

COLOR DOMINATES ACCESSORIES' APPEAL

Slim Silhouette, Lower Waistline, Seen in Fall Coats

Reflecting the mood of American life and living and the native fashion genius of American creators, fall coats this season are keyed to the modern silhouette, the slim silhouette staging a revival, the inspiration of which first came to American designers in 1935.

Temporarily different, dress coats stand out with their lined bodices, interesting manipulations, beautiful fur treatments and new sleeves. The new slim silhouette with pencil line treatment in back and sides, fullness appearing in the front, and the most popular version in panel or apron front body with unpressed pleats or gores. The classic reefer conforms to the new silhouette to the front, rather than the sides. The new lowered waistline is one of the most prominent features in fall coats. Intriguingly worked details emphasize this newest of the 1940 fall trends. Side closings too are popular because they make fitted coats more wearable by many women who formerly were unable to accept the fitted silhouette because of the button front.

Smooth Fabrics

Fabric textures smoother with drapable qualities enhancing the softly draped and slim silhouette. The revival of the classics, finds camel's hair, herringbone, non-tones and covers popular, the latter particularly so for school styles.

Female shoppers will be strictly feminine of fuzzy braid ups or bulky details. Gentle padding will give them a natural, graceful line of the shoulders.

Straight sleeves in narrow and medium wrist widths appear most popular. The balloon sleeve, which is full, will also be seen, draping over the wrist and then landed at the cuff. The newest sleeves taper down to the wrists with fullness over the elbow.

Pockets in dress coats are usually concealed behind unpressed pleats or alongside of panels. Some coats highlight for pockets, and in sports and casuals, they are shown in every conceivable fashion. Practical and functional is the sport coat which borrows its details from brother's coat. This trend is seen in the notched collar classic or boy's coat and balmaeran which is also available in a fly-front version.

So Affordable

Because semi-precious furs like mink and silvers have been pegged down to popular-price appeal, fall coats will show no stinting in fur trimming. The coat with the separate fur jacket is a highlight this season and singled out for special style attention is a new coat with the separate kolinsky scarf in mink or sable skins.

Your Color Guide in Fall Coats

Fascinating, flattery and charm are inherent in the colors used for dress coats which blend with the desire for richness and luxury and the trend to smooth-finished fabrics. Black is the supreme color, gaining new distinction in the new smooth weaves. Colors are muted in tone. Sharp new "candid" colors predominate for casual and sport coats, in contrast to the simple elegance of dress coats, but providing vitality and bravado in spirited styles.

In dressy or sport, in trimmed

SILVER FOX skin are used mostly of herringbone jacket that can be worn equally smartly day or night. Photo from Wella-Trainer.



LEAN FAVORITE of the outdoor girl is this British sport jacket with over-size pockets. The colors are as muted as the Strouk Elms cloth itself.

FROM THE JUNGLES of South America came the wildcats who gave their skins to make this slim silhouette coat. Wella-Trainer.

Brown Is Most Popular Color For Fall's Smart Fur Coats

Furs this fall reflect a rich source of style inspiration, the importance of which is noted in the downward price level for many smart furs heretofore beyond the average budget.

Flattering trends in collars and sleeves are featured with such new details as manipulated bows, twists, winged and rolled collars, turn-downs, and of course, the popular petter pan and tuxedo effects. New sleeves which take their place besides the popular mandarin or straight sleeve are the balloon sleeve, full at the elbow and the melon sleeve, full below the elbow. In high style bloused sleeves, bishop and doublet effects, achieve the beautiful workmanship in brown furs, once noted only on formal coats.

The graceful fly-away effect of the yoke will give it popular appeal in casual fur coats. Jackets will be longer. Swaggers achieve new length suit worn underneath, also is longer. Swaggers achieve new style appeal in the modified swing coat, a silhouette suited to most figures, and not "dated." Fitted coats have an important fashion role in the fur picture this season.

Most popular fur coat color is brown, with black and grey following. Dressmaker touches feature the new style details and jewelry. Small scatter rugs can be worn, or untrimmed, in any fabric and color, the new fall coats are a graphic illustration.

effects will be noted on pins, decorations, belts, buttons and fasteners.

Fur scarves are the perfect accessories for the untrimmed coat and suit, particularly in the subtle family, baum marten and twin silver foxes.

Keeping Rugs Clean Often Forgotten

Every good rug deserves good treatment whether it is a rag rug for the bathroom or a precious oriental that furnishes the motif for the living room decorative scheme.

Rugs ordinarily suffer more from dirt than from the heaviest household traffic and make a considerable dent in the family budget when they need to be replaced. Keeping them clean is not only a matter of good housekeeping but the most prudent kind of economy.

Rugs are particularly vulnerable because grit is constantly being trodden deep into the pile. But if surface dust is removed by frequent sweeping or vacuum cleaning and despoiled dirt washed out, a rug of good quality will often last on one generation to the next.

Small scatter rugs can be washed at home, either by being doused directly in the wash tub, or by washing with thick "dry" suds

Victorian Inspiration For Younger Girls

Gone are the days when little girls were "seen and not heard"; gone, except for the sweet old fashions and fine silks which were "little lady" favorites back in Victorian days* and which reappear this fall in modern versions. The whispering silk taffetas, the murmuring failles, the silk crepes and satens interpreted in silhouettes favored by grandma when she was a girl, are outstanding in the fashion picture.

The sailor suit, the pinafore, the shawl dress and the hoop skirt are all finding expression for fall school and party wear. For dancing school and winter parties, the light crowd are selecting checked silk taffetas with fitted bodices and full skirts. One smart dress that takes its inspiration from the 1890's when small girls sat in a corner and sewed a fine seam, is of navy and white checked silk taffetas with velvet piping running around the fall skirt several inches below the waist like a hoop. Its white silk pique collar is bound with velvet. For children who look better in solid colors there are silk taffetas dresses made on similar lines with tulle work trimming the hems and square necklines.

