

Oreck's Duluth Will Have a Few Planks From Atlantic City's Board Walk

CLOTH COATS REPLACE FUR, FALL STYLES

Street Garments Show Change in Vogue, Says Lyle Oreck.

Cloth coats were largely replaced in the street wear for the season of 1921-22, said Lyle Oreck, head of the Oreck's firm, upon his return last week from a buying trip to New York, where he inspected the most advanced modes for fall and winter.

Whether it is because fur has had its vogue, or whether the dependable quality of cloth garments, combined with the ease with which cloth goods lend themselves to the fashion designer's art, has led to the interest mainly manifested by national buyers, it remains a fact that cloth is being more extensively used in the making of fall and winter garments than ever before.

Paris Styles for Furs Are Most Interesting

With the July-clearance sales over and the August fur sales beginning, it looks as if it were not a bit too early to begin to think of the fashion of winter coats. Here are a few facts from New York which are gleaned from a letter from Paris.

Coats are in four distinctive styles. First, the long, full circular coat hanging loose from shoulder to hip.

Second, the bloused or cape coat, with belt at the hips across the front, and third, the fitted coat, with the fitted skirt and the fitted bodice.

Fourth, the long, full circular coat with a long circular cape which covers the knees.

Wide shawl collars of fur and wide shawl collars of the shoulder are the chief types favored.

Buttons, when used, are invariably placed at the hip, and are of the fabric or of wooden beads. Metal buttons, notably of flexible silver, and buttons of fancy embossed gold or silver are conspicuous.

Woods and tassels are used to some extent, the tassels measuring from 12 to 20 inches in length. Fringes, especially variegated fringes, is used as trimming on coats. Panels and tassels, yokes of fur figure conspicuously on coats of the more dressy type.

Embroideries are little in evidence. When used, they are in high relief and are for the most part in the form of separate silk or metal.

Long, separate, fur-trimmed coats of black satin are prominent, and they are to be a marked note for the season.

THE ORECK STORE AS IT WAS AND IS NOW



EIGHT YEARS AGO ORECK'S NATIONAL STORE LAUNCHED, NOW LOOK AT IT, IN 1921

New Quarters Occupied in 1913; Remarkable Growth.

Eight years ago the firm of Oreck, incorporated, was located in what is now the Kresge block, 13 West Superior street. It was known then as Oreck's National Store.

The store is still known by old inhabitants in the district as the Kresge block. It was originally a bank, controlled by Bell and Co.

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DAME FASHION



Shirley Vickstrom, the 6-year-old daughter of Mr. and Mrs. Gust Vickstrom, 329 Nineteenth avenue West, will be Home Fashion in the Oreck's Fall Fashion Show.

The Oreck's Fall Fashion Show will be held at the Lyceum theater commencing Saturday. A diminutive little dame, to be sure, but one who is sure to win the hearts of all who see her.

In the Oreck fashion show little Shirley Vickstrom will contribute a special dance number, that is rated as one of the features of the entire Lyceum program for that week.

London, Aug. 12.—At the Tobacco Traders' exhibition here recently women smokers were awarded to women smokers for excellence in picking cigars in the mouth and for the manner of inhaling. Points were given for selecting cigars with colored tips to match dresses.

The exclusive models coming from New York to be shown in the Oreck-Lyceum Fall Fashion Show, all of them imported Paris models, are coming by aeroplane special delivery.

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Fancy Girdles Are Increasingly Popular

When the fancy girdles first appeared a few seasons ago the general impression seemed to be that they would be short lived, but with each coming season they seem to be appearing in larger quantities and more varied designs and styles.

Models of Fame to Pose in Oreck Show

In the group of ten models who will display the latest autumn and winter modes in the Oreck-Lyceum Fall Fashion show commencing next Saturday, there will be several girl celebrities widely known professionally.

Miss Rosemond Mattison posed for Gibson girl pictures at Atkinson's in Minneapolis. She is a recognized beauty among models. Miss Dorothy Levine was winner of the \$100 prize awarded the girl adjudged the best at the recent St. Paul style show.

Long Kimono Sleeve to Be Oreck Special

In the suits, coats, and gowns to be worn at the Oreck-Lyceum Fall Fashion show, it will be noticed especially that black and the more vivid colors predominate. The newest innovations that fall suits will feature are the extremely long kimono sleeves and the long kimono sleeve which is being used extensively in the making of suits.

