

Fall Daytime Fashions Are Type American Women Love to Wear

By **CHERIE NICHOLAS**



IT WOULD seem this year that American designers are breaking all previous records in creating the best looking clothes ever for smart all-around daytime wear. Made of sterling quality flannels, checks, gabardines, jerseys, homespun weaves and such, they have that thoroughbred look about them, yet styled as they are, with a sophisticated simplicity that bespeaks "class," they are just the type American women love to wear.

College and career girls needs must have clothes that are as good looking as the best of 'em together with a practicality that assures dependable wearableness. This fall you will be delighted with the smooth and distinctive styling given to even the simplest daytime suits and dresses.

The fashions from New York Dress Institute collections, here pictured, go to show what a treat is in store for you if you are looking for "style," quality and serviceability. To the right see a co-ed's dream, by the co-ed's favorite designer, Claire McCardell. This suit illustrates three of this top-flight designer's important trends in her current collections. They are the fitted "frontier" jacket with quaint leg-o-mutton sleeves, the new curve-line wrap around skirt with definite fullness, and thirdly, the frontier hip pockets, giving a new widened line to the hips. This three-piece combines stunning gray flannel with zephyr knit in gray, black and white check. The buttons are silver, decorated with heraldic emblems. The suit is double stitched in black thread around the edges and the arm holes. The smartly styled dress to the

left tunes perfectly to the current fashion mood for classically simple clothes. It is outstanding because of the designer's novel and graceful manipulation of the self-fabric in way of the medieval-inspired "almoner" bag, ingeniously suspended from the waistline. Centuries ago bags of this type were carried by official dispensers of alms. In its modernized version this bag fits into the scheme of present-day fashion with high distinction. The deep armhole sleeves lend a definite note of chic. The new "rave" this season is to wear handsome gold or silver jewelry with dresses of sophisticated simplicity. Ideal is this gray crepe gown as a background for important jewelry pieces.

The diagonally closed bodice, the new rounded shoulderline and fluid sleeve treatment are styling points that combine to achieve the "new look" for the neat daytime dress centered in the picture. Black and white check wool in homespun weave is the material used. The selvage edge of the fabric gives smart contrast. The extreme simplicity of this dress is typical of the fashions that best-dressed women are selecting for practical daytime wear.

For smart day fashions, gay little dresses are being made of a multi-colored narrow stripe jersey, which also works up charmingly in attractive two-piece jacket-with-skirt costumes. Bold contrast achieved with using jersey in three or more colors is played up in striking ways also. Vivid scarlet wool jackets with brass buttons are worn with neutral tweed skirts, or with sleek classroom dresses made of the now-so-modish gray flannels.

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With Sequin Accent



Suits for afternoon wear that take on beadwork and other glitter accent are in the news for this fall and winter. Black sequins, giving that gala look are used on the front of the jacket of the handsome black cocktail suit pictured. It is worth while keeping an eye on the suits that take on the glitter note. The idea is being carried out in unique ways for fall. Sometimes the glitter is applied in a beadwork design to one shoulder that looks as imposing as an official decoration. A favorite use of beads or sequin embroidery is seen on pockets, lapels and suit revers, on this otherwise simple suit.

Cotton Dresses Tune To Early Fall Theme

Women of smart fashion are setting a precedent by wearing their pretty cotton dresses and suits to the very last minute of summer and then on as long as warm weather lingers. At the current moment, best-dressed women are seen dining in fashionable hotels and restaurants looking their prettiest in their flower-fresh seersuckers that are as meticulously styled as if they were of crepe or sheer wool. Eye-catching are the pink suits of linen-like weave with their big pearlized plastic tied-on buttons. Black suits of washable weaves are proving most wearable in the between-season period. They are tuned into the early fall picture via stunning new neckwear items and dashing accessories such as a sequined crêpe dickey or a satin gilet in a striking color.

