

The Fall and Winter Mode in Millinery

Envelopes a Copious field



Hats—hats—hats. All the money that she gets she spends for hats. So ran the refrain of an old song. The writer of it little realized at the time how true his song was. If one was to keep up with the ever changing modes in millinery, one must spend an unlimited amount of money.

This season offers so many beautiful styles that one will have a hard time picking out just what she wants. However, try to wear what suits your type best and stick to it. For sports wear, the ever faithful fur and antelope felts are the most popular. Again, as in former seasons, the small hat with variations is shown.

Draped or Pinched Crowns. One particularly smart model, in pine green, had a bowler shaped crown, narrow brim slightly wider in front and was banded in a self colored grosgrain band tailored bow. Other felt models have draper or pinched crowns, narrow brims and banded in velvet or grosgrain ribbon. The crowns of our Western cowboys' evidently served as an inspiration for these pinched crown effects. We who have ever attended a rodeo will remember the type hats worn by the participants. They have rounded crowns, wide brims, and are banded according to the wearer's fancy.

Dame fashion has boldly transported this model to the world of fashion. Another felt hat adaptable for sports wear has a rounded crown and soft narrow brim of double faced felt. The brim and crown match in color, and the underneath part of the brim which is in darker shade matches the grosgrain ribbon band.

Beret Model Is Popular. For afternoon wear, the outstanding fabrics used are felt, velvet, fallie and satin, either alone or in combination. One of the most popular models displayed is

the beret made either brimless or with tiny visors, in a variety of styles and combinations. One of the smartest seen was made of black moire and velvet. It had a draped sectional crown and head band of a vividly colored Roman striped grosgrain ribbon.

The same type models are also to be had in the softest quality antelope felt trimmed with self colored grosgrain ribbon and jeweled pins. Square crowns are going to play an important role in afternoon hats. One hat, made of brown velvet, tucked in small squares had this type crown, narrow brim and was banded in self colored grosgrain ribbon.

Small Turbans Liked. Other modish features in fall millinery are the small draped turbans made of two tones of grosgrain ribbon, velvet, double faced satin or ribbon. Berets are made of moire and velvet, velvet and felt, double faced satin ribbon, fallie and grosgrain, plaided velvet and solid colored velvet and many combinations.

For the woman who cannot wear the small hat successfully, there are the larger hats, not too large, of felt, satin, ribbon or velvet. Some of the felt hats are trimmed with small brightly colored cut-out flowers, the ends of which are tipped with sealing wax or hand painted. Other trimmings seen on felt hats are self colored fringed grosgrain ribbon or a single large felt flower, with either raw edges or bound in self colored silk binding.

Satin Hats Nicely Trimmed. The satin hats are generally trimmed with self colored ribbon and a jeweled pin. The velvets are trimmed with appliqued flowers of sealing wax, chenille and silk embroidery done in fruit designs, ribbon embroidery, hand painting

which resembles needlepoint or tailored ribbon bows.

One large black velvet hat, suitable of more formal occasions, had a facing made up entirely of tiny blue flowers. Around the crown was a narrow black satin which tied in the front with a bow.

Head dresses for evening wear play a minor role. However, for those who still cling to them, turbans of metallic cloth are favored.

Variety of Ornaments. Millinery ornaments displayed for the fall and winter include crystal spikes in pairs, maracane ornaments in geometric, fob or scroll designs, insect type pins made of crystal and enamel, rhinestone and pearls or steel and maracane, monograms made of black, jade green or red composition, combined with rhinestones.

Colors in vogue are burgundy, various shades of blue, red, green, all the wool shades and black.

For the kiddies the general trend is similar to the grown ups. There are the berets and cloche models of felt or velvet. The children's hats show a marked simplicity, the only trimmings being grosgrain ribbon, tiny feather cocardes and felt flowers.

So the song goes on, "Street hats, dress hats—price out of reach—hats."

Newport, R. I.—The Vanderbilts are back among in the horse show game, in which the late Alfred G. and Reginald C. excelled. Mr. and Mrs. William H. have been riding at the county fair and Mrs. Muriel Vanderbilt Church has been taking the hurdles with a ten-year-old named Wings and also driving.

Rome, Italy.—There are no hats in Mussolini's new cascade styles; the girls simply wear bands across their long tresses.

NEW THINGS IN STYLE DICTATES SEEN IN DISPLAY

"The fashionable colors in suits are gray, brown and blue, with a sprinkling of green in other weaves. Hats for fall are as bold and breezy as ever, but not so large in shape."

Such is the statement issuing from the Man's Shop, operated by Cooley & Huntington, who specialize in following closely the styles for young men of college age and a little younger. And such will be the general effect of the styles shown in the window of the store when fall window display week starts on Wednesday of this week. The fashionable colors in hats are gray and tan, solid or mixed, to harmonize with the suits, according to the Man's Shop.

