

**Headed for School**  
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## Colorful Year Ahead On HS Fashion Scene

By VIRGINIA M. SHAW

It's light, it's gay, it's the new teen look for fall. Yes, school will open in a brilliance of color, spotted here and there with Ivy League dyes. Clothes for the coming fall term are noticeably keyed in lighter tones of favorite shades. Grey flannel, a perennial must, is shown in medium tones and looks sparkling after so much charcoal. The browns offer a choice of a copper or red cast. Red flashes into the picture, and will take its place of prominence in a sports ensemble at the football game or in a party dress at the dance. (Remember, the boys like red and never fail to notice the girl who wears it.)

The continuing importance of the Ivy League colors seems almost a contradiction to the bright palette, but still the OD greens and dark combinations of black with maroon, brown, or blue effect the best translations of the classic styling in sportswear. There's wide variety to choose from.

**Straight Line Look**  
The general fashion look for fall is a straight line. Skirts have been getting slimmer for the past three seasons, and this fall are definitely readable. The Empire line (high waist with emphasis just under the bosom necessitating a form fitting waist) is flattering to all and very feminine. No matter what your figure type, this silhouette miraculously appears to mould you into good proportions.

It's interpreted in this year's lighter toned flannel jumper, with pleating, stitching, or button detail at the top and slim fitted waist and hips. Often the necklines are cut very high which transforms the jumper into a true sheath when worn without a blouse for dress-up occasions.

Dresses are decidedly Empire in feeling, with wide bands, bows and two-toned combinations emphasizing the high waist look. In separate, trim boyish styling is continuing its popularity. Straight skirts with kick pleats, Ivy League half belts at back, look handsome in striped dark toned tweeds, or black and white nubby tweeds.

**Sweaters Bulkier**  
This year's blazer has been caught in the stripe excitement and you will find it colorfully done in corduroy, flannels and poplins. It's a nice change from the casual white blazer so why not get one for the coming school term.

Sweaters are heading for a bulkier look through the use of heavy Shetland type yarns, more open stitches, and wide rib cables. The high round crew neck (it started with the boys about a year ago) is the most favored by girls who

set the fashion on the college campuses. The dyed to match skirt and sweater is still popular so plan to add another matched coordination to your wardrobe.

### Handkerchief Tip To Help Mothers Build Good Habits

That little fresh, clean cloth called the handkerchief, is a symbol of good grooming. Yet mothers are legion who struggle to make school children develop the habit of carrying fresh ones—and using good health.

## Once Upon a Time...



A Child Should have a truly lovely portrait by...



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Full fashioned to give you more freedom of movement and better fit

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**\$3.98** Short Sleeve Slipover  
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Miracle Orlon! Never loses its shape after countless tubbings—and soil just rinses away! The soft texture looks and feels like cashmere—you'll love it! All this for a low price! 34-40.

West Maple at Henrietta—Birmingham

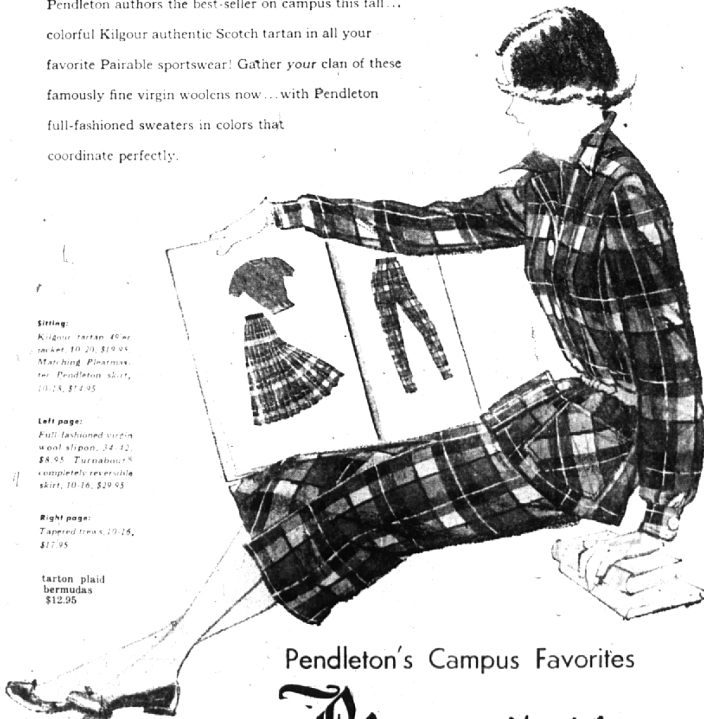


**PRINT MAKES** school news in skirt and top with ruffled bib front, cuffs for dress-up look.

**RIGHT-AS-RAIN** coat with matching hat, pleated back, goes smartly to school in any weather.

## here's the Pendleton tartan story!

Pendleton authors the best-seller on campus this fall... colorful Kilgour authentic Scotch tartan in all your favorite Pairable sportswear! Gather your clan of these famously fine virgin woolens now... with Pendleton full-fashioned sweaters in colors that coordinate perfectly.



**Sitting:**  
Kilgour tartan blue sweater, 10-20, \$19.95  
Matching flannel top, Pendleton skirt, 10-14, \$14.95

**Left page:**  
Full-fashioned virgin wool slipover, 24-32, \$8.95. Turtleneck, completely reversible skirt, 10-16, \$29.95

**Right page:**  
Tapered trousers, 19-25, \$17.95

Tartan plaid bermudas, \$12.95

Pendleton's Campus Favorites

# Bloomfield

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**Boys' Girls' Hankies**  
"Jolly Teens", each 10¢  
"Action Prints", each 10¢

**Boys' Fancy Socks**  
Stripes, fancies, 7-10's, 4 pr., \$1



**6-16 Flannel Shirts Special!**  
Reg. \$1.19 **99¢**

Bright plaids! Checks! Solids! Pre-shrunk; in many new patterns and gay colors for fall.



**Orlon Pullover \$2.99**

Boys' finest quality miracle orlon washes easily, holds its shape. Many colors. 6-16.



**Boys' Knit Briefs 43¢**

Comfortable white-corded yarn cotton knit briefs with all around elastic waistband.



## Adorable SCHOOL DRESSES

3x-6x **\$2.98** 7-14 **\$3.98**

Some Dan River fabrics; all washable cottons of outstanding quality, styling and appealing trims. Choose from a galaxy of Sanforized checks, solids, pretty stripes.



**School Lunch Boxes \$2.59** With Vacuum Bottle

Metal; with slot for name and address. Comes with half pt. vacuum bottle and plastic cup.

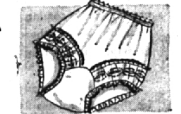
**SPECIAL!**  
Boys' 4-12 Polo Shirts **2 for 99¢**

Combed cotton basque striped polo shirts in new fall colors. Crew neck. Yours at this special price only during sale! 57¢ ea.



**Girls' Nylon Slip \$1.98**

Pretty nylon tricot top; 3-tier standup nylon parchment skirt. White in sizes 4 to 14.



**Fancy Acetate Briefs 39¢ pr.**

2-14 Frilly acetate panties with smocking and pretty nylon lace trim. Reinforced crotch.



**Buser Brothers Socks 39¢ pr.**

6-8½ Of extra-cotton; extra reinforcement above normal heel. Colors never fade or wash out.

WEST MAPLE AT HENRIETTA — BIRMINGHAM