



WOOL JERSEY—Heralding the swing to the trapeze silhouette is a gaily youthful dress in worsted wool jersey. Outside welt seaming and inner details accent the shape. By Rudi Gerneich for Walter Bass company. Wool Bureau photo.

Trapeze, Slim, Oval Are Coat's 'Big 3'

The "Big Three" in coat silhouettes this fall are the trapeze, the slim coat with high Empire waist or low chemise flounce, and the oval coat, with gathers, drapes or folds in back, tapered to the hem.

Length wise, the almost-full length or shorter coat gains importance, as part of a "walking suit," or on its own.

While Empire waists look newest, in both the trapeze and slim line coats, there are also many low-belted effects. Double-breasted closings are popular, sometimes continuing all the way down the coat.

Standaway Collars
Big, standaway collars and oversized buttons provide a fresh lining style influence. Fur linings and trims are more highly favored than ever. They range from racoon and muskrat to fox, beaver, leopard, mink and sable.

Representing the newest version of the full swinging coat, the trapeze line is narrow at the top, then flares out from under the arms to a spreading hemline.

Back interest develops in many ways. Among them are

panels and panel effects, draped folds, shirring, ballooned contours, scything rounding and pleats starting from the shoulder line or from a dropped yoke.

Empire effects include highplaced "baby bib" detailing, belts, seams, bands or bows just under the bustline, inverted side pleats that start high at the waist and vest pocket flaps or pockets placed high on an Empire waistline.

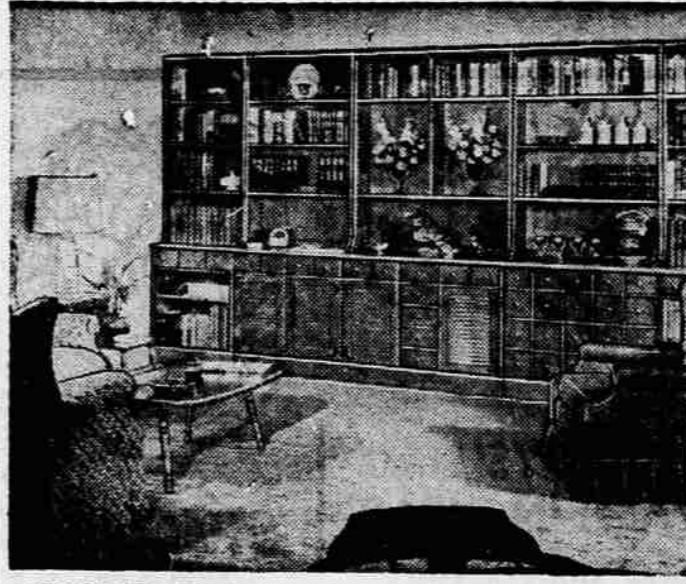
Colors are especially exciting. There are many shades of brown and vivid blues, greens, reds and oranges. Other favored hues include

lilac and royal purple tones.

Most dramatic fabrics for coats are loopy, foamy mohairs in brilliant colors, in a variety of prints including paisleys and in plaid patterns.

Also favored are soft, fuzzy brushed surfaces, velours, cashmere, broadcloth, boucles and novelties with a knit look. Monotone and multicolor tweeds may be overlaid with curls or brushed hairs.

There are many more fur-look pile coats. They now simulate dyed seal, otter, racoon, and chinchilla in addition to beaver and mink.



STORAGE—Handsome, space-saving storage wall in the early American mood is created from "custom room plan" units, including open bookcases, lowered door cabinets, credenza and apothecary chest. Antiqued brass hardware, black L hinges lend authentic Colonial flavor. Wood is rock maple and birch, in nutmeg brown. "Ethan Allen" by Baumritter.

New Raincoats Made For All Types Weather

The rainy and snowy days that we are bound to get this fall and winter can be made a lot more pleasant with one of the new raincoats. The newest of these, have either built-in or attachable liners that make them comfortable for wear on even the worst days of the season.

