Reviewing the Style Story of Autumn 1938

The Latest Said to be a Revised and Improved Version of Much of the Ultra-Fashionable of the Days of 1898. Elegance Centres About the Coiffure. Millinery Modes. long Persian lamb coat, it will be square

(By Polly Pooble) nineteenth century fashion, exhibited a only contrasting accent. style-consciousness definitely personal.

Would it, perhaps, be a woman-wide urge towards that saner instinct for individuality which has inspired the autumn style edits of 1938? Who knows? But-if you happen to be fortyish and have childhood memories of mama sweeping in to say goodnight. completely pompadoured (thanks be, that's gone beyond revival!) hourglassed of waistline, leg-o'-mutton sleeves, ostrich crowned, you'll have a sneakturiers, tongue in cheek, are presenting to disillioned 1938 their version of still Chevrons and herringbone stripes, too -at least slightly-illusioned 1898.

According to the fashion powers that be, the autumn trend towards elegance centres about the new brush-up coiffure Up-up-upsy-daisy-goes the new hairnape from which smoothly-coiffed hair sweeps upward to culminate in curls clustering atop a charming head. Graceful, alluring, reminiscent of a more reconcile the high hair-fix with the

With the up-hair decor comes a revival of the "ladylike" hats of latevariations. Stiff and haughty hats, made tall by bright quills and wings fashionable world by storm. Wideand ribons-pheasants and coq feathers shooting like semaphores from forward-perched models-even the tailored felts which are always de riguerur of the turn of the century. It is the introduce new tricks in the manipulation of brim and crown. Crowns sloping backward for high curls, crowns of stem-like gowns, and at the same set back for curls massed on the forehead-even the most severe of the new hats has perforce a dressed-up look.

occasions the small silhouette is of ostrich or velvet, of pasted feathers, puffed sleeves drooping from shoulders of suede or fur. Ofter it achieves and skirt fulness to the back. At the height with a feather, a bow, a nod- other extreme. Chanel uses pink satin ding flower. The fur hat so popular to create a strapless gown, gored and for several seasons past finds new ways bored at the waistline; black lace and to chic. It may be a fez or a Persian net for a full-skirted dreamy dance turban, a pillbox, a diminutive sailor or dress. Capricious indeed is the evenlofty toque-but almost always it is ing mode-very bare, completely coverunrelieved by any contrasting fabric, ed, never on the fence. Dinner and cocktail hat of fur also

matching muff

Black, first favourite of chic women, muffed to match.

pressed by the new rich colours. Glow-What a heaven-sent season is this ing wine tints, purples shading into for indulging individual style idiosyn- blues, blues shading into greens, copcrasies! Since-after a modified and per and gold, rust and brown, grey and manner-it harns a rosy-beige, as well as a host of other back to the dear, dead days when even vivid hues, have passed from the destylish women (perchance after the signer's palette into fabrics of exquisite Queen Victoria of blessed texture. Well-dressed women will mix memories!) were not stampeded into them, match them, clash them-or, for something falsely termed "the mode"- a new breed of chic, plan a monotone but still, in their quaint and funny ensemble in which a fur scarf is the

There's a refinement to be found in the new materials completely in keeping with the vogue of the hour, a refinement noticeable alike in daytime weaves and evening fabrics. Sheer wool voiles and crepes lead the new woollens-and jersey, resurrected from semi-obscurity, promises to be well up in the fashion running. It may be of wool or silk or rayon, and often may be mistaken for tweed. The trevival of matelasse, embossed and sometimes ing suspicion that the Parisian cou- crinkled in a very stylized pattern, harks back once more to the '90' are new-old, and a new tweed with a "darning-stitch" weave recalls grandmother's exquisite mending.

