

Gold jewelry growing in universal popularity

Ever since time began, women have known that jewelry flatters them and draws admiring attention. This fall's exciting new designs and styles in jewelry of all kinds are bringing a special sparkle to every woman's eye and adding glamour to her wardrobe, says the Jewelry Industry Council.

Everywhere the popularity of karat gold jewelry is growing, and the variety of styles to choose from seems almost limitless. While many new pieces feature traditional patterns, some plain gold jewelry is being shown in neo-modern designs using various kinds of finishes for more interesting effects.

One of the most dramatic new trends is the extensive use of colored stones in every type of gold jewelry, with pins and earrings being set with high quality aquamarines, amethysts, garnets, opals, topaz quartz and the various varieties of Lido stars.

The fashion importance of gold filled jewelry has been skyrocketing, thanks to more and more imaginative and tasteful designs in pendants, pins, bracelets, necklaces and earrings. Through the use of precious stones, this jewelry is reaching new heights of popularity.

Pins, one of the most important jewelry items of the season, carry such interesting stones as black onyx, smoky topaz, jade, carved tiger eye, carnelian and even ivory and carved jade. Gold filled bracelets and necklaces in a variety of finishes, are available in many styles to suit today's fashions.

Costume jewelry this season carries a fascinating "gold look", the result of gold colored fringe, mesh, braid and woven finishes. With the dramatic use of colored stones, the pins, necklaces, bracelets and earrings have taken on an air of special importance.

The popular shift dress has brought about two distinct neckline lengths. A long one that is attractive on a high or round collar, and another that adds to the boat shape or open neckline.

A new mid-length necklace of two or three strands and made in handsome gold finishes is making its debut.

All signs point to the fabulous popularity of rings of all kinds. As a result, there is an unprecedented variety of ring designs using colored gems, diamonds, pearls and other attractive stones such as Lido Stars, turquoise, opal, jade, tiger eye, coral and many more.

Domesheaped and stone-studded designs have strong fashion appeal, while those with a large single stone, often with flanking diamonds, are in great demand everywhere. Where the stone is the focal point of the ring, the setting shows as little as possible.

Predicting fashion's future

It is always fun and thrilling to peer into the future, when given that seldom but exhilarating pleasure! And when the fashion future can be predicted, how much easier it makes the

wardrobe planning—how much nicer for the clothing budget!

Significant fashion influences come from many sources, from California and from New York, from Italy and from Paris. And

when it can be learned what the top designers of the entire world are doing now, what'll be wearing next year is very easy to see.

Fashion always starts with a "look"—a shape—silhouette.

Remember when Dior took women out of wide shoulders and into the straight, squared off shoulders of the 30's?



Some evidence is already available to indicate a return to gentle padding in the future to further emphasize the shoulder. But it will be used in a rounder, far softer version than in the straight, squared off shoulders of the 30's.

Sleeves get more and more attention, too. Almost all of the sketches for the future put a great emphasis on the bulk of important sleeves.

SKIRTS SLIM

Skirts are staying uniformly slim and narrow, with all the bulk of the silhouette moving up to the top.

Wide and tall collars top the widened shouldered, big sleeved silhouette, and if the waistline is defined in fit—it, too, is lifted.

Width at the top and bulk at the top, tapering to a slim and narrow length of skirt, are the things to look for this fall if you are planning the kind of wardrobe that will carry over from one year to the next without being dated.

Think of a triangle, point it down, and look for this shape when you shop for a fashionable future.

But the picture of what is to come is already shaping up. According to the published sketches of the most important of the trend-setting designers, both here and abroad in Paris and Italy, shoulders are going wider and rounder.

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COCKTAIL DRESS-COAT ENSEMBLE

This ensemble called "Ruby" came with floating shoulder panels attached the full length of the dress. The matching flowing coat has a yoke effect in the front and is lined with ruby broadcloth.