Corselets With Quaint Peasant Look Are Chic

Those little laced-up-the-front corselets that look so quaintly peasant have become an important styling theme in present-day dress. Designers are playing them up for fall in connection with the now-so-modish midriff treatments of which you will see more as the season advances. Dresses with elaborate jeweled girdles, and richly embroidered stomachers done in the renaissance way are part of the story.

Hand Painted Girdles

Hand painted girdles are a new "find" in the corset departments. The young girl that adores pretty things will hail this new fashion trend with delight. Pussywillows, daisies, rosebuds and violets are gaily hand painted on shell pink girdles. Thus the humble girdle becomes a "thing of beauty" as they turn prose into poetry.



JAPANESE WARLORDS CONFER

First Warlord. — Here are some American terms of surrender. Let us reject them at once.

Second Warlord. — Why so fast? Wouldn't it be well to think them over?

First Warlord. — If we start thinking at this point all is lost.

Third Warlord. — Are the terms really bad?

First Warlord. — I never realized Japan's position was so terrible until I read them.

Fourth Warlord. — Just what is the ultimatum?

First Warlord. — If we don't give up now we will get into trouble!

Second Warlord. — That is the understatement of the war.

Third Warlord. — Does it not mean that by rejecting the terms we will be leaping from the frying pan into the fire?

Fourth Warlord (emphatically). — What Halsey is using on us is no frying pan! How did we ever permit him to bring his fleet in so close?

First Warlord. — It was easy!

Fifth Warlord (entering with paper). — Here's another one!

Third Warlord. — Another what?

Fifth Warlord. — Another daily communication from the Yankee air force announcing the batteries, the team signals and the program for the day, play by play.

Fourth Warlord. — Where is our air force?

First Warlord. — It is busy in its suicide campaign.

Second Warlord. — How is the suicide campaign going?

First Warlord. — Excellent. It is terrorizing everybody but the enemy.

Fourth Warlord. — Is it perhaps about time the honorable Japanese faced facts, took stock and considered the prospect of losing the honorable Japanese shirt?

First Warlord. — Honorable Japanese can get along without a shirt.

Fourth Warlord. — We may get a chance to prove it.

Third Warlord. — Let us be of brave hearts. Remember we have the Japanese honorable ancestors with us.

Fifth Warlord. — I had a dream about honorable ancestors last night. I dreamed they were so overworked backing us up that they had inaugurated a night shift.

ALL. — MAYBE THAT WAS NO DREAM!

Help Wanted Ads For War Time

RESTAURANT CHEF: One who excels in making the worst of a bad situation preferred; must lack any desire to satisfy the customer and be a slave to the belief that any dish is appealing, provided it has a little succotash, string beans and creamed cheese on it.

LAUNDRY WORKERS: Bring own acids, tongs, sickles, hole-punchers, ripping devices and button busters; good money and lots of fun.

SALESMEN: No conception of salesmanship required; preference given to men and women who are not interested in selling anything anyhow; we provide most comfortable chairs in town, also Racing Form.

OFFICE BOY: One willing to start at \$75 a week; \$100 to \$125 as soon as you remember to fill the paste pots; use of the boss's office for crap games provided. Three hours for lunch.

MAN TO MOW LAWN: \$5 an hour and no criticism from employer; will give \$2 an hour extra if you trim around the mintbed; only those who never remove a rock from path of lawn mower need apply.

MISCELLANEOUS: Jobs of all kinds. Do you want big money? Do you wish to get ahead? Write today, stating your lack of experience, giving details concerning your general lack of ability and naming the last three places where you exasperated the customers.

Two people, one a railroad ticket window clerk, convicted of a black market traffic in Pullman reservations in time of war, have been fined \$100 and given a year in prison with sentence suspended. This means that they can close the books at a fine profit, escape any time behind bars and find comfort in the thought that they couldn't have done better if they had been able to get a lower for the judge.

"Eighteen Billion Tax Cut Possible"—Headline. Wanna bet?

EATING OUT

Remember when the waiter used to come around, smile tolerantly and inquire if everything was okay? Now he stomps to the table in the manner of a Nazi with an ultimatum, slaps down a dinner check that looks like a federal budget estimate and almost demands "What's delaying your exit? Doncha know you're holding up new business?"

