



ACCESSORIES FORM AN "ASSEMBLY" LINE



THE PLAYFUL TOUCH in "tick-tack-toe" design, in hand stitched in white, on the back of black Aris gloves.

New Fashions Prove America's Creative Ability

The smart appearance of America's women during the past few seasons has proved that this nation has come of age in creative fashion ability. For the first time, our designers have been on their own, divorced from the inspiration of fashions of foreign origin, due to world affairs. And they have proved that our own nation is rich in fashion inspirations that the present is as stimulating as the past in suggesting fashion interpretation; and that American designers know the kind of fashions best suited to the American tempo of living.

Eased casualness personifies the American woman by day, whether her time be devoted to career, home, or patriotic service. With the hands of the clock turning toward the p. m. hours, she emerges in fashions "more" romantically feminine, soft casiness from shoulders to waistline; undulating slimness from hip to hemline; her legs sheathed in stockings subtly, shadowy dark; on her head, the elegantly groomed head a hat strategically angled to awaken interest in her eyes, in the contours of her profile. Her hands engaged in color. Learned in the art of commanding color to do her loveliness service, the American woman gives one fashion several lives; accessorizing it once with perfectly matching colors from millinery to footwear. Again, she spikes the same fashion with startlingly contrasting color—the red, the green, the royal blue. And for her most feminine moods she uses accessories in the heady tones of blind the beauty tones.

New Gowns Show Sense of Opulence

In our efforts to help the rest of the world's democratic nations, we Americans will live gayly lives coming fall and winter. Our night life will include charity drives, patriotic galas, and training camp entertainment participation, all of which will give us more reason for dressing in formal finery.

Catching the spirit of the season, evening fashions are brilliantly ornamented, take to enriched fabrics, and express a sense of opulence that has not been with us for more than a generation.

Two distinct trends are to be noted—the "covered" trend, and a very formal, very debilitated "structure dress" trend. In the new dinner fashions, which show all indications of being a major porcentage of the evening dress business, shoulders and necks are covered, with sleeves intricately featured, whether they be long or short. For dinner wear, crepes continue to lead in fabrics—with jerseys, especially mat, crepey, and often baghera jerseys, stronger than ever. Soft satin also is a smart fashion highlight by candlelight.

Formal fashions, too ultra feminine—very dramatic and "pretty." In fact, many of these fashions with their tiered and ruffled skirts are reminiscent of crinolines, particularly when they are developed in tulle and net.

The off-the-shoulder line in formal fashions looks particularly flattering. Bodices are body-moulded—waistlines, small in contrast to the wide flare of the skirt. Crisp fabrics are stressed for these very formal fashions with taffetas stronger for Fall than they have been for many years, particularly all sorts of novelty taffetas with metal and cellophane threads and designs. Tulle and net—stiff velvets—and slipper satins—and finally more in a limited high-fashion way, complete

the formal evening fabric picture.

Every wardrobe, to be really suited to the social demands of the season ahead, should include one dress for dinner and fitted evenings... and one so shimmering and figure enhancing that it will endow the wearer with the glamour of a Scheherazade!

Select a pattern along lines you plan first for that basic dress that will be the backbone of any wardrobe this season: a simple frock that acts as a beautiful background for varied accessories. And because it is a simple frock, even a beginner may make one with assurance of success. If a good standard pattern is used, and the workmanship carefully executed.

Select a fabric that wears well—that doesn't wrinkle easily—but one that is recognized as "smart." Remember, this is the frock that will go everywhere. Sheer wool, celanese jersey, shimmering crepe back satin for any of the crepey wool fabrics are wise selections.

Then note that your sewing equipment is correct. A good pair of scissors—plenty of pins—dainty zippers for sheer fabrics and heavier ones for heavy weight fabrics. The proper size needles and bobbin thread, and heavy duty thread, for any buttonholes.

NECKWEAR MAKES NEWS Many of the fashions we'll be wearing, call for the use of separate neckwear again. The college crowd, practical is always, started the idea of dickies under suit jackets, and there are many shirt collared dresses this year which also take to dickies which have the same collar styling.

Even the very dressy dresses with high necklines, are made more elegant with the addition of a bib, or bustier.



FOR GARDENERS, the new Lina dress in crepe wool, wears a lipstick help piece to ease conversation!

Sewing with Right Equipment is Fun

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Barbizon designs the absolutely perfect Bra Slip \$3.00

Silk and Quality Rayon

Barbizon considers this new bra slip a major achievement and you'll agree when you try it on! Unbelievably efficient! The shoulder straps are adjustable (with elastic inserts for comfort) and there is woven elastic at the back of the slip. Tack fastener at the side. (Sizes 31 1/2 to 35 1/2.) Blush or white.

THE TWIN SHOP

160 W. MAPLE AVE. BIRMINGHAM



CORDUROY PURSE ON WOOD FRAME

Several smart colors in corduroy on natural wood frame—many other styles in simulated leathers at \$1 Special!

VAN RAALTE GLOVES

Choose your new gloves from our collection of Van Raalte's best styles in fabric, and leather and fabric combinations.

FAMOUS DICKIE-BRA

Here's the wonderful shirt combination brassiere and dicky with a convertible collar to wear, hi or low.

Lingerie

- Barbizon
 - Seampuffe
 - Van Raalte
 - Corette
 - Eastern Isles
 - Sylogama
 - Debutant
- Guaranteed Quality at Regular Prices

TOM GIRL Sophisticate



\$2.25

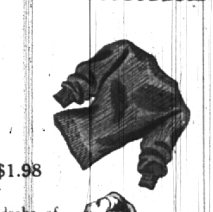
The smallest pajamas you've ever seen... one you simply can't do without... "Cocktail Hour" the newest of the new Tom Girl Pajamas by Eastern Isles.

Skillfully tailored in fine broadcloth, it is punctuated with a sleek tuxedo vestee and cuffs of fine print, and two cream color pockets. Blue and red. Sizes 34 to 40.

Corduroy Classics



\$8.95



\$5



\$1.98

BRYAN SILK HOSE All-silk chifons and reinforced service weights in wanted, fall colors. All perfect and guaranteed for satisfaction. \$1

SOFT WOOL ANKLETS Wool and rabbit hair anklets at last year's price because we placed our order in May. All colors. 2 prs. for \$1

NEW FALL JEWELRY We really have a large selection of new, fall jewelry. Pins, clips, bracelets, necklaces, earrings, fob lockets, etc. \$1



163 N. WOODWARD near MAPLE

smash hit!

DOBBS New Yorker

WITH THE SPREAD-EAGLE CROWN \$10.95

It's DOBBS New Yorker... the hat with the hand-made look! Exclusively made in the newest Fall colors. Definitely YOUR favorite hat for Fall. DOBBS used to your head.

*Design patent applied for.

KELLER HAT SHOP
135 E. Maple Phone Birmingham 1325

because you want a long wearing FUR

WE NOMINATE the Persian Lamb

as the year's most practical fur. Fashionable and styled with every news-making detail. You'll find them the best possible values...

Persian lamb coat with new style details. Glossy curled.

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Dimas Furs
227 S. WOODWARD AVE. BIRMINGHAM, MICH. Birmingham Theatre Bldg. Phone 3040

THE DRAMATIC TOUCH is achieved in a neckline. Marvellous, exciting at dinner. Marvellous.