

Three Guides To Clothes

Driving Apply To Everyone

It's not necessary to have a wardrobe to be well dressed. Too many women think that to plan your shopping according to these guides you will find that you can stretch your present clothes budget to give you the right clothes for all occasions.

If these guides were the same for all women it would only be a simple matter. Obviously they are not — in choosing clothes as well as in choosing a hairstyle or make-up you have to take your own personality into consideration.

WHAT DO YOU DO?

A housewife has different clothing needs from a career girl. A private secretary will need different clothes from a dentist's receptionist. If you follow this argument through you will see that no two people have exactly the same needs. So it is important that you sit down and do a little thinking about yourself.

How is your time divided? Do you spend most of your time in the home or in the office? How often do you go out in the evenings? Do you go to cocktail parties frequently? Do you have to accompany your husband on business guests?

Sit down with a piece of paper and a pencil and work this out. You will find that half your time is spent doing one type of job — whether at home or in the office — so obviously half your clothes budget should be spent on clothes for these occasions.

The notes you will have made in this if you are a housewife: Home-wear 50 per cent. Home-life 25 per cent. Evening with your family shopping 10 per cent. entertaining 10 per cent.

like you to any but the most formal cocktail party. The black skirt with a dressy blouse will give the impression you are wearing a dress. It's as simple as that.

WATCH ACCESSORIES
The magic accessories that can change your six separates from eight outfits to many more are accessories — belts, scarves, jewelry. You have had to exercise care in the choice of your separates — just as much care is needed to select accessories. A few well styled leather belts, scarves that will pick out colors in the rest of your wardrobe and good basic jewelry are the order of the day.

So there it is. Three guides that apply no matter what outfit you wear — three guides that will assure that you are well dressed on even the lowest budget.

Clothes Care Pays Dividends

It's the oldest story in the world. Look after something and it will last longer, look better. No statement could be more true when applied to clothing, for instance, quickly lose their lustre but even sturdy British woollens need a little care.

Brush your suits with other materials with a good long-bristled brush at least once every two or three days. If the cuffs are muddy from spring showers or summer storms, let them dry and then brush. Dirt abrasion is acknowledged to make fabrics wear out sooner. After all, it's your investment.

Hang your suits on good hangers. Wire hangers tend to let the shoulders drop while shaped wooden hangers are made to fit perfectly, to support where support is needed. Buy a trouser press and use it — it's cheap and then paying to have them pressed again and again and less in-convincing than pressing them frequently yourself.

CO-ORDINATES
With these two guides worked out you are now ready to get down to the actual selection of your wardrobe. Your third guide — buy co-ordinates.

Look at it this way: If you buy two skirts, two sweaters, and two blouses you have eight different outfits.

How can you make sure that these separates will go together? By selecting classic styles and basic colors. A well tailored black skirt with a crisp white blouse is ideal for the office. The same skirt with a dressier blouse will

Men Have More Styles Patterns And Materials

What's on the fashion scene for Canadian men in 1937? It's a good question and even the most knowledgeable experts in Canada's men's wear trade are having trouble knowing where to begin. Why? The reason is that there has rarely ever before been so much of interest in men's clothes that could be described as new ideas in men's fashions.

At Blends, by all indications, are light-weight suitings. Blends of wool and silk, wool and mohair and synthetic materials are skillfully blended with wool are fairly important for warmer weather.

VARIED RANGE

But it's the traditional woollens and light-weight all-wool suits which will take the real lead in the Canadian market. presently offers the most conspicuously Canadian male the most varied and most interesting range of wool and other fabrics which have ever been available. Some of the new British light-weight cloths have been found to tailor beautifully, resist sunlight and keep looking well dressed even on the sultriest days.

Weight of fabrics is only part of the story. Cloth can be made so light that it becomes too flimsy to give proper service in men's suits and coats. Design and construction must be skillfully employed to achieve comfort with utility. Wool is still NOT DEAR

Men's clothing seems finally to have shaken off the drabness of color and, to some extent, design, that stereotyped garments too many seasons. Much of the credit may be laid to major changes in fabrics. So extensive is this switch of emphasis that definite fashion trends are easily discernible.

The American Natural body, in three-button version, is the undisputed style leader. However for the first time in several years, the buyer has a choice of suit styles with certain all-embracing characteristics. Suits are straightforward, unaffected, and natural in line. Business suits show no indication of veering from their present easy, comfortable status.

NATURAL LINE
Excessively padded shoulders have slipped quietly into the background. All exaggerations have gone too. The general look of a man this fall will be natural and unaffected. All these characteristics are found in the Ivy League style — more natural shoulders, less or non-existent waist — suppression in jackets, shorter, narrower lapels.

New interest is provided in casual or sports clothes. Choice of cut is less restricted, with center or side vents, flapped or plain pocket, one-inch cuffs, deep sleeves, raised seams and so on.

Facing Many Problems Re Rocket And Space Travel

WASHINGTON (AP) — There are 17 problems about rockets and space travel that the United States government would like somebody to solve.

Sputnik doesn't show on the list. But there's something just as good or better — "aerial platform, manned or unmanned, for observation and missile launching."

This is one of 37 technical puzzles presented in a 34-page catalogue just issued by the commerce department under the title "Investigations Wanted by the Armed Forces."

Some of the wants are right out of science fiction. For example, a death ray. Or a device to get troops rapidly across rivers or canyons without bridges. Or an idea on how to put out an atomic fire in a big city.

Smaller Catches For Maritimes

HALIFAX (CP) — Maritime fishermen had smaller catches in September, the fisheries department reported today. The drop was expected.

Fish landings in the three provinces were 92,100,000 pounds valued at \$2,400,000. This was a drop of 1,300,000 pounds and \$300,000 from August.

The department said the decline resulted from a smaller catch of halibut, cod and other passenger accommodation.

Placentia Bay. His department was studying improvements in Newfoundland coastal shipping services.

Mr. Carier had suggested replacement of the steam ship *Burn* with a ship with better passenger accommodation.

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