

## Shopper to Benefit by New Textile Identification Act

There's magic in the new fashion fabrics, but also mystery as the shopper can no longer discover by looking or feeling, just what she is buying.

The "look" of another fabric is easily duplicated through modern chemistry or new weaving methods. An elegant velvet or moire may actually be silk, rayon, acetate or nylon.

Only the manufacturer's label can inform the shopper as to actual fiber content and care, so be sure to check the hang-tag and avoid disappointments.

**THE GROWING** popularity of "mixed and matched" synthetic and natural fibers has brought fine weaving and draping qualities to apparel, but only added to the confusion of identification and care. Congress passed the "Textile Fiber Products Identification Act" to protect buyers from misleading

## Sportswear Shapes Up In Cottons

Cool weather sportswear items "cotton to" cotton this fall in new, good-looking casuals.

Young fashionables destined for college or career will love their well-groomed look—their easy-care virtues.

Designers of separates have selected cold-weather cottons that have an affinity for each other.

They combine rustic, homespun cotton tweeds with calico prints; sophisticated velveteens with lustrous cotton shirtings; striped and plaid tweed denims and patterned corduroys with plaids that pick up their predominating colors.

**TYPICAL OF THE** well-groomed cotton combinations are three-piece ensembles, yet sold separately for modest amounts.

Full skirt and close jacket are cut in dark-hued cotton tweed, with the jacket lined in calico to match a simple blouse.

For smart separates that are completely reversible, warm cotton corduroy is printed on the reverse side in an unusual print.

Tapered pants and wrap-around vest for the urban mood match a peasant skirt and laced bodice, each designed to be worn with full-sleeved cotton blouses.



**THREE-PIECE** ensemble featuring a silver fox collar and cuffs is modeled by Mrs. Albert Corner of Derry road, Bloomfield Hills.

## Fur More Important

Fur trimmings on coats have not been as important in years as they are for this fall. Not only for dress-up wear, fur-trimmed styles appear for all occasions, furred street dresses and furred raincoats, to name two.

## It's a Contender

The evening coat is an important contender for fashion favorite. Brocade and ottoman supplement the classic, but are so prominent in recent seasons. Interlinings, sometimes of fur, make the evening coat practical all winter long.

## Fall Forecasts Brilliant Show Of Accessories

Neckwear once meant a scarf, but changing fashions have broadened this category until today, the word neckwear used in a style-sense means a jacket, a bulky sweater, a collar and even a scarf.

For fall the neckwear picture is mostly jackets, continuing the covered look of the past summer. Perfect with skirts or over sheaths, jackets are seen in dark transitional cottons, wools, corduroys, velvets and a host of other textured fabrics. Many are braided or fringe trimmed.

**A CLOSE SECOND** are the bulky, waist length sweaters in wools, orlons and blends. The basic black and white colors are now inter-mixed with bright shades that blend with the new plaids and tweed mixtures.

The scarf story is larger and flatter. The basic 24 and 36 inch squares are seen in traditional prints, and lightweight silks.

The big news however, is silk chiffon used in every size from tiny squares to exquisite oblongs and stoles.

**COLLARS ARE** oversize and found in cottons, blended fibers and fake furs. Many button-down to form a low-necked dress.

So familiar even men could wear them, stolen-from-men's department accessories are basic to the tailored daytime look promoted for fall.

Included are ascot ties, tie tacks, cuff links and even vests.

claims or labels.

All fibers used in clothing must be labeled according to predominance of weight such as 75% Dacron, 25% cotton.

Therefore, knowledge of the characteristics of fibers and their care is very helpful in selecting and prolonging the life of clothes.

**SILK:** A luxury fabric, drapes beautifully. Ask about color fastness, or check on washable silks.

**WORSTEDS AND WOOLENS:** (Both are wool) Worsteded are smooth, hand-finish fabrics, lightweight and easy to drape, but may "shine" with wear. Wooleens are loosely woven, bulkier, and may be used with synthetic fibers. Wooleens must be labeled as such.

**COTTONS:** Sturdy, machine-washable and generally color-fast. Cottons may be treated with one of the many finishes that make fabrics perform new feats, such as anti-curl cotton chemilles, and glazed, mildew and moth-resistant finishes. Minimum care and permanent finishes reduce ironing and give a crisp appearance. Check finishes on the label to be certain they are guaranteed.

