite of the fact that this leather will stretch and bend to allow utmost comfort and foot health, it can be perforated and trimmed in any manner desired, as the perforations do not lose their shape with the stretching.

For Fall and Winter

The trend is definitely toward a greater use of leather and a restricted showing of fabrics and materials. This trend also will be noticed in all sorts of garment trappings, as well as in shoes. In fact, leather holds a high spot in new furniture, walls, and lamps. To carry the trend still farther, we hear from the continent that even metal straps on wrist watches are bowing to the new leanings toward the increased use of leather.

But it will be in the shoe styles that we will see the greatest evidence of the leather idea. Suede will carry the keynote, allowing you the possibilities of many smart matched outfits of suede bags and belts to match your new fall suede shoes.

The fashion theme, as far as shoes go this coming season, will be unquestionably simpler, both as to design, trimming, and color treatment. Your leathers will be led by suede, with patent not terribly far behind. Colors will be restrained, with black and brown getting the big hand as far as popularity goes. Blue, green and slate gray draw up in the rear, with restricted use of the multi-colors.

But fabrics are undoubtedly on the wane. There will, of course, be some showing of gabardine, but the leather influence is too strong to permit much of an encroachment of any other styles. Likewise, complicated patterns and designs are taking a back seat. Some of the cutouts still will prevail, but on the whole they will be less in evidence and the open toe fad is rapidly closing. Such open toe models as you may see will be much smaller, and in some of the styles the open toe will be merely an effect, the open space being covered up with kid or some contrasting leather.

Returns to Home

LINCOLN—Kenneth Edwards came home from a Salem hospital Friday, after having been a patient there for several weeks. He was confined with injuries received in a threshing accident.

Fall Fashions Are Revealed

Duchess of Windsor, Some Other Notable Women Influence Modes

By ANNA COLTON

Another season rolls around, bringing with it our first glimpses of what's new in the world of fashion. The styles shown now are indicative of the clothes we'll be wearing all through the winter months, so we're wise to heed carefully all current trends.

It is both interesting and amusing to observe the effect that prominent women have in influencing fashion designing. Two such varied personalities as the elegant Duchess of Windsor and the opulent Mae West have had a marked effect on what you and I will wear this winter. Both of these much publicized ladies are responsible for a number of the season's style features. The cool and lovely lines of the duchess' frocks have captured the imagination of all chic women as surely as the undulating contours of the fashions worn by the colorful Miss West.

It seems a little contrary to speak of the chic of both straight and flowing lines, but such is the way of your clothes for fall. It's another one of those blessed seasons when you can choose fashions that are most flattering to your particular type of figure and still be perfectly in style.

Necklines and Waistlines

The most notable change in the new dresses is the definitely lowered looking types—are particularly in demand, and you'll see lovely ones which you'll find it pretty hard to resist in pigskin, calf, suede and reptiles.

Trends in Fall Hats

No matter what millinery styles any autumn season introduces, the pert little shapes are always high in favor—the sort of hats that won't interfere with the high fur collar which your new coat will probably boast. But you can always rely upon the designers to contribute something new and fetching in the styling of these so important early hats. This year's have higher silhouettes, usually with a becoming width at the top, and there's often something decidedly intricate about the clever manipulation of the crown. Rose Descat has contributed an adorable cone-shaped black velvet hat striped with narrow bandings of gold kid. From Agnes comes a vivacious casual hat with a cocomber ridge at the top and a tiny brim. A novelty to be seen in many of the new casual hats is a trimming designed from insets of colored grosgrain which look a bit like badges or insignia. A wing-like felt beret called "Wing Spread" as a new Schiaparelli creation which was inspired by Amelia Earhart's flight.

Side-Roll Mode

Inspired by the Directoire mode is the new side-roll millinery, to be worn tipped coquettishly to the right with lots of curls showing. Sometimes you'll see a bit of ostrich giving them a reminiscently 1900 look. Marvelously enough, these new Directoire styles are gay and youthful.

Styles that Sparkle

Putting aside the simpler fashions of summer we turn to a richness of detail in the fall and winter showings. Silver embroidery scintillates on many of the new dresses. Rhinestones sparkle from shoulders and sleeves. Sequins gleam lavishly all over evening and dinner dresses.

Evening fashions are lavish in fabric. Metal cloths, regal, stiff velvets, upholstery weaves, and luxurious satins are parading elegantly in the evening picture. Pastels and light shades are proving smartest for formal wear.

Most elegant and daytime fabrics is sleep, sophisticated silk jersey. In gleaming black there is

nothing richer. Because draping is so much in evidence, jersey will hold its popularity, for it is a fabric that lends itself beautifully to soft, draped effects.

