

THE SCHOOL GIRL LIKES CASUAL CLOTHES

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"FLUFF TEX" a feather-weight knit fabric that looks like camel's hair. Styled for campus or any casual wear. Light but warm.
Camel, dusty rose, copen.
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CHILDREN & LADIES
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Cardigans and pull-over styles. Plain and fancy knits. New Fall colors.
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LADIES' NEW FALL
Skirts
Wool flannels, corduroy and fancy plaids. Pleated, Gored or new gathered styles.
SIZES 24 TO 36
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ALL-WAYS OUR FAVORITE FOR FALL

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Broadcloth with smoked & embroidered yoke. Pastel shades. Sizes 1, 2, 3.
Fin dot print, daintily smoked & embroidered. Sizes 4, 5, 12 months.

Nannette
Babe Frocks
\$1.00
and
\$1.95

Our best dressed "linter" girls will be wearing Nannette's new Fall Styles... in fine cottons and spun rayons... guaranteed washable in Ivory Flakes. Come, see why these Nannette's are always favorites.



CHILDREN'S WOOL & Corduroy Skirts
Pleated and flared styles, others in jumper effects. **\$1.95** to **\$4.95**
Colors.
SIZES 8 TO 14



CHILDREN'S COTTON & Rayon Frocks
Plaids, Stripes, Plain Colors.
\$1.00 to \$1.95

What Shall I Wear Today? Is No Hard Problem



Good Grooming Means Much to School-Age Girls

One of the highlights of a fashion preview, conducted by Parents' Magazine recently, for a very large audience in New York, from all over the country, was a striking demonstration conducted by Betty Green, Fashion Editor, proving that good grooming is good fashion.

Mrs. Green used twin girls to portray the vivid contrast between a well-groomed teenager and one who neglected the little things that made her sister charming, fastidious and fashion-right. The twins were dressed identically in classroom classics. The first twin appeared wearing a long-sleeved blouse showing signs of perspiration stains, and her shoulders were peppered with dandruff. Her chest with powder, from her last minute hair combing and makeup.

Twin Types
The second twin appeared dressed in exactly the same costume as the first—but she had been properly "put together." Her blouse fit snugly into her skirt band, her skirt was smooth, hips firm, blouse immaculate. Mrs. Green demonstrated how the second girl achieved her fashion-right effect by means of a group of "young notions." Junior uniform equipped with permanently attached dress shields, defended the blouse against perspiration. A specially designed particle grid provided just enough restraint to smooth her hips and make her skirt fit properly. Even before putting on these garments, the well-groomed twin had stepped onto her shower—first step toward good grooming—in fleecenap rubber fabric scuff slippers to harmonize with her shower curtain.

Lars Linda is the school girl's delight for lounging and sleeping and looking decorative while working. Her Barbizon wig and dainty dress to solve the problem of what to wear in the dormitory.



A well-groomed teenager points the way to good grooming with young notions that will help her rate 100%.

A Clean Start
When the second twin put on her skirt, she inserted two little garment grippers in the skirt bands, to prevent her blouse from parting company from her skirt. And before combing her hair or applying powder, she slipped a feathermap makeup cape around her shoulders to guard against stray hair, dandruff and powder. Two girls—in equally smart school fashions. One the picture of neat attractiveness; the second, looking plain "sloppy." Every girl will choose to emulate the second twin by relying on her personally chosen "young notions."

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Coats Serve Double Duty
No important purchase is that of the school girl's coat wardrobe, that parents will want to be well informed regarding the styles, fabrics and colors available, before getting down to the actual "job" of going to town to buy. Probably most popular of all styles is the covert coat copied from the college man's, to its fly front anti-radiation shoulder detail. But this smooth fabric in grey-green tone finds rivalry in the fleecy coat which affords so much warmth and rugged good looks, that it will dot every campus and football stadium from coast to coast and border to border, the long term ahead. There are many girls whose personal preference or physical build makes the very boy-tailored coat inadvisable. For them, there are sufficiently feminine refiners, often velvet trimmed, to provide the answer to both school and dress-up days.

Leaky and corroded gutters and downspouts often cause serious building damage. They may result in ruined and unsightly walls and ceilings as well as cause considerable deterioration of exterior materials. Experienced workmen can easily and quickly repair or install new flashing over door and window opening and roof intersections and around the chimney, pipe vents, and other openings and projections. At the same time they can clean gutters and downspouts of dirt and litter and repair them or install new ones if necessary.

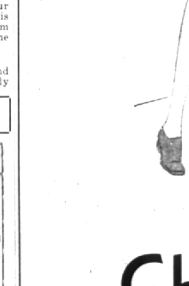
Downspout Damage
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Add A Jacket
The Coat that will delight the high school girl most, is that with detachable fur jacket, enabling her to use the untrimmed cloth coat for "everyday," adding the fur jacket for luxurious dressing up. And of course she can also wear the little fur jacket in lieu of an evening wrap when she's permitted to "go formal" to the school or club dance. Many a family budget which could never before afford a fur coat can now allow for one. So many attractive, youthful furs, have been brought into low cost brackets. In the popular, casual, boy styling are to be seen moose, lion and squirrel, raccoon and muskrat, skunk and guano. Coats such as these can most practically double for casual and dress wear.

Beloved of more than one year's schoolgirls is the three piece suit, combining jacket, skirt and top-coat. Seen this year in furred, untrimmed styles—newest variation on this many way suit is the addition of the saucer collar of which, although large and deep is flat at the back, retaining slim lines particularly flattering to the growing girl.

Tweeds are Hardy
Tweeds are perennials, and plaids are fast-becoming equally

How Fresh?



The first step in good grooming for the school girl is to keep her hair clean, soft and shiny. Shampoo and shower certain stand ready to do the job quickly and well. By Kleenex.

FASCINATING FASHION NEWS

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