

## Fabulous Fibers Now Look Like Fabulous Furs

Many miracles have come out of the test tube and into the world of fashion; but none are more exciting than man-made fur coats. This season they have a "guard" secret that makes them look incredibly like real fur!

A "miracle fur" is made on a shape-retaining knit back, with a deep, silky-soft fabric pile that is highlighted with the detailing of the real fur it imitates.

Now—the fur-look is available in sheared beaver, Alaskan fur seal, all types of mink and raccoon!

THEY ARE SHOWN in natural fur shades, not also new vivid colors such as rosewood, red, navy, white, beige, and grey.

Silhouettes include all the high-fashion shapings, as well as wonderful, relaxed clutch styles, short coats, capes and stoles.

Some of the tailored coats have gay plaid linings, and the dressy styles, elaborate brocaded satins.

Last, and the best news of all, these fur-like coats now have "guard hairs" that makes them look more furry.

GUARD HAIRS are best described as the extra-long fine hairs that extend beyond the main-body of any real fur pelts. They make a fur softer and more luxuriant!

Side by side—a real fur, and a fur-look coat will be so similar that it will take sharp eyes and a lot of touch and feel, to tell the difference!

Fur-like coats are handled, brushed, dry-cleaned, and treasured, just like real furs, because they keep their man-made background a real secret indeed!

**Men's Outerwear  
Is Most Colorful**

A galaxy of color streams into the men's outerwear constellation this fall in the form of bold, bright wool blanket plaid jackets.

They appear in a "million" mod. sizes... finger-up length... shorty "zip" types... and ever-so many more.

**Jumpers Are Tops**

Jumpers have the jump on versatility... being perfect for office or classroom with a blouse... just as right for date-time without. And, they are new for fall in the chemise or trapeze lines.



The New York dress institute points-up these two silhouettes, with favor, as the leading lines of the new season. Easy and relaxed, the Empire silhouette traces a higher-than-the-natural waist focal point, and girdles it with scarcely-fitting lines. The barely-touching-the-waist look is eminent in suit stylings as well as in dresses; novelty collars, bracelet-length sleeves and distinctive trim are all full signifiers. From head to toe, there's a coordina-

tion of color and mood to the new-season's fashions. Headlining the easier lines are high-soft silhouettes in hats, millinery too, blazes forth in brilliant color and exciting soft-touch fabrics. Shoes, too, point-up a newness of texture; long, pointed-toe and often wear the new-looking, wider-based Queen Anne heel.

**Bigger, Bolder Plaids Are In**

Plaids get bigger and bigger, both in popularity and size! This mintage burgundy with navy or clear red with pink and wine.

In sharp contrast to these bright patterns are off-beat colored antique plaids, in subtle shades of antique green, gray and white.

**New Hats Crowning Glories  
To Season's Silhouettes**

A veritable explosion of color bursts forth in the new-season millinery collections to call mildly-attention to the fact that this year hats are designed to complete and complement the total costume.

From the most brilliant of blues to rich red tones; from forest greens to lush, earthy browns; from bold basic black to the vibrant purple hues—millinery and color are synonymous.

Small, close-fitting hats vie for attention with the "bubble" shapes of hi-rise crowns, turbans and bulky helmets.

To balance the slender chemise are the relaxed cloches, high domes and full-bodied wigs.

Complementing the walking suit are lovely hats, earthy browns; adding excitement to the high-waisted Empire costume are tall-crowned bonnets... blouson pillboxes that fit over the high, little Empire chignons... and turbans that recall the old Egyptian head-dresses... bonnet cloches, high-crowned toques, too, are the designer's newest contributions.

Colors are luxuriously rich! Stained glass hues of ruby, carnes, sapphire blues, orange, topaz to camel, gold, brownish and golly-greens, emeralds, violet and amethyst shades come to the fore!

Spotlighted, too, are mossy greens, the warm orange-gold-brown family and a bouquet of violet! Sleek, glossy blacks and matte blacks, as black-with-color are perennially favored.

Hat fabrics are a "soft touch" this fall... they're pliable, crushable and softly-textured to deepen and enrich color and give shape to the new silhouettes.