O. K'd by Movie Stars

Los Angeles, which is fast becoming a world famous center for smart fashion designing, is introducing a number of new style accents which will undoubtedly survive the winter with great success. Out in movieland they're showing fall costumes that are simply lavish with rich fur trimmings. Deep fountains swirl profusely around necklines, at the edge of jackets, even around hemlines. Other favored furs for trimming chic dresses are mink, gaylak, Persian lamb, mole, and dyed fitch.

The west coast favors dinner and afternoon frocks of metal cloth or plain silk crepes with jackets of metal brocade. Skirts are slim and very straight. For street costumes sometimes an inverted pleat is seen in the skirt. Sleeves are long or three-quarter length. The sleeve in all the important showings never ends above the elbow.

Sportswear for fall is often very gay. For instance, there is shown a red and black plaid flannel shirt that is worn tucked neatly into a high waisted gray skirt of light-weight woolen that is pleated from waist to hem all around. Pleated skirts, by the way, are much in vogue.

School Outfitting Is Problem Again

Wearability Is Important Factor for Children Aren't Grownups

Once again all over the land school bells are ringing and children from kindergarten through all the grades are bringing bright red apples to teacher. Back they go, some joyfully, others regretfully, but back they go anyway. Up comes the annual problem for mothers of outfitting these young hopefuls in clothes that will stand the rigors of playground activities and still retain at least a trace of their pristine freshness. And no small problem it is. Children are careless and it's unfair to expect them to emerge from hop-scotch or blind man's buff with their pants still pressed or their dresses untorn. It just isn't their nature.

Fortunately boys are not expected to look particularly immaculate. It's always a surprise when they do. Not until they reach the age when girls signify more to them than a vague no-nonsense do they start washing behind their ears without being told. But girls are another matter. For some, as yet undiscovered reason, it shocks us slightly to see very young ladies with their shashes untied and their hem dangling down. For little girls are "sugar and spice and everything nice" and should look like it.

World Tour Ended

ELDRIDGE—Mr. and Mrs. Roy S. Springer, world travelers recently have returned here to their farm near Eldridge school. Albert Girod has cared for the place during their three year absence.

Lamps Styled to Match Furniture

Lamps are following the lead of the novelty furniture lines and are being styled into harmony with the various modern and period designs.

For many years lamps lagged behind furniture styles. During the last few seasons, however, public demand for lamps and accessories that blend well with period designs has shown lamp manufacturers that they, too, have to look at the accepted furniture designs to get their style inspirations.

In last summer's market many lamps specially designed to go with period furniture were shown. So it is expected you won't have much trouble finding a lamp that will harmonize with whatever period of furniture you have in your home. Shades, for the most part, will be in champagne or gold color with dark accents blending with the wood bases or contrasting with the new materials now being employed in manufacturing table and floor lamps.

"Better light, better sight" lamps have been subjected to improved styling, and through the use of holo-phane glass and no-glare reflectors, a new grade is being incorporated into these scientifically designed lamps which makes them blend and harmonize with the furniture of your rooms.

At Relative's Funeral

ELLENDALE—Mr. and Mrs. John Martin, Mr. and Mrs. Ernest Martin and Mr. and Mrs. Lester Martin attended the funeral of Mrs. Eva Robinson of Amity Saturday at the Amity Christian church. Mrs. Robinson is Mrs. John Martin's oldest sister. Mr. and Mrs. Mark Blodgett of Pioneer also went to the funeral. She was a sister to Mr. Blodgett also.

Opening Fall Season Exclusive Style Apparel



New York Coats Suits and Dresses

Hose, Bags, Lingerie To Complete any Costume

Foundation Garments Made to Your Measure Which Will Improve Every Garment.

SHOES Styled and Made by the Worlds Finest Makers

HATS The Worlds Most Exclusive Designs

Every Line Exclusive to Our Store



Fashion's Fall Themes



... are brilliant in this important showing! You'll see Paris-inspired silhouettes... designed after original creations by many of the most famous couturieres. You'll love their sleek sophistication... and the richness of the new fabrics which fashion this season's clothes. For here at Milady's Shop you will find examples of every important new style trend in...

- Suits!
- Coats!
- Dresses!
- Costume Ensembles!

MILADY'S SHOP
415 State

SALLY'S
FIRST WITH FALL'S FAVORITE FASHIONS

For an Autumn Afternoon

Again fashion decrees black. We bring it to you in a collection of afternoon dresses with slim, straight lines and a wealth of flattering detail. They're available in crepes, satins and that marvelously chic fabric, silk jersey. They're sophisticated fashions that you'll adore.

\$7.95

Others From \$4.88 to \$14.95

A Small Deposit Will Reserve Your Garment

SALLY'S
357 COURT ST.

Look for the Large Neon Signs