

Tulsa Merchants

Portraying Authoritative Styles for the Fashion Show.

By GEORGE PROSPER LAMEY, Advertising Counselor Retail Merchants Association.

Scarcely any woman of Tulsa this year will want to miss the Autumn Fashion exposition your industrial leaders have prepared for the U. C. V. visitors this coming week.

Tuesday will be the opening of the greatest of all Confederate reunions. But Monday night is the time set for the judges to determine the winners in the fashion show window display contest. Practically without exception every eminent establishment will participate.

All lines have been classified and blue ribbons will be awarded winners in each division. Then for the winner in all classifications, taken as a whole—a silver loving cup will be given.

Originally in design, artistic taste in display, and general adaptability of merchandise shown will be the leading factors.

Never before during fashion show week has there been so much keen rivalry as this year.

Tulsa Will "Show Off"

Industrial leaders all realize that many of the visitors who will come for the U. C. V. have never before been in Tulsa. Doubtless quite a few will be candidates for citizenship and they are determined the impression made will be a lasting one.

While the fashion show contest is far from window displays only, the interiors of the stores have not been overlooked, and in every one, from the tiniest specialty shop to our biggest department stores, special attractions have been provided for each department.

We have reached a seasonable time of the year from a weather standpoint, when visits to Tulsa become a real pleasure.

Nature being proud of its accomplishments, having yielded abundantly of grains, fruits and cotton, is shining forth in all the grandeur of Indian summer.

And it is the time of year, too—

autumn—when fashion decrees of styles for the coming fall and winter have been definitely determined. Garments Very Plain.

This year, as it is now well known, the lines of women's garments are very plain and simple, but there has never been a time when designers have been able to so fully utilize their sense of good taste in making the styles so charmingly attractive.

Following the lead of Parisians, the American women realize that even amid the turmoil of a world at war care in dress has become most essential.

The immaculate uniforms and boots—the smooth shaven faces and good grooming, which no fighting man underestimates, are symbols of the long accepted law—old in Shakespeare's day—that the "savage" will not be civilized by the man.

This is a season when one owes it to her associates to radiate an atmosphere of high faith and optimism and owes to herself the choice of clothes that induce such a mood.

Requested for Home Shopping.

It is a season when Tulsa and perhaps our visitors too, will choose fewer clothes, and they will wish to find them snarier and of more general service.

And so, Tulsa's industrial leaders have bent every effort for several months in making this Fashion Show exposition of reunion week one of wartime wardrobes selected when fine fabrics were still to be had, and from sources distinguished for their authoritative designs.

If Parisians retained the wisdom of retaining their charms, even in these serious times, when Paris is so near the sound of German big guns—shall not American women recognize the good-cheer value of smart dressing?

In many seasons one's thoughts would go first—in such an exposition of fashion—to evening gowns. But this is a different time, and designers have, very properly, given their attention to suits and frocks. It is a fascinating time, however, particularly in the world of hats, for influences are but illusive suggestions of the military or the oriental or the French.

Many Novelties Shown.

For the most part, one begins to understand the designers who assure us that this time will be a "period" to those who will come after, for originally seems a rule and many a novel mode there is to trimming.

Still it is a season when clothes should be more carefully chosen, wardrobes more limited, perhaps, in some respects. Yet it is a season when details of dress must not be slighted and one will clearly see this in the styles selected for this year's fashion show.

To Tulsa it will be new and novel to have on display modes of the vogue usually shown only during the early season in the fashion centers of the east.

But the creators of styles, upon request of the industrial leaders, have for this occasion, taken a special interest in this event, with the result that we are to have a fashion exposition this year that will be epoch-making in the history of Tulsa merchandising.

THREE SOLDIERS SHOWN CLEMENCY BY PRESIDENT

WASHINGTON, Sept. 21.—Three soldiers sentenced by courts-martial to be shot have been shown clemency by President Wilson, it was disclosed today by the war department.

Pvt. Vincent Ferris, Sixteenth infantry, found guilty of sleeping on the post as a sentinel in France, was sentenced to death, but General Pershing recommended clemency. There was but a single witness to the offense, that the sentence be commuted to dishonorable discharge and three years' confinement at hard labor.

This recommendation was approved by the president, who earlier in the war pardoned two soldiers sentenced to death for sleeping on the post.

Pvt. Herman Ludenon, 154th depot brigade, was found guilty of having deserted at Harrisburg, Pa., and was sentenced to the shot. The president approved the finding but commuted the sentence to dishonorable discharge and 15 years at hard labor.

Pvt. George Barnes, 127th infantry, found guilty of deserting at Camp Wheeler, Ga., during the war, had received previous service orders, and was given a death sentence by the courts-martial. President Wilson commuted the sentence but commuted to dishonorable discharge and thirty years at hard labor at Fort Leavenworth, Kan.

