

-:- MINTO SHOPPING PAGE -:-

Of Interest to Women

ORIGINALITY KEYNOTE OF MODE FOR FALL AND WINTER

Paris Couturiers Differ About Daytime Skirt Length; Frills and Furbelows Passe

Women still are copy cats, sighs Marcel Rochas, most dynamic modern of the Parisian couturiers. It is not fashion's fault, he adds.

Never was the mode more varied—so varied that every woman might, if she pleased, choose something for her very own. And Rochas has not lost hope that she will. So he goes on innovating. Jackets with full backs yokes on everything and three-colored ensembles of his best ones.

Both Rochas and Chanel have taken several inches off the skirts of their day dresses. This, together with simplicity in the skirt, an easier, more supple fit in the bodice, makes an impression of carefree youthfulness. These designers favor colorful tweeds, with gay blooms. Chanel shows a good many sweater blouses, covering the tops of the hips. Rochas prefers the tuck-ins.

Metallic Trimming
The Chanel collection has some easy-to-wear, very smart afternoon gowns in black satin, black velvet and a few bright reds and blues. For trimming, this dressmaker uses a good deal of gold metal and diamante floral motifs to finish off a collar or waistbelt, or both.

All semi-formal winter coats are belted, with taller fur collars than last year. A few formal cloth and velvet coats are semi-fitted and beltless. The bright note under winter coats is furnished by two-piece dresses, composed of skirt and jumper blouse of embroidered shantung in black, bright-blue and red.

The indispensable wool dress for which Chanel is noted, is built this year on the lines of a coat dress, perfectly tailored, with vestee and revers of unusual collar and cuffs of white ribbed wool fabric or pique.

Necklines Deeper

Chanel evening gowns have gone symmetric. That is, in many, full godets are introduced at the side of the skirt, often underlined by rows and rows of minute frills. One such model is black lace and net. Hips are slim, but the old tightened-in effect at the back has given place to a flat, unbroken line. Decolletes are deeper in the front, with criss-cross straps in back.

No Frills

A characteristic of all my formal clothes, whether destined for the tall or short woman, writes Jean Patou, is their sheer femininity, absolutely devoid, however, of any hint of fussiness. Frills and furbelows are all well and good in summertime, when a simple scarf or a whisp of a cape affords sufficient protection. But they are decidedly not practical in a

cooler season, when anyhow they are hidden under a coat.

As usual I have selected three colors this season for the basis of my collection. One of them, a pink which I call "Azalea," is being set aside solely for evening wear. The two others are a blue mauve, called "Iris," suitable for both day and evening, and "Bronze," a dark shade suitable for day wear but giving very satisfactory results in certain fabrics for evening wear.

Uses Simple Trimmings

Outside of these three basic colors I have used a great deal of black, some brown and the entire scale of violets.

Trimmings are simple, the decorative effect in many cases being achieved by the working of the fabric, the introduction of contrasting colors, or embroidery.

Furs include every kind of pelt with a leaning toward the shorthaired pelts such as golden Alaska seal and brown astrakhan. I have had foxes dyed in a new "sable" finish which contribute a new note to the formal type of ensemble.

Fabrics are made sumptuous either by their coloring or texture. Heavy satins, high-surfaced artificial silks, cires, a good deal of heavy marocain, brocades and lames figure in afternoon and evening models. Also, naturally a good deal of velvet, including real and artificial silk velvets in both the plain and changeable varieties and a new metal-powdered velvet which fashions a number of attractive afternoon dresses.

EAT ONIONS IF YOU WANT TO LIVE LONG

But Perhaps You Might Be Lonely
"Eat plenty of onions and live long," Dr. Margaret Caldwell, Wisconsin's oldest woman physician, said today as she started her 91st year. Onions and the fact that she never has done any housework are responsible for her long life, Dr. Caldwell said.

IF YOUR FACE IS FAT

Avoid large and heavy earrings. Wear your hair parted on one side rather than in the middle.

Avoid square necklines; the V-shaped neckline is far more becoming.

Do not rouge heavily and what is applied should be high up on the cheeks—never over the whole cheek. Turned-down brows are almost always more complimentary to the plump face. A little hair showing under the brim helps, too.

WHAT HUEY LONG STOOD FOR

(From editorial in Christian Science Monitor)

Huey P. Long seized a state to build up the first European dictatorship in the free atmosphere of America, and when it reached the stage of spontaneous combustion it exploded and destroyed him. In a way the tragedy appears to have been so nearly inevitable as to be shocking rather than amazing news. A cunning, able man usurped the political rights of the people of Louisiana. The rollicking tyrant bent himself to the United States Senate and thence through a vast propaganda began to build himself menacing toward the White House. He forgave himself where others did not forgive him. Long outraged men's civil liberties in a way unprecedented in America. And outraged civil liberty, in the despicable form of an assassin, tumbled his castle of cards.

The shame and misery and un-Americanism of the Huey P. Long dictatorship are apparent as the nation and the world turn startled eyes on Louisiana. Long lieutenants, scurrying hither and thither in order to become the inheritors of what-ever they may, cry that his "cause" must carry on. But there is little to carry on. The structure reared by force, favoritism and the pyramiding of one pretense upon another must come to swift or eventual collapse. Long's

cause was himself, and it was not a good cause because it snatched the public heritage for private gain, distorted law to make an individual the state, and lopped off the political head of justice wherever it raised a voice for human rights—Brutally extinguished is that which brutally rose to power.

ASPHALT ROOFING PRODUCTION

Increased production was noted in all but two of the six items considered in the asphalt roofing industry of Canada during July, as compared with July, 1934. Asphalt shingle production rose from 28,882 squares to 37,662, asphalt siding from 5,666 squares to 8,394, mineral surfaced roofing from 18,311 squares to 23,273, and tar and asphalt sheathing from 324 tons to 402. Decreases were shown in smooth surfaced roofing, which fell from 63,547 squares to 58,350, and tar and asphalt felts from 1,320 tons to 923.

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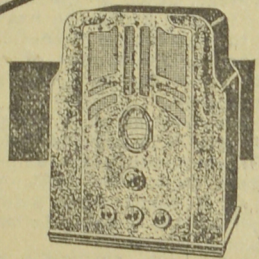
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