

Width Is Keynote To Coat Shapes

Voting for variety, fall coats elect to stand on a platform of attractive shaping, fabric distinction and color excitement. Fur trim is a landslide winner.

Among the shapes to choose from, the wide coat is outstanding. Again, there's diversity in the ways width is achieved. Coats with cape backs and straight or shaped fronts and coats with dome backs keynote the wider silhouette. Others have shoulder flanges that create a cape-y effect or bell shaping—sometimes belted.

Wrap and tie coats, narrow coats shaped with seaming to princess lines and long torso coats with slim or dome skirts compete for favor. The fitted coat gets a number of ballots.

THE ANIMAL kingdom contributes heavily to fashion's campaign for handsome coats. Mink, beaver, fox and spotted furs lead the parade but virtually every fur gets on the bandwagon, including such novelty furs as hamster.

Fur additions to coats don't stop with collars and cuffs. Hemline fur borders for slim or swirling-skirted coats show a thirties influence. Fur lines many coats, frequently in reversible styles. Nutria is a favorite coat lining.

When it isn't fur, it's the fur look. Deep pile fabrics copy practically every animal, in complete coats as well as trims.

SURFACE interest, led by ottoman, maintains its strong position in coat-fabric news. There are nubby, fleecy, ribbed and raised surfaces. Deep velours, fur blends, wool chinchillas look luxurious.

Coat colors vary from light and bright to deepened and darkened. Plum, amethyst, brown, darkened gray and black are standard bear-

Petites, Half-Sizes To Get Attention At Kay Cooley, Inc.

Discriminating shoppers will find several new and enlarged departments at Kay Cooley, Inc., 190 W. Maple, Birmingham, this fall. Little women, petites, and half-sizes will all receive special attention and an opportunity to see clothes modeled by some of the personnel.

Travel clothes will also be in a new and larger location.

THE STORE WILL emphasize knits, tweeds, jerseys and gaberdines in a stunning selection and milady will find the store still in its present location. A mainstay in women's fashions in Birmingham for 21 years, Kay Cooley's will continue to delight the chic and smart women of the area.

Costume Pairings

New costume look pairs hip-length jackets and dresses with bias, semi-circular, pleated or straight skirts.

Shock color combinations in prints and solids make a fresh approach to the costume suit with its own blouse or weskit. There's less emphasis on perfect matching and harmonizing.

ers. Plaids, stripes, checks are important.

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