



Campus Clans—The college set is going Scotch this fall, as witness these gay separates designed by Jo Collins of St. Louis. A whole daytime wardrobe of plaid skirt, pedal pushers, jacket and a blouse to go with everything.

California Collections Set Tempo, Coast-to-Coast

California collections are setting the pace for Fall fashion in rich designer collections that promise an exciting season. Colors are rich and borrowed from nature itself; fabrics are elegant, lavish and rhythmic in weave. This year's California creations are perhaps the most distinctive in styling, with fabric and workmanship at its peak of perfection.

Casual fashions from California run the gamut of such fabrics as tweed, wool jersey, alpaca, English oxford, machine and hand knits, corduroys and with rayon and nylon appearing in every line.

Styling in the suit picture runs to shorter jackets with shoulders padded for fit only. The slimmest of slim skirts, with action-slits, fore and aft, are seen over and over again. Shoulder accent is important. Clever tucks and darts dramatize detail in every phase of suit styling. Dolman sleeves in full or modified angles are in high favor. For trim there are buttons and more buttons, touches of braid, and accents of fur.

Coats range from the dressiest of styles in sleek finished fabrics such as broadcloth, faille, gabardine to ultra casual fashions in fine tweeds, camel hair and shag woolsens.

Plaids are bold and rampant. Stripes more popular than they have been in many a season. Dolman sleeves are used in many coats. The 5-8 length is back with new strength and the shortie remains in high favor.

A California original, and high fashion, too, is the coat-dress, done this fall in beautiful woolsens, alpacas, corduroys, faille or rep. These coat dresses are classic in line and carry either back or front fullness. They are carefully lined to the waist.

Dresses have taken on a new importance — high, tight necklines with bobby collars or a deep convertible, plunging neckline are two of the themes. Pads are small or non-existent.

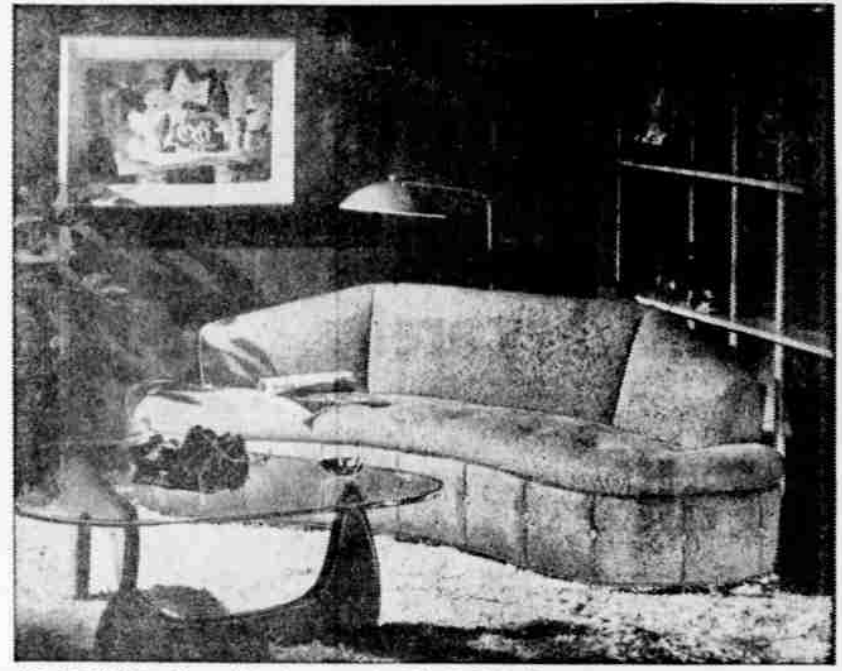
Hip accents predominate — drapes carried to the hip and falling into a manipulated panel or pouff, with tiers, tunic effects or trim bandings, equally important. Double panels and tiers are used for dramatic effect.

Pockets theme the Fall fashion story—taking on multiple shapes and forms — with all manner of cuff, tab or contrast trim.

Fall fashions from California reveal a season of beautiful contradictions — catering to woman's every mood: the demure, the flirtatious or the striking bold manner.



Tweed Stands Out atop the striped skirt of this wonderful all-wool dress! It's by Sigmund Crane, created in deep green, and cuffed in tweed, also.



For the Modern Home, Futurian presents "The Bel-Aire," dramatic sofa constructed with foam rubber throughout. Variations in fabric and color choices.



