

# Sportswear Brought Back From Distant Places

By SHIRLEY ADAMS  
Staff Writer

A small army of people is working constantly to bring the latest fashions to the smart dressed suburbanite. These "behind the scenes people" are known as buyers.

Norway, Denmark, Germany, Holland and the Alpine region are the distant places where your winter sportswear buyer travels to select the latest clothes in the ski line.

**WHILE CHATTING** with Henry H. Gleisner of the Alpine Ski shop last week, we discussed styles, fabrics and the evolution of ski wear.

Mr. Gleisner commented that years ago when skiing was considered a "Joe-College" sport for men, styles played a minute roll in the fashion end.

And then the little woman stepped in the picture and thought it would be a great sport . . . so a woman being a woman . . . and very clothes conscious, decided that she didn't want to look like her husband going down the ski slope. Then styles and colors started to play a very important role.

**THROUGH A PERIOD** of time, fabrics have changed considerably in ski pants. During the war, melton cloth was "the fabric" . . . years later gabardine was put on the market and today . . . stretch pants lead the list.

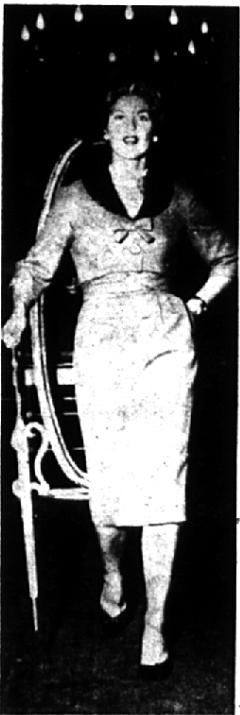
Colors of yesterday were drab green, battleship gray, and dark blue . . . and now "Everything Goes" . . . pea green, variations of blue from sky blue to midnight blue, shocking red and all pastels.

**SKI SWEATERS** used to be ski sweaters. But a few years ago, they began to have some style and today a ski sweater is a fashionable item. The ardent skier will become a colorful picture in his bulky knit of various hues.

Big collars will be very popular this year, which date back to the early '30's.

After 5, fashions will be available in attractive lightweight sweaters of pastel patterns and leather bermudas for lounging will be a big hit.

I ALSO HAD the pleasure of talking to Mrs. Maurice Barnett, owner and buyer of the Bloomfield Fashion shop. She stated that she travels to New York approximately six times a year to



PERFECT FOR AN EVENING at the theatre is Mrs. Albert Conner of Derry road, Bloomfield Hills, wearing a dress topped with a jacket featuring a dark fur collar.

bring back the latest fashions and her husband about ten times.

She stated that there are approximately 30,000 manufacturers in New York. Local buyers are assisted by buyers, who are permanently stationed in New York and scout the area for the best quality.

## Pinup Points

A large patch pocket . . . wide notched collar . . . big full sleeve . . . satin bow on fur boa . . . the cuff of a glove . . . all excellent vantage points to hold a gold, jeweled pin.

## All Set for Big Fashion Splash

With an eye to comfort and color, solid color blazers top patterned pants and skirts—and vice versa;—loose-at-the-waist jumper tops give a one-piece look to their slim skirt partners;—belted corduroy shirts in deep-tone hues are casual and smart;—bright plaid pleated skirts over solid-color tights give nomenclature to the "skight" costume.

Also new are plaids on camel grounds—soft and yummy looking in separates.

Then too, there's interest in the

bulk of sweaters. There's a "big needle" knitted look to most casuals and even to the more dressy styles.

**THERE'S A** handsome convertible newness to many sweater styles—in collars that go from "turtle neck" to flat wings; to sweaters that look equally smart, buttoned in the front or in the back and in deep cowl collars that stretch up to warm hoods . . .

Soft brushed surfaces are everywhere—they're soft to the touch, rich-looking to the eye and smart additions to every gal's wardrobe.

Informal modeling at our Birmingham store, same day, 10-5:00.

- Luncheon show, featuring Sherbrooke coats, at Greenfield's Birmingham restaurant, 12-2, Thursday, September 24th.
- Come meet Mr. Meyer Levy, Sherbrooke's fashion representative, who will personally help you make your selection.

# Himmelhoch's

## Trunk showing—

### all-purpose coats

### by Sherbrooke

## \$23 to \$50

- Reversibles
- Fur-trimmed
- Alpaca-lined
- Evening coats
- Smart prints
- Wool jerseys

See our handsome Sherbrooke coat collection and choose from a wide variety of styles, all water-repellent. Misses' and petite sizes.  
Top: stained glass plaid with velvet collar, Sylmer\* treated, Milium lined, 30.00  
Bottom: poplin wool alpaca reversible with hood and knit trim, natural, black or green. 45.00

\*Sheds rain and stain; stays new looking longer with less cleaning and pressing.

Himmelhoch's Birmingham store open Friday night 'til 9.

