



New Trans-American

News in suit styling for fall, 1960, reports that the Trans-American model, a handsome modified version of the American Continental, is very popular. It adds up to a comfortably tailored look and, with the American Natural, American Ivy, American Ambassador and Continental, it gives a fellow a wide and attractive choice.

People Who 'Care' Have More to Wear

There's no point in going all out for fall or any other seasonal fashions if you're not going to take care of what you have. Flopping your garments on a chair or tossing them across the room is the quickest way of ending the life of your clothes.

Mrs. Harry M. Clark, 2500 Lakeside, Southfield, home economist instructor at Southfield high, offers some tips on better care of clothes.

Coats are made for storage. However, they are not designed to be wardrobe wardens, goods are cramped to fill space. Garments should be neatly arranged and not overcrowded so as to avoid wrinkling.

TROUSERS and skirts should be hung on wood or wire clip hangers designed specifically for these garments. It is not only better for the fabric but the clothes will look and hang better.

Folding these garments over bar hangers (especially the wire type) creates unsightly cross creases.

Hangers covered with foam rubber or quilted materials are best for hanging shirts, blouses and dresses. Such equipment will prevent hangers from making untidy impressions in the materials.

Suit and sport coat hangers need more body to them because of the apparel's detailed tailoring. Wooden neck piece hangers are most suitable since they provide a base on which the material can rest and retain its shape.

GETTING CLOTHES on to hangers is only the first step in keeping a well-kept wardrobe.

The first seconds it takes to make sure clothes are hung straight and not loaded by arranging them so they will not drop in the front will pay off in the long run. This is especially true of dresses and blouses with large or round necklines which have a tendency to slip and sag.

Buttons and waist buttons should be fastened, zippers closed and belts removed from carriers before garments are hung. These precautions will prevent the eventual stretching or bulging of clothes.

ALTHOUGH IT IS a good habit to hang clothes as soon as possible, they shouldn't be hung immediately after removing them.

They absorb moisture from the body while they are being worn.

If they are hung on immediately, the moisture will spread to the rest of your wardrobe and will wrinkle fabrics and weaken fibers, thereby stretching the garments. The best procedure is to give the clothes a couple hours drying time in a separate place.

HANGERS ARE no place for sweaters. They should be neatly folded and stored in drawers. Some kind of transparent plastic bag will keep sweaters dust free.

However, like other garments, sweaters accumulate moisture and should be dried out before storing.

Local Women Vote Casual; Fashion Campaign is Same

When fall arrives in Birmingham, what will the ladies wear for casual window shopping along Woodward and Maple?

It will probably be the established favorites—separate blouses, sweaters, skirts, car coats, topsiders or slacks. Whatever mildly long, you can bet that "the latest" in shop windows will lure her in for a second glance, a quick trip to the fitting room and possibly another sport item for fall.

She may buy some of the new entrants—culottes or knickers, for example.

Or, perhaps, she'll fancy an overhouse. There are a variety of lengths with the wrist-length tunic gaining prominence. Pleated, gathered or bias cut shirts will complete the outfit.

SWEATERS, TOO, reflect the overhouse influence with long

lines and tie belts. However, the sweater story doesn't stop there. Longer sweaters are new and so are shorter, cropped sweaters.

Bulky, shaggy sweaters; smoothly knitted sweaters with dressmaker details; sweaters with jacquard, paisley, plaid and other patterns; almost-classic sweaters and evening-elegant sweaters share the limelight.

Car coats and jackets take part in the fashion fervor for fur with trims, linings, hoods of fur or fur look pile fabrics.

AMONG THE SPORTY coverings are cape jackets and ponchos. Fun as well as fashionable, they can be worn to watch the youngsters play football at Graves or

Seaholm—or for that homecoming day at collegiate alma maters.

While many separates still match or coordinate their colors, trims and prints, more attention is going to separates that employ contrasting colors and fabrics.

In the midst of the movement to more fluidity in styling, pants stay slim. Their chief competition this fall comes from culottes—divided skirts that combine the ease of pants with the skirt look.

NUMEROUS CANDIDATES, all with good fashion records, appear on the roster of fall suits, another favorite sporty style in Birmingham.

