

TEENS FAVOR FALL'S NEW FASHION LOOK

Chemise And Trapeze Favored In Fashions For Youngest Set

"High fashion" has been handed on a silver platter to school girls! From toddler to teens, they'll be wearing all the elegant finery — to the very last detail — that has been created for moms and big sisters by the leading designers in the world of fashion!

This year in fact — mom and sis look young and animated in fashions that seem to be "copy-cat" versions of the young sets' own styles . . . rather than vice versa!

There are really two looks in children's wear — the fitted and the unfitted!

Of course, many of the new handlings for the younger girls are really not new at all. The chemise dress, the middie blouse, the very low-waisted flounce dress have all been around in the children's world of fashion since the turn of the century.

"Chemise" and "Trapeze" will share equal honors in the school-going crowd. The chemise lends itself to jerseys, soft wools, chailis-weight woolsens and blends, silky blends and polished cottons. They will take shape in a wide assortment of dress styles as well as suits and coats.

The trapeze on the other hand, simply demands a heavier fabric — so, corduroys, twills, bulky woolsens and knits, velveteens and heavy-weight cottons will shape this silhouette.

For this school term, style is emphasized in the new empire waistline. Falling softly from just under the arm, it is particularly pretty in dress-up clothes . . . exceptionally lovely in napped fabrics.

Coats will stress the perennially-popular classics of pretty princess lines, boy coats and chestfield variations as well as the newer — looking flared trapeze style, the coat with the very-low placed belt or the low-bowed chemise.

The overblouse will be important in little girls' separates and sportswear styles as well as in more dressy fashions.

Sweater are now usually hip length, bulkier and never have looked so different . . . and whether the young miss is entering kindergarten or high school, this year her wardrobe will boast a wide and gay variety of them.



FAVORITE ELECTIVES — a slim wool coat with an over-blouson bulky wool sweater. The unusual inverted back pleat ends in a bow. Stockings are seamless, stretch . . . perfect for the busy scholar.



THREE CHEERS FOR THE OVERBLOUSE—shown here in handsome Tycora yarn styled with the double breasted look, bracelet-length sleeves. So wonderful and versatile in a school slim skirt does double-duty with other skirts. Comes in scholar-bright colors.

POSTAL MOVE

WALNUT CREEK, Calif. (UPI)—Approximately 1,800 residents with Walnut Creek addresses "moved" to Alamo, California, without leaving their homes. The new address was assigned when the Alamo post office began delivering mail.

Bright Gay Hues Help Dramatize Exciting Silhouettes Of Young Styles

Whether she's six or sixteen — red; there are brown hats and brown handbags.

Good old red rides again. There are red coats, red sweaters, red school dresses, red party dresses, red jackets, red accessories.

The oranges tint from copper penny to dark rust to true bright orange. There are copper fleece coats, bold blanket fleece plaid suits and jackets, orange, olive and brown plaid skirts. Many dyed-to-match-skirts and sweater-duets in rust this season. Cotton print and velveteen dresses for early fall parties also reflect the orange theme.

The greens come into the fashion spotlight. Favorite shade is olive or turtle green often blended with rust or with shades of blue in off-beat plaid or print combinations. Antique green is featured; green corduroy print makes a particularly pretty early party dress.

Blues are bright as they can possibly be. Electric blue is a basic sportswear color. Blue coats in basket weave woolsens or mohair loop woolsens are standard fare in all coat lines. Bright navy is shown this fall particularly in better coat and dress lines.

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Brown is one of fashion's important colors this fall, competing with gray as neutral. Brown coats range from dressy trapezes with fur collars to brown laden type sports coats. Brown is a background color for plaids, striped in orange, green, blue or



PERFECT team-mates—authentic British army officer's coat for all-American wear. Double-breasted with leather fastenings, and a bright, gay plaid lining that matches the slim all wool skirt. They're a perfect ensemble for school, football games, and weekends.