New iridescent fabrics, solid deep tones, wash-wear constructions and other handsome new models have made these coats the favorite garments of men across the country. There are the easy-to-slip-into raglans for business wear that come in sand, oyster, white and putty shades; the formal blacks lined with deep red for evening wear with tails or tux; and the sporty short length car coat designed for skating.



JEWEL NECK—Worthy of special occasions is jewel neck blouse, with soft tucking radiating from a fluttering mid-center bow. By Adelaar in Tycora crepe.

Blazer Stripes Are Smart for College

Every college man goes for sport coats, and blazer stripes are especially smart this fall! Coats appear in gay combinations as bright red and blue striped in wool flannels and hopsackings.

In the bulkier fabrics, the wool tweeds and Shetlands, stripes take on a more subdued look—burgundy and black stripes, for instance.

Color news in the tweedy types this fall is olive, in the medium to dark tones—or rather the dark, dark tones! Color interest is so subdued that you almost have to "feel" for it. The related subtle heathery, greenish-browns are also important.

The dark blue wool flannel blazer holds its own as the campus classic. It always has that very gentlemanly look about it and impresses the girls at informal proms. With gray flannel slacks and white shirt "it looks like a million."

Or, a new and fashionable solid red blazer with brass buttons is sure to rate cheers! Whatever your fabric choice is jackets—the "ivy" look is still de rigueur for college! Three buttons, rounded shoulder, flaps on pocket, center vent, and you're right at home.

Tapered wool slacks are right for the campus! The taper gives a long, lean boyish look that won't stay with you forever; so take advantage of it while you have it. The fabrics most popular are cord flannels, hopsacking, wools and coverts. The best colors: medium to dark gray, and our old friend—olive.

Pearl buttons, the size of a silver dollar or larger, are a new-looking, fashionable as well as functional trim for young coats, jumpers, chemise overblouses and trapeze dresses.

Chemise, Trapeze Make Texture Big Fabric News Now

Texture is the big fall fabric news—thanks to the chemise and the trapeze. Fashion's simple lines allow for added interest, and this has been brilliantly supplied by new and luxurious ideas in fabrics.

The three-dimensional look is favored and, more often than not, it's achieved with mohair.

Loops of mohair woven into wool show up everywhere in a variety of treatments adding depth, sheen and soft, spongy feel. Lofty looped variations stress the light-as-a-feather, fluffy quality.

Liked, too, are brushed surfaces and those with loops laid flat or incorporated in the weaves.

New arrival on the fashion scene is reindeer hair. It's often used as added surface interest for mohair and wool combinations. Besides mohair and reindeer hair, rabbit hair, fur and even ground goose feathers are employed to give a softer, more luxurious feel to fabrics.

Dimensional Look
The dimensional look is achieved, too, in loose knits, open-look airy tweeds, diagonals, herringbones and basket-weaves, boucles and mohair-type woolsens. Deep pile velours, often enriched with mohair for luxury and luster, and nubbed or slubbed tweeds are other favorites.

The fur-look synthetic pile do their share for fall elegance by simulating furs such as chinchilla and otter, as well as mink and beaver.

Carrying out the interest in texture are matelasse crepes—a revival from the 20's—and fabrics of the faille family, with distinctively ribbed

Trapeze Wedding Gown New in Fall

The bride's choice of "something new" this fall might very well be a trapeze wedding gown.

She can pick from a wide variety, including some with fullness falling directly from an Empire bodice and many more with flowing loose backs combined with fitted, high-waisted fronts.

Also very new looking are slim gowns with detachable bouffant overskirts, often with an uneven hemline that is "intermission" length in front and long in back. Harrem poufs are favored, too.

Even traditional bridal gowns have a new look, with back details for graceful movement. Popular treatments include Watteau panels that spread from high placements into chapel-length trains and tiers of graduated ruffles.

Favorite fabrics for bridal beauty are taffetas and satins, along with lace, moires, brocades, velvets and a new crepe matelasse with a rich raised white-on-white pattern.

High necklines and long light sleeves are liked. Lace appliques, seed pearls and bead embroidery and high-placed bows and streamers are among the popular trims.