Mothers are finding it a labor and money saver to dress their children in silk for school. Due to the inherent qualities of the fiber, its strength and elasticity, it will conform to every movement of their active little bodies without bagging, sagging or pulling at the seams.

The Casual Suit in Three Pieces Will Find Favor

Like the fall coat, the fall suit this season mirrors the creative genius and beautiful interpretations of American designers and reflects the tempo of the American way of living.

Important in the new fall suit types is the 3-piece suit, fur trimmed or untrimmed. Women will be delighted with the many new versions to be seen this season. The new 3-piece suits combine all of the style highlights and practicality that smart women look for in fall suit wear, for each is a style creation in its own right—the 2-piece topcoat with balmaeran collar, the longer, man-inspired jacket and the new slim skirt.

Next in importance is the casual and sports 2-piece suit. Extremely smart and new with many pockets, slim skirts with hidden fullness and longer jackets, the 2-piece suits replace tailored suits this fall. Particularly is this true of the sports type with the three button notched collar classic and other types with balmaeran collars.

Pattern Matters

The fabric and color trends in fall suits follow closely on the pattern of the fall coat. Fabrics are smoother and colors vary from the simple, rich luxury shades of the dressy suits to the sharp, clear, spirited colors in the casual and sports suits.

The transition types rank highest in fall suit popularity. These suits have "smooth" weaves when contrasted to the very deeply textured cloths of past seasons and at the same time retain slight surface interest. Smartest of these come in weave patterns that are not too defined and when the fabric is light and soft, lending itself to easy interpretation of the new straighter silhouette.

New fashion ideas will be seen in the rich Bolivia types which

lend variety to fall suit selections and which do not wear too sharply from the typical weave.

Furred Simplicity

In the fur trimmed suit, simplicity of line and simplicity of fabric are the outstanding features in this classic type.

Because of the importance of simple tailoring and straight lines the classic features assume greater importance than ever before in fall suits. The question of whether the type be classic or neoclassic the fabric groupings are rich in pattern design and perfect allies for the new interpretations of classic silhouettes that the season is bringing forth.

Plain Leather, But Shiny Contrast in Shoes This Fall

Plain favorite in shoe trends, is the combination style which uses a plain leather with a patterned, a dull fabric with shiny contrast. All shoes retain glove-fitting silhouettes, in line with the long, lean disposition of every fashion in the new season picture.

Casual shoes are way in the lead, with the step-in and bow trimmed pump most popular. Smart women will be wearing more brown this fall and winter, so an equal variety of attractive styles may be seen in varying tones of brown and black.

Ramps, window wedges, rocker and other novelty heels will command their share of affection, but most exciting shoe of the season is that made in part or entirely of that crystal clear plastic called vinylite.

Cleaning Washable Paper

Soapsuds and a clean sponge are effective tools for successful cleaning of washable paper. The correct way to clean washable paper is to work from the ceiling to the floor, cleaning one section at a time.

Things for Sports Slimmer This Year

American living has a tempo all its own, and its beat has inspired the designing of clothes which are the very spirit of our womanhood. Forever young, breezy; functional without fussiness, American sportswear in its many phases has become classic because it is so wearable at its times in many places.

Whether or not we are of an age to go "back to college" this fall, there are school minded fashions which have so much to offer in the way of smart practicality, that they will be seen in offices behind desks, spectating at the football game, and lurching in smart places.

Probably the strongest of all influences in casual daytime clothes is that of the man—not that any woman will let him tell her what kind of hat to buy but she is smart to grab his own hat off his head and have it copied to go with her man tailored coat or suit.

Inches Slimmer

Although they achieve the slimmest in a sense of freedom, this season's sport garments adhere to the straight path, and look inches slimmer than they have in previous years. Just so that there shall be ample interest in these clothes that are "going straight," their designers make much of color; combine interesting fabric textures and introduce fine but simple detail.

Aside from the jackets and skirts, sweaters and blouses, slacks and shirts—all of which are part of the sportswear wardrobe, more important for most women who spend the greater part of the fall and winter in the office—is the sport dress, which has many interesting features new this season. Dominantly slim in silhouette, sport dresses nevertheless have ample freedom of motion through their skirts, achieved by means of kick pleats, box, clustered and all

around pleats which retain a lean line when the wearer stands still—but move gracefully in motion. Goring also animates the skirt at a low point, while front fullness is introduced under amusing pockets.

Important Details

There is some fullness in dress bodices too, indicated by front or back yokes with released shirring or inverted pleats below.

Useful details of the dressmaker's art is the use of darts which can narrow down lowered waistlines, and release fullness where it's needed in the bodice of the dress.

School Girls Like Their Hats Casual

Girls of school age like casual hats best, because they're most suited to casual clothes, often being inspired.

To wear with a curled hair, covert or reversible plaid coat there are snap brim hats with porkie crowns; there are roller brims that gaily fly a feather. Still newer is the scoop brim hat which sets far back on the head, and is reminiscent of the "yoke" of years ago.

No girl need be a dabbler when it comes to football knowledge this fall, if she owns a Wing Back; the hat that has the big-game schedule impressed in its band.

In a season when the girls are borrowing every good masculine fashion, it's only logical that they should steal a goal on this hat style! Originally it was designed by the male of the campus species. When he orders his, he can have imprinted in its band the full season's schedule of his own school team.

More youth appeal is seen in hats which head for compliments via patriotic appeal.

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Fall Fashion Friendship Savings

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|--------------------------------|-----|-------------------|--------------|
| PETTI-FLAW HOSE | 47c | NEW FALL ANKLETS | 14c |
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