For evening splendor, fabrics conform to the elegance of the mode. do, presenting to the world a naked There are lames more magnificent than exquisitely frothy nets. Moires are shot with interchanging colour, and even with sheet copper. The new stripe leisurely era-how could one possibly patternings are fashion foremost-in weaves, in metals, in prints, and jactrimly straight little frocks of yester- quards for jackets and wraps are colourfully Persian in design.

lovely "period" fabrics, what wonder Victorian years, in a multiplicity of that the new style cycle of romantic evening wear threatens to take the skirted portrait gowns and slim sculptured silhouettes emerge as the modern' adaptations of the picturesque styles sleeves that are puffed, exciting, intriguing, emphasize the slim, long lines time give more elegance and importance to the top of the silhouette. Even a gala gown of pink and silver brocade Even in millinery modes for formal by Molyneux boasts sleeves to the wrist -and Schiaparelli triumphs with It may be of dress of red and black striped satin,

promise to be popular, often with a the dominant new note. There are cleverly detailed dressmaker coats all other aspirants for shoe glory, to tones of copper, all the magentas and High hair-dos and high hats demand which bring the fulness to the front, short skirts, and daytime dresses are belting in the soft gathers. There are condescends to a few strips of alliga- blue and pink riding high in the fashin complete accord with the demand. "corselette" coats with a slimming front They too follow the Victorian trend panel, muc pockets and collar of fur. towards fluidity of line. Gone is the There's the skating girl silhouette which has been pushed right out of the pic- green-blue, with a wicked glitter to it stark simplicity which has characteriz- | roasts an hourglass panel and upstand- | ture. The suede shoe for the 1938 fall | which does things for blonde people, ed them of late-come to stay for a ing collar band of fur. There's the is fashioned with the round toe, short but alas, does things to brunettes. while is the nipped-in waistline (achiev- | bloused coat, belted and draped and ed in these days not by lacing but by luxuriously furred. Original in line, in R. Neill's Shoe Store presents a few diet), heightening the illusion of slim- fabric, in furring, the autumn coat pre- of the outstanding shoe styles for the back embroidered with pailettes; ness with swing skirt and wide should- sents infinite possibilities in smartness. season— a 'plumb' suede pump, with short sweaters, knitted from gold yarn; green suit with a melon-shaped mink ers. Sleeves develop a waywardness all Suits, too, tend to individuality, with scalloped top, and suede bow over the mess jackets made of maribou, or er- muff suspended on a topaz bracelet their own-puffed at the shoulder, fre- the same fondness for the unusual new, open front, with rounded toe, and short mine; embossed quilted or smocked while Claire Trevor likes a slim cylinquently and entertainingly remindful of | materials and a lavish use of fur, whethe leg-o'-mutton. The new bloused ther on casual tweeds or soft wools, back, the new princesse silhouette, are or to make a "grande toilette" for the details which are causing a feminine lady who would sally forth of an afternoon in velvet and mink, turbaned and ed into the sides-the open throat tie

this northern clime that history is especially important. Greater diversified of line, greater variety fur-is the story in a nutshell; but what a feeble manner in which to describe such lux- But Nevertheless are Vieing ury! That suggestion of bulk which dominates the mode is an outstanding feature of the smartest fur coats. Whether it's a short mink jacket or a

of shoulder and usually small of collar. In those all important accessoriesshoes and gloves-the trend towards "genteel" femininity finds further expression. Suede continues as the favoured footwear leather-in lovely new colours with such intriguing names as Oporto plum, Chateau wine and Indo tan-though rumour has it that black suede will rank first this fall.

citing-than ever before.

Man-Tailored Coats With Many Features

. Women's Suits and Coats.

The newest in man-tailored coats for the modern and fashionable woman is the double-breasted form-fitting raglan with the lower slash pockets and half belt in back. This stylish and comfortable coat also features the new cuff, and its gracefully fitted lines are not only a pleasure to the wearer, but With such a multiplicity of rarely also a pleasure to the on-looker. At the same time, the fashionable woman will not forget a man-tailored suit Tip-Top Tailors are featuring the newest in both the suit and coat. On a dummy that seems fully aware of the fact that it is lucky for its clothes, is displayed a tailored suit in the new pencil stripe. It is double-breasted, fashioned with sylph-like lines, and boasts the newest in the suit skirt well-fitted, and bearing only one solitary pleat at the front.

Suede a Favourite in This Year's Shoes

R. Neill's Shoe Store Presents Outstanding Modes.

vamp, and all around "high" features. vamp—a cavalier pump, popularily termed the "bootie", which features the high all-around style-the eightscallop gore, with high gores fashionshoe (no tongue), also "high-riding, still holds its place-but is being hard. Furs are indeed making history in the and suitable for the business woman.

LADIES!!

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Styles for Fall.

Hoop Modes Pretty But Not Practical

With the Slender Lines.

