

There's Fashion News In White Collar Styles

The phrase "white collar" girl takes on plus fashion significance in fall's style scene. New and fresh-looking this season are smart, winter-hued cottons topped smartly by gay white collars.

A boon to white-collar girls who toil in classroom or office, they're made of brand-new fabrics that look and feel like "heavyweights," yet retain all the easy-going natural assets of

cotton. Many have been treated with special finishes for wrinkle and soil resistance.

Superb new winter cotton tweeds, suitings, alpaca, plain and printed corduroys — all in beautiful, dark fall colors — are included.

America's most creative designers have outdone themselves in manipulating these winter cottons into tailored and detailed styles meant just for the "working girl."

Literally "white-collar" but perfect in any circle, one smart collection of dark cotton tweeds features crisp, detachable white dickeys, collars and cuffs.

Whimsical but very chic and practical is the ensemble reminiscent of the days of the pioneer "white-collar girls." A lustrous white cotton blouse with primly ruffled shirt front sets off a dark wide skirt or prim jumper.

Solid color or printed velveteens and corduroy make some impressive, easy-to-wear dresses that look equally well in office or class. Designers have made them in classic styles with smart new puritan collars: full-blown, push-up sleeves, and novel button trim.

Gals with busy, exciting date calendars will find luxurious evening styles in winter cottons. They have the plus value of warm comfort for cold nights. Richly colored velveteens make a group of short formals with tremendous skirts, décolleté necklines and pearl and rhinestone trim. For example, an exciting date coat in deep brown velveteen has tiny mink tails at the throat.

For after-five dating in the city, sophisticated styles in cotton tweeds and suitings feature such practical touches as detachable dickeys to transform them from day to date time.

Proving that young women can look fashionable no matter what the weather, designers offer wonderful new winter cotton rain-or-shine coats.

The classic duster vies for top honors with the new belted, wrap-around coat and the slim, straight-as-an-arrow style. Water-repellent iridescent corduroy, plaid alpaca cotton and vividly striped or plaid cottons are popular.



FOR THE WELL TAILORED

Well-tailored feminine look is created with blazer-type short jacket, box-pleated skirt, in "black olive" menswear check, and button-down oxford shirt. All by Jackfin.

Paired for fall fashion are plaid, permanently box-pleated skirt and white herringbone pullover with leather belt. By Nelly de Grab in Dow's Zefran fabric.

SUBTEENERS' CHOICE

Fashion offers a wide selection of subteens' fall-winter coats — including long, hip-length jackets, short reefers, sporty motor types, tailored Chesterfields, fitted princess lines and casual wrap-arounds.

IN VELVET

Elegant velvet stages a revival for late-day and evening



DESIGNED FOR A BEAUTIFUL FALL WEDDING

Embroidery accents the bodice, roses the train, of this fresh young bridal gown. Bridesmaids' dresses echo the

high molded bodice, with bows adorning the shaped skirts. White bridal gown is by Bianchi in Celanese acetate satin;

the bridesmaids' dresses in lilty of the valley green Celanese acetate taffeta.

trim in the way of fringe. Many tiny-print cottons used as linings and blouses.

Classic Look For The Small Fry, Too

The younger girl fondly referred to by manufacturers and retailers as "sub-teen" is receiving a greater-than-ever share of fashion attention this year.

High-fashion influence has entered into every phase of her school, play and dress-up wardrobe, and according to many retail reports, she just loves it!

Even seven-year-olds are admiring themselves in the full-length shop mirror, and helping to select their own clothing, on the basis of style.

For school-day wear, plaids are the big thing this fall, but plaids with a difference! These newest plaids are almost exact copies of ancient Tartans in the dull, blended colors that tie in so well with fall's new color scheme.

Heather mixtures and loden cloth in green and camel are also popular for school-wear. Skirts,

pleated every-which-way and full-skirted jumpers are still the important basics. Outside of their scaled-down size, these can scarcely be told from the skirts and jumpers worn by big sister.

Cottons and miracle blends fashion her blouses and dresses. Green and camel continue strong color favorites here, especially in the tiny provincial print patterns, which are seen everywhere, in every size, and again appear in the 6 to 14 range.

Two parts that add up to one suit have gained a new popularity and ponchos, motor coats, coats and jackets are teamed with skirts to make the youngest miss very much besuited for fall.

Again plaids are dominant, with loden cloth and wools featuring green, camel color, a good sprinkling of red, and much

Color, Texture Help Define Shoe Styles

New leathers, textures and colors combine to put Fall shoe silhouettes in great shape!

Brown is the leading high-fashion color in new leather shoes. Deep chocolate and charcoal browns, double-rich in luxurious sueded, smooth and grained leathers, cool tailored tans and beige, nutty luster leathers and bronze-brown patents are but a few of the scores of new browns in the shoe parade.

Following brown in the leather fashion pageant, not only in shoes but also in leather accessories, are cherry and wine reds, deep blues, olive and forest greens, gunmetal and other grays, and black.

To point up the elegance of the soft leathers in the new slimmer-than-ever shoes, ornamentation often becomes an integral part of the shoe. And when the ornamentation is not "built in," it takes on a conservative touch in tiny off-side buckles, small crushed bows, delicate leather appliques.

Typical of the "built-in" styling are such effects as pleating at the vamp, high-peaked tongues of stitched or softly crushed leather, insets, draping, designed-in bows and many versions of slim straps which are shown on pumps and sandals for both daytime and dress wear.

New touches are seen in various throat treatments. Some are round, others deeply V'd, others have curving pieces that resemble half-moons.

New lightweight leathers are

featured prominently in styles for round-the-clock wear and highlight the slim silhouettes. For

dress there will be more open shank treatments, deep V-throats, asymmetrical straps and narrow instep straps. Many also feature linings of gaily colored leather. For daytime and casual wear there'll be a greater use of contrasting leathers, both in texture and colors.

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fashion favorites

Handsomely tailored, yet distinctively feminine, is the mood of new fashions for fall, expressed in softly shaped, classic styles. Skirts have more ease and fullness, natural waistlines get more emphasis . . . colors are smoky, sophisticated . . . fabrics elegant.

All this news, and more, is here in our autumn array of fashions. Come, see!

- New Fall Dresses—each 14.95 to 55.00
- New Fall Coats—each 29.95 to 89.95
- New Fall Suits—each 29.95 to 85.00
- New Fall Shoes—pair 8.95 to 13.95
- New Fall Handbags—each 5.00 to 25.00
- New Fall Hats—each 5.00 to 25.00
- New Fall Gloves—pair 2.00 to 7.95