Feathers! From ostrich plumes to peacock feathers, they are used for trims and complete hats. They're often "fluffed" like the long-napped tweeds.

Furs appear in every imaginable variety from violet fox through leopard, civet, sable, mink, broad-tail and even monkey and are shaped in all the new themes.

**Mobile Servers**

The tea cart stages a triumphant return in tune with today's informal custom of dining in the house.

Instead of being mere shelves on wheels, they now boast useful storage sections, linen drawers and extension tops.

## Fur Collections Display Color, New Silhouettes

Just a "three letter word" . . . but mention fur to any woman and see how her eyes take on a dreamy, "I want it" look!

And, this fall, every woman will thrill with excitement to the new, luxury-look given to even the least expensive of the new fur styles.

Now, designed-top-fall furs are beautifully-relaxed, with more subtle curves! There's a subdued fullness in all the dramatic new silhouettes.

Luxurious contrasting fur-trims are important, too! There's a great revival of many fur types that have not been shown for a long, long time.

The oval-hat, trapeze, and chemise, are the three most important silhouettes! The harem, balloon, Empire line and the trumpet-skirt-ed tube, are also destined for drama in fur styling.

Detailing includes gently tapered-in hems, (a feature of the balloon and oval silhouettes), fur but-

tons, belts, deep pockets, and wider sleeves.

Most wonderful of all are the collars! They are huge, wide-long, soft and crushable. Often times they stand-up to frame the face in an alluring soft line.

Shoulders are gentle, natural, and quite often shirred just below the collar back.

In the fur story itself, more and more broadtail . . . seal and otter are used for their shimmering, luxurious loveliness.

Mink continues to reign—in pastels and darks—as well as white armine, Persian lamb, beaver, muskrat, squirrel, and nutria.

Newly-distinctive is the use of two different furs in matching or contrasting colors on the same fur coat!

For example: river otter may be trimmed with a sumptuous mink collar, and off-white beaver will appear with a natural-mink tuxedo; sable . . . circled with chin-

chilla collar; black Persian lamb combined with gray Persian lamb . . . brown broadtail with an enormous blue fox collar . . . or like the black broadtail seven-eighths coat that is shown with buff, sweeping black fox circling its hemline.

THE "SHORT" fur coat appears in somewhat longer lengths . . . with curving, oval-back interest. The seven-eighths length and the three-quarter length, are the most popular.

Precious fur evening coats are usually full-length and vary from slim shapes to voluminous cocoons; in white or black mink, chinchilla and extravagantly-handled others.

In capes and stoles there is a longer contour look!

Those who like "little furs" will discover a new look to versatile shrugs, boleros, and capelets.

Altogether it is going to be a wonderful season for fur! And what a wonderful time you'll have selecting just the right fur for fall—whether it be a small fur or a magnificent fur coat!

**What's in a Name?**

The trapeze silhouette swings into fall carrying along a number of pseudonyms: What? broom, twigling, scissor trapeze, split-level trapeze and dunce cap.

Birmingham store open Friday nights 'til 9



unusual fashion value!

newest silhouettes in

100% Chinese  
**CASHMERE**

\$125



Made to sell for far more, but you can enjoy exceptional savings because of this very special purchase! Beautiful, cloud-soft Chinese cashmere . . . the height of coat luxury in the season's newest, most exciting shapes. The trapeze-flared coat, sketched, one of three news-making styles in misses' and brief sizes. Collection includes nude, green, black, blue or bamboo.

**TINTYPES OF CLOTHES TO BE SEEN**

You can't beat a **Chesterfield**

To take you everywhere from football games to dates in the city, our sleek tweed Chesterfield of a striped herringbone tweed lined elegantly with paisley. In muted brown or grey stripes both with black velvet collar. Sizes 7-15 . . . 65.00

THE VILLAGE STORE

BIRMINGHAM, MI 47100 \* GROSSE POINTE, MI 47100 \* SAGINAW, MI 47100

Our new fur collection for '58 '59 is now ready

Furs by Robert

550 N. WOODWARD  
ALSO DETROIT, GROSSE POINTE