(By Lois Stockdale)

On the subject of evening dresses for fall, about the best thing we can say is have a care! They seem to run in two schools . . . there is the very bouffant be-hooped type, which is grand on the very young or very levely, and with a gown for Anita Louise in War-

Accessories, the darlings of the mode, the least practical. In fact, we would ferred colour combination by adding have many new ideas to exploit. The say from a quick survey, that unless blue. Three luscious shades of blue brushed-up hair-do makes so much you plan to dress and spend the eve- chiffon are draped from shoulder to style is the box, or boxy swagger coat more important the jewels which will ning in the centre of a large ball room, waist and caught in both places with Shoulders are not necessarily large, but rob bare necks of that denuded look. we don't know you'll manage. Such big aquamarine clasps. Top-clustering curls are bound to things as swinging doors, elevators, make every fair lady comb conscious. telephone booths, taxis will be a prob-Designers of jewelry motifs have ex- lem, unless we can devise hoops like tended themselves to create rare and umbrellas, which we can put up or lovely ornaments for this season of ele- down at will. They are pretty, though. gance. The accessory mode cannot fail The difference between a dress without to be more important—and more ex- a hoop, and the same dress standing out primly and showing every bit of the lovely colour and material is enor-

Naturally most of them are patterned; after frocks of the last century, with sleeves demurely off the shoulder, tiny waists, and the enormous skirt lined at the hem with ruffles. At least, beautiful shoulders.

taffeta, with a scarlet velvet ribbon lacing through openings all around the skirt, to tie in a mammoth bow at the front. White starched lace makes the frill which is attached to the hoop and the bodice is as minute as possible, with large puffed sleeves tied with the same shade of ribbon, in a the hair. narrow width. Or for a very regal gown, take about 15 yards of stiff white satin, and put it over your hoops and allow about half a yard for the bodice, which is strapless. The only ornament allowed with this gown is a fine silver chain around your neck, weighed down with a heavy cluster of rubies, and a ruby-coloured sequin bag. Or have a silk faille dress, in gray and cream and red . . . the gray voluminous skirt and soft demure bodice with its high neck and tiny cream and red-striped, turn-down collar, its sleeves puffed below the shoulder and fluted pleating of cream and red around the hem.

for formal occasions . . . then don't get the fact that the California weather Suede-suede-suede, and more suede, a hooped one. Not unless you can wear | doesn't make them necessary as is the "shoe" cry for the fall. Always it without the hoops as an alternative. hand-warmer. a great favourite with the fashionable The pencil-slim dresses are really very In woollen coats, supple contours are woman, suede has taken a majestic step chic . . . and very sophisticated. Black forward this year, and has pushed back is of course the prime favourite, with reign in the shoe world. Sometimes it fuchsias you can imagine, the new duck tor (which is definitely on the upward ion world. This duck blue, by the trend), and to patent, but gabardine way, is a grand colour. It's a deep Giving the "Mother-Daughter" mode a

> Straight dresses are still sporting boleros, made of the same material as der of Persian lamb divided in the the dress; brocades in old gold or cop- centre by a bright velvet ribbon.

part. The shirt waist dress has invad- of either coquetry or naivete in her ed the field for fall, and we see it in formal ensemble, a nonsensical little one case in coral creps with a pebbled muff of flowers, velvet or feathers is surface, with pleats and pockets trim- exactly the right touch. Penny Singlemed with glittering sequins, or else ton accents a honey-coloured taffeta fastened down the front with rhine- frock with a midget melon muff made stone studs. And a wide rhinestone entirely of purple pansies while she belt making a small waist look tiny, wears a circlet of fresh pansies like a but we are afraid, a large waist look | doll-sized hat on her coiffure. Pris-

Your hair is forever up on top of your head this fall, especially in the evening. There are no more concealed ears, and no more fuzz on the back of your neck, either. And you'll never know until you try just how hard it is to get your hair up on top of your head without fuzz on the back of your neck, and also without looking as though you had just had a bath.

Gay Colours for Children This Fall

Rugged Clothes for Men The Style in New York.

(From New York Times)

In a veritable merry-go-round of colour, local stores opened their children's departments for the rush of back-to-school buying. Nothing is too gay in bright wool frocks. Scotch plaid coats, and gay little bonnets to meet the delighted eye of the "younger set." Even small boys have their fun choosing bright ties and striped shirts, sweaters and "loud" plaid jackets.

