

Three-Quarter Coats, All Fur or Fur-Trimmed, Lead Fall Styles

The important fur fashion of the year is the three-quarter coat, 34 to 40 inches long, that looks right with any skirt length and smart on every figure. The leading silhouette is straight in front with a four-or-five flare back that falls from the shoulder in graceful folds.

Collars are small, gently rolled or upstanding. Sleeves are straight with moderate fullness and the majority have small, turned-back or novelty cuffs.

Many fur coats are shown with belts, or can be worn either belted or full. A distinctively new fur fashion is a collarless, Mandarin-styled coat with side slits and kimona-type sleeves.

Genuine mink—and its popular-priced counterpart, mink-dyed muskrat—highlight the entire fur fashion picture, not only for coats themselves, but as trimmings on coats of other furs. Black Persian lamb coats with collars, sleeve trims or buttons of mink appear in all the leading collections. Luxurious-looking, yet within reach of the average purse, is smart and serviceable Jap mink. Mink and the mink-type furs take precedence over all others for jackets and capes as well as full-length coats.

Staging a strong come-back for the 1949-50 winter season is genuine Alaskan sealskin that has no equal for warmth and wear. It is shown in warm-toned browns as well as black, and— for something really new and exciting—is even dyed in navy blue! The young business woman or college girl will continue to bet on the good looks and sturdiness of mouton. Gray Chinese kidskin is another serviceable fur in the budget-class that is sure to find favor with the junior set.

Grey squirrel is being re-discovered for its softness, flattery and richness; and squirrel, dyed to resemble sable or mink, ranks among the season's favorites. Again available at moderate prices, silver-blue and natural muskrat will have a strong appeal to the woman who wants a smart and practical coat to wear on all occasions for many seasons.

Sling capes in mink and in squirrel outrank jackets in popularity; and there is a strong preference for flat furs over the fluffy, long-haired furs for all types of scarfs, capes and accessories.

Basic, becoming styles that avoid extremes, large and varied selections, and attractive prices combine to make this an advantageous time to invest in furs. Not in years has it been so easy for the average woman to find a fur coat to suit her needs, her taste, and her means.

Be Button Bold

Be bold and brazen in your use of buttons when restyling an old dress to new importance, or when making a new one yourself. It's the newest and one of the most important fashion trims and you can set your budget limit on just how extravagant in your button use you care to be.

In the U. S. Navy coffee is called "Joe".



Bellicano takes to the short and flared in a marvelous little topper of Forstmann's taupe alpaca fleece. A vast, widely-lapelled fur collar, with patch pockets set at a soft angle, curved and cuffed. Luxuriously lined with nutria.

Millinery Collections Reminiscent of Renaissance

The elegance of the Renaissance period is recalled in the millinery expression of autumn 1949. Bonnets are demure—berets, small and lithesome and sleekly-draped turbans, rich in fabric and color.

Daytime hats and dinner hats are soft, tiny and oh-so-feminine. Gently scooped trimmed bonnets, many with chin straps of velveteen, others with gracious bows of tulle and veil, are the go-to-with-everything suit and dress hats.

Casual hats for fall suits and tailored costumes also follow the head-hugging helmet lines with a curving, irregular silhouette that softens their basic severity.

Profile flattering turbans and draped-dramatically berets follow the headlines closely and are shaped well down over one ear.

Black velvet facings, satin pipings, silk cords and tassels trim the perennial black hat.

Feathers, such as coq, ostrich, make-believe bird of paradise, are used for gracious accents to the after-five headdress.

Scarf Fancies for Fashion Fantasy

First a fashion whim—now a permanent part of today's fashion picture are Milady's scarves! Those wispy, colorful and oh-so-versatile accessories are seen accenting every autumn costume.

The newest have matured from last year's narrow oblongs into mammoth stoles and large squares that are lovingly worn with everything from suits to formals. Gleaming fabrics—many hand-painted on luxurious silks, that are outstanding as sashes, ascots and turbans.

Bounty for Brides

Every pastel tint in the rainbow is presented in a galaxy of ultra-elegant bridal finery. Shell transparency tones are used in the traditional bridal satins, nets and the shimmering velvets in drapery-dramatic bridal and bridesmaids' gowns.

Many bride's gowns carry matching mitts as part of the dress itself—more and more stress is laid upon greater versatility in the design of the gown. Removable long sleeves—little bodice-boleros and other tricks adapt the gown from the wedding aisle to the ballroom floor.

Brocaded satins—metallic-thread shot crepes—the loveliest of chiffon velvets and silk chiffons and marquisettes are more lavish in one of the most lavish of bridal showings in years.



All-Purpose Casual . . . For class or date wear, this softly tailored wool crepe casual dress is tops. Noe cardigan neckline and deep pouch pockets. Designed by Frances Dexter of St. Louis.

