



Bright and Shining, in Dan-River "Wrinkle-Shed" checks are big and little sister! Buttons, white pique yokes, and crisp gingham are the highlights of these frocks.

'Orlon' Interesting New Fabric

You've heard about it . . . will not shrink or stretch. When used alone or combined with natural fabrics, this man-made wonder has unusually long life.

To be technical . . . orlon is a trade name for acrylic fabric—a new synthetic created in the vast field of fabric research.

Manufactured from acrylic acid, its marvelous qualities surpass nylon in many ways.

Like Nylon, it washes in a jiffy . . . dries quickly, needs no or practically no ironing, and

Big Buttons! Big News!

Inspired by Jacques Fath, big, big buttons are big items in news interest in the fashion picture.

From saucer-size to platter-size, these large buttons grace novel pockets, point up clever colors and accent the style notes of dresses, coats and suits.



Seen on Smart Girls on the Campus, bag and belt partners with huge heraldic emblem in jeweler's metal. New Fall shades!



Fur Fashions Become More Dramatic in Color, Silhouette

More excitement than ever is found in furs this year . . . excitement in color, trims, combinations and silhouette. New fur collections feature much of the stuff that dreams are made of, even very practical dreams.

The collections are divided into three groups of fur fashion: short length coats and jackets for wear prior to very cold weather . . . furs for real winter weather; the gala furs for gala occasions.

The Silhouette is infinitely, noticeably slimmer than it has been in many seasons. Hand in hand with this slim silhouette is also the fitted silhouette, which has not been seen much for many seasons.

Big 'n' Little Girls Find Fashions Take Their Cue from Trends in Fashion Picture

There's exciting news in store for big and little girls this fall! This season clothes for the young set ride the crest of the fashion wave in line and detail, in fabric and color, styles for children, girls and subteens take their cue from the season's most important, new fashion trends.

Coats and dresses for style-minded girls have a definitely new look that's labeled "fall, 1951." Even the basic and classic children's types have a fresh appeal with clever details and trimmings, contrasting fabric accents and other new treatments.

In coats for girls of 3 to 6 and right on up to high school age, the popular pyramid silhouette is still the big style leader. It follows the new fall trend toward more modified lines that are smart and becoming to youthful figures. Raglan shoulders, side or back fullness, and curved yoke interest are copies from new fall coats, shown for women and misses.

Fabric newness gives further style significance to new youthful coats. Here, too, poodle cloth is fashion's pet. Fabrics with deep, loopy or curly textures, chinchilla weaves with their own nubby-textures, and the poodle-look, are all featured.

Tweeds are in the picture too, as are the velvet-soft, deep-piled fleeces. Plaids, checks, and patterned wools are high in fashion favor, especially in coats for younger folk of 6 to 12.

In girls' dresses, the style accent is on the bodice with new sleeve effects, new collar treatments, and trimming details concentrated above the waists. Skirts are moderately full, and pointed up with pockets. Drooped shoulder effects,

blu. Sheared beaver and wild Argentine nutria, are import-browns, while the three Alaska Sealskin colors, Safari, Matara and Black have great fashion potential for the coming season. Sheared otter in honey-biege as well as midnight blue are new notes, and for the very first time, Hollander sealed muskrat is shown in the same "let-out" technique used in mink. Ermine and Crown sable enhance the evening story.

Fur combinations continue as a fashion accent, especially to enhance the textures and contrast of two very different furs. Sometimes fur and fabric are combined, such as velvet or silk faille. Braid is used to outline or emphasize unusual seaming.

Lengths are 13 inches from the floor (or 1 inch below apparel hemline). The 7-8 length, is new this fall (40-inch), and promises to have great acceptance especially with the slim silhouette for which it is eminently suited. 3/4 lengths are traditional for stroller and topper shapes especially.

Hemlines are very important! They are very often slashed at the back and sides, like mandarin coats, and give the slim coats movement and add to their fluidity.

Shoulders are soft, and follow the natural body contour; but sleeves make history by their infinite variety and shape. They sometime curve over the elbow like lanterns, or puff over the wrists in little muff shapes, or are slashed and button back to reveal the arms.

Buttons and buttonings are unusual, and almost always really button. Necklines are a fashion by themselves, narrow bands turn into ascots, low revers, or stole shapes. The "set-

jewelry. There is a chubby "boule" collar which frames the face . . . and a curved collar which lies flat like a capelet. Cuffs also come in for their share of fantasy. Huge "inter-locked" cuffs, wide "double" cuffs, a cuff which folds up or down over an undersleeve, tight wrist bands or flaring cavalier and mousquetaire types are all shown and add dash



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Fall Fashions

From

Kailes

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Gently feminine is your silhouette . . .
Soft of shoulder . . .
Rounded at the hips . . .
Fashion focus on your sleeves

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'Autumn Wardrobe

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