



FALL FASHION EXHIBIT

*Let Our Autumn Opening Guide
Your Choice of New Fashions*

From the hundreds of fashions that leave the designer's 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 women may see the new evening mode at its best.

Smartness Means Slenderness--Even In Furs

There is a beautiful alterness 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 expensively 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.



Windows Undraped
at 7:30
Wednesday Night



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FASHIONGRAMS of Paris and New York

A whimsical chapeau is called "Tea for Two" and closely resembles an aviator's helmet. Coming down deep on the forehead and covering the ears like earlaps.

Plaided velveteen is very smart for the jumper of two-piece frocks or for the short jackets—in either case, accompanied by skirts of plain fabric. From the troubadour days come gowns with quaintly puffed sleeves, ruff collars and ribbon trimming applied to give the effect of balloons.

Transparent velvet sounds like a contradiction in terms, but this new velvet is transparent, and it is velvet.

The new silhouette is large at the shoulders, due to deeper armholes and bloused effects, and narrow at the hem. The deeply cut armhole, with sleeves starting from the waistline up, is one of the important autumn features.

The mode uses tiers as her ally to gain the ends of smartness.

Paris, after using navy blue all spring, endorses it for winter coats.

Crowns go higher and higher, but always they are softly draped and creased.

Stitched velvet hats in color are lovely for the not-so-tailored costume.

The newest materials are woven to give the effect of embroidery. Metal thread is a favorite on woolen.

Valencia blue is a cheerful shade with a hint of purple in it.

Black has come back this season stronger than ever.

The nasturtium tones are high favorites; browns yellows and oranges. Paris calls the same shades "African colors."

Patterned jumpers with plain skirt are new and most effective.

The Cardigan neckline is seen everywhere. It has certainly made an instantaneous and lasting success.

Informal coats are in beige and brown, first—black and white, second—and after that anything you wish.

Fringe beads, sequins paillettes; these add glitter and movement to evening gowns.

When sleeves are long they do many interesting things to show their versatility.

The up-in-front line at the waist is achieved by slight draping, or by contrasting trimming applied to give that effect.

If you want to wear a dress and coat of different colors let a shoulder flower be the link between them.

The higher waistline and longer skirt has appeared in Paris, for evening only.

Fullness and draping are smarter if one side is different from the other. They need no longer be "balanced."



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