

### NEW FALL COATS FEATURE GREEN AND BROWN TINT

Kafoury's are featuring for the fall opening coats of the popular shades of browns and greens trimmed with the new blonde fur that harmonizes so beautifully. The unique double cape collar that looks not unlike military capes swaggers distinctly from some of the smart coats. The ever popular black-and-white combination is also displayed prominently. And oh! the charming, charming things that go with those lovely coats, for Kafoury's have the very nicest things from which to select your fall and winter ensemble. Beads and bags, scarfs, umbrellas, gloves, all those really very necessary accessories that the woman who values her appearance buy to match her coat. And some of the nicest hosiery with a dull finish that just tells of the up-to-the-minute ideas of the wearer, and which really cost very little at Kafoury's.

### EMPIRE LINES LOOM FOR FALL

(Copyright, 1930, by Style Sources) New York (AP)—Whether or not waistlines will be elevated to Empire standards may bear discussion. Many stylists feel great confidence in a revival of Empire lines since their sponsorship by Molyneux and Vionnet. While this line makes its widest appeal for evening frocks it is by no means confined to this type of dress, although more cautiously presented for afternoon.

The season obligingly offers a choice of silhouettes which is as it should be. The Empire type is assured a certain number of followers as are the gowns in the spirit of the gay nineties and of the demure eighties. The influence of the early 18th century seemed especially well expressed by Patou who makes such charming use of the characteristic dropped shoulder—to say nothing of his quaint little ermine capes and tiny matching muffs. Not only are little detachable fur caplets listed as among the interesting possibilities, but fur yokes are depended on to add a flipp to the first cool days. Flat furs are obviously best for the development of these details. The importance of ermine as a trimming can hardly be emphasized—richly trimmed frocks, as well as suits and coats are expected to score heavily. It is important to remember ermine. It is the precious rather than novelty furs which are important in an era so largely influenced by the elegant.

### TRAVEL PRINT TO FEATURE SHOWING

As a feature of their Fall Opening display the C. J. Breier Co. will show dresses of the very new and very popular travel print. Of course, they will have the plain colored ensembles too, with the contrasting shades of black and white predominating.

The featured coats are of broadcloth of a new weave, and made according to the new mode of fitted waists and flared skirts with furred collars and cuffs.

### RABBIT FUR SPREADS FOR PARISIAN BEDS

Paris (AP)—Fur bedspreads are not for the many but more than a few have them.

Furriers have added the bedspread of pelts to their list of manufactured articles. Rabbit, with hair long or short, is the favorite fur for the bed coverings. But there is ermine for the exclusive few.

Lambkin is also a favorite. For day beds and couches the short haired pelts, including gazelle and zebra are sought for modern interiors.

### SPIRAL CHOKERS ARE STRUNG ON SPRINGS

Paris (AP)—The latest version of the slave collar looks like an unbound watch spring—only it is gold or silver instead of steel.

The spring collar is a one-piece spiral of any desired length and any desired diameter of spiral. Parisians wore spiral chokers of beads strung on springs with fluffy summer dresses.

### JABOT DESIGNS ARE USED ON RIBBONS

Paris (AP)—One dressmaker here likes touches of ribbon in the form of triangular jabots which alternate black and white ribbons or harmonizing pastel shades.

The ribbons are sewed together to within three inches of their length. Ends are cut diagonally and allowed to fall as they will.

### MONKEY FUR CAPE FOR AFTERNOON WEAR

Paris (AP)—A cape of monkey fur is the three-quarter length wrap which accompanies a black and white afternoon dress at a dress-making house which likes to be different.

### FIRST LADY FAVORS TRANSPARENT COATS

Washington (AP)—Mrs. Herbert Hoover has been partial to long coats of transparent material for summer wear.

She often wears a black chiffon coat with her light dresses. It has a chiffon collar which is loosely knotted on the shoulder.

Austria shipped \$4,000,000 worth of textiles to the United States last year.

## This Year of Grace in Fashions Revives "Dressed-Up Periods" in Coats, Dresses and Suits

By GRETCHEN THOMSEN

Just imagine that the store which selects your fashions for you has invited you to make a trip to New York with their buyer or stylist and to visit the fashion establishments where the new fall garments are designed and created for you and hundreds of other smart American women. In fancy, see yourself going from place to place—to dress-makers, coat, ensemble and millinery houses, seeing the mannikins parade in the fall creations. The designers, who have spent weeks in Paris at openings of famous houses and who have brought home models to be either copied exactly or adapted to suit American tastes and figures, are proudly superintending the display and explaining with great enthusiasm why this model or that, is bound to be the greatest success—or telling over and over again that this is a season of suitability.

