Fall '49 Fashion Assumes A Carefree And Casual

Fashion Ups Hemlines Slims The Silhouette

Shorter Skirts-Trimmer Lines Seen for the New Fall Season

Sharter skirt lengths a concerns sprinkling of buttons and for E vie for the fashion lime light of the shirt-lined background or

clothes this Fill Yes you can hake to be a seems dresses multi- and made · houter as ain dustrion () one: if that diverse and skint mile to 1 and 13 unfire for stood or it low as 8 mehrs for after - - -

Pockets are everywhere there is rnagmaths share and six for are de entry nocki Bankaroo pockets with evolution in el On your dies-es as a on your coats. Porkets and amportant detailms

Burning time groups arrows a the faction picture the fact tabiles in shorteness with a first between the this smallated stones Butters will be drawn dresses, look to cent the sleeve and shoulder be or your dress. The strapped articles succeed points of interess, and pockets of your suits. Its a free nown the back of your hard have

This Full Your dresses he betical and wearable. There in exaggerations. The software of nack to natural Shoulder Jreesoft Waistlines are worf it in The shorter skirts and not be tiefs not too full but problems." silve and moderately full

The coat dress is predicted to bethe the most popular (the second seco to be of the coming season T styre is especially easy to write because of its button-down conceive 24 1,000 and often accompanying transfer back zipper. It will be available as casual as well as aftermore style-

Coat Dresses Casual coat dresses will jug the most part be slim in line with the purtant pocket and button and it. ing that will exaggerate a vice

Here is the button-basic dress advertised in Good Housekeeping!

Well made in Nelpaca - a new rayon with the alpaca-like look

Paris is talking about. Crisp - with a frosty gleam, in rich fall

colors. Gunmetal-black, deep green, oak-leaf red. Sizes 10-20

New adjustable waist length feature on all Fall Nelly Dons! Two rows

of stitching at waistline. Leave as is for moderate length - rip top

Toggery

is a successful have the and other will be fed war bevers is it will not what you canthe company of the comto the Hart of the parts. to the state of the state of the the memoral of the field

d a job por and " 1991 from your dress." - I've have the side even

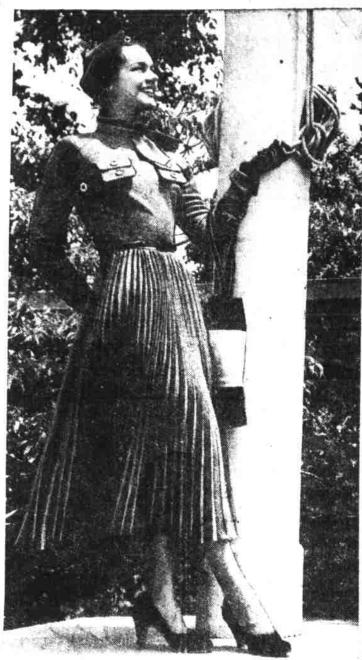
* 1 ** The facilitied wind jer-ter that panel and puckki d topothor as one, and Ciradion was as an ef-

to contait after-5 all of te-sweep will not be and the skirt alone, but in the will be an throughout. diagraf side-bow bodies to minimized in relified out away to a 1 '5 of hit of sour leg

Skirts Slim a company for this Fall is a re-

The say skirt will most definite. in an thin Your and Jacket will in the smallest of gently blousframous the holy districties is averthe backets with a sorbe shown as the is the cubic smill as short as

Cobolic details are found down it con suits the Fall, to make is see under that wearing of the more emphasis on fabricbetter til be esceptionally popular. Low string bette will bring a long her leads to veter suit. All-around



College girl or causer girl here - the dress for yea! The trim bodice tales are the latest fashion as well as the slim-looking accordion pleafed skirt. The fabric is a salt in periper checked rayon-and-wool.



Coat news by Original Modes, in heige ficece with a dropped shoulder-line huge scal-cuits which fold back almost to the elbow ut display a handsome leather glove to Rislay.

back of your suit jacket as well as not jurished waistlines. emphasize further the casual lock. Panels will also appear on your of your surt Many beits will be in- suits. In some instances they will

Fall 1949 wardrobe pockets will be grace to a simple tailleur.

helts will underscore the bloused pockets will emphasize small, but portant position.

set as well as separate Others will be flying, in others, they will be appear only in back, while some stitched down. Most often panel will run three-quarters around your affects on suits will be achieved with picats. This does away with As on every other item in your an-anchored flying drapes and adds

of major importance. Justing hip Shoulders on your Fall suits are

loggery

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everybody's price. Misses . . .

women's . , . half-sizes.

