



HAPPINESS BEGINS AT HOME IN AMERICA



Designers Reveal The Latest Trends In Men's Fashions

The trend for coming fall and winter men's suits and coats definitely runs toward substantial, durable woolsens and worsteds. A recent survey of fall trends indicates that small-patterned and striped fabrics, many of them hard-finished, will take the lead in men's clothes, and the main idea seems to be for comfort, informality and durability.

Fast as the stiff ones, so loosely cut and fitted clothes are replacing the more formal business suits of the past. The most popular materials will be strong worsteds and woolsens, many of them in saxony and chevots. People are going to buy their suits for long-time wear rather than for fashion.

The single-breasted coat continues its popularity, usually with three buttons, although some of the younger men prefer four. Plaids are the most popular weaves, probably because they do not show wear and do not require cleaning as often as plain fabrics. Where large plaids are the sports coat, more conservative plaids will be seen with suits. Grays, tans and browns are all good.

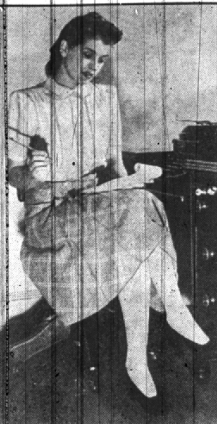
Wool Available
The double-breasted suit, as of past seasons, is still good, and will remain so. It comes in small, herringbone weaves, and in striped materials. Stripes are particularly noticeable in brown and dark blue flannels.

There has been much talk of a shortage of wool, which is largely without foundation. Shipment of fabrics from England may be delayed, but there are many excellent manufacturing houses in the United States, and Australia has sent word that she has more than enough wool to supply our needs. Domestic wool is on the increase and in many cases is used with the Australian imports in our finest fabrics.

Trousers will be slightly shorter and should not break over the shoe. They may, also, be a trifle narrower. There will be little padding in the shoulders of the loosely cut single-breasted coats, and the main feature of them will be their comfort and the fact that they may be worn travelling, in the office or in the country.

There is a noticeable increase in the fashion of substituting a slip-over sweater for the vest, and this again can be traced back to the desire for comfort. Wear a plain blue slipover with blue suit, or one in which blue dominates; tan sweaters go with all shades of brown, and gray ones with the

For Office or Ride in Country



These girls who enjoy a ride in the country after office hours will like this outfit. The town-and-country suit is inexpensive, and very attractive.

Season Fall Wardrobes with Accessories, Poise

By an artful use of color and premeditated choice of accessories, the most limited wardrobe can be endowed with a variety of personalities, and made appropriate for a greater number of occasions. This applies as much to the housecoat which can be casual lounge when worn with slippers and a hairbow—or transformed to exotic elegance with a wrapped turban, beaded slings and bangle bracelets... as it applies to the fur-trimmed coat which one set of accessories makes sporty... another set dressy.

The woman who isn't quite certain of which of these tips to assemble with her fashions should place fall confidence in the sales person, waiting on her. Department stores and specialty shops train their behind-the-counter representatives so that their fashion knowledge is accurate and can be depended on to result in the greatest possible effectiveness.

Color plays as much a part as actual styling in adapting various costumes to various ways of life. All black is definitely more dressy than black spiked with bright red or green; and the use of pastel colors will give a softer, more feminine effect than will the use of more vivid, dramatic shades. A neutral color costume such as beige or gray will look more striking assembled with black accessories.

Doubling the value of wise selection by wearing one's clothes under a pair of chics makes even a wardrobe that is stripped down to basic fundamentals smart for every business, social and recreation activity.

Here's What's New In Household Furnishing World

Carpet manufacturers will not use synthetic materials in any greater quantity than is made necessary by the shortage of wool. The greatest problem of production is to the wide carpets and rugs, for which a shortage of looms exists. As usual, floor coverings will be designed with prevailing popular colors in mind. Hard surface floor coverings will continue to be made with a cotton rather than a burap base.