Shirts, collars, handkerchiefs and hosiery are of bold pattern and bright color. Patterns and colors will both be available to view for everyone interested when the window display is shown.

As to shape and measurement, young men's trousers are not changing much this fall. They still measure about 13 inches at the knee and 13 inches at the cuff, with many collegians and others following in their footsteps going just a little more to extreme. Sweaters and raincoats will apparently be as widely decorated and of as varying color for the coming season as ever before.

WORTH SHOWING LATEST STYLES IN MANY LINES

New dresses, coats and hats in jungle green and claret red, black satin frocks in satin back and flat crepes are being shown this fall by Worth's department store. All colors are bright.

Contrasting colors in the new hand and under arm bags are shown while in the hosiery line are 43 new and distinct shades from which to match footwear and dresses.

Silk umbrellas are strong in solid colors, reds, greens and purples predominating. All come with the new novelty handles and in the "stubby" styles.

Vagabond shapes feature the line of new felts and velvets, in both the small and picture hats, trimmed with applique ornaments.

New infant headgear offers a wide range in the late styles.

PENNEY SHOWS VARIED STOCK

Furnishings for men and women, with full departments for children, are featured by the J. C. Penney company, with full lines in all departments.

Ready-to-wear garments are a specialty of the store, with the late shades and models being emphasized. A millinery department is also conducted while there is a full shoe department, in which the new fall pumps for women, in patent leathers and gun metal calf trimmings and distinctive straps are offered.

School days are taken care of by a complete line of wool dresses for the girls and suits for the boys. The coat department is also complete and offers a wide range from which a selection may be made.

BRIGHT SHADES ARE IN DEMAND

Piece goods running in silks, satin back and flat crepes are the specialty of the Sheldon-Sherwin store. All shades of red are popular with black extremely good this year. Woolen satin glows, flannels and plaids of all textures are also carried.

Novelties are being shown to a great extent this fall while costume velvets are good, leaning toward

the brighter shades. In the wash goods prints are in evidence, in all the new and fast colors, while broadcloths are also good.

Figured lingerie materials are being shown for negligee and lingerie purposes.

In the millinery department felts and velvets in the small hats, in both bright shades and black, are offered.

Strouds' arg. Pa.—Billy Gibson wants to bet the Prince of Wales that Tunney will win. Hearing that the prince was picking Dempsey, Gibson spent all of \$5.11 for a cable to his highness.

DINNER RINGS IN NEW STYLES

Late styles in dinner and engagement rings, with fancy white gold and platinum mountings, are being featured by Hartman Bros. jewelry store this fall.

Colored toilet sets in different colors and startling silver designs are also novelties and among the latest arrivals at the store.

New pattern Seth Thomas clocks, designed for harmonious effects in the new English and Spanish type homes, are replacing the old familiar mantle clocks, which are going out of style, while the new wall clocks are also gaining in popularity.

Diamonds and watches are a specialty of the store.

Outwardly, he added, France was observing the correct reserved attitude in the face of most bitter attacks from the Italian press, resulting from the attempt on Mussolini's life by an Italian exile who had lived in France.

New Arrivals In Fall Apparell



These smart new frocks represent the most recent of fashion ideas in style, fabric and color. Roman violet, channel red, jungle green, tans, browns and black are the predominating colors.

Millinery

Both large and small hats favor the high crown, which is crushed, folded or dented in innumerable motifs.

THE Ann Louise

The New Hawkins Bldg.
220 N. Liberty
Opposite the Portland Electric Power Co.



Fall Opening

OF OUR NEWLY REBUILT STORE

Showing the Late Modes In Fall Coats and Frocks

There are smart new models arriving every day, each bringing some fashion note of interest, individual in detail, yet conforming to the mode. Now is the perfect time to select the winter wardrobe when styles are most varied and selection is wider.

COATS

Are Novel

Luxuriously trimmed with fur, these cloth coats stress the new bloused back or belted mode, and come in plain toned fabrics, or in plaid or basket weave. At our low prices every woman gets the utmost in value.

MILLINERY

Is Extreme

It's either the small close fitting felt or the large dropping velvets that are the center of attraction. Our millinery department on the mezzanine floor is an entirely new feature to this store and like everything else we have tried to secure style and materials high in quality yet moderately priced. You are welcome to look around.

FROCKS

Are Youthful

The tiered and pleated skirts that grace new frocks achieve a becomingly youthful silhouette. There are smart cloth models in twill, kasha and jersey, and lovely afternoon frocks in satin, crepe, velvet and moire.

HOSIERY

Is Sheer

Knees are in style for fall—but they must be clad in silk. The boot silk hose is taboo, for the styles demand silk to the top. Our hosiery department has been doubled so we can assure you of almost every size, color and weight in Phoenix, Wayne Knit, Luxite, and the other quality brands.



Shipley's
SALEM, OREGON

Shipley's
AS YOU GO STORE