The governor's message said in part: "I have no objections to offer in the fixing of the price of cotton if it means necessarily as one of the measures toward winning the war. The well being and the welfare of Texas, however, is vitally involved in the fixing of a price that will not bring ruin or disaster to the business interests of this state, whose credits and commitments this year are based upon a price for cotton that includes the cost of production plus a small reasonable profit. I would consider that a price below 35 cents would prove extremely hurtful and in view of the part Texas takes in winning the war, I feel that I am justified in asking that no price be set below the figure named."

"We need even greater simplicity of living than last year amongst all that section of the community to whom foodstuffs are a secondary item of expenditure."

"We estimate that nearly 25,000,000 people sit at public eating places—hotels, restaurants, boarding houses, clubs, dining cars and so forth. The food consumption in these places is larger than in the average home. We are asking the proprietors and employees of these institutions to undertake in many particulars a more strict program than last year."

Not to Have Rationing.

"This is not rationing—a thing we will never have if our people continue to support us as in the past. We are simply making an appeal to the intelligence in the homes and public eating places of America to work out themselves the means and manner of saving."

"This year, as last, I believe we can accomplish the necessary ends by voluntary action of our own people. Our simple formula for this year is to further reduce consumption and waste of all food. We have so arranged the international food program that, except for a moderate substitution of other cereals in bread, it will not, we hope, be necessary to substitute one foodstuff for another, nor resort to wheatless and meatless days."

"What we need is to reduce directly our consumption of all foodstuffs, laying special emphasis on the staples. The staples are in need of all the surplus of the great staples that we can provide."

ALLIES TEAR UP HUN DEFENSES

CONTINUED FROM PAGE ONE.

only artery of communication for the enemy troops around Lake Doiran, it seems within the range of possibility that the railroad can be cut. From Krivojevo, however, on the railroad, the terrain is favorable and by pressing toward the Vardar the Serbs can outflank Priplje and Lake Doiran southeast of Priplje the Serbs are in the foothills of the Dranski Planina, a high position projecting the town on the south.

Ten Towns Liberated.

Additional Hungarian prisoners have been taken by the Serbs, who also have liberated ten more towns. The British and Greeks continue their pressure in the Doiran region, but evidently their activity is mainly for the purpose of keeping the enemy occupied so that he cannot send aid to the front further west.

It is reported from Ukrainian sources that the crown prince of Rumania has fled from Jassy to Odessa. The reason for his flight is not disclosed. Recent German reports have been to the effect that an anti-German outbreak was in progress or was imminent in Romania with Queen Marie as one of the principals behind the government.

Struck by Auto.

Teddy Lavery, for some time an inmate of the Tulsa county home, was struck and severely injured about 8 o'clock at the corner of Second and Boston by an automobile. He was taken to the Tulsa hospital by the Mowbray ambulance. His condition is not considered as serious.

New Latin Teacher.

Miss Grace Light, formerly head of the Latin department in the high school at Leola, Kan., has accepted the place as Latin teacher in the Tulsa high school. Miss Light has a master's degree from the university at Lawrence, Kan.

Senator Gore in Tulsa.

Senator T. D. Gore will be in Tulsa today for a brief visit, en route to Oklahoma City to attend the democratic state convention.

Start the "Move On" Rule Now.

The Tulsa police department has always been too tolerant with the loafers on Main street, between the Frisco tracks and Fifth street. With a big reunion coming this week it appears to be the World that now is a good time to break up this unnecessary "small town" congestion.


With only a sprinkling of the crowd in town that will be here after tomorrow it was almost impossible last night to walk along Main street anywhere in the downtown district, due to the fact that rows of men occupied fully half of the space that is supposed to be used by pedestrians. In front of the Robinson Arcade conditions were especially bad in this respect, and they were made worse by the crowding from the loafers and their remarks directed at women who passed by. It will be an easy matter for the police authorities to have officers in each of these blocks with strict instructions to keep everybody moving at all hours of the day and night. The World understands that the traffic department is planning to prohibit all parking of vehicles on Main street during the reunion. This is a splendid step. They should go a bit farther and bar all traffic, excepting street cars, from this thoroughfare, all the way from Brady street to Fifth.

Only by such methods as these can the crowds be handled with safety and in a manner that will reflect credit upon the municipality.

YOUR WIFE CAN USE IT.

If you are away from home and one of your horses takes the colic your wife can treat him if she has Farris Colic Remedy in the house. It is easy to use. Just drop it on the horse's tongue and in thirty minutes he is relieved. Get it today. You may need it tomorrow.

Kendall Drug Co., Tulsa, Okla.—Adv.



RALLY

THE

WORLD

Sunday, September 23rd

BOSTON AVENUE AT

First Presbyterian Church;

A Mighty Throng, Twelve

For Sunday School at 9:45

Worship at 10:55 o'Clock.

Patriotism and Christian Loyalty

Evident in a Full Attendance at the


Christian Endeavor, 6:45 o'Clock

Worship, 8 o'Clock.

