

Coats move on straight, narrow path

While fall '64 coats move along the straight and narrow path to fashion, the key word is "move." The new coat look shows gentled slimness with subtle seaming.

Ease in the new coats is provided with raglan shoulders or set - in sleeves that have deeper armholes, softly yoked backs and subtle shaping under the bust. When there is a belt, it appears to be part of the silhouette itself. It is run through slots placed around the coat at intervals, or set - in via a band of self-fabric.

To ward off winds, all-fabric coats have larger collars that may be hugged to the throat, small snug collars buttoned high, and, often large stoles. Sleeves follow the straight and narrow, their longer lengths adding another measure of warmth.

Popular double-breasted closings are manipulated so that the slender look of coats is maintained. Neat, classic but-

tons hold the coat together.

Pockets are subtle and pared down, in keeping with the shape of fashion. New "T" shaped pockets look smart. Sets of pockets delicately accent fit high under the bust.

The gentle coat shape with a mind of its own is frequently achieved with fabrics that have more body. Examples of new fabrics that do not depend on heavy texture for interest are handsome herringbone, woads, twills, ribs, coverts, whipcords and smooth checks.

Conversely, when textures of coat fabrics appear, they have deep surfaces, such as the new rosey tweeds with a hand-crocheted look. Colorful tweeds are fluffy but light - as airy, ombre tweeds merge their colors exquisitely, two - tone tweeds are sophisticated in black and white or oatmeal and white.

Coat colors are fresh and ever so refreshing. The off-whites make news with gray

overtones rather than beige. Reds look strikingly fall '64 in hand, carnation tones as well as flame or purpled hues.

Taupe with a nutty cast and browns from chestnut to deep, blackened shades win fashion approval. Golds are antiqued or bronzed, and greens are bright as an emerald or grayed as a pine needle.

Blue hues include deep, slate tones, greenish Mediterranean blue and soft teal.

Black coats appear in new fabrics, quietly elegant, while Oxford gray looks superb in the whittled - down silhouette. For trimmings on coats have not been as important in years as they are for this Fall. Not only for dress-up wear, but - trimmed styles appear for all occasions, furred stoles, dresses and furred raincoats, to name two.

The evening coat is an important contender for fashion favorite. Brocade and otoman

supplement the satins that sometimes of fur, make the evening coat practical all winter long.

Dresses prettier than ever now

The look is soft, softer, softer in fall's dress fashions. The gentle woman makes her bow, feminine, shapely, prettier than ever.

She'll be wearing curvilinear shapings, skirts that move and flutter as she walks, exciting new necklines. She'll have the "head-to-toe" look, in costumes or jacket dresses. She'll wear rich, vintage shades. Lots of texture: tweeds galore. She'll have her choice of many different looks, all of them marvelous!

The soft feeling in new dresses is exemplified in the

blouse. Blousing softly at the waist, or, even newer, at the hip, often fanning out into pleats, this is an important trend.

Skinny corsetees in men's wear fabrics or ropey, colorful tweeds skim the body, look wonderful for afternoon wear. Done in every way - box pleats, hanging from a fitted "tummy band", unpressed pleats, knife pleats. The trend is toward the "living skirt", providing ease of movement and a breezy, feminine look.

Long sleeves, shoulder yokes and low, fitted hip bands are

some details cropping up in many fall dress styles. Belled shoulder lines and high, concave fronts are trends to watch for in afternoon styles.

The costume look is one that all designers endorse. The dress with matching jacket or coat, the two-piece dress with the look of a suit, all convey a finished, coordinated look.

Everywhere there is motion in fashion - skirts that swirl, pleats that dance, looking fresh and interesting, especially with an abbreviated jacket. The soft blouse in dresses demonstrating the diminishing waistline.

Entering a favorite bistro in a soft flourish of pleats, seems in keeping with your gay mood. For daytime, the new "tummy banded skirt" highlights a cluster of fine pleats to give a moving action.

Fluid skirts cut on the bias have the feminine look of beauty. Faded skirts - low godes and gosses bring to mind

the flamboyant '30's.

Chanel starts the fashion world by introducing the tiered skirt with one of her tailor-made suits, retaining the mood of the gentlewoman. We see the tiered skirt for Fall in wool, crepe and dressy fabrics, including lace.

Necklines are consistently important. For day - time they are gently set away and often bowed, framing the face. Turbellences in classic and newly widened versions complement the open faced suit jackets for casual wear.

Late - day dressing answers the fashion call to the active look with a variety of slim but lively shapes. The "fit the black dress" and its companions in white and colors are getting ready for a busy fall.

The new look for evening fashions gets its impetus from a wave of interest in dancing, and especially in new dances.



HERRINGBONE TOPCOAT

Pleats popular in latest suits

Suits for fall have taken a notion to get into modeling. The new fall array features lively skirts with pleats in every shape, form and type - in front, all around or on the sides.

