

**Try Stretch Sox**

If you haven't tried the fit-to-you stretch hosiery... why not give them a try this fall? Many women, especially those with some size problem, are now wearing no other kind.



... fall into one Category... the Best at **MATTHEW'S** "Serving Birmingham since 1925"



**'Long' Lines Distinguish Sweater Stories**

The sweater story for fall is LONG, BIG, and oh-so exciting! And it's been translated into a variety of best-seller editions! Critical reviews stamp the collections as bound to be the best in years!

Sweaters are so long for fall, they're extending into the jacket and coat classification. Even the "condensed-length," shortest of all, the blouson, ends below the waist.

Big is the theme... in colors that exaggerate the well-known cow and cat... in knits that are novel, loopy and bulky, bulky, bulky!

Sweaters are synonymous with the big yarn! Mohair represents the character of this chapter best... it's loopy, soft-as-down, and gives the effect of thick, luxurious fur. Shetland, and new Shetland-type wools, are important scene-stealers, too.

A FIRST edition, coming out this fall, is based on the tunic style of some time back! The straight, slim line extends to mid-thigh, seeming to meet the shorter skirt hems. The tunic is most often a pullover—and made to be mated with pleated skirts!

Also new (for the gals) is the polo-shirt sweater—a direct steal—from men's wear styling. It features long sleeves—the unfitted, but figure-following line... short button-placket and neat club collar. Another favorite of the fallas now enters the story for the feminine sweater-lovers... the vest jacket cardigan! This knit, as well as the polo-type sweater is often shown in popular long-haired Shetland.

Illustrations of the sweater story (proving its theme of big and long and terrific) continue to unravel... the new-longer-length ski sweater with toasty-warm hood... the two-sweater combination featuring a "like-blouse and like-sweater set (no relation to the classic pullover and cardigan set)... the cardigan or pullover jerkin... the two-textures-on-one-sweaters and the chemise sweater that does wonderful things with buttons and bows.

Trims are usually effected with ribbon, the two-texture process, self-bows, novelty ribbing, and color-contrasting knit-in designs.

The climax, of course, in the sweater story is color... here excitement reaches the peak with a warm, rich, gay, beautiful, multi-facet subject.

Conclusion: The gal with the big wardrobe of sweaters will live fashionably-happy for ever after during fall 1958!

**New Sock Look**

As for socks, traditional diamond argyles are getting some competition this fall from novelty designs from Scandinavia that team up with skiers' sweaters.



**Coat with Tie**

Trapeze-like coat is of Italian lacy wool... fashioned with a streamer tie and three buttons to fasten the narrowed top. Completed with new-look bracelet-length sleeves.

**Did Mother Wear Tights? No, But Her Daughter Will**

Look what's happened to tights! Yes, the skin-tight leotard "legging" has stepped right out of dancing class and into the fashions-for-fun spotlight!

They're the right note for the gals in the flying trapeze... in skirts or "skorts"... pants or pinajores!

Not only are tights available in almost every impressive color imaginable... in full-fashioned or seamless knit... but now they come in patterns, too.

Paisley, stripes, checks, lace-mesh and textured surfaces are well-worthy of note.

Where to wear?... anywhere! Tights are going under both skirts and pants... no matter what the length. Or, tights may show completely from the waist down with an open-front skirt, or even no covering at all.

Some tight-styles have "built-in" tops... some have "built-in" feet!

But, all have one thing in common... they are "knit-to-fit" and this is their outstanding attribute!



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**fashion drama by ... new portofino knits**

The casual look you love... interpreted here with an intriguing foreign flavor. Fabulous new Portofino knits... easy to care for in cashmere-soft orlon that washes readily, keeps a beautiful shape always. Two exciting versions, in red, black, grey. 8-16.

**\$19<sup>98</sup>**

Alive with elastic freedom-and-fit for every "gal on the go"...

**RAVE...the new bra by Formfit**

On-the-go gals want freedom and fashion. How wonderful, then, to find a bra that gives you a youthful, attractive figure plus all the ease for action your busy days demand. You'll love the light, light look of this bra... and it wears as easy as it looks.

Notice the new cut of the cup... lower at the side for easier arm movement. Notice the U-shaped back... won't ride up because elastic shapes to your body with no pull in one place. Notice all the elastic in this bra... gives and moves for complete freedom and comfort. Be fitted in Rave by Formfit, the bra that leads a life as busy as yours. **\$3<sup>95</sup>** In white cotton broadcloth. 32A to 36C.

ELASTIC stitching under cup! ELASTIC around cup! ELASTIC back! ELASTIC back strap!

Each \$5.00

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**The FABRICS are of the Finest and the FIT is Guaranteed!**

When you select your suit from our fine stock we can guarantee perfect fit. All of our finest fabrics and styles can be furnished in Regular, Partly, Short, Portly, Long or Extra Long as well as the usual Regular, Short & Long Sizes. All models range from size 36 through 48 and 3-Day service is assured. This season we are featuring the newest shades in browns, grays and blues.

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They know Who's Who in **"Shirttails for Two"** by Norris

He's your man... you're his girl! Pair up... go matched in "Shirttails for Two" by Norris. You'll be the smartest couple on campus with these fine quality sport shirts in the indomitable Drexel pattern. A back-to-school favorite, has button-down collar, long sleeves and magical wash and wear finish. Great go-together sport shirts for attending the game... the matches... or just "doing around". "Shirt-tails for Two" come in an original, award-winning gift chest.

each \$5.00

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