A renowned Canadian designer working with a Canadian fabric created this femininely lovely matching cocktail dress and coat. Raoul, Jean Fours of Montreal designed

Fabrics, colors make fall most exciting style season

Fall is the most exciting fashion season of the year. New fabrics, new colors and new styling trends combine to interest and tempt women the world over.

As in every new season, the silhouette may be extreme or conservative, very dressy, sporty or somewhere in between. There are high rich colors or trusty black. Whichever your choice it's a good idea to choose with care. An extreme style may be very chic and daring, but it will hang in your cupboard if it is "too much" for your bridge club or the PTA.

But new colors, unusual fabrics or exciting styling will not hide a midriff bulge, or problem hips, thighs or tummy.

The answer is, of course, exercise and a new foundation garment.

Try those exercises which will tone and firm lazy stomach and midriff areas and rely upon advice or your tape measure for the right foundation garment to assist you in your quest for a better figure. Very often a little plus here and a smoothing there will set the trick.

For instance, many women find that the relaxed look in dresses necessitates a particularly defined bosom. Foundation garment manufacturers are now using a new Dacron-Terylene line for padded bras which are soft and natural looking in appearance, very comfortable and easy to wash. These bras add either a fuller look to a normal size or actually increase the bust size.

The longer length of the new panty girdles do wonders for the hips, and derriere with inset panels, glen checks and interesting herringbones, especially in coats and suits, where coordination with millinery is important.

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'Call to arms' will mean simplicity in handbags

This fall, the well-dressed woman will heed the "call to arms" of the simplified, hand-some leather handbags being limited to clothes for casual living.

A fall fashion preview presented by leather industries offered striking visual proof that the accent on handbag fashions is on the lines and the leathers. Lines are simple and easy, whether pouch or clutch bag or barrel. Leathers are beautiful in the range of textures—grained, waxed, smooth, sueded, antiqued, lustre.

Top bag for fall will be the pet of the suburban set. The "country look" leather satchel, pouch or tote. Roomy without being overminted, it is also being "taken up" by the suburbanite's big-city sister, who knows a good thing when she sees it.

This casually elegant handbag style was shown most often in grained, brushed, antiqued, and the new waxed leathers, and usually sports brass hardware in closures, emblems or other ornamentation.

Other popular styles on exhibit included shoulder bags, bags, crescents, envelopes and clutches. The leather box bag, constructed with rigid sides and

a lid-type top, will be back on the fashion scene in both rounded and angular shapes. Each handbag displayed the distinctive black-and-gold "Genuine Leather" tag that means quality to the discriminating shopper.

The leather color story for fall features "deep country" shades. Starting is the brown family, including antelope, honey, honey and mahogany. Also important will be deep tones such as cranberry, mustard and olive, and neutrals on the order of fog grey and taupe. The "authentic" look of waxed and antiqued leather, tannages, and antique-dyed grained leathers, which retain their original markings, is a natural for this casual fashion picture.

For dressy costumes, trim leather bags with a slimmer, smaller silhouette were shown, principally envelopes, clutches and flat pouches with chains. Style details are kept to a minimum—burnished gold claspings, self-leather bow or other simple decorations.

After a dark handbag styles spotlighted glossy smooth leathers, glowing lustre and sleek leathers. Occasionally illuminated with a touch of jewel-

VARIETY OF FABRICS AVAILABLE

'Weatherproofs' in style

A coat exclusively for the rain has been replaced by fashionable "weatherproofs" that provide a variety of weaves and styles. They look like handsome topcoats, but they're water-repellent as well.

Men's all-weather coats this fall are shorter in length. They range all the way from the standard 43 inches to 37 inches

for the more continental models. The shorter coat has gained increasingly in popularity and has been found most convenient for wear behind the wheel of a car.

One of the outstanding features of many of these coats, is a zip-in oron acrylic pile liner to provide warmth in fall and winter. These too come in a variety

of colors to contrast or blend with the coat. When temperature drops, it's a simple matter to zip-in a liner.

This fall the same shopper can choose among hundreds of all-weather coats of different fabrics and patterns, and very few of them are limited to the rain.

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