

White Collar Adds Chic Note to Dress

The white collar—neat signa-ance in classrooms this fall. Big ture of career women—will make puritans, tiny Peter Pans, newsy a new and important appear-sailor collars, top grade school

Shirts dresses of every fabric and almost every style. Broadcloth, pique, even ribbed cotton knit make bright white collars that are removable for washing and thus approved by mothers who may formerly have avoided white. Even white leather is present and well received, because it can be washed clean with a damp cloth. Coats and jackets share in white collar crispness as a follow-up to the grownup fashion for white orecollars. These, in textured rayons and heavier cottons, are also detachable, with buttons or snaps.

Wardrobe for the School Girl Will Include the New Dresses

Shirts and skirts, the perennial backbone of the grade school girl's wardrobe, should be supplemented with versatile dresses, rugged play-togs, "occasion" outfits, warm outerwear and one special dainty-looking party dress. This year—the latter can look as delicate as gossamer, yet be long-wearing, washable and tom-boy-proof. Silked cottons or synthetics do the trick. They are available in all the silhouettes that best-dressed girls will want. Work-a-day school dresses, too, provide a choice of the empire and princess lines that are all the rage of the soda pop set. A nosegay of these dresses in the new, richer colors and woolly textures will give daughter plenty of the variety she demands. Tweed prints, deep stripes and plaids, and nautical touches, will keep her in the class fashion forefront. For finger-painting or clay-modeling days, the beginner is safest in sturdy denim or poplin work-and-play clothes. But she can be neat and pretty, too, in the new coordinated ensembles made with rugged fabrics and ample reinforcements. Gingham check trimmed denim jeans, and plaid-trimmed poplin playsets show off charming styling, this year and will delight upgraders as well as beginners. A suit provides the "special" touch for recitation or assembly day. There are manifold pleat-skirted, middy jacketed or high-rise skirted and bolero topped styles that have imported 3D textures, look and feel like wool, and are completely washable. Some require no ironing — an added boon for Mom. Two coats provide a good outerwear basis for back to school. For to-and-fro, a warm, interlined pea jacket or storm coat will take hard wear and allow freedom of action.



APPLE FOR TEACHER... who wears an attractive two-piece knit dress that will stay fresh and wrinkle-free all day. The above model dress has mandarin neckline and pocket flaps.

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Head-to-toe Checkup Before 1st Day of School

The first day of school is a milestone for the small school child, whether he's beginning or returning to resume his education. Prepares for this school days with a head-to-toe checkup. Basic is the complete physical examination, which includes eyes, ears, nose and throat. How good the whole family feels when the doctor says, "Just fine! Haven't seen a healthier child." Should he find anything that needs correcting, be glad you can correct the defect early. If regular checkups are not already a part of your family routine, now is an excellent time to start this important kind of health insurance and continue it all through the school years. Your family doctor is the person best qualified to give these check-ups because he knows your youngster well. He can compare the child's progress with his own previous records, not with statistics on other children's progress; thus he gets a very complete picture of your child's health. The doctor probably won't find anything wrong when he looks over your child, but if he does, catching the trouble early and correcting it right away may save much trouble. Parents see their children so much that they may not notice the gradual development of a defect or recognize the signs of possible trouble which the doctor is quick to spot and treat. For example, temporary deafness from a low-grade ear infection can be cleared up with antibiotics. But if this condition is allowed to continue, it can cause the child trouble in school and may lead to permanent deafness. Many schools now give regular tests for hearing and vision so that a child with a handicap will be referred to his doctor, but parents cannot depend on these school check-ups alone. School health reports are intended only as a guidance for parents. They are no substitute for regular visits to the family doctor. The dental check-up is equally important. Are the second teeth coming through straight and even? Is correction needed here? Any fillings? Should any teeth come out? If you've had difficulty getting your child to clean his teeth night and morning perhaps your dentist will help with a word of advice. He can also show him the best way to use his toothbrush and dental floss.



TRAFFIC STOPPER... and mighty practical is this brushed wool fleece coat with cross collar accented by a golden safety pin. Seam stitching gives that expensive look.

BOYS NEED RIGHT TOGS FOR SCHOOL

For many years, shopping for school clothes for the boys in the family furnished little excitement for mothers. It was standard procedure to replace worn out slacks and outgrown shirts with more of the same. Now, however, Junior has come into his own, style-wise and is enjoying the full attention of designers, manufacturers and retailers alike. Fashion has entered the boy's world and promises to stay! Junior, himself, is very much "in the know" on matters of clothing and has some pretty specific ideas on what to look for in correct garb for his back-to-school trek. Taking a cue from his seniors, he'll be favoring black and white for school in everything from print corduroy bomber jackets to tailored nubby tweed sport jackets and striped silk and wool sport jackets. The latter will boast ticket pockets and British back vents. His array of shirts will feature many pastel cotton flannels to team with khaki colored Army slacks; collared cotton knit shirts with leather touches to top gray flannels; and finally the button-down and rounded collar shirts with harmonizing jewelry to dress-up his best sport coat and slacks. For the outdoors, Junior will wear one of the new jackets that comes an inch or two below the hips, has tabs at the collar, sleeves with leather buttons and side slashes. The lining may be in a deep gold or russet quilted rayon satin. Hats have become style news, too. Instead of the usual helmet, Junior's hat will be a stitched pork pie or tiny brim felt with a soft crown. On the practical side, Mother will note that a boy needs enough underwear, shirts and socks for 10 changes. This will allow a week's wear and enough changes to cover the period when clothes are being washed. Fancy Pants Wins Campus Popularity Tapered pants, along with Bermuda-type shorts, will be seen with increasing frequency on campus, in a large variety of fabrics and colors. They are showing up in everything from a heavy brocade to a fake chinchilla, with long, slim stripes dominating. These pants are being made both strictly as "loungers," or as substitutes for slacks and blue jeans. The "long shorts" are still popular in khaki twill, but worsted plaid is particularly, are sounding a color note. Flannel in gray or color, also remains important.

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FASHION PLATE... is the impression given in this up-to-date, "everglaze" cotton printed, pleater dress. It is set off with white collar, tie and cuffs.