Lengthened jackets, pleated and flared skirts, overhouse accompaniments and fur get the nomination of many designers, but its anticipated that the popularity poll will also accord a vote of confidence to strictly tailored classics, young looking short jackets and slim skirts.

Demifit prevails in jackets of every length, with easy lines that nevertheless follow the curves. Sometimes there's blousing, cinched in by a belt.

Lengths start with the cropped little jacket and continue through waist, hip-top and wrist levels.

Tune and coat-length topplings for skirts are an important category.

AS IN EVERY PHASE of fashion, fur and fur-look is a favorite. Suit jackets are collared and lined in just about every imaginable fur or copy of it. Fur wesuits or overblouses make warm additions, turning a fall suit into a winter one as well.

When jackets are not fur-collared, they're often collarless. It's good politics to be able to dress up a suit with scarves or jewelry.

Soft tie shape pretty necklines and tie-ash belts complement an outfit.

Suits this fall have an air of refinement. Brushed surfaces, ribbing, plaids and checks win attention. Colors offer pleasant surprises among them, fall gold, red, vintage wine hues, violet, plum, blue and taupe.

REGARDLESS OF THEIR individual taste, Birmingham area women will be pleased with fashion dictates this year for both have expressed partiality for the attractive casual, comfortable mode.

2 Mothers Who Model Are Also Model Moms

The glamorous life of a model, that's what people say. But it's not all true according to two of Birmingham's top fashion models, both of whom are housewives when they're not modeling.

Mrs. F. M. (Abby) Anderman, 119 Drury Lane, Bloomfield, and Mrs. William E. (Gloria) Askew, of 4851 Haddington, Birmingham, both the mother of four children, agree that the general public has a misconception of the modeling game.

"People think of all models as 'glamour girls,'" said Gloria Askew, "and not of them as mothers and housewives."

Both girls model on a part-time basis for local stores and spend the rest of their time keeping house and taking care of their children.

ABBY ANDERMAN says it isn't really too hard doing both jobs.

"If you are determined to do something, as I am this, you can usually find a way to do it," she said.

Gloria added that she didn't find it too hard and managed wonderfully.

Abby said she started in modeling after she had two twins.

"I wanted to do something outside of the house," she said. "I had been an airline stewardess, and any other job I could get was always on a nine to five basis."

Gloria went down to watch a Miss Michigan pageant, someone coaxed her to get in the contest and she ended up in the runner-up spot.

"SO I THOUGHT I might try modeling," she said.

Both girls don't think too much of the new high fashion creations from Italy and France.

"They're too exaggerated," Abby said. "If you walk down the street with one of them on, people will think you're from Italy or France."

Gloria got a little more basic when she said, "They don't show a female figure like it should be."

Abby said she liked the new fashions.

Both girls said that in modeling you meet some of the nicest people you can find.

"That's one of the best things about it," Gloria said.

ABBY ANDERMAN said she liked talking to the young people who come to see her about careers in modeling.

"Once again these kids have the false conception that all models are 'glamour girls,'" she added.

Abby and Gloria both feel that their families are their most important responsibilities and neither has found any less his wife having the job too much.

Gloria said her kids, Billy, 11; Lloyd, 9; Jimmy, 6; and Tari Ann (Tara), 3, love their "mommy" having the job.

Abby said employers and new friends found it hard to believe she was the mother of four children: Maureen, 13; Tervie, 12; and the twins, Tom and John, 5.

we were mannequins."

As for their colleagues... "A terrific bunch of girls, especially the Birmingham area girls," Gloria commented.

And so, two mothers banish the apron and broom weekdays to step into the world of high fashion.

What a world.

Fashion Warmup

New styles and mufflers offer fashion as well as warmth, with solid colors planned to accompany checked or other-patterned suits and coats, and patterned styles for solid-color costumes.

Forecasting Fur

"Fur and fur-look" is major prediction for fall fashion. A great variety of fur, get with use as lining and trims and there are also unusual fur styles in ponchos, dresses, vesty—and even slacks.



Fall Coats for Men

This coat, with its big, button-down knit shawl collar of 100 per cent wool, will be one of the main fashions in coats offered for men this autumn. It has eight-inch, button-up side vents and a casual continental shoulder. It's made of corduroy and has a plaid-blanket type inner lining.