The Caspary Film corporation is contemplating the foundation of a film and color picture studio in Berlin on the lines of the big motion picture studio in California. The outfit for the project is estimated to be \$200,000,000 marks. It is designed to be a common work of art for the entire German film industry.

EXCLUSIVE MODELS COMING TO DULUTH BY AEROPLANE

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COLOR AND FABRIC WILL BE HEADLINE FEATURES OF ORECK'S FASHION SHOW

Spanish Influence Will Dominate in Lyceum Review.

Color and fabric will be the conspicuous features of the fashion show rather than uniqueness of design, although a number of arresting creations are to be shown. If any one influence dominates more than another it will be the Spanish. Particularly is this true of the dresses, though it is manifested in the line, then too, the revival of gay colors that will be noticed is reminiscent of Spain.

Spain Contributes. Whereas Spain has contributed the inspiration for the body contours of garments, it is to medieval Italy that sleeves find their design source. Wide sleeves in all variations, though slightly modified for suit and coat purposes, are wider than has been seen in some seasons.

Suits and coats will show uniform shades as well as the decorative preparatory measures for the introduction of blazing red shades. Vermillion, scarlet, cardinal, ruby and blood will be found to be accorded equal favor. Black is ranked second in importance to the more vivid shades, and where most in evidence will usually be combined with white.

It is expected to be shown that skirt lengths will be longer this season, some creations reaching even to the ankle. The adoption of this extremely long skirt is more especially true to evening dresses particularly those following slim sheath-like lines.

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Buy for Cash and Less, Sell the Same Way, Oreck's

Buy for cash, buy for less, sell for more. This has been the motto of Oreck's since the birth of the store. Since then, the motto has been adopted the same way. When a customer has bought a piece of goods, it can be sold for more than the original price. This is an actual saving to the customer. It is an actual saving to the customer. It is an actual saving to the customer.

The striking creations that are to be worn at the Oreck-Lyceum Fall Fashion show commencing next Saturday come from such houses as Stayer Chic company, Hilsen, Inc., Nardl, De Herzig, Green, Joseph, J. Russell, Thurn, Lucille, Ltd., Nemser, and Frances, Inc.

Georges Benoit, who records Ferdinand Fauré's entertainment of the Hublayst on immortal celluloid, one of few men to admit the count of 19 to Georges Carpentier, in the jazz of the circumlocution, Mons. Benoit counted 10 on Mons. Carpentier while grinding a dissolve for "The Wonder Man."



Of Special INTEREST TO THE LADIES

No paper in the country has as so complete and interesting woman's pages as the Duluth News Tribune. New York fashion letters by a well known Eastern fashion expert; the very latest designs are illustrated; suggestions are made in language so simple that every housewife can understand; a woman's club and news section; short stories by eminent writers; and scores of human interest news stories are a few of the outstanding features designed to interest, entertain and instruct our lady readers.

FEATURES THAT WIN THE FEMINE HEART

Woman's Page has authoritative cooking recipes explaining the preparation of "dishes" to be made of foods near at hand; beauty hints that are practical; nursing aids that have been tried and proven; thoughts on child training that are scientific as well as intensely practical.

Madge and Dickey This is the most popular, gripping married life serial ever published. It tells of the many problems confronting the newly weds and how they may be happily solved. It appears exclusively in the Duluth News Tribune.

Children's Page An interesting department filled with stories that educate, letters that enthuse, first-hand correspondence that entertains the red-blooded boy and girl of Duluth and the Northwest. The Tiny Tots delight every Sunday.

Choice Recipes Everything that tempts the appetite from first to last course is fully described from day to day. A Duluth lady who has been making a scrapbook of News Tribune cooking recipes since the first of the year now has nearly twenty different soup recipes; more than fifty methods of cooking meats, poultry, game and fish; thirty recipes for pies, nearly fifty cake and frosting recipes; besides recipes for cookies, cocktails, salads, puddings, etc.

Fashions Whether the new styles have just been originated in Paris and New York or are now being extensively shown in Duluth, our fashion stories tell our lady readers just what is being worn. No more complete resume of fashions can be found in any periodical than appears in The News Tribune Sunday and during the week.

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