

**Parents Must Help  
Beginner Prepare  
For Great Adventure**



**Fashion Reaches into Past  
For New Teen Age Styling**

"Ring in the old" is the way Tennyson would write it today were he referring to the teen age fashion picture for Back to School. Almost all the new clothes are a renaissance of styles that flourished either a few years ago or a century ago.

The "old fashioned Victorian" style lends its influence to the fall teen-agers version of the ever beloved shirtwaist dress. The silhouette is marvellously flattering, with a long bodice line that moulds your waist to a tiny ring.

Prints show their strength in the dress category and are delicately enhanced with touches of white at the necklines and the sleeves, which are newest when reaching just below the elbow.

IN SPORTSWEAR the influence is circa 1930. This was the era when Mme. Chanel was revolu-

tionizing the fashion picture with her casual loosely cut silhouette that was the rage then along with the Charleston and it is the rage now along with the Charleston.

**Red, Gray Popular**

In outerwear, red will also be prominent, as a solid or in combination with other colors—chiefly black. Gray will also be widely seen. Style-wise, toggle button coats and suburban coats will run neck-and-neck in the popularity race.

When a child starts to school he takes his first big step into the outside world. How can we prepare him for this great adventure?

First the child who has been left with baby-sitters or relatives has learned that other adults can take good care of him. Through casual talk about school, you can help your youngster understand that his teacher will be just such a person.

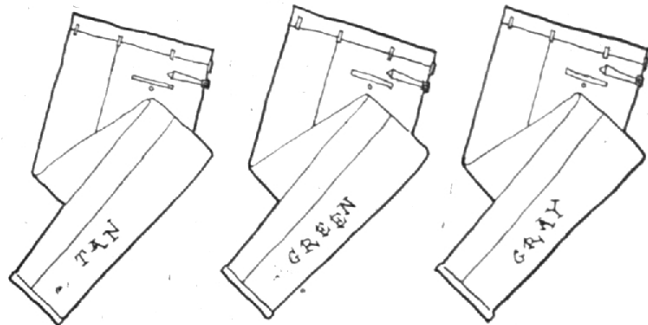
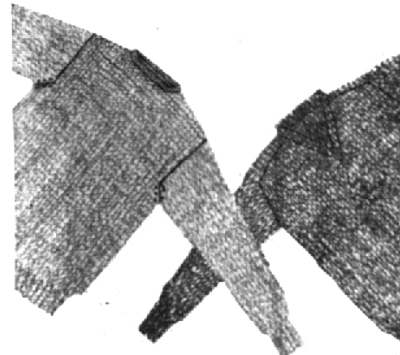
Getting along with other children is another big step for the beginner. Your youngster is off to a better start if he's already had some group experience—in neighborhood play, nursery school or day care center. Then he'll know something about give-and-take and about playing with other children.

College days call for such functional young fashions as this newly-lightweight mouton convey coat with smart leather toggle-fasteners.

**Shetland Pullover**

A pure Shetland pullover worn with fashion flair and a well-groomed look, tucked into a skirt and belted. The sweater is available in a range of colors grouped in grays, naturals, soft greens, and blues; a vivid scarlet and a sunshine shade of yellow.

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