

# EVERYWHERE.....



**IN WONDERFUL FASHIONS**

It's all around you, everywhere... fall! It's the brisk, buoyant air that sends spirits soaring. It's the young, modern look of fashion... the exciting contrast of pattern and color. It's the dash of more color and pattern in men's Traditional and Contemporary styles. It's children's fashions designed for a small world. It's marvelous new ideas for a beautiful home. Read about fall on the following pages... find fall in Hometown stores.



St. Laurent's young double breasted coachman's coat is of black velvet, slightly shaped and short for the leggy look.

## At home fashion: the 'womanly' look

The days when a woman wanted "nothing special—just something to wear around the house" are gone forever. Today a woman dresses up to stay at home, whether she's just relaxing with her family, inviting the neighbors over for an evening or entertaining with a very special party.

For fall, the season when "at home living" comes into its own, loungewear fashions have just one motto: "A Woman is a Woman is a Woman!"

Even the casual basics—robes in corduroy, pile fleece, quilted, brushed and knitted fabrics—have a new look. Though they are intended mostly for the drowsy hours just before bedtime, or perhaps early morning, their fashion air is wide awake.

Styles borrowed from the granny and military looks of sportswear, or sleepwear's jaunty nightshirt, account for this vitality. Lace, brass buttons, epaulets, flower prints and lively paintbox stripes and plaids give these old favorites an even more exciting look.

For hours of personal leisure, loungewear is purely feminine—sheer, floating and softly swirling in silks, satins and chiffons.

Color enhances this femininity whether it's bright and bold in floral prints and stripes, or soft and impressionistic in a variety of pale-to-dark hues.

Lace, wedding white or sultry black, accents many of these fashions. It trims a robe, then forms the bodice of a matching gown. It shows up in deep ruffles, in scalloped edges—and even in a delicate mantilla, for at-home wear.

Since pants and pants suits now go out for the evening in greatest elegance, they should certainly take part in dressing

up for at-home entertaining. Fall loungewear proves the point with a rich variety of pants, culottes, pants-plus-jackets.

The sweeping elegance of a hostess robe is by no means forgotten. New treatments, from togas to hooded djellabas, make the robe a fresh fashion.

Whether the at-home party preference is for pants or robes, fashions feature opulent colors—in contrasting solids, light with bright; in brilliant art nouveau and swirling Oriental and paisley prints; in wildly curving stripes and bands.

Fuchsias, greens, tangerines, aquas, golds, purples and navies predominate in these flowing fashions. High potency black and white combos have impact.

Among the luxurious fabrics are velours, velveteens, matelasses, satins, crepes—and even fur, or fake fur!

Legs look right for newest skirts

Legs have taken on and taken over fall's shorter skirts with panty-hose, tights, short welt sheers and textured stockin'gs.

Fall's hemlines give rise to panty hose with briefer panty sections that fit and look better in their skin tones.

Tights provide the newest excitement and diversity. They range from lightweight opaque to velour, in both solids and patterns, and in all fall's fashion colors.

Textured stockings, crochets and structural patterns as well as favored fishnet, make color news, too.

Shiny, glittering stockings are fall's newest way to carry out the total look.

## What's new in handbags?

Soft, soft, soft... smaller looking bags with rounded edges, simple lines... a lot of shirring. Flap bags—envelopes of all kinds. Then comes the swagger—newest in lizard with twin flap closing, outside and inside. Neutrals still lead—truffle, musk, hroom and fidel (string). The smaller look, but lots of gussets and inside compartments.

Alligator and lizard are tops. Bronze is the newest color for fall (rich black-brown with an iridescent bronze luster). Lizard is very important, being shown in many colors. Ostrich will be just as strong as last year—in dark cognac.

Fall's Fat Bags... smaller look—short, dumpy and fat... for lots of room... perfect partner for fall's short skirts, pant suits, baby doll dresses. Two of the newest... teamed with Op art pattern oblong scarf to gently tie around the handles.

Suede and Patent... hottest handbag combo in rounded double entry bag—suede pouches, patent flaps, further texture interest in bamboo handle... and it's navy too... Window Pane raised piping pattern... newest quilt effect texture... soft cabretta square double envelope... soft on handle held by double chains... newest in forest green.

For Fall you'll like the look of colorful suede—piped and teamed, with patent suede or upholstery fabrics... there are late fall plans for wool and fur bags. All in a casual air... "Pony Express"—front and back suede saddle bags swiveling from soft suede over-the-shoulder suede strap... Bag and Chain gold link belt with two front zip suede pouches.

## Leather boot story fashion in depth

The boot boom continues to gain momentum—and small wonder. During our active autumn and winter months, good-looking leather boots serve both functionally and fashionably. They cover and protect the feet and legs, look handsome and lead a long useful life. In addition, new boots are available in heights proportionately correct for either short skirts or long pants.

There's an extra boost in buying leather boots: the boost you get from owning something of value. Your boots will have moldability, a quality unique to leather. It shapes itself gently to your foot, so that with each step, it bends and stretches with you. And leather is also the only shoe material with "breathing" action. The permeable structure permits passage of air through its pores, and also allows for absorption of perspiration.

As for style, you'll find boots and booties to cover every mood from regal to raffish. Boot leathers are equally varied with textures including grained, smooth, patent, brushed, waxy, suede and embossed leathers.

This year, the boot to beat for pure "smash" is the laced-up leather type. It's especially new when laced around brass hooks, rather than through eyelets. Others have ghillie lacing, spat effects or the "granny" look. In length, these style rise from ankle boot-shoes (devastating in white or colorful patent leather) to knee-high honeys in supple suede.

Still very much in the picture is the popular mid-calf leather boot with back zipper. In both soft smooth or suede leather, these fetching boots come in bright shades, neutrals or white. Some are severely styled, others have attractive seam detailing or small bows. Rounder toes and neat leather soles are part of this trim young boot look.

As ideal accessories for pants, suits and other tailored outfits, choose new spectator boots or boot-shoes. Perforations, buckled straps and use of contrasting leathers and colors are all part of this mannish motif. There are also day-time boots sporting western themes, buttons, brass hardware, goring and slanted toplines.

Outdoor sports will find to-warmers deluxe in dashing leather boots, snugly lined with wool or shearing. (Shearing, incidentally, is sheepskin tanned with the wool on—in other words, fleece-backed leather). For greater durability and beauty, the rugged leathers in these boots have a "tanned-in" weather and wear-resistant finish developed by constant tanning research.

Booties for dress wear or at-home entertaining boast a bootique of designer touches: scalloping, jewels, split throatin'es, piping or lacing in gold or silver leather, one or more bows.



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# hats

with you and fashion in mind!

"But I never wear a hat!" If hatlessness is your habit, remember, it's a woman's privilege to change her mind. This fall, milliners have gone all out to tempt you, to beautify you, to crown you with glory. After all, the new fashions really do demand hats!

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