

Gaily Hued Fabrics Star In Back-To-School

Wool Fabrics Highlight Campus Fashion News

Gay Color Contrasts Predicted To Share Fabric's Honor Spot As Co-eds Plan New Wardrobes

This Fall the predominant note of your back-to-school wardrobe is in the fabric rather than the silhouette.

Many exciting new fabrics and color combinations are on your curriculum as well as classic favorites.

Wool jersey will take on a new look and resulting importance. You can expect to see lots of sport-wear made of a new leather jersey, a patterned jersey and a tweedy looking jersey. There will be colors galore and even dotted jersey to choose from.

Next in importance is velvet. Velvet for your fall dress, dress, velvet-lined coat, a neat collar and cuff trim of a piping, with sheer veils, even with lightweight tulle.

Date Wear

Heavy shirtings, glamorous lame, softest velvet, crisp tulle and ribbons will be featured on your of date dresses.

Dark solids, solids in solids will be big in date dresses again. Many will be made with gabardine and gabardine.

And a long time favorite is appearing once more in "little box" coats, classically tailored jackets, novelty stoles and

lim-tined skirts.

Colors will be rich and used more imaginatively than ever. Expect to include many reds. Everything from rose to garnet will be wonderful.

Expect to include many blues. Everything from navy to slate will be right.

Expect to see interesting color contrasts. A jersey top and a ribbon striped taffeta skirt. A shutter colling dress in two colors.

For exciting, scintillating detailing Miss Co-Ed will have pockets and buttons everywhere. In all sizes. In all shapes. On all clothes.

Coat Dresses

Skirts promise a generous offering of buttons, running down the back on pockets, all over. Other skirts will be worn with pocket belts. The latter, usually of two leathers or leather and fabric combinations.

Button-front or coat dresses will crowd the school fashion picture.

The coat dress will appear in tweeds, corduroys, in velvet-trimmed tulle, in opulent satin and silk combinations. You'll choose it in either double or single-breasted styles. And you'll even find this button-down dress fea-



This is the favorite silhouette of gabardine by Obadi of Hollywood is water-resistant and covers your hair completely.

tured for informal dance wear.

One such dress is available in satin with decorative jewel buttons in a high double-breasted front and soft draped pockets. Wide open revers add further front details to this dressy beauty while the back has simple fitted lines.

Watch for pockets on even your most dressy dresses. You can expect to see them most often in a full-blown bellows shape or patch style, wide and flapped. Often, they are used as little high patch pockets that button back and show color contrasting facings.

Other important back-to-school fashion interest centers upon the "little jacket" suit. This perennial favorite is treated in attractively unusual new ways this year, with matching blouses and linings; a great deal of pocket detailing and often narrow belts.

Basic Dress

Skirts are any way you want them, slim, wrapped, easy-full or extravagantly pleated.

Also look for fashion importance in the basic dress. This will be shown with a matching coat, a stole or some other tricky accessory to afford you plenty of wardrobe variety.

Jumpers with an overblouse or a separate jacket, are also expected back in the young fashion picture.

For evening glamour you'll select ankle or full-length gowns, importantly fabricated in crisp tulle and romantic velvet combinations; in nylon nets and supple velvets. Necklines will continue low, either strapless or petal pointed. Skirts on your formats will be full and out-standing.

Co-eds Aim For Style

Survey Reveals Smarter Wear Is in Demand

Out of big brother's shirt into the smooth pull-over sweater, is the fashion transition recorded by the majority of young women in a recent poll made on 17 important college campuses.

Participating in this round-up of opinion of what to wear to college were colleges in the St. Louis area, Stephens, Christian, Monticello, Maryville, Fontbonne and others, and Iowa State University, University of Maryland and Carnegie Institute of Technology.

Other significant facts revealed in this opinion poll by the St. Louis Fashion Creators, are that college girls like their date dresses neat and pretty as far away from the practical campus clothes as they can be, and while they may collect sweaters and blouses by the half dozen, they're better than average if they buy two hats a year.

Two formals are enough for the majority of the crowd, and many get along with one. It's only the occasional girl who admits to four or five formals a year.

The girls love suits and make it their number one purchase in amount of money spent and as the important piece in a school wardrobe, and recommend it as the "must" purchase for incoming freshmen.

Skirt lengths are about right as they are, only a few suggest that they might be shorter, and the majority have succumbed to short hair. (This was not true a year ago.)

New Handbags

Fashion calls for a heavy accent on the handbag for Fall '49. The experts are fabricating them from pin-money-and-lipstick sizes, right on up to the "saddle bag." You'll see them in more styles, colors, shapes, and materials than ever before. You're sure to find ones that flatter you.

Pigskin and ostrich will be popular in daytime bags. Lined with lots of pockets and accessories, they'll be fetching yet functional.

Only the female mosquito needs blood as food. They get it not only from human beings but from wild animals and birds. When such blood is not available they feed on plant juices.

Hats Designed For Scholars

No back-to-school wardrobe will be complete this coming season without several of the cute and wearable hats especially designed for the high school and college crowd.

The little hat promises to be as important as ever this Fall with special emphasis on the extremely youthful silhouette.

New versions of the deep head-fitting catot curve deep over the ears and cover almost all the hair. For added flattery the browline is often irregular, a style particularly becoming to a young face.

Cloches, too, show the influence of a deeper feeling, crowns fit well down on the head, and brims are reduced to a minimum.

Unusual fabrics as well as silhouettes add variety to the junior scene. Felts covered with matching chiffon and trimmed with chiffon draperies give a look of sophistication to a youthful style. For lighter moments a deep brimmed jockey cap of soft velvet is sure to arouse comment from the boys, and looks wonderful with bright plaids and pastel wools.

Another dress-up hat of black velvet perfect for dates is a dainty helmet circled with buttons of black faille and trimmed with a glamorous nose veil of black mesh.

Brilliant colors such as spode red, copper, American ege gold, colleen green and palette blue are wonderfully combined in sports



A finely knit pullover by Garland exactly matches one of the styles in the Guisachan Debut collection skirt and weat it be they su-

and casual hats. A deep rabi of spode red is trimmed with a gam- ty upstanding wing of colors green and a ribbon crockade of deper pine green.

Metallic crochets, embroidered crepes, velours, and stashes are among the generous variety of cal- ries for junior hats this season.



This smart girl picks a classic cardigan by Garland, in camel-tan, to wear with a contrasting pullover. Her skirt is also a camel-tan fabric by Madison.

Cook County, Illinois, which includes Chicago, is the largest in the United States in population, the 1940 census showing 4,063,342 people. In area, San Bernardino County, California, is largest.

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