Trapeze fashions are often modified to suggest the Empire line with the front of a straight fall of fabric cut away to show a lightly fitted dress.

Surfaces. Tapestry looks and high-relief jacquards are other choices.

Notable, too, are satinsmooth, lustrous weaves, deep and rich in appearance. The discreet use of metallic threads in fabrics of all sorts continues the feeling of elegance. Satins, ottomans, velvets, laces, brocades and even wool take the gold or silver touch.

MORE VALUE FOR EVERY DOLLAR!

Westinghouse REFRIGERATOR With Giant Frozen Storage



Not only big refrigerator space with 3 FULL-WIDTH SHELVES... but also an EXTRA-LARGE FREEZER and FROZEN STORAGE TRAY. Full width VEGETABLE CRISPER. Plus IN-THE-DOOR SHELVES or dairy products and many other articles.

\$249⁹⁵ TERMS ONLY

YOU CAN BE SURE... IF IT'S Westinghouse

Westinghouse RANGE

★ SPACE SAVING 30-INCHES WIDE!

Never before such value for your money! Westinghouse combines beauty and styling plus convenience and economy in this handsome 30-inch range with features found usually only in ranges in higher price brackets. Check these extras — and look at low, low price!

- Clock
- Minute Timer
- Surface Light
- 1001 Heat Switches
- Super Corax Units
- Spacious 23" Oven
- Storage Drawer Below
- Broiler Pan
- Many other features



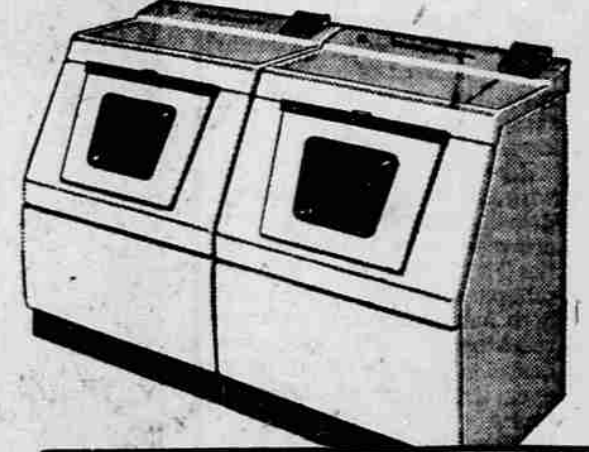
\$198⁰⁰ EASY TERMS

Westinghouse Laundry Twins

NEW —ALL New Model Laundromat and Dryer —LOWER PRICES —DELUXE CONTROL FEATURES

Here is the most advanced washing system you can buy... one that you would expect to find only in far more expensive models, water saver switch, safety door with picture window, revolving agitator that washes cleaner, rinses better, and cleans itself!

You get exclusive direct air flow in the matching Dryer... more air, lower heat — dries clothes faster, fluffier, more economically! Select the heat you need for any type fabric with the turn of a dial — Regular low setting or no heat at all. Models L-113 and D-113.



LAUNDROMAT \$239⁹⁵ Terms

MATCHING DRYER \$189⁹⁵ Terms

PURUCKER'S

● **RECORD SHOP**

HARVEST OF VALUES

Reg. \$2.60 Indexed

RECORD CARRYING CASES

Holds 50 Records
45 RPM
HARVEST SPECIAL!

\$1⁹⁸ ea.

Attractive, Deluxe, Brass

RECORD HOLDER
for long play records

Reg. \$2.98
Holds 50 Records
WHILE THEY LAST!

\$1⁹⁸ ea.

Hi-Fi RECORD CLEANING CLOTHS 45¢

We sell them every day for \$1.00 HARVEST VALUE Ea.

See Harry — at

Purucker's Record Shop

111 North Central Phone SP 2-5702

TROWBRIDGE & FLYNN ELECTRIC CO.

214 West Main Street Phone SP 3-6241

BIG Y APPLIANCE DEPARTMENT

In the Big Y Shopping Center Phone SP 3-3052