Sermons Morning and Evening

PRESIDENT ARTHUR LEE O'CONNOR

Of Henry Kendall College



Each lot marked in plain figures. Be your own salesman. Take tag off of lot you want and bring to office.

NO INTEREST FOR ONE YEAR! NO TAXES FOR ONE YEAR! No Payment During Sickness and Loss of Employment. No Notes! No Mortgage! Reasonable Building Restrictions!

SELL & ABBOTT, Agents

Do You Keep in Mind

The high class service the Home Decorating Company is always ready to give you?

Some of your rooms may need new wall paper, your floors probably should be waxed and polished, and your enameled woodwork would look like new again with a fresh coat of Vitralite Enamel.

Do you know that the fall season is the best time of the year to have your house painted?

Phone 4592

Home Decorating Company

220 East Third St.

Specials for Reunion Week

This week will witness the reunion of thousands of friendships—this fact pre- offers rare bargains that will further reunite this store with its patrons as Greatest Value Giving Center."

Specials in Piece Goods

26-inch percales Light or dark grounds. Large choice patterns. Special for reunion week **29c** at yard

1,600 yards of birdseye will be offered special for this week at ten yards **\$2.98** for

2,800 yards of finest grade Hope muslin. Go special for reunion week at yard **28c**

One lot of terehon lace goes for choice this week at **5c** yard

3,800 yards of the very latest patterns in fall ginghams will be offered for reunion week at yard **19c**

Real Hosiery Specials

One lot of children's hose go this week at your choice **14c** for

Another lot of children's hose, very fine quality, for this week at **19c**

One lot of women's hose, fine for every day wear, **19c** priced at

Women's hose in all sizes. Choice for this week **24c** at

One table of women's hose. Values worth double the price for this week **39c**

One lot of women's silk hose. In all colors go for choice **98c** at

Offerings from Ready-to-Wear Section for Reunion Week

—FALL SUITS

The arrivals of the past week have brought our showing of Fall Suits right up to the very top notch. Materials of serges, broadcloths and wool poplins. Styles that offer something out of the ordinary and in shades that **\$18 to \$85** are attractive. Prices range from

—FALL DRESSES

The woman who likes to admire beautiful styles in dresses will take great delight in a visit to the dress section. Hundreds of models in serges, silks and poplins. Each one offering a different and distinct feature. Prices range from

\$14.98 to \$37.50

—SEPARATE SKIRT SPECIAL

Assembled in this lot of separate skirts are mighty tempting values. Skirts of serges, poplins and silks. All this fall's styles. Offered special for reunion week at **\$5.00**

—Values From the Waist Section

Crepe de Chine and georgette waists. Full range of colors. Priced for this week at **\$7.98** to **\$1.98**

A fine assortment of blouses in wash silks. Very suitable for every day or semi-dress wear. Priced at

Monday at the Parisian

A VISIT DOES NOT OBLIGATE YOU TO BUY

Remember our low rent upstairs means a saving to you. Our Motto—We don't want to make it all on one sale. Small profits and a volume of sales.

WE SELL FOR LESS UPSTAIRS

We carry the famous Van Raalte Niagara Made Silk Hosiery

SUITS AND COATS

New numbers arriving each day. We can absolutely save you \$5 to \$20 on your suits or coats.

We have Suits from **\$13.50 to \$75**
Coats priced **\$15 to \$225**

SKIRTS

A beautiful line of separate skirts, all in this autumn's colorings and materials. Coat time is skirt time.

DRESSES

Our line of dresses is complete. Hundreds to select from.

Silks from **\$12 up**
Serges up to **\$55**

Parisian

SAMPLE ROOMS

320 1/2 SOUTH MAIN
Upstairs Over Woolworth's

—FOOTWEAR VALUES for REUNION WEEK

The Footwear section offers for Reunion week many rare and money-saving bargains in Women's, Misses' and Children's fine Fall Boots. Every new style in the correct leather shades. A trip to this section will save not one but many dollars.

—FELT SHOES

We are Tulsa's largest distributors of felt shoes and have made arrangements with the Robertson Shoe Co. of Minneapolis to feature their entire line of felts during reunion week. This store wants to send Robertson's Felts back to every city in the south.

One lot of comfy slippers. Leather soles and heels. Fur topped or ribbon trimmed. All colors. Special for reunion week at **\$1.69**

One lot of high top, leather soled comfy shoes. All colors and sizes. Special for reunion week **\$1.98**

Many other house shoes, comfy slippers, etc., will be offered during reunion week at choice **\$1.69**

Other styles in wide variety **75c to \$6.00** at

—98c BARGAIN TABLE

On this table you will find skirts, waists, gingham dresses, teddy bears, rompers and many other articles. Not an item but that is worth 25c to 50c more than the price asked. Some worth double. Special for this choice any article on the table **98c** at

Harlow Brokerage

205 SOUTH MAIN