"Peasant Fashions" Popular Continuing their overwhelming popularity of this Summer, dirndl frocks and amusing Swedish peasant maid frocks are choice for first school days in bright prints on dark grounds. Square necked and full-skirted, they are as pretty as a picture. Real Scotch plaid frocks in wool or gingham are a delight to little girls, too, especially when made with pleated skirts and crisp tailored collars and pockets.

Girl mode consists of a finely pleated black chiffon skirt, creamy lace blouse and wide supply girdle of black kid. A slim navy crepe skirt pleases Janet Shaw, for it is slit up six inches at

the hemline and bound in pale green. | black velvet muff with her corsage t Most attractive with this is a blouse of pale green crepe, although Janet ometimes couples it with a full blouse

Added impetus to the early 20th century mode is the picture, "The Sisters," in which Bette Davis, Anita Louise and Jane Bryan simply revel in the costume of the day.

of silver lame pinstriped in green.

Simplicity vies with elegance in the very new picture fashions and the re-

Howard Shoup comes to the fore there is the sleek butter-smooth new ner Bros. "Going Places" which has all silhouette, which hardly gives you a the attributes Anita adores in the perhouette is the Grecian, so Shoup has The hoop skirt is by far the loveliest draped the gown of pale pink crepe thing we have seen for years and far roma and finishes up with her pre-

Also on the simple side is a charin the same picture. The bodice is highlight. Collars are smaller than in sian lamb. The tuxedo front is favgiven a draped treatment. Outstanding are the combining colours, for with in types. There is the narrow band lows the front of the coat, and because, the dress go a hunter's green full ength wool coat and matching green tricorne hat along with gloves, bag frames the head. But no matter what ing more warmth than any other coat. and shoes of rust.

Glenda Farrell in "Torchy Gets Her Man" is also dressed by Shoup. Especially attractive in her wardrobe is a cocoa brown wool street dress fashioned pouch pockets on the bodice and a Tip-Top Tailors Feature pantalettes haven't come back into matching pair just below the waistline. style, thank goodness. One thing a The dress buttons down the front to person does have to have to wear this a point half way between hem and remantic fashion is a lovely back and waist where it falls into soft fulness. The big hat matches Glenda's gown Wear it in a deep purple-blue silk but all her accessories are of alligator.

For Ann Sheridan in "Angels With Dirty Faces," Milo Anderson creates a graceful gown of navy sheer. The skirt -paradoxically-has slim fulness, while the bodice is deftly draped in a crisscross. It is worn, with a brilliant emerald necklace and green orchids in

We like to give Kay Francis at least one elegant gown in each picture because no one surpasses the brunette star in clothes-wearing ability. In her current "Curtain Call" she wears a metal cloth evening gown striped in green and silver. The stripes running horizontally are shirred to make up her long bodice while the full skirt employs the stripes vertically. Another uxurious gown she wears in this picture is black velvet dinner dress with voke embroidered in gold sequins and rhinestones. With it she carries a velvet folding fan likewise embroidered.

Mark down muffs as something to be remembered on an autumn shopping However, frankly, our advice is this. tour. They are a useful luxury that If you can only get two frocks . . . one, are getting a renewed grip on ladies in let's say, a dinner frock and the other the Hollywood Fashion Parade despite

Fur muffs stand out like expensive jewels on plain cloth coats and appear in a startling galaxy of shapes. Bonita Granville likes a heart-shaped muff 'of leopard with a zippered change purse inserted in its depth. It's youthful and gay with a cocoa-coloured coat dress. slightly different twist, Bonita's mother wears a square flat muff of leopard with a black wool coat dress. The square muff is also combined with a fully equipped handbag.

Rosemary Lane accents a hunter's

. . these on black for the most | For the woman who likes just a dash cilla Lane frequently sports a tiny

fastened to it.

Kiddies are popping up with oddshaped muffs of wools in the clan plaids. In "Curtain Call" Sybil Jason couples a perfectly round flat one with a blue princess coat and a plaid Glen-

Furs Particularly

Pleasing Array of the Latest Modes at Mrs. Durocher's Style Shoppe.

Fur coats this year come in every fashionable coats at Mrs. Duroch- millinery world.