Fabrics Wear An Aura Of Elegance

Like a dream sequence in a Hollywood technicolor extravaganza, autumn '49 fabrics are the stuff that glamour is made of! Crisp, whispering taffetas—brocades that glow with an aura of iridescence—jewel-gleaming satins and shimmering velvets all sparkle in fashion's frame. Colors in nature's own hues, brilliantly shine in a host of luxurious fabrics. Silks are heavy and with a new radiance of their own and in the greatest array of types and weaves seen in many, many years. Novelty weaves are used artistically to create the most fascinating fabric story since the turn of the century.

Fall Footnotes Predict High Fashion

New variations to old theme is the keynote of the Fall shoe collections. Heels either soar to skyscraper heights or reach new lows in smart, versatile flatters that go 'round the clock in complete style rightness.

Straps that angle across the instep or circle the ankle and the insteps, are very much in the picture. The classic pump takes to bright trim by the addition of smart clips (borrow your ear-rings) at the vamp. The suit-slanted stroller is ever-smart and twice-as-elegant as heretofore in suave snakeskins and other reptiles. The ghillie tie takes an encore in the fashion scene for Fall.

The charming Louis heel, hesitantly introduced last year, is here to stay for the dressy-afternoon frock and the cocktail length dress. Spats and spat versions are good news with dressmaker and semi-tailored suits. Many of the strapped shoes wear button detail.

For smoother, more flattering fit, more and more of the new shoes have elasticized uppers, which lend themselves more naturally to more intricate styling.

Colors are evident in harmony creating ensembles—with the brown-tones, wines, brick, green and even navy making a strong bid for prominence.

Suedes, soft and supple—kids with metallic brilliance and calfskins are the top trio in shoe fabrics.

Gentle shoulders and soft-curving hips highlighted with bold little buttons. A faille cocktail suit by Beni Claire of Paul Farnes.

Your Gloves, Milady

It's the twist at the wrist that counts in gloves this season. On the strictest little casual to the most sophisticated glove, there are saucy ruffles, petal-like puffs and flashes of soft laces.

Colors, too, are braver and brighter—doeskins and leathers, brilliantly dyed; knits interwoven with metallic threads—suedes and fabrics wearing contrasting thumbs that pickup the dominant color of your ensemble.

Glove Glamour

Gloves with a frivolous, feminine look are getting a big hand this fall. Side-draping, smocking, elasticized wrists, multi-stitching and dressmaker detail give new fashion importance to gloves as a major costume accessory.

junction with velveteen and sheer, solid-color wooleens.

Millinery Mood Is Exotic, Frivolous

Feathers are chic and important again in millinery moods for Fall! Ostrich feathers, plumes, aigrette-type trims enhance the velour and velveteens that are this season's after-five hat charmers. For the street scene, luxurious felts are manipulated to a close-to-the-head look, or in little shapes with peaked crowns and finish with a jaunty drape at the side.



The Pixie Pair, sophisticated hat and muff set, dramatized in rich shades of corduroy. Pin and earring by Coro.

Sheer enchantment and face-framing flattery for every woman are the dramatic, back-hugging, not-too-high draped turbans. There are new notes of elegance and luxury in the metallic cloths, the super-sheen velvets and the heavy, lustrous satins used for these turbans.

Trims for all hats are glamour and excitement—packed! Braid and beads, jeweled patterns, new feather treatments all add thrilling grace notes to the fall millinery tone poem.

Your Fall hat will accent with contrast, rather than match, most of your wardrobe, with all the borrowed-from-Nature colors displayed in full glory in the millinery collections.



The Jeepster—This is the tall story for fall, as advocated by Mr. Fred of John Frederics. A knockabout in taupe melusine with a flamboyant silk rose trim.

Designers Give Interpretations To Cottons

There's a rich opulence to cottons for fall. Textile fabricators and designers have gone all out to give cottons a new future.

Calico and gingham wearing an iridescent look take an important place in the career and college girl's wardrobe. Cotton flannels, velveteen and corduroy blazon forth in bold, bright plaids and stripes.

Cotton knits are more exciting and boasting a sweater and blouse look wherever possible. Good-looking shirts and shirt-waists have a sophisticated look in this season of separates and coordinates.

And in the 'underneath-it-all' department, fresh, sparking cotton petticoats and camisoles with feminine touches of bows and velvet drawstrings go from street wear to ballerina length for evening.

The United States devotes 1,141,615,000 acres of its land to farming.



Cap Cloche—Done in fuzzy gray felt, this is an important silhouette for fall, called 'Congo Conquest' by Mr. John.



Hi-Lo—This is Sally Victor's hit hat for fall, in orange felt, with telescope crown to be worn either high or low.

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