### PARADE OF STYLES

Now you are seated in the show room of a dressmaker (since you are very much interested in dresses at the very beginning of autumn). The procession begins—one, two, three, four—you catch only a glimpse of something startlingly different the models seem to appear in such rapid succession. You are dazzled at first and your only impression is "Beautiful, beautiful." Then you think, "How slender and smart it is. Just what I want for anyone to be so divinely slender. They are all slender—exactly the same—and they are all tall and graceful and they all have the daintiest feminine curves!" You start to puzzle it out, and at last the light breaks. It is the dresses themselves, not the mannikins—it is the way the hips are draped and fitted and then gently start to flare at the knees that gives that illusion of heavenly slenderness. It is the way the bodies seem to be patterned after same artist's model. It is the scarfs, or the clever trimming on the sleeves, or the panels that give that away, willow grace.

Now you are beginning to observe details. You are recovering from the daze of seeing so much in so short a time and you note with interest that dress after dress is touched (you can hardly say trimmed) with fur. Little tabs on the corner of labot or scarf—fur buttons, bows or band outlining the neck—and how it does flatter the face. What a subtle way to introduce a little white on black—that ermine band on the black satin dress. Then all at once the thought seizes you, "Are all the coats black?" Black satin—black Canton crepe—black and white mixtures—black with a gold metal fleck—dozens of black dresses—it's frightfully smart but . . . ah! at last the colors you have heard so much about—and you are being told that brown will lead but it will be hard to find anything more gloriously rich and autumn-like than the vine shades.

### WHAT'S WHAT IN COATS

"Show the line, please, girls."

### Smart Ensemble for Autumn



Chic and ready for Fall is this young lady. The hat is of green felt, with shallow crown and forehead line high on one side. The four-piece suit is of myrtle green tweed, with a monogram on the collar as well as the green crepe blouse. The top coat is full length and the jacket is of green kasha trimmed with the tweed.

You are now in a fashionable coat house and because it is your first visit since the fall opening you are to be shown the complete line of coats for all occasions.

"Swathed in fur," you whisper. Yes, madame, this is a year of fur trimmings. Fine fur is easy to get this year and you are going to be as luxurious as you desire. But don't for a moment think it is just "heaped on" fur—because it is the way your fur is applied that makes your "coat-smartness." There's always a trick up fashion's sleeve—and this year you will find a good many tricks on fashion's sleeve—usually in the way of fur. You see the silhouette isn't greatly changed except that bloused backs and bold effects seem to have crowded out most of the capes—but you will see that the fur is manipulated very differently—the collars are higher than ever—there are novel borders and sleeve effects. You notice that the coats have the same

slender effects as dresses and you wonder (audibly) how winter coats can look so sleek and still be warm. "It is in the weave," you are told, "as well as the way the coats are designed. The large collars and the semi-fitted lines that flare at the hem have a trick of making the waist and hip appear very small. They are also about three inches longer than last year."

A pause to allow you to gasp at the models stepping forth in coats as different from the ones you have just seen, as day from night. They are sturdy looking camel's hair, tweeds, boucles, heavy surfaced and when they are not black and white mixtures or brown tints they are frankly colorful. "It is a question of suitability for the occasion," you are told. "Suitability"—are you never going to hear the last of that word? No, my dear, not this year. You will hear it when you buy your coats (not coat), your dresses of silks or satins or velvets for afternoon, your dresses

### PAGE ONE NEWS SETS STYLE FOR PARIS FASHIONS

Paris (AP)—Page one news has its reflection in the influence of Russia and India on winter styles. Tunics, coats adapted from the Cossack, astrakhan round turbans and wide belts pulled in snugly all testify to Parisian consciousness of things Russian.

Gandhi's campaign has reminded dressmakers and fabric makers that India hand blocked prints are rich in color and appropriate for reproduction in silk and wool fabrics.

India print tunics are largely limited to sports wear so far. They have been nicknamed Gandhi tunics and Paris expects them to have a big style future.

Russian lines and stiff rich metal brocades that the copies of old Russian fabrics characterize a few of the most distinctive winter evening wraps. These are velvet lined in rich glowing colors or lined with the same material as the evening dress and bordered with ermine or sable.

The Russian-type wraps have open sleeves, slit to the elbow or wide bell sleeves cut to points on the under side.

of tweed or wool crepe, simply tailored for street or sports. You will hear it when you choose a knitted weave ensemble for your daughter to wear on the campus and when you choose her lapin or muskrat coat for the games—for you will probably also be shown a coat of

caracul or Persian lamb which is "suitable" for the evening. ON SUITS AND ENSEMBLES But before we go too deeply into furs, we will peep into a showing of suits and ensembles. "Dressy suits first, girls," Mercy, are suits going to suit the occasion? "It all depends upon where you want to wear it," you are advised. "Why, I want to wear it for all daytime occasions," you exclaim. "Then madame, I'll select a seven-eighths length jacket with fur collar and cuffs and dress to match. Of course, if you wish a suit for the morning and one for the afternoon, then do not hesitate upon choosing a tweed with hip length or longer jacket for the activities of the day and a broadcloth or suede cloth with fur border as well as fur collars and cuffs—they are so chic and elegant for the smart tea or bridge, especially for the fall and early winter.