8.95 to 19.95

Nelly Don-just try one on

Good News If You Sew

Pleasing Prices More Woolens: All Patterns

You who custom-make your clothes have a wide variety of woolen and worsted fabrics from which to choose, than in many a season past. Even more pleasing are the new price cange-

Mills have seafed flown their prices to make many of the c free fabries available in the more montifar brackets. From \$2.98 to \$5 a yard. Fabrics Departments will offer a rare choice of tabrics, presenting wonderful possibilities to the resourceful scamstress.

New sheer dress weights, plaids and plains in commanion fabrics. sports tweeds and interesting checks permit a wide expression of individuality in co-tione de-izn. In pattern and color the choice is wide indeed.

Patterns

In the heavier coatings designers have worked with a free and a lavish hand to produce a wide range of fancy patterns, herringbones, fleeces in authentic clan plaids, coverts with dull or sheer finish; a permanent finish broadcloth, suedes, camel hair and woolfleeces, and chinchilla types,

Developing from a trend last season, is the fast-increasing use of companion fabries, plains and plaids or checks, woven from identical yarns, providing a variety of New Knityarn interchangeable garments which extend the wardrobe so effectively.

Authentic plaid woolens are paired with plain fabries of matching colors in dress or skirt, and of rayon fiber enters the picture jacket combinations. Or, the jacket may be of a heather mixed ens check with skirt of a plain worsted flannel, color matched.

In dress weights too, are sheer heather mixtures, worsted sheers. an all-worsted gabardine sheer, as well as authentic clan plaids and the browns, greys, wines and rusts. While Most living quied could after checks. Super plaids in plain and interesting basket weaves; are mated with companion plain weaves with stunning effect.

Many Tweeds Tweeds continue their popular-

ity. They may be in pin checks or Glen plaids with companion plains for suits and skirts of the mannish type Large checks and small hound's-tooth multi-color cheeks and mannish striped suitings lend variety for the Fall wardrobe.

Novelty check tweed effects and pear in suitings and skirtings, and flannels for the mannish type of

For coating, Donegal tweeds are favorites for children's wear as well as for their elders. A diamond weave Tweed shown in light weight coating as are stripes and diagonaland wide herringhone patterns in a heavy weight.

Fleece coatings in authentic plaids will satisfy the longing for a coat of many colors. Covertdull or with sheen, are very popular again. Broadcloths are showing themselves importantly while I suedes will be widely used for coatand toppers.

GREEN BIG

Fleeces have been revived for Fall, particularly for children's wear. Chinchilla types for heavier coatings especially suitable for children, are retaining their im-

Now in the array of colors. green continues to be the favorite both in patterned and plain wool-

nore often unmounted. Collars are high, sometimes merc points

The trend in coats for the coming all season is the comeback of the nore casual style.

The "dressed down" look will ppear in new bloused-back details t will be seen in new searts that wind around and grew out of leeves or bodices

Toned Down The casual note will be reflected The new type of snug waistlines ith full skirts; in pockets, spectaular in size, number and location t will be mirrored in the new important collars that frame and flater your face and in the new loose

oats with slim subountes. The flared coal appears in a new lim guise this season. Taking its ue from Paris-favored straight ines, your flared coat, this Fall. will be carefully handled with fulness, in controlled back pleats, that

ncreases toward the hemline. The fitted coat, trimmed or unrimmed, will also constitute an important part of your Fall coat wardobe. As will fur-lined toppers. These toppers, which range in ength from 34 to 38-inches, are particularly appropriate for wear with the dipping panel dress. They will be shown in dressy and casual versions; in styles that are right for the school girl as well as the mat-

And once again, the importance of the pocket cannot be emphasized too greatly. On coats, Dior-influenced high pockets will appear frequently placed above the bust and just below the shoulder line. These are sometimes smaller versions of deep hip pockets. Big. carry-all pockets are seen on most casual coats and are also prominent on dressy types and suits as well,



One of the outstanding fashion trends for Fall 49 as reflected in this authentic Milridge plaid and plain color wool crepe suit

Here's knit news for Fall. A yarn including which

Makes News

In the covelty plaids, green is first choice with browns, rusts and black following in order of bare hands. their popularity. Green also dominates in plain goods, followed by

In a profusion of a contract of the er than we've some and one of titul laster and Fondantalls og huch og p texture. Come ta tille sage og brisk



Natural Action a full hor tremember. point at the

It houselds like the Assemble of Shinink or rate, the process of the control of the find it a traver of the control of the con



you'll wear this

coat both belted and unbelted!

Over suits, it's smartest free and flaring . . . over dresses, best when belted snugly! A versatile coat indeed, with side-slash pockets, clever curved shoulder detail. In a pure wool fabric. Sizes 8 to 18. \$49.95.

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