Speedier travel and other modern activities have inspired a need for fashions on the move, and the new suits are young, clean-cut and mobile.



LYNX TRIM

This suit comes from the Herring collection. Designed in British wool, it is a three piece. It is lavishly trimmed with lynch and worn with matching lynch hat - an example of the importance of fur trim in this season's creations.

Fall fur fashion emphasizes design

Fur fashions for Fall, 1964, are fresh, with the emphasis on cut and design rather than platter. Bigger fashion than ever is the "little fur".

Fur fashions run the gamut from the most casual footloose, belted - back jackets and coats to the truly feminine large-collared, luxuriously full fashions. All of the styles are easily adapted to that prime favorite, mink, as if it can be worked almost like fabric.

For early Fall wear, the jacket promises to be a "must" in every smart woman's wardrobe. Jackets range from waist-length to a three-quarter coat length to fit every need. Jacket here there is a natural mutation to complement every complexion and hair coloring, thanks to scientific breeding.

Decorative band work will be showing this Fall and Winter. Next year, jackets, coats are to be worn with all kinds of home clothes and slacks, as well as street clothes and dressy over-length gowns.

One designer has used Tormaline Rare natural beige mink, a blood hip-length jacket

First and foremost, the look of motion in pleated skirts particularly. There are cluster pleats, box-pleats, pleats all around, pleats combined with panels - pleats to please any fashionable woman.

To ward off winds, all-fabric coats have larger collars that may be hugged to the throat, small snug collars buttoned high, and, often large stoles. Sleeves follow the straight and narrow, their longer lengths adding another measure of warmth.

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Suits will be asymmetrical: buttons will be placed diagonally, excellent especially on the very tall figure!

Suit jackets are often narrowed and pared down to balance skirt motion. Collars are cut closer to the neck, and the collarless suit is generally conspicuous by its absence.

When there is jacket shaping, it is in front and usually high placed. To indicate this shaping, subtle seaming and sometimes patch or creases - shaped slit pockets are used.

Double-breasted suits are in vogue this fall, but they are more flat, more gentle, in keeping with new shapes.

While double-breasted closings are frequently seen, the single-breasted styles continue important. Even when styles are "skinny", there is never a feeling of restriction; the clever designers have added ease to narrow jackets with raglan shoulders, yoked or belted backs.

Belts, when they are seen up front, are generally the all-around, slotted types, or built into jackets, in the manner of the new-age Norfolk suit.

When a suit is coordinated with a blouse, the jacket neckline is cut to show off the blouse, which may be cuffed, collared, bowed - or collared and bowed.

Fabrics fall into two categories, the very textured and the very flat. Tweeds, shetlands, mohairs are among the textured types. Flattened surfaces include the "fit the black dress", herringbones, checks and novelty worsteds.

Leather takes a leading role in suits. Some of the loveliest are fur-trimmed for all-occasion luxury.

Mid-day to mid-night suits are a wardrobe "must". As seen in Anglo twills and worsteds, creases, many suit-trimmed, they are very handsome especially in black and chocolate brown.

To complete the wide range of mink fashions available this year, one designer has used fashions, money white mink, in a floor-length evening coat for the ultimate luxury. But the coat is practical too - the bodice section zips off to become a smart straight-stole - and the coat then becomes street-length for many occasions truly a convertible.

REMEMBER BUTTONS In a fashion story this season, buttons cannot be ignored. They are decorative and far from introverted. On the scene, are leather buds, crocheted ferrets, elongated, and twisted and convex shapes.

TIGHTS LOOK NEW Look for a new look in tights this season. They take on new dimensions with stripes, checks, tweeds, soundstools.



ladies' handbags

Choose a smartly styled handbag from our new fall selection - large carry-all styles, casual classics, soft pouch styles, and small check handbags in shades of brown, black, tan, fawn and red. Made of finest "leather-look" plastic and textured "seagame" plastics.

2.98 to 9.95



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new fall coats

In Avers wool, faile, orlon and wool tweeds, angora and wool and modera curl. Self-trimmed and luxuriously trimmed. Colors of Mink, Mink, Raccoon, Opposum, Fox, Mouton, and Perlianna. In colors of Black, Taupe, Red, Teal, Gold, Brown, Ruby and Blue. In petite and regular sizes 8-20, 16 1/2-24 1/2.

25.00 to 95.00

glove and scarf sets

"Paris" styled "Gloves and Scarf" sets. Gloves come in either wrist or elbow length styles, in colors of beige, black, white, chocolate brown, and in sizes 6 1/2 to 7 1/2 with cord to match nylon oblong scarf. Smartly packaged in plastic pack.

2.98 to 3.59 set

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ASSORTED COLORS

1.98 to 2.98 pair

jewellery

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1.00 to 3.00 each