Your day is over—you are tired but thrilled—you have seen so much you are bewildered and you are undoubtedly grateful to wake up and realize that after all you do not need to choose your fall fashions from such a vast array. You are feeling thankful for your good reliable fashion store right here in your own home town, whose daily experience in sifting out the "suitable" styles makes it possible for you to choose at your leisure and comfort, from well selected fashions that are sure to be right.

A coat this fall is only as smart as its silhouette and there are two types to choose from—the moulded, gently flaring silhouette and the type with bloused back. The flare is modified—hemline three inches longer than last year—furs applied more generously than ever.

### STYLES IN DRESS SILHOUETTES

Throughout all the various types of dress silhouette and detail one feature manifests itself—the smooth hip line. The tunic, bolero, draped neckline and leg-o-mutton sleeve are the outstanding new features—day-time frocks favor pleats, while formal gowns adhere to flare treatment. The accepted length for daytime is the middle of the calf of the leg, while late afternoon and evening gowns swirl gracefully around the feet. Canton crepe is the favorite of silks for afternoon, with satin, velvet and metal embroidered crepe following. Travel tweed and light weight woollens win for tailored and sports types of frocks.

Ensembles divide themselves into two classes—the dressy type, of smooth velvety fabric, richly fur trimmed, with blouse of metal cloth or satin . . . and the sports or tailored type of tweed and sturdy woollens—the jacket very long—in some cases to the very hem of the skirt, and trimmed with the sports type of fur.

### COLLEGE MISS FAVORS TWEED COAT FOR FALL

New York (AP)—The college girl who starts in quest of her B. A. this fall also will hope to acquire a B. S. (Bachelor of Style), for the clothes she wears to class will be as important to her as the marks she receives.

The campus girl of 1930-31 may not wear her winter woollens underneath her frock as her grandmother did, but they will be an outstanding note of her class and daytime wardrobe, nevertheless.

Wool frocks, three-piece suits and coats will be the things she generally wears to class and games may be chosen from models galore.

There are knitted jumper frocks, combined white and brown, green or blue in a zig-zag weave; tweed knits topped by double breasted boleros and finished with patent leather belts; three piece jersey suits with a neat little pointed vest of contrasting color, or a wool tunic frock with a leather belt.

When she wants to dress up a bit for that afternoon date she is apt to choose a frock of wool lace, a new fabric of the winter season, or one of the colorful silk crepes.

There are crepes of green, red, brown and blue, plain or shot with silver and gold threads, and designed with tunics, boleros and the fitted waistline and modified flaring skirt that mark the winter mode.

A black crepe frock, lightened by touches of white at the neck and cuffs, will not come amiss in her afternoon wardrobe.

The campus girl's hat generally will be small and chic, worn pulled back to make a frame for her face and tilted a bit to one side to reveal her softly-waved hair.

ly dons when she trips to class on frosty mornings or to football games on sunny afternoons. Her campus coat may be of monotone tweed in green, brown, black or blue, collared with raccoon and lined with dyed rabbit, say style experts of John Wanamaker's, which has opened a department catering to needs of the college girl. Or she may choose a belted model of alpaca pile, lined with gay polka dot crepe. If she can have a fur coat too, to wear to afternoon teas and such, it may be a semi-fitted model of krimmer or lapin, belted or not, as she likes.

It may be short, reaching the hip-line or long enough to cover her skirt, according to her figure and her taste.

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The Unveiling of Our Window Displays  
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the Official, Formal

# FALL OPENING

SEASON 1931

With It Comes A Magnificent Showing of

## COATS & DRESSES

The last word and edict of  
Dame Fashion, embodying all  
the new features of the coming  
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Entirely new in style, typifying  
the latest creations adopted  
for American women of  
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You will find your hearts desire  
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GOOD, RELIABLE  
QUALITIES  
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255 NORTH LIBERTY STREET

## It's the Fashion to be Feminine! THE NEW STYLES Arrive For The Fall Opening

Bringing with them these important variations  
of the new mode

A new outfit often acts like a new tonic . . .  
It puts new life and hope in one.  
Do you like to dress with that quaint feminine chic, which is so pronounced this fall?  
Do you enjoy wearing the new styles while they are still very new?  
If you do, then let us urge you to come and see these new fall things, which will prove a revelation economically.

<b>Frocks Follow the Feminine Movement</b> The longer length dignifies the new fall dresses. Wider circular skirts are stressed. The normal waistline prevails. Sleeves are extremely important in their various interpretations. And the prices are typical Breier value at— <b>\$5.90 to \$12.45</b>	<b>Coats Accent the Feminine Note</b> Let us say that we have values that will make coat history. Flared and fitted lines characterize the majority of daytime coats. Collars range from scarfs to capelets. But Breier's prices remain consistently low at <b>\$19.75 to \$39.50</b>
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**Feminity Goes to the Head  
When It Comes  
to Hats**  
There is a good deal of rackishness in the new millinery styles. Off-the-face lines are featured. Beret types still predominate, and felts and velvets are the hats mostly in demand now.

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Every Department is Ready with New Fall Merchandise