

# Oreck's Fall and Winter Fashion Parade Opens at Lyceum Aug. 20

## WHAT THEY WILL WEAR AT FASHION SHOW, PARAMOUNT WITH DULUTH WOMANFOLK

### Models Will Introduce Fall and Winter Creations

An original manner, while fitted sections at the sides in tucked handlings are noteworthy.

Green Hickey will be seen in a costume called "Visiting Grandma," taken from "Little Red Riding Hood." The dress is fashioned in navy canton crepe in straightline style falling from the shoulders wide collar is piped with scarlet, as are the large pockets set on either side. The cape, true to type, is developed in scarlet taffeta. "Miss Winter Time" which also will show wear, is a pretty dress of black duvetyl, the sides slashed to reveal a foundation of golly red canton crepe, which also lines the cap that falls from the shoulders to the lower skirt edge. Borders of ermine add a luxurious touch.

Fashion Review.

Miss Iva Holt will wear a going-away dress fashioned of navy tulle, with sleeves, mizlar neckline and skirt edge garnished in bright Norwegian embroidery. She will show also a cloth frock, that is an exceptionally smart combination of black and red. Red and black leatherette or trimming is accorded this model developed in black and white hair-line striped cloth, the two leathers used for a novel belt, finished with small leather tassels.

Miss Rappold will show an afternoon gown of black faille, unmistakably Spanish in design, showing a tight bodice, with a long, full skirt, or black dira lace ruffles. One Wanda worn will be worn with a sequin robe treated at the sides with tulle cascades and red, black and black leatherette with simple side draperies is embellished with white kid cutwork.

Miss Eleanor Howe will show an elaborate evening gown, developed in sultana silver metal cloth, banded in turquoise blue. The dress is fashioned on straight lines of expensively narrowness, with slightly puffed draperies at each side a little above the knee. Rising sun motifs are embroidered in pearls and rhinestones on the front and back, and again on trains that fall from each side. The back of the dress is interesting in the use of a crossed surplice forming a girdle. A headpiece of small cut rhinestones worn low on the forehead completes the costume. There are but a few of the varied exhibits that will be worn by 10 beautiful models at the Oreck's Fall Fashion show opening next Saturday.

For protracted trips and touring, the woman of limited income must consider her wardrobe from the practical point of laundry facilities to be met with en route. If she selects a frock with neck and sleeve trimmings of any of the smart intricate materials, she will be wise to have several sets of them and to have them as simply made as possible. In case she finds it necessary at any time to perform for herself the office of a maid or a laundress,

## Department Chiefs of Oreck's, Incorporated



MISS LUNDGREN. H. G. HURLIG. MISS F. F. POLLIN. MISS A. SPENCER.



MADAMOISELLE MAGNON. MISS K. DICKINSON. PERCY ORECK.

**Manager**

Mr. Lyle Oreck is manager and merchandise buyer of Oreck, Inc. He began his merchandise career as clerk in 1911, and though now only 29 years of age, his progressive spirit and ideas of business have won for him a reputation of business integrity.

Mr. Oreck is a native of Duluth, born here, and graduated from Central high school.

**Dress Chief**

Miss K. Dickinson is assistant buyer and manager of the skirt and dresses department on the second floor of Oreck's. Miss Dickinson has had 11 years commercial experience, formerly being connected with the Warren M. Crosby company of Topeka, Kansas, and prior to that time with a large firm in Sioux City. She is a critic of dresses, and is rated foremost among buyers.

In her contact with women Miss Dickinson has learned a lot of things about human nature that the average person, even a woman, never observes. "It's the hardest thing in the world," she said, "to please some women, and it's a task that requires the patience of Job, silly little things of really no importance are most often the ones that some women take offense to. It's fortunate that most women are sensible enough to listen to reasons why they should avoid this particular color, or that style of garment, as unbecoming to them."

**Advertising**

H. G. Hurlig, recognized as one of the most capable "ad men" at the head of the Lakes, has been advertising manager for Oreck, Inc. the past eight years. He has been in Duluth 14 years and prior to that was in Superior for three years. Before going to Oreck's, he was engaged with other local firms. Mr. Hurlig came to the head of the Lakes from St. Paul. He has been in the dry goods business since he was old enough to work, and commenced his career as a bundle boy.