Studio couches to meet the demand for leisure in the sitting by the housing shortage are expected to be increasingly sold. Other pieces in the style of Lucite, transparent plastic, resembling glass, in tables and lamps. Many occasional tables have been designed, and as this plastic lends itself to decorative ribbon and floral treatment, the result is extremely beautiful and smart. One manufacturer has put out chairs of period design whose frame is Lucite, thus making them modern as tomorrow.

Chinese coffee tables intended to be used in pairs in front of sofas or pushed together to make a long cocktail table settle the "reaching for the ceiling" problem. These come in two finishes, one a deep plum mahogany color, heavily antiqued with custom leather tops; the other in a black and gold decorated finish with leather or painted tops. Both have antiqued mirror tops.

A far cry from the old tea-wagon is the mahogany business cart. The top is in two levels with leather and glass finish. In one end is a drawer for silver, making serving even easier. Furniture will probably be produced on a smaller scale, both in period and modern design, for use in small-sized rooms of low-cost homes. There is a cocktail desk now on the market with chair to match, both in two-third size, and named by Mrs. Thorne's miniature rooms.

More dinette groupings with small folding tables which may be used in combination living room, dining room groupings will be seen. One such suite which has made a hit this season is a combination of plastic wood and chrome.

Information on this page prepared after consultation with the Home Furnishing Industry Committee.

Swagger Hats

Man's Sport Jacket Always Comfortable, Always In Demand

The old jacket and slacks still remain the most important items of sportswear in the average man's wardrobe. The sports coat is now an essential part of every college man's wardrobe, and has become almost as valuable to the older man. Jackets and slacks are regulation wear on all campuses and they may be seen in any part of the United States, in the country and over week-ends.

Fall of 1941 will see several new features in sports jackets. Most of them, particularly those designed for young men, will be longer and generally measure 33 inches. Many of them have four buttons, although the more conservative manage with three. Coats of this type are always single-breasted.

Often the new coats have small change pockets just above the regular side pocket, and these as well as the regular pockets have flaps. Stripes and plaids may even be combined with the stripes standing out in the weave over an indistinct plaid.

These jackets should hang straight. They are made with broad shoulders and some of them have patch pockets.

Defense Design



Created for the working woman in defense industries, this suit can be dressed up with accessories. It's made of olive-drab wool with dyed cotton stockings to match. "Irene" is the designer.



COMPLETE New Season's WARDROBE

At Birmingham's Fall FASHION AND VALUE EVENT



THE SEASON WITH Stores Filled to Capacity With Fall and Winter Merchandise

LATEST STYLE CREATIONS for MEN, WOMEN AND CHILDREN Represented IN THIS YEAR'S FALL FASHION SECTION

The Birmingham Eccentric

The BIRMINGHAM MERCHANTS whose advertisements appear in the Fall Fashion Section herald the coming of fall with their most brilliant showing of new fashions. Because your calendar is crammed with things to do, people to visit and entertain, etc., they have assembled every style to answer the question in your mind when each occasion arises: "What shall I wear?" In these BIRMINGHAM stores are clothes from the sketch pads of AMERICA'S own capable designers. Here are clothes from the workrooms of AMERICA'S greatest makers. Shown in these advertisements are creations in which you feel commandingly chic, whether you pay the least or highest prices; because whatever the cost, BIRMINGHAM merchants keep faith with "quality."

Read Each Advertisement Carefully

That One Good Suit You Promised Yourself

IS IN OUR FALL COLLECTION OF HART SCHAFFNER & MARX SUITS



Distinguished by the use of imported woolsens, tailoring that challenges the most critical eye, and fit that has all the advantages of custom clothing, our Hart Schaffner & Marx Suits are your very best buy. Styles for casual, business and social demands.

We also have a complete line of Men's and Young Men's sports wear for Fall and Winter.

Dickinson's
Wabeek Building