The Graceful Lines, light scaling, and the soft, honey color of this French Provincial dining group combine to make it especially adaptable to the smaller, informal house. Made of walnut, this group is one of the finest reproductions of the French Provincial style which is rapidly gaining popularity. (Photo, courtesy of The Grand Rapids News Bureau)



Fashion Future . . . This chic coiffure "A Tois" styled by Marguerite E. Buck lends itself to Paris hats.

Fashion This Fall Animated; With Sophisticated Manner

Fashion moves along in a sophisticated manner for Fall '49! Femininity, softness with an easy, slightly lowered waistline and a slender skirt base, its the over-all silhouette for the coming season. Skirts are still the focal point of interest—they are slim-looking, highly detailed and replete with motion.

A motion created by flying panels, jutting pleums — many pleats. New and smart is the very slim, buttoned-to-the-back skirt.

Up go skirt lengths—with 12 to 14 inches the average length for daytime wear and 10 inches from the floor for after-five dresses. Some collections show casuals as high as 16 inches from the floor.

Again the shoulder emphasis is on the natural, rounded look with the raglan, all-in-one cut and the bishop variations, by far the most popular sleeve shapes in every designer's showing.

Necklines go to the extreme—either lifted to hug the back of the neck, showing off the short-cropped hair styles or plunging low into deep V's. Deep cut necklines are cowled, draped, side-swipe or forward. Whether high or low—they are all dramatic.

The important looking dresses for Fall are slim and molded—generally animated by a side-swept drape or some type of panel. Skirts that aren't paneled are new in their back-swept, button-on effect or in the tulip taper of full pleums or tunics. Many of the newer dresses are seamed at the back for smooth, hip-hugging sides. Hemlines are side or center-slit on the narrowest of skirts. Sashed dresses make a new appearance—side drapes with the cascade look are high in popularity.

It is interesting to note that bows and scarf trims are exceptionally important for simple, dramatic emphasis. Huge perky bows for the young-in-mood casual fashions and a sophisticated scarf treatment for the more mature fashions.

Three quarter sleeves with deep, loose cuffs will make a prominent impression in the fashion picture. The push-up sleeve, slightly full above the elbow, continues to hold its own in popularity.

The extreme use of pockets is the biggest news of the season! You'll find them on the bodice—on the skirt—high up, almost at the shoulder line. Large pockets with diagonal treatment—concealed pockets that fall into the drape of the skirt—or small pockets used in pairs or more, are seen over and over again in all the new collections. On jackets, they are placed on the hips, running frankly to the very center back.

Pockets, pockets everywhere—some are used for convenience, others purely for the sake of design.

Buttons, too, run rampant over the fashion picture! Like pockets they are used for either utility or display. Many of the

newer button trims are made of such utilitarian materials as cork or plastic—while others serve as jeweled accents for dressier frocks.

Millinery carries the irregular, head hugging shapes shown in the Spring and Summer collections. The helmet, the deep cloche and the little beret are the basic shapes. Making a strong bid for new popularity is the turban — smart, sophisticated turbans have been shown in lovely metallic cloths and spiced with jeweled or feathered accents. Early predictions forecast that the turban will be the fashion for the soft, smooth detailing of the ready-to-wear creations of the season.

To complement the three-quarter sleeves and both the high and low neckline, necklaces and bracelets will be shown in great and diversified groups. Drop earrings will be more popular for after-five wear with the simple button earring the daytime classic.

Such are the fashion milestones for Fall of 1949—seen soon from New York's Fifth Avenue—across the Main Streets of America — to Hollywood's Sunset Strip.

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Very New and Smart is the combination of light and dark woods used for this attractive modern bedroom furniture. The light colored wood is the new African Korina, which closely resembles mahogany, while the darker trim is gray mist walnut. Graceful, silver drawer pulls and curved bases add distinction to this flexible, modestly priced group. (Photo, courtesy of The American Furniture Mart)



Three to Make Ready for Fall . . . Sir James of California gives you a solid-toned wool-jersey blouse and flared skirt and over it, places a vividly striped cardigan.

Gevurtz Fall Offer!

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337 Beautyrest coils, wrapped in muslin, each one separate. Comfort clear to the mattress edge. Beautyrest border will not sag. No other mattress has Beautyrest construction.

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Beautyrest is different. Beautyrest coils set separately . . . give you natural relaxing support.