DORMITORY DARLING — Full-length gown of infinite charm and comfort in the new trapeze silhouette. Made of soft sanforized cotton and rayon, it is covered with flurry of wild roses. Gives a feeling of utter luxury next to the skin. Washes like a dream.



SCHOOL DAYS CLASSIC — a true boy coat for the pre-teens. Tailored in all wool with double-breasted styling that's so smart! A wise investment for its "grow-features" . . . an adjustable hem, sleeve length, and movable buttons.



GOING STEADY — these precision-tailored separates. The chemise over-blouse boasts the new lowered-waistline look and a tab-front, closing. The arrow wardrobe. Wear with skirts or sleeveless sheath.

IT'S BACK TO BOOKS IN STYLE

FASHION MAJORS AT MINOR PRICES!

Smart
CLASSROOM
CLASSICS

By

JANTZEN

We're just loaded with the best of Jantzen for school and fall.

Regular knit, jumbo knit and drag shag sweaters in novelty slippers and cardigans. The new relaxed look in bulky knits and

drag shags, \$8.98 through \$16.98. Sweater shirts just \$11.98.

Ladder stitched skirts to match bulky knits for only \$14.98.

Jantzen playclothes for loafin' or study in knit, corduroy capris. Corduroys \$8.98, knits \$7.98 and Velveteens \$12.98.

Wool flannel skirts with T-tops to match. Skirts \$12.98, tops

\$4.98-\$5.98 . . . in all the colors of the rainbow. NEW!

Jantzen knit dresses priced from \$28.98-\$39.98.



Left To Right:

THAT GRAFF GIRL

Left: Graffolon slack. Made to look as though it was

expressly tailored for you and priced so low at only

\$9.98. It's matched with a delicately tailored arnel

and cotton shirt with rollup sleeves and convertible collar, just \$3.98.

Center: For those carefree hours of lounging in

flannel choose Graff's flannel slack at \$8.98, and

sailor blouse at only \$3.98.

Right: Go-anywhere, luxury fitting capri pants.

One of the many Graff coordinates . . . and look

at the price, only \$8.98.



We've only been able to touch lightly on the many fashions for fall and school — there are still hundreds more like the Kafaury reversible plaid skirts of 85% wool and 15% nylon. Guaranteed washable, only \$19.95. Johnathan Logan back to school dresses in drip-dry cottons and dress-up dresses, \$14.95 to \$17.95. New black velveteens just arrived. There's everything for the back-to-schooler through sub-teens, and our new coats are beginning to arrive, priced from \$14.95 to \$17.95.

Shop Till 9 P.M.

FASHION VILLA

TOWN and COUNTRY CASUALS

Lay-Away
30-Day Charges
Revolving Charge
S & H Green Stamps

If It's HARDWARE

--We've Got It!

Lookin' for a widget to fit gadget, gadget or zoomerator? We've probably got it, in all sizes, too! From the do-it-yourself project to filling your kitchen with pots and pans, look first to Roberts. Here are just a few of the many items always in stock:

- Plastic and pottery dinnerware
- Cookware by Wear-Ever, Halite, Revere, Desco, Magnalite
- Kitchen and table cutlery
- Beautyware pottery items
- Wooden Ware
- Table appliances
- Pyrex
- Tin Ware
- Enamel ware
- Kitchen gadgets
- Drapery hardware
- Sherwin Williams paints
- Kem-Glo and Kem-Tone
- Cleaners and adhesives
- Bolts, screws and misc. fastenings
- Buckles, snaps, rings
- Farrier's tools
- Plumber's tools
- Carpenter's tools
- Sheet metal tools
- Porter-Cable hand power tools
- Magna Power tools
- Plumbing fittings, rough and brass
- Have pipe - will thread
- Abrasives of all kinds
- Builder's hardware
- V-Belts
- V-Belt pulleys
- Rope, chain and small cable
- Lawn and garden supplies
- Electrical devices
- Bicycle parts
- Sporting goods
- Gloves, all kinds
- Case pocket knives
- And hundreds more

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