Upset Stomach

Relieved in 5 minutes or double money back. When excess stomach acid causes painful, suffocating gas, sour stomach and heartburn, doctors usually prescribe the fastest-acting medicine known for symptomatic relief—medicines like those in Doan's Tablets. No laxative. Doan's brings comfort in a hurry or double your money back on return of bottle to us. See at all druggists.

SNAPPY FACTS

about RUBBER



1,417,000 airplane tires were built in 1944—733% more than were produced in 1941.

Carbon black is a pigment which, when mixed with rubber, reinforces the molecules of rubber—similar to the way slag or pebbles are used in reinforcing concrete. It is the third most important material that goes into a tire.

Shortages of carbon black, textiles and wire are largely responsible for the present critical shortage of tires. Over 125 feet of steel wire are used in the construction of an average-size passenger car tire.

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WOMEN '38 to '52' are you embarrassed by HOT FLASHES?

If you suffer from hot flashes, feel weak, nervous, highstrung, a bit blue at times—due to the functional "middle-age" period peculiar to women—try this great medicine—Lydia E. Pinkham's Vegetable Compound to relieve such symptoms. Pinkham's Compound eases women. It's one of the best known medicines for this purpose. Follow label directions.

WNU-13

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When Your Back Hurts—

And Your Strength and Energy Is Below Par

It may be caused by disorder of kidney function that permits poisonous waste to accumulate. For truly many people feel tired, weak and miserable when the kidneys fail to remove excess acids and other waste matter from the blood.

You may suffer nagging backache, rheumatic pains, headaches, dizziness, getting up nights, leg pains, swelling. Sometimes frequent and scanty urination with smarting and burning is another sign that something is wrong with the kidneys or bladder.

There should be no doubt that prompt treatment is wiser than neglect. Use Doan's Pills. It is better to rely on a medicine that has won countrywide approval than on something less favorably known. Doan's have been tried and tested many years. Are at all drug stores. Get Doan's today.

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SEWING CIRCLE PATTERNS

Tailored Shirtwaister for Fall Simple, Easily Made School Frock



1385
6-14 yrs.

8885
14-46

Shirtwaister Frock

YOU'LL like this nicely tailored shirtwaister frock for the first days of fall. Its trim, clean-cut lines give that look of well-grooming every one admires. Use a pretty plaid material, and make it with short or three-quarter sleeves—whichever you prefer.

Pattern No. 8885 is designed for sizes 14, 16, 18, 20; 40, 42, 44 and 46. Size 16, short sleeves, requires 3 1/2 yards of 35 or 39-inch fabric.

School Girl's Frock

HERE is a charming school frock for the grade school. Make it of pink and white cord. She'll like the sweetheart



If you have an old piano stool in the attic, refinish it to match your kitchen furniture and it becomes a handy adjustable seat, especially convenient for ironing.

Store peanut butter in the refrigerator where the oil will not separate. The jar is kept upside down until opened so the top butter will not become hard.

Water hanging plants with ice cubes to prevent splattering. But do not place cube near center of plant.

A couple of doorstops, screwed into the legs of a table facing a wall, will prevent the table from bumping the wall and marring it.

Empty salt bags, after being washed in hot suds, can be used as individual shoe bags for storing evening slippers. Or, they can be slipped over shoes to be packed for a journey.

A teaspoon of lemon juice added to each quart of water in which rice is cooked, will make the rice whiter and more fluffy.

Needlepoint footstools may be cleaned by the dry suds method. Use a light touch and circular motion, never enough moisture to streak or soak. Lift off suds with a spatula. To test for color fastness, pat, don't rub, with a cloth dipped in lukewarm water.

neckline, short puffed sleeves and gay bow. Easy to make—mother can run it up in no time.

Pattern No. 1385 is designed for sizes 6, 8, 10, 12 and 14 years. Size 8 requires 1 3/4 yards of 35 or 39-inch material. Send your order to:

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