TELLS OF SUCCESS

Mme. Lane Bryant-Mrs. Albert Malsin-revealed at St. Louis that the national chain of dress shops bearing her name was started 38 years ago in a three room apartment in New York where she was forced to provide a living for herself and a six-months-old son. Mme. Bryant said her first husband died shortly after the birth of Attractive This Fall her child. She bagin making fine tea gowns and lingerie for a wealthy clien-

> "In those days," she said, "I used to work until two in the morning designing, sewing and delivering. I never gave credit because I wouldn't have had money enoung to buy materials for the next day."

> After a year Mme. Bryant had enough business to open a small shop After that, success came swiftly,

all of them are squared. Sleeves are er's Style Shoppe, who represents Stan simple, perferably made on straight Walker Ltd., manufacturers and furlines, with the rather wide cuff as a riers since 1873, is a tuxedo front perother years, but show greater variety oured by the shopper because it narcollar, and then, again, the exact op- when it is closed like an ordinary coat, posite, the heavy fox collar, which it provides a double-breasted front, givstyle of coat the fashionable woman Another new development in furs this wears, she chooses lines that will flatter | falls, is the fur hat that is made in any her figure . . . lines that seem to be style that its wearer may choose, thus made especially for her. One of many bringing furs to the felt height in the

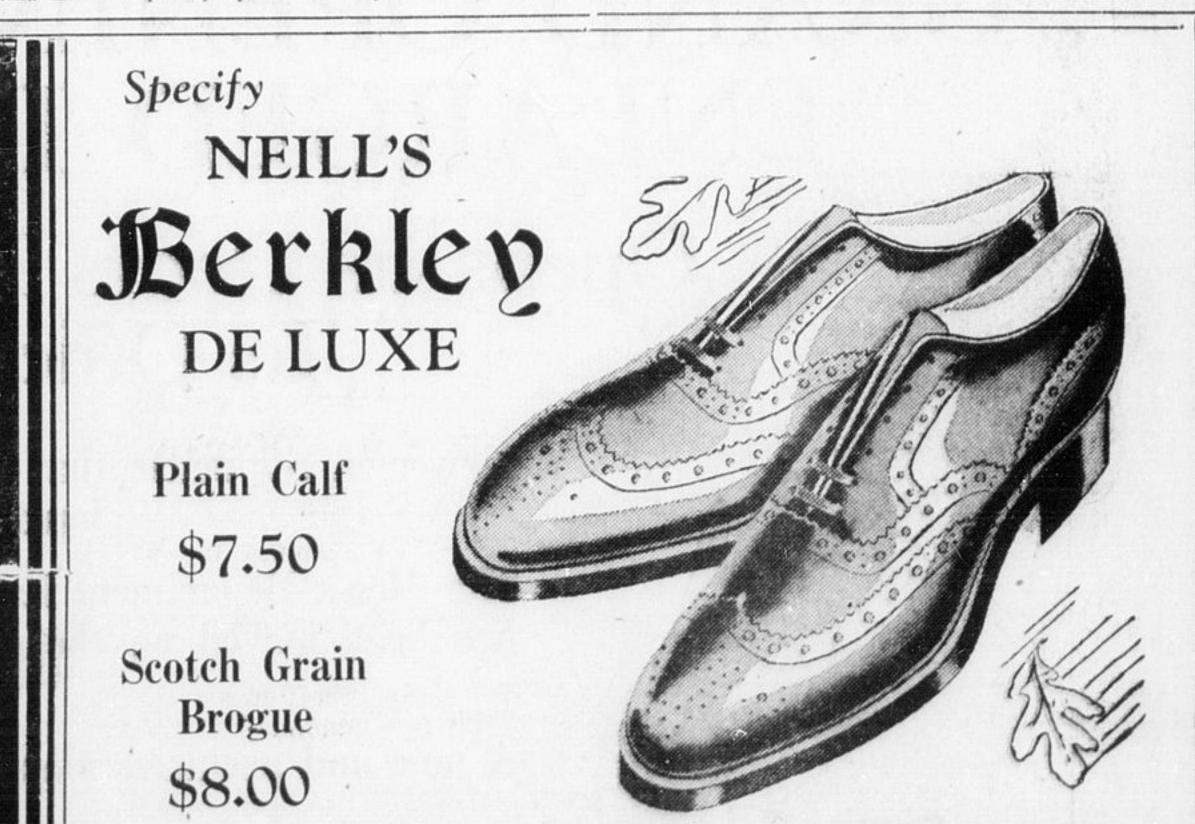


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