

## Campus Trends Put Emphasis On Slim Smart Appearance

College-bound girls prepare by early shopping in hometown; separates are major subject

Going back to college or going for the first time, the campus-bound girl has excitement in her heart and a cool head on her shoulders as she plans and chooses her wardrobe. The special demands of a class and campus career call for plenty of emphasis on fashion-right apparel, and careful planning is needed.

For the freshman, college life opens a new world, and she finds that her high school years have been preparation not only for advanced studies but also for a more sophisticated way of dressing. Especially this year, when the slender silhouette is winning big acceptance on the campus, the college newcomer will want to pay particular attention to the trimness and smartness of her appearance.

Whether freshman or senior, the wise girl will do most of her wardrobe planning and buying before she leaves her hometown. For plenty of variety plus maximum mileage from her clothes budget, she'll major in separates.

Shopping at home—before she plunges into a round of class sessions, homework, campus activities and dating—gives her more opportunity to plan and choose combinations of separates that are easily interchangeable.

**Gets Fashion Advice**  
The first-timer has a special reason for shopping at home, for she can get advice from friends and also from the college fashion advisers in her hometown stores.

Sophomore through senior girls have already learned that each college has its own special fashion trends. The campus-wise girl will want to allow for later additions to her wardrobe, after she sees what is being worn at her college this fall. Here, too, shopping at home has important advantages. With her basic wardrobe planned and purchased, the college girl can make a list of her apparel sizes in everything from sweaters and skirts to dance dresses and add to it the colors she has chosen for her college fashion program.

**Speeds Rush Orders**  
Leaving this list with the family will facilitate "rush orders" for an extra blouse, another skirt, a date dress or whatever she may require.

The fashions that will go into her campus-bound luggage have been slimmed down and dressed up in interesting ways. Classically simple sweaters, shirts and blouses are softened with pretty details—but not ornate—details. These tops pair up with slim skirts for class wear, with flared Bermuda shorts or tapered matador pants for sports and leisure.

Bulky knit cardigans combine texture interest with slim lines, while fullness in skirts takes new treatments, such as alternating flat panels and pleats, to preserve a slender appearance.

Dresses, usually reserved for date time, will now go to class more often and look very smart, too. Empire styling is fashionable.

Big news on the campus is the car coat, in a variety of fabrics, from wool to warm-lined rayon. A full-length camelhair coat and



**FOR AFTER-CLASS** relaxing, washable, striped slip-on can be paired with matador pants or worn with Bermuda shorts.

**Hats and Scarves**  
Of the shopping list—and in the luggage—will go at least one hat for special occasions and many long wool scarves to serve as casual headgear in cold weather. And the college girl can pick and choose from a wide array of accessories, those inexpensive extras that add much to the variety and versatility of her wardrobe.



**SHE'S PACKED AND READY** to leave for college, and her good buys include light, strong luggage with special packing bars and elasticized curtains, and an alpaca-lined, camel hair-wool car coat with leather buttons.

# Campus Flair with Minimum Care

all wash-and-wear  
all **McGREGOR**

featuring the **IVY** look



From Princeton to USC the big word in college garb is the IVY look. Its the natural, casual look that means comfort as well as really sharp appearance. McGregor has coupled the ivy look with that all-important easy-to-care-for feature to give you the finest college wardrobe selection yet. You'll find them all at Mulhollands.

### Right: NORGE SEAGULL

2 jackets in 1. Side shown is extra-soft, extra-warm, pure nylon fleece . . . strikingly accented with sweeping Arctic stripes. Reverses to brilliantly colored, element-defying nylon taffeta. Just dash it in a Bendix.

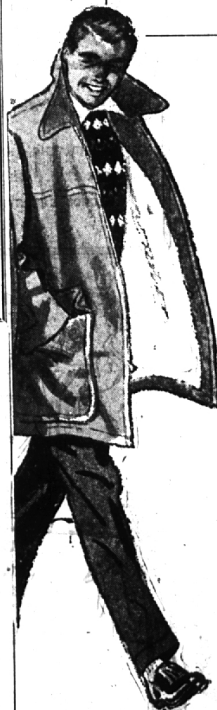
Sizes: 36-46



### Left: TRIUMPH:

The perfect, all-occasion surcoat . . . in fabulous Sea-wind, 50% Dacron-50% cotton. Full, roomy zip-front model with huge, practical pockets. Rich, soft, Orlon fleece lining for winter-long comfort. Completely wash and wear.

Sizes: 36-46



### LAMBFLEECE CRU

The distinctive texture . . . the full-bodied richness . . . that's favored on fashion-wise campuses everywhere. Smart, University-inspired crew-neck. Soft, warm Lambfleece is 25% Orlon—75% Lambswool . . . 100% washable. Sturdily knit . . . won't shrink, sag, or stretch. In a fabulous range of the season's newest colors.



**Mulholland's**  
**PARKA SALE!**  
**ENDS**  
**SATURDAY**  
**August 25th**

**CORRECT FOR** class or campus is the cardigan, here in a bulky-knit style that needs no blocking after washing.



**NEW FAD** for college charmers is a perfume container which can be clipped to a charm bracelet or handbag.

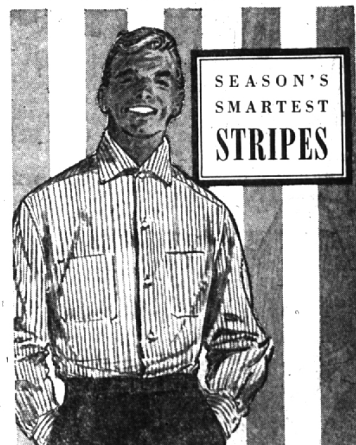
### School Note:

Music will be heard above the sound of school bells this term as children of all ages participate in a three-fold growth of interest in the cultural art over the past nine years.

Some 8,000,000 pupils will take part in instrumental instruction in public and parochial schools and from private teachers. Most will vie for places on some 40,000 school orchestras, it is estimated by the American Music Conference.

Instruction in music and musical appreciation now starts as early as kindergarten in many schools throughout the land, for music is deemed a supreme influence on personality and cultural development of the child.

Are you thinking of buying a new home? Then read the "Buy-Sale-Houses" columns on the Classified Ad page of this week's Eccentric.



SEASON'S  
SMARTEST  
STRIPES

### Rice Stalk sportshirt

by **McGREGOR**

Neat, crisp stripes . . . in fabulous colors . . . give an Ivy-inspired look to this handsome sportshirt. Luxurious, all-cotton . . . completely washable . . . won't shrink or fade, ever. Smartly styled with convertible Tempo collar . . . wear it casually open . . . or crisply closed for a tic.

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