



Left: This Smartly Designed Suit offers pocket interest with saddle pockets at the hipline; sophisticated rhinestone-studded buttons. The fabric is all-wool worsted sheen gabardine. Note especially the shoulder flanges, and the hand-picked edges . . . all the details of couturier styling. Right: expertly tailored of all-wool flannel, it creates a debonaire look with its detachable stand-up collar and revers of gleaming velvet. The 5-gore skirt with its back-button trim, the cutaway front opening and the gently-rounded hipline. Photos by Chicago Fashion Institute.

Poodles Are Newest Pets Of Fashion

It doesn't have to be pedigreed, but if it's a "poodle," it's fashion's pet coating of the year!

From the very swang and expensive, imported "poodle" cloths to medium-to-low-priced brushed wools . . . the new look for fall-into-winter coats is fuzzy, furry, bulky and nappy-textured.

Today's collections of coats, point up the tremendous "poodle" influence in all fabrics. This trend has revived the all-alpaca coat . . . has created long, loopy and curly tweeds . . . door-mat types, shag-haired fabrics, and long-haired zibelines.

In the "poodle" show, you'll find grey leading the parade. Other blue-ribbon winners are black, warm browns and plum-purples.

Toppers in "poodle" cloths offer wondrous wearability over slim, worsted suits and sleek tailored dresses.

Velvet Dramatizes Elegance Of the Fall Fashion Scene

Being "IN VELVET" this Autumn—is being very much in the fashion picture. For the rich, lusty look of velvet in dresses, suits, and even coats—in trimmings and accents—in hats and shoes and accessories gives dramatic emphasis to the season's trend toward elegance.

From the luxurious silk and rayon velvets in cocktail dresses and suits to the casually styled velveteens—it's a velvet fall.

The velvet or velveteen "occasion" coat in a 1951 news-maker—that is wearable for both daytime and evening. Velveteen on one side, wool on the other is a new formula for reversible coats with a desk-to-date, campus-to-cocktail appeal for the career and college girl.

Velvet and tweed combinations are noteworthy in both coats and suits—such as tweed jackets, collared in velveteen and worn with velveteen skirts.

Because velvet is so widely accepted as an accent on every type of fabric, there's every reason to predict a bigger-than-ever season for velvet accessories and millinery.

Velvet is sure to be the favored fabric for dressy cocktail and evening bags such as little drawstring pouches, dainty box

bags, and envelopes—and many of these look new and exciting with rhinestone clasps and trims. And, velvet is on hand, in gloves combining fabrics with velvet. Double - woven gloves with velvet cuffs and bows are often seen. Other gloves have velvet backs and fabric palms.

From the top of your head, to the tips of your toes—you'll be in velvet, too! Be sure to have at least one velvet hat in your wardrobe, and a pair of velvet shoes may well be your choice for Autumn's dress-up occasions.

Bold Scarfs, Tricky Trims and Glitter Add Emphasis to Fall Fashions

Vivid color, mold designs and glitter, distinguished the new accessories which will play such an essential role this fall in brightening the universally dark costume background.

Emeralds, ruby, sapphire, amethyst, aqua and topaz appear as importantly as rhinestones in jewelry collections to vitalize the dark greys, browns and black of fall apparel.

Citron yellow, brassy gold, Biarritz blue, ginger, shocking pink and dynamic turquoise are featured in scarfs and stoles as stimulants!

All collections concentrate on special designs to accent the new standaway, keyhole, turtle-neck and cardigan necklines, while unusual placement of jewelry and scarfs above and below the waistline provide exciting punctuation for the fall silhouette.

An emphatic color note, no matter how the scarf is tied, characterizes the Fall '51 signature of scarf collections.

Tweed textures, cleverly duplicated in print; plaids and checks and autumn flowers are among the scarf designs planned for Fall casuals, separates and suits in small 18-inch squares and the large, versatile 36-inch size.

Narrow velvet ties with "poodle poms" or silk fringe, that can double at neckline or waist line; surved ascots for filling - in the new necklines; ribbon cocardes for cardigan

and turtle-neck fashions, are gay new accents.

Stoles, more important than ever, run the gamut in both design and fabric, in everything from striped wool jersey and wool knit, to imported velvets, laces, satins and brocades.

Pleated chiffons, over 3-yards long, in colors to match Fall fashions, are suggested for street wear with coats as well as over evening gowns, in the Paris tradition.

