

# Fashion Themes

"Bond Street" is a smart '49 version of the popular Anglo-basque beret. It is trimmed with twin tabs and a matching gros-grain ribbon band.



The fashion outlook for Autumn '49 is casual... colorful... gentle as the falling leaves of the coming season. Fashion is "casual" in the simple, understated silhouette of your clothes, and its choice of "rough-hewn" fabrics. Fashion is "colorful" in the paint-box clear tones of red, the slaty blues and ranging browns that pepper the scene. Fashion is gentle in the lines that fall so easily about you... giving full play to wonderful textures. This Fall... fashion reflects you, and your casual American way of life.

A gracious wrap-around afternoon dress of black sheer wool with mustard surah silk, made by Patallo, designed by Jo Copeland.



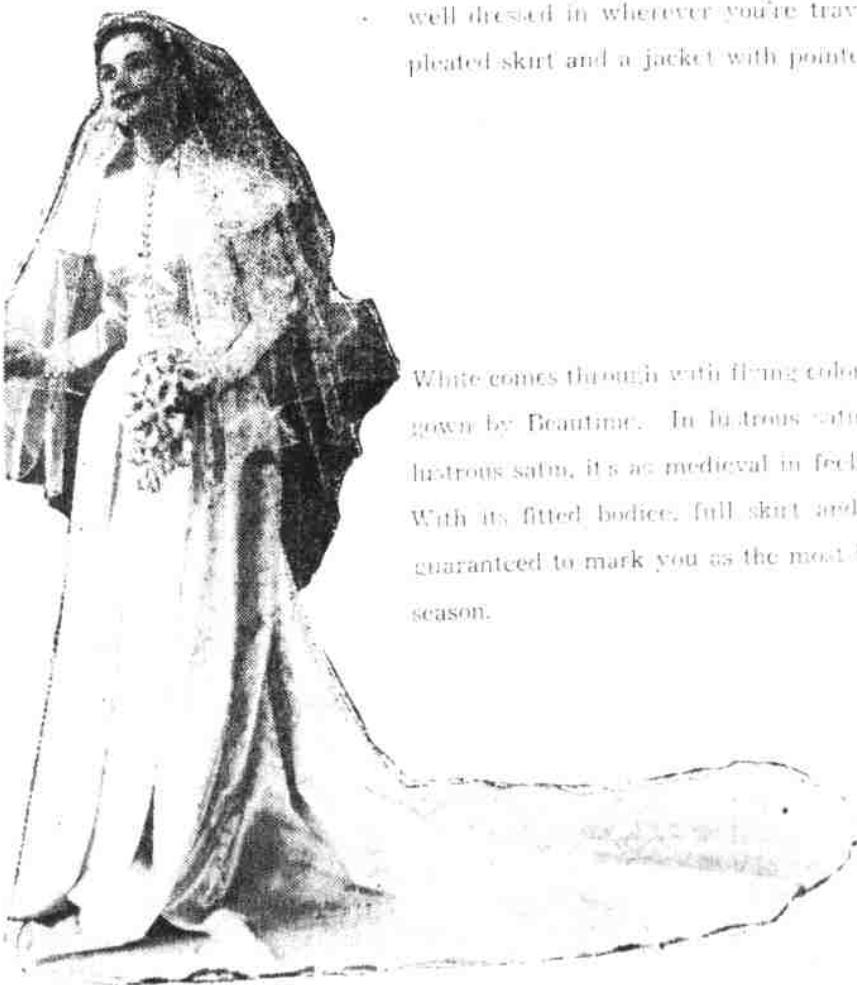
A flare-back Northern Silver Minkrat trimmed coat of Deering Millikin broadcloth by the Roselle Garment Co.



Dagon creates a profile-flattering Fall casual bonnet of steel grey felt. The crown and brim are gently pleated.



Celi Chapman designs a romantic ball gown of rustling orange taffeta. It is alluringly strapless and exquisitely self-trimmed.



Going places? Here's a Simplicity Pattern suit you can be well dressed in wherever you're traveling. It has a side-pleated skirt and a jacket with pointed side pockets.

White comes through with fitting color in the most beautiful gown by Beantime. In lustrous satin, it's as medieval in lustrous satin, it's as medieval in feeling as a Gothic Arch. With its fitted bodice, full skirt and graceful train, it's guaranteed to mark you as the most beautiful bride of any season.



An unusual Kimono cut for a black Russian broadtail coat in fingertip length by Ritter Brothers. The coat is fashioned for Fall-and-Winter '49 with a slashed back and a high, stand-up collar.

Our college girl wears a skirt of nubby Homespun tweed by Madison Sportswear and a matching leaf-inspired ascot by Glent's.