**RAYONS AND ACETATES:** Since 1951, rayons and acetates have been identified by label. Resembling silk in appearance, but with a heavier "feel," they are usually washable. They are lower-priced and are available in twills, taffetas, crepes, chiffons, satins and velvets.

**SYNTHETIC FIBERS:** Of chemical origin and used in a variety of ways, alone or combined with a natural fiber such as cotton or wool. They are lightweight, durable, resist moths and mildew, can be washed in cold water and dried in an automatic dryer at "wash and wear" temperatures. They present little or no ironing problems according to Maytag Product Testing Laboratory.

Until all labels tell the complete fiber content story, the shopper will be wise to ask for fabric information and be guided by the manufacturer's hang-tag if one is attached.

## Gals' Sportswear Items Show New and Interesting Themes

Fall sportswear? Frankly, it's for fun... even when designed for work!

Though many designs are ultra-simple, certainly classic... novelty touches or unusually "happy" prints add that definite note of gaiety.

Plaid bold and subdued, is the stand-out pattern for all types of sportswear and separates.

Taking a clue from this destined-to-be-popular print, one new outfit is knit-styled. One piece or two, the skirt is short and meant to be worn with tights.

**SKIRTS FOR FALL** feature exciting trim, often enormous buttons down the front.

In the blouse category, the male-styled shirt renews its first-place standing. Dark fall colors of red, blue, green and brown are news here.

The top is going to be all-important. Most slim pants and skirts have their own jackets, weskits, overblouses or ponchos. Generally, they are sleeveless calling for a matching or contrasting sweater or blouse.

**PONCHOS,** incidentally, are suddenly the darlings of fashion. These easy pull-over toplets are

formed as a square or a circle, that slips over the head. They top anything from skirts to pajamas. Tie belts offer a choice for waist fit.

Wool challis and velveteen are evident throughout sports-wear collections. Men's wear fabrics, too, will be big. And corduroy reaches new heights in the fun fashions.

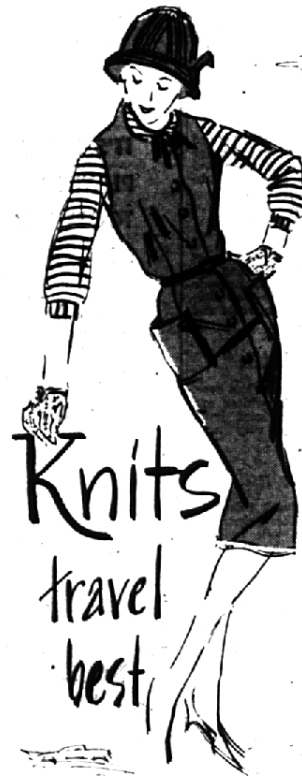
**KNITS, NATURALLY...** wool and cotton... are strongly favored in capri and skirted costumes. Fur adds elegance everywhere as trim, linings and tops. The fake furs develop a new look, copy-casting the more unusual such as ocelot, wolf and panda.

The costume look, so important throughout all the new collections, is particularly noticeable in the more casual separates.

Take capri pants for example. This season they have the look of the finest tailored suits.

# KAY COOLEY

EVERYTHING WE SELL MUST TRAVEL WELL



Knits travel best

Wool knit shawl jumper and counterpart, tie-neck blouse... complete **55<sup>95</sup>**

Just one exciting style from our collection of wool knits. Comes in black/brown, grey/grey or navy/red. Sizes 8 to 16. Hammer knit gloves, 12.95. Cloche hat, 9.00.

Lobby of Statler Hilton  
Detroit

190 W. Maple  
Birmingham

Open Mon. 'till 8:30 p.m., Wed. 'till 7 p.m.

Open 'till 9:00 p.m. Friday

Petosky, Michigan

let's walk... I'm wearing my...



Haymakers

Feet beautifully clad in Haymakers belong to the woman who walks only in comfort. It's all part of the heavenly, hand-stitched butter-soft leather Haymaker story.

**McSWEENEY'S**  
FINE FOOTWEAR

Orthopedic Shoes for Children

All children's shoes are correctly fitted by Mr. McSweeney

OPEN FRIDAY TILL NINE

277 Pierce St., Birmingham

MI 6-4488