Spectacular in size and fabulous in effect is the "Jeweled look" sponsored for dramatizing Fall styles. Huge heraldics in pins, earrings and bracelets, replicas of authentic royal court

orders and executed with all the detail and skill of the ancient master jewelers, introduces a completely new note of splendor in this theme.

From the haute couture in Paris comes inspiration for graduated - size, stone-set stars and bowknots, cabachon and square stones massed with brilliant, giant solitaires in all the gem colors, and unusual "French knots" with dimension and mobility in silver as well as gold.

Double-end stick-pins, another Paris inspiration, feature pearls, rhinestones and colored stones; others are jet-topped daggers, to "stab" at will from hat to waistline.

Gold and silver sheaves of wheat, clusters of baroque pearls, jet and quartz stones, are motifs used in a series of stick-pins.

Massive chunky beads and pearls in colors keyed to match or highlight Fall styles are designed for collarless fashions to be worn at the base of the neck.

Bracelets hold the spotlight, because of the new sleeve interest, ranging from pearl strands and tailored links to wide, wide bands studded with multi-colored cabachon stones.

Earrings are "big" news—in the huge-domed baroque pearls rimmed in gold in pearl "saucer" buttons, other styles designed in every type from tailored gold to brilliant stones.

It's a Gala Season for the Season's Most Gala Gowns

It's going to be a great season for the formal gown! You'll see the new lovelies in cocktail and full lengths.

Their lines are slim, full or sculptured. They are superlatives—involving in their rich fabrics and luxury trims.

Satin underscores the success of slinky, sculptured gowns . . . these gowns are highlighted by bodice-defining lines and are elegantly worked with beading, velvet, passementerie, braiding and other lavish trims.

In contrast, beautiful ball gowns of soft flowing sheers appear in all collections . . . magnificent laces, net combinations with satin, marquises and embroidered organdies.

Dull satins, brocades, repp and failles are used in the ankle-length, cocktail-hour frocks.

Crinoline, flounces, pleats and exaggerated hip-rounding are the biggest of the new, silhouette influences.

Pale pink, ice blue, cham-

pagne, honey, amber and blonde tones . . . whites; from chalk white to parchment — are the pale colors of the coming season.

Hour glass contours for curves above and below the waist are '51 dramatic innovations for after-five fashions.

From the simplicity of late-afternoon dress-up frocks to the super-elegance of the ball gowns . . . there's glitter, full skirt or slim femininity, and fabric importance in the gala dresses for the gala events of '51-'52 . . .

Gay, Glitter Belts

No matter what fabric . . . no matter what color . . . if it's a belt, you'll find it splashed with glitter accents. They may be braided-trimmed, jet or bead splashed . . . they may be studded with bright rhinestones . . . but they'll wear the sparkling accents of glitter to set off sweaters, blouses, skirts or classic one-piece tailor frocks.



Roberts Bros. 177 north liberty

Bigger 'n Better Buys

In Fall Feminine Fashions!

OPEN FRIDAY NIGHTS TILL 9



"School Mate" Fleece Coat \$35.

Wrap yourself up in warm, warm fleece! Hand-detailed stitching at collar, cuffs, pockets; warmly interlining. Nude, Tile, Aqua, Grey; 12-18.

Tweed Suit and Topper \$24.95 ea.

Complete 3-Pc. outfit costs only \$49.90! Multi-color heather tones fashioned in rayon and wool. Classic-style, 3-button suit; warmly interlined coat. 10-18.

Supple Wool Jersey Dress \$17.95

Pack it, travel in it, live in it! Shiny jet button trim; roll collar; turn-back cuffs. Autumn tones: Grey, Green, Red, Rust, Black; 12-20. Shown one of a group.

Milady's Millinery \$2.98

Gorgeous selection of hats—colors galore—styles to delight you. And all at a tiny \$2.98

SAVE DOLLARS



Block's Fall Siren

that expensive look

ONLY 4.95

• BLACK MAGISUEDE • SIZES 3 - 9



The Fall Fashion First . . . a comfortable open toe pump with 1/4-inch platform in high heel. Closed back, closed-toe wall last silhouette in high heel and Cuban heel.



BEAUTIFUL MATCHING BAG 1.99

Block's

Open Friday Night Till 9

176 No. Liberty

Ph. 29065



A Loose Fitting Coat becomes a belted model with use of its velvet scarf. Tricky side buttons! Smart Bolivia fleece. (A Chicago fashion.)



In Bankers Grey Wool . . . skirt with side-worked fullness and jacket with scalloped peplum front.