

# Fall Clothes Have the Goods on Fashion

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Staff Writer

There's material for a happy fashion story in the new fall fabrics.

Maybe the revolt against the chemise did it. Whatever it was, the fashion world has stopped dictating that midday should wear the bizarre, the wacky, the unflattering.

When midday didn't buy, fashion forces bowed to her.

Now they're using fabrics for interest, seeking to practical, comfortable clothes with simple lines, that flatter.

Fall suits and dresses are fashioned of elegant wools. Some are

loomed with dimensional textures, others with an airy weave.

KNITS are making fall fashion news. The bulky, cabled or ribbed knits delight the sophisticate who likes her casuals. If she's stepping out for an evening, she still likes knits—the lace or bejeweled varieties.

To mark a practical, wearable outfit with personality, the mills have come up with wool prints, fur blends, rich-looking gabardines, ribbed and corded weaves, with many herringbones and tweeds added.

The style setters add dash with modern loops, wool chinchillas, colorful combs and cashmeres.

FABRIC alone can give a woman sheer elegance. For special evenings, she can luxuriate in gleaming silks, brocades and metallics.

Back on the practical angle, the clothing manufacturers are concentrating on materials requiring little care.

Michigan State university clothing specialist Bernetta Kahabka

12—FASHION SECTION

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## Plaid and Pleated

The "figure-flattering" wool jersey dress at the left, with elasticized waist gathered by a contour belt, will be one of the features in women's fashions this fall. It will be offered in olive, taupe and black, with plaid wool scarf lined in jersey. At right is a "sophisticated plaid", with a permanently pleated skirt in Arnel and rayon. It will come in gold and burnished topaz, blue and black or red and olive.

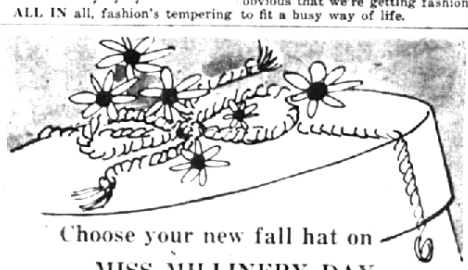
notes that about 40 per cent of our cotton yardage is now treated with a special finish. The finish gives the cloth what the industry calls an "easy care" quality. It stays fresh looking longer, strongly resists wrinkling and soil, and irons easily.

FOR THE men, the pipe racks are laden with lightweight wool flannels, a masculine repeat of the trend toward handsome, yet wearable clothes.

Madras cloth is back this fall in dresses, suits, skirts, sport coats and bermuda shorts. It requires some special handling in the wash tub because of its bleeding characteristics.

But it's back by popular demand. Another dictate to the buyers, who like the plaids and stripes created

by the natural vegetable dyes from itself to the life we lead. And nowhere more than in fabrics is it obvious that we're getting fashions to fit a busy way of life.



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## 78th Anniversary Sale Planned at D. J. Healy Store

Marking the fall fashion season, the D. J. Healy shops at 263 Pierce, Birmingham, will present their 78th anniversary sale from Nov. 1 through Nov. 7.

Specially priced new merchandise will be featured in the sale.

For this fall, Healy's will feature designer and high fashion merchandise in dresses, coats and suits.

Special emphasis will be placed on imported fabrics, high fashion colors and "wearable elegance."

"OUR EXCLUSIVE and unique Christian Dior" purse package of seamless stockings will prove popular to many shoppers," store officials predict.

These will be merchandised one pair to a tiny package, designed to be convenient to carry, "a perfect solution to what to do when you get that unexpected run."

Healy's, founded in 1882 by Daniel J. Healy, has specialized in "better women's wearing apparel" for 78 years.

In February of this year, ownership was acquired by Louis A. and John F. De Hayes, prominent Detroit businessmen.

Impetus since then has been given to "concentration on better quality merchandise and a closer association with the finest resources in the New York and California markets and the use of unusual imported fashions."

Miss Dessie Dunn is manager of the store.

## Shaped for Fall

Fake furs, vivid felts and broadcloths take pouchy and envelope shapes in fall handbags.