

# YOUTH ANSWERS THE CALL TO THE COLORS

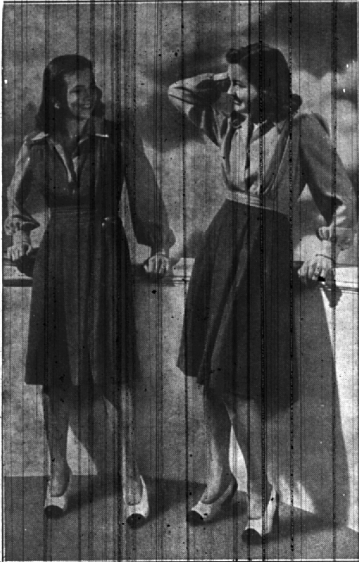


## The News About Hats, Gloves and Accessories

Analyze the woman whom heads turn to admire, and she is usually found to be a composite of one exquisitely selected fashion, plus a number of accessories chosen as perfectly harmonious counterpoints for that fashion.

There are many moods in accessories this season. One is the town career—patriotic organization mood interpreted in richly simple designs, smooth textures and dark colors. Another mood is the college campus—country, wife mood, interpreted in bright colors, an affection for snug and fat fashions and completely casual comfort. Still another mood is that of formality, for day and for evening, achieved with the use of glittering brilliance from shoulder ornament to elaborated shoes. Beginning head-first, a fashion is accessories with hats and hats for the coming fall and winter endorse a flattering flare, a tilt which says chin-up, eyes forward, and are as enhancing to the short woman as they're elegant for the tall.

SOME GIRL like one of these will win \$500 and be crowned "Summer Girl of America" when the Olympic Kiltweed Contest starts September 30. The devils daring on the left zig diagonally and fits to the hair. The straightforward cardigan is spaced at closing and pocket with two-toned grosgrain ribbon.



BELOVED of every college girl is a corduroy dress with like stripes, in Crown. Spaced upon rayon and wool thread.

Corduroy is a favorite for the young Miss and comes in bright colors.

FOR MISMATCH DEVILS: this Multiple Wardrobe jumps skirt to blouse and overcoat with a fabric fastener at the waist. Best garment for an individual to use on a hill.



**STORES HAVE NEW STYLES NOW**

Through these pages is reflected all that is new in the way of fashion. The news stories and the advertisements of our local retailers are the mirrors in which you, the reader, may see the clothes for the season ahead, which will chart a new course for your wardrobe.

American from the thread with which they are woven, to the fabrics from which they are made, these fashions have as their background our own colorful and busy history. The present in their inspiration. The present is their source. The present is the time for which they are superbly designed by native American designers.

Let Us Clean . . . Glaze . . . Remodel and Repair

## YOUR present Fur coat

We use the APPROVED "SAW DUST" METHOD

The system used by nearly all of America's most reliable furriers.

**Have It Done Now!**

You'll want to be wearing your fur coat very soon . . .

### MATTHEW'S

PHONE 9011 DELIVERY SERVICE

Exclusive Ladies' and Gents' Tailoring

Cleaning . . . FURRIERS . . . Pressing

MADE IN AMERICA

## ANOTHER Georgiana Classic

A new golf number that zips from the bottom up. Sheer fun to wear! Matchlessly tailored! Georgiana Cordleigh Sheer with plaid gingham belt and head kerchief. Timber rose, water-fall blue, yellowstone, gold, natural. Sizes 12 to 40.

**\$7.95**

Georgiana Classic

**In the Fall... or in the winter too**

Every woman at the end of summer vacation, having finished with lethargy—full of pep and ready for new clothes—ready for long brisk walks—ready for shopping in fact, ready for town.

In one of our

- CHIPPEWA PLAID
- or plain colored

**Reversible Coats**

in colors red, green or blue

## Handsome Fall HANDBAGS

**\$1.00 to \$4.95**

Roomier interiors, more beautiful surfaces, colors perfectly keyed to fall fashions. Find everything you want in our smart styles.

Add Glamour to your ensemble for the JUNIOR LEAGUE DANCE wear fashionable **Northmont STOCKINGS** Bathed in "Precious Cosmetic Oils" and ever-so-faintly scented

**79¢ to \$1.35**

SILK OR NYLON

A FULL SELECTION OF STYLES IN THE SEASONS SMARTEST SHADES AT

## MULHOLLAND'S

## The New Interpretation in Make-Up and Toiletries

- A. Dusting Powder..... \$3.50
- Refill..... 1.00
- B. Perfumes 1 Dram..... 2.00
- Refill..... 1.25
- C. Face Powder (S. Shade)..... 2.50
- Refill..... 1.00
- D. Lipsticks (S. Shade)..... 1.00
- E. Rouge (Paste or Cream)..... 1.00
- F. Toilet Water..... 3.00
- Refill..... 1.25

### DESERT FLOWER

An idea so lovely and practical, you wonder it's not been thought of before. Both make-up and toiletries in one exquisite fragrance to create a symphony of scent . . . Desert Flower. All enclosed in permanent dressing-table and purse accessories of a rosate hand-carved plastic, Mysite. The dressing-table pieces take refills, which are modestly priced.

Each a Shelton Original

## WILSON'S

WE DELIVER ~ PHONE 2500

That increasing number of women are beginning to wear

Perfectly keyed to the new fashion colors, hosiery tones appear in light lemons, ferns, baby, sun-drenched, rose-cast, gauze variations. When purchasing shoes, it is wise to stop over to the hosiery counter and select just the right shoe tones.

Nothing will wear the American woman's affection away from little mad caps, whether they're knitted or crocheted, or of fabrics.

Suits for the school-age child are quite attractive this season. Particularly so are those of plaid or with pleated plaid skirts and solid color blazers, made of flannel.

Waterproof hoods lined with red flannel are very cutting.

**\$1.98 to \$3.98**

Wonderful values—that's what smart shoppers are saying about our beautiful outfits of new fall Mix and Match combinations. Newly styled Sweaters—Flattering Blouses and Blending Skirts.

**\$12.98 to \$18.98**

## COATS

Plaid Reversibles  
Camel Hairs  
Zipper in Lined Coats

## Kay Baum Shop

81 W. Maple Birmingham 2161

## "on the assembly line"

### For Fall DRESSES

Dresses to make you feel dressed for the occasion, when invitations start pouring in or for all other fall activity. Each style has been picked for its lovely proportions and enhancing quality.

**\$3.98 to \$7.98**

Mix & Match

### Blouses, Skirts and Sweaters

**\$1.98 to \$3.98**

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Plaid Reversibles  
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