

## Knitted Collars, Longer Outerwear Good This Year

Included in the new outerwear category for Fall and Winter 1957 are everything from the short blouse-type zippered jacket of lightweight rayon or nylon to the luxurious fur-trimmed staid and coats of fine tweed. Between these extremes may be found car coats, suburban coats, new leather coats and jackets, surcoats and a hundred variations of all of these styles in practically every natural and man-made fiber known to man.

Style emphasis this season is on slightly longer outerwear. This is particularly true of suburban coats, duffle coats and car coats.

**ANOTHER STYLE** innovation of the current crop of surcoats are snugly fitting knitted collars and cuffs. First choice in these cold weather warmers are fabrics of wool and wool blended with test-tube fibers.

Every bit as important as the outer fabrics and linings of these handsome coats are the new interlinings. Supplementing the usual types are newly-developed foam interlinings that look very much like synthetic sponge. The suppleness of this new liner combined with its millions of air spaces make it a fine insulator against the cold.

**WASHABLE AND** dry-cleanable leathers in both suedes and smooth finishes are more popular than ever. Many of these, as well as the wool garments, are made with lush pile linings. Take a look at the new knit shawl collars, the British warmers, the new ideas in fastenings and buttons, outerwear jackets cut just like your favorite tweed sports coat, and you will be sure to find several you will want.

## New Fibers Seen In Men's Hosiery

There is a big look in socks in men's hosiery for Fall, 1957. The popularity of bulky knits which has become such an important factor in masculine sweaters, is now equally as important in socks for the menfolk. Different variations of this idea appear in the classic patterns as well as novel styles, and in many new blends and subdued color arrangements.

**THE FIBER STORY** in hosiery includes blends with wool and cotton, lambs wool blends with synthetic fibers, many all synthetic hose, particularly in the popular stretch socks, as well as alpaca and cashmere. Generally speaking, patterns run along traditional lines although brighter color accents will be in use. The way the hosiery picture for Fall shapes up, it will be easy to dress right from head to toe:

A survey by the National Education Association shows that 73 per cent of men teachers and 17 per cent of women take outside jobs to meet their needs.



**Stylish**

She's well-dressed for school in a wool jersey beret, blouse and jumper, simply styled with a smocked bib.

## Child's Parents Should Fulfill School Needs

With the opening of a new school term scheduled for just a few weeks hence, there is an exceptional burden of responsibility confronting parents of all of the children of all ages this year.

The situation derives from the complexity of life in this fast moving modern era with its unique tensions, its glowing opportunities, and also, its many distractions.

On the one hand, the demand from all areas of human activity for more and better educated youth, has mounted and will continue to mount during the coming years, to the point where those with the right kind of training are

virtually assured of successful careers.

THIS is as true for today's beginners as it is for yesterday's college graduates, what with knowledge paying bigger dividends, even on television (witness the quiz programs) than does brown, in any field.

While school authorities are currently preparing to receive the

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greater number of children who will be clamoring for places in classrooms this fall, parents must turn their attention to getting the youngsters ready, mentally, physically and materially for the return to learning.

**IN ADDITION** to making sure that essential study facilities are provided in the home, this requires concern for their health, their clothes, their school equipment.

Pre-school health examinations can thwart the onset of illnesses that would interfere with the continuity of their schooling.

Need for such simple standard items such as brief bags in which to carry books, pen and pencil sets, even perhaps a typewriter in the home, can be anticipated now.

**PLANNING** and selecting the

## Stockings Important

Proper sized stockings are just as important to the foot health of children as proper length shoes. They should be one half in. longer than the foot.

child's back to school wardrobe—permitting even the youngest to participate in the selection—will work wonders toward sending them back to class with assurance, pride, and self confidence.

And happily, the trend toward neatness in classroom attire gains momentum this year. This is a trend recognized by educators and parents alike as conducive to the kind of good behavior which stimulates a better attitude toward learning.

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