Today he is accepted foremost among advertising men in the northwest. He originated the Oreck slogan, "Sell for cash, sell for less," and his policy of truthful advertising that he has adhered to with such

## GAILY PATTERNED CRETONNE IS POPULAR ENGLISH FASHION

By United Press.

London, Aug. 13.—English femininity, from the flapper to the maid of uncertain age, has been caught in the vortex of a cretonne craze.

Every phase of fashion fades before this multi-patterned myriad-colored fabric.

The cretonne girl in but one aspect of the craze. The trips along the sun-baked streets in her frock clad matrons constituting a serial head swathed in a turban of contrasting mixtures.

Her feet are encased in cretonne shoes, and she carries a cretonne hand bag and coquet with a cretonne sunshades on which large lobsters sport themselves with sea nymphs. Even the boatmen sport cretonne scarves.

The cretonne girls has made its appearance on the dance programs, and at the smart hotels cretonne salads appear on the menu.

At the popular seaside resorts subdued coloring and reality of design are altogether barred by the cretonne girl.

Sedate splinters saunter past in

splendid results as shown by the confidence and trust of the Duluth public in Oreck firm, are as much a mark of the integrity of the individual as of the advertiser.

The three divisions of advertising—newspaper, card and window display—have come under his immediate attention.

**Assistant Buyer**

Miss A. Spencer, the assistant buyer and manager of Oreck's main floor, was formerly associated with the widely-known firm of Ferris & Walker, Los Angeles. She came to Oreck's in 1915 as buyer for hats, and through her own efforts and capable talents has attained since that time the position she now holds as floor manager and buyer.

**Millinery**

Percy Oreck, besides being the assistant millinery buyer, is manager of the wholesale millinery department. He has been with the firm since 1916.

Miss O. Krebs, head designer of Oreck's millinery department, started work with the firm in 1915 as a maker, from which work she has risen to the position of responsibility she now holds.

Miss Lundgren is the assistant millinery department manager. Her association with the Oreck firm began in 1918.

**Secretary**

Miss F. F. Pollin, secretary to Lyle Oreck, went into the employ of the Oreck as bookkeeper in 1915. In the six years that have elapsed since then, Miss Pollin has risen to the position of private secretary to the manager of the firm.

**Designing**

Madamoiselle Magnon has been in charge of the designing and alterations department of Oreck's since she joined the firm in 1918. She has employed Parisian ideas to such fine advantage in her work that it is accepted as a criterion, and Madamoiselle Magnon has been a designer of unusual artistic accomplishment.

**Smart Bag Necessary to Complete Costume**

The smartest bag for wear with a tallleur, and the one most favored by the Frenchwoman of society, is that made of many beautiful and novel ones that are in impeccable taste and are often carried with more elaborate costumes.

One lovely bag of yellow gold mesh has across the bottom a Greek key design in reddish gold; another pretends to be a tiny plot of grass and is composed of green straw with a mounting of ivory. The hand that carries it holds also an umbrella, closely akin as its ivory handle wrapped in green straw will show. Most of the bags, however, are made of some fabric: velvet, tulle, brocade, and even organdy are widely used. Beads are used as a decoration rather than as a covering for the entire bag. A bag of black velvet was enriched by a circular ornament which showed a figure embroidered in gold thread upon a background of dull brown, red, and blue beads. The fastening was a pointed bit of tangle tassels.

"Queer times we live in, queer times."

"How now, Sempronius?"

"I see a woman has won a billiard contest and a man a prize for baking the best loaf of bread."—Louisville Courier-Journal.

# On Every Avenue in Every Popular Place

## Exclusive Kirshbaum Models are Worn with Charming Grace

KIRSHBAUM Models are prized for their genuine originality—Created by an organization of designers whose very souls are wrapped in their art. Sold by an organization who recognize the important points of modern merchandising.

An association of artists and business executives whose combined knowledge in the production of ladies' wearing apparel means just this—That the Kirshbaum Line of Ladies' and Misses' Suits and Coats is made from the woman's viewpoint of beauty and grace—full of prevailing style, different in appearance—original in model—and fashioned with the utmost care in workmanship—The Ideal Garment. Every one attractively, yet conservatively styled, varying in price to accommodate the moderate and higher class of trade.

# B. KIRSHBAUM & COMPANY

MAKERS OF QUALITY SUITS AND COATS FOR LADIES AND MISSES  
CORNER JACKSON BOULEVARD AND MARKET STREETS  
CHICAGO, ILLINOIS