



Black velvet—lustrous, deep-piled, universally becoming, is again the popular favorite for Fall character. The shape illustrated is turned up on the left, smartly corded and set off by one of the much-liked glycerined ostrich pompons. Dozens of other styles—all at popular prices.

ARDEN HATS  
22 West 38th Street  
New York

## Arden Hats

# Fashions for Fall

IN WOMEN'S READY-TO-WEAR APPAREL

THIS section marks a new development in fashion publicity. Never before has there been published in June a newspaper Fashion Supplement showing photographs of the actual fall styles that will be worn in September.

These pages are intended not only as a style forecast for Tribune women readers, but also as a practical guide for wholesale buyers. It will be of assistance to your favorite shops if you will indicate to them the garments you prefer. Any store will be glad to order them for you.

*This entire section was designed and prepared by  
The Fonda-Haupt Co., Inc.  
Advertising Agents.  
Photographs posed especially by Joel Feder*



*Mary's Dresses please*  
Simple, graceful styles appropriate for the girl just budding into womanhood. Mary's Dresses of figured voile, to retail at moderate prices, are just the thing to complete the school or college fall wardrobe.  
SIZES 12 to 20  
HENRY HUNVALD  
115 West 27th St., New York

## Four Foretastes of FALL FASHIONS

These delightful street and afternoon costumes are but a suggestion of the many fascinating novelties to be found among the Bijou creations for Fall, 1919.

The pictures tell their own story of new lines, odd drapings, and interesting trimming developments. A study of the details will repay you.

You will find the workmanship as good as the styles, and the prices will surprise you by their decided moderation.

**BIJOU DRESS COMPANY**  
S. & L. KROHNBERG  
303 Fifth Avenue  
Corner 31st St., New York

1641·Tricotine      100·Satin      112·Satin      1606·Serge