



SUPERMAN . . . could not do better in telling this younger student of the importance of milk. Both are dressed for rugged school-time activity in half-boxer, corduroy pants and cotton knit pullovers with club collars.

'Casually Correct' Wardrobes Await the Fashion-Wise Coed

The fashion-wise co-ed will be "casually correct" this term, selecting her wardrobe from clothes that promise easy-care, easy-wear and an easy transition to cooler weather. Smart college-bound luggage will be packed full of the look that's fashion-educated—neater, crisper, but not stiff.

Skirts will be wide enough for walking comfort, slim enough to slip into classroom seats. Coats will be slightly slimmer, with an easy, controlled flare.

The new coats have easy-care characteristics, too. Fall-weight toppers and even some longer coats are coming in tub-able, miracle materials. The classic coats are still the campus pets, many of them in variations of the boy coat. The square-collared middy coat is also sailing into a fashionable semester.

The midly influence is making itself felt in the dress lines, with every navy on the seven seas being represented in the college classroom (and in high school, too).

The budget minded "T" dress is an up and coming fashion, while the princess promises to be a big favorite again this year—often dressed up with lush Peruvian braids.

Separates More Versatile
The date-line is stressing the costume. Smart, short jackets, perfect for class, are doffed to reveal date line décolletage. The jumper dress, worn with a blouse during the day, is seen on its own in the evening.

Separates, in general, have become more versatile. Sweaters are being dressed up or down, through the choice of a skirt. And skirts themselves are spending many an evening out.

In blouses, the "T" is transformed from casual to dressy with the change of an accessory. The boy-shirt, though, is still the biggest thing on campus.

Tapered trousers, or "fancy pants," are vying with blue jeans for lounge-around honors, bringing the "casually correct" look into the study hall. They're being teamed with crisp shirts, novelty type sweaters, and exaggerated T-shirts.

The campus picture is definitely in technicolor. Grays and canals are spruced up with an unexpected dash of brightness, in a scarf or blouse.

Casually Controlled
Checks are showing their colors vividly, while tweeds are fast becoming all-important. Plaids, authentic and non-authentic, are becoming increasingly popular.

Accessory-wise, long beads and loose bracelets (lots of them) are dominating the co-ed's top draw.



BRIGHT VIEW . . . is the outlook for the conscious-minded teen-agers who must wear glasses. This co-ed is wearing the latest pair called "Bel-Air" and holding the "Hi-lite" model worn for dating.

School Girl Fashion Tips

"Sunday Best" calls for a neat, dress-up coat. A deep pile coat offers warmth and good fashion in deep colors and rich textures.

Shirts, sweaters, blouses and skirts should be versatile, practical and adaptable to varieties of combinations. The tailored boy-shirts, so popular with school girls, take well to mixing-and-matching with skirts, jumpers and cardigan sweaters.

One solid color skirt or jumper can be the basis of excitingly different outfits when combined with the bold stripes, plaids and dots that rate so high in this year's classrooms.

Climate, age and the fashion customs of a particular school have bearing on a classroom wardrobe. In a "dunghare" kindergarten, daughter will need more playclothes than in a "dressy" sixth grade.

College Luggage is Attractive In Matched Color and Design

Few things can be more embarrassing for the girl, and the boy too, who is going away to college, than arriving on the campus with battered, obviously borrowed luggage.

Planning the college student's luggage wardrobe in terms of the matched set is the answer, for here is a formula that permits of expansion and replacement as the four years roll on and requirements change.

Three to four pieces of hand luggage are considered essential for the well groomed Coed. Among them may be a pullman or wardrobe case, an overnight or weekend case, a train box or fitted cosmetics case, and a hat box.

The male student will find a two suiter and a matching companion piece excellent starters. A brief bag should be in his luggage wardrobe also, for it can serve as an overnighter as well as for books and papers.

Both Ed and Co-Ed will find a sturdy trunk a very useful article. It may be shipped ahead filled with linens, blankets, seasonal clothing changes, and what have you. Considered a must for college



TOEING THE MARK . . . will be easy in these durable school shoes. Uving with monk strap and shiny buckle, Stride Rite, laced oxfords like Dad wears.



BIG SISTER . . . is the way the little girls like to dress when starting to school. This matching plaid set is in the new synthetics with double life durability with a fragile-looking appearance.

New Styles Favor Teens

High school fashion leaders have a gala term to look forward to. Teen designers have prepared a roster of styles that combine neat co-ordination with the sophistication the young ladies demand.

Coats, generally loose with controlled fullness, have a Paris inspired "older look" with their large collars and careful detailing. Teenagers can choose from sailor collars (rolled in front, deep and square in back), puritan collars, frame and cape collars—all adding newswy top interest.

Plushy or deep textured fabrics provide the 3D look important for fall. Popcorn tweeds, fleeces and alpaca pile will be seen at every school.

Empire and princess dresses hold sway with the high school set, emphasizing the full, crinoline-floated skirt. The newer shirtwaist styles take on equally full skirts—just for the teen-age clientele.

Dress fabrics feature an embroidered or silked look, attained by flocking, applique, tapestry weave or real embroidery on the one hand, and silk or synthetic blends, glazing or satiny insets on the other.

The costume look stars in separates for the teen-ager, with two or three piece casual sets carefully designed for harmony. Sweaters, for instance, are trimmed to match one skirt, while still coordinating with others.

High fashion need not be high priced . . . if you shop at Greene's beautiful new store. Our new fall designs are all in . . . with a world of fashion-newness for you . . . at prices sure to please. Come in . . . see them today . . . during our gala opening, starting Thurs., Sept. 2nd.

<p>Dresses . . . —Cocktail, Party, Dressy and Sport in Wools, Silks, and Cottons.</p> <p>Coats and Suits . . . —in all the newest fall styles, colors and fabrics . . . all sizes.</p> <p>Sportswear . . . —for every occasion . . . Skirts, Blouses, Slacks, Jumpers, Sweaters, Pedal Pushers, Levi Jeans and Riders . . . all fabrics, colors and sizes.</p>	<p>Lingerie . . . —Gowns, Pajamas, Slips, Half Slips, Panties, Robes, Housecoats, Bouffant Petticoats and Slipper Socks.</p> <p>Accessories . . . —Hosiery, Handbags, Gloves, Belts, Handkerchiefs, Scarfs, Flowers, Costume Jewelry, Rainwear and Luggage.</p> <p>Foundation Garments . . . —Girdles and Bras.</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

GREENE'S welcomes your Charge Account —and in sizes to fit everyone . . . from Matrons to Misses!

Childrens	Sizes 7 to 14
Sub-teen	Sizes 8 to 14
Junior	Sizes 7 to 15
Ladies	Sizes 10 to 20
Matrons	Sizes 14 1/2 to 24 1/2
	Sizes 38 to 44

GREENE'S

CORNER NARBONNE AVENUE and LOMITA BLVD.
24600 Narbonne Avenue — Davenport 6-1871
OPEN DAILY 10 A.M. TO 6 P.M. — FRIDAY NIGHTS 'TIL 9 P.M.

EVERY SIGN POINTS TO

- 90 DAYS
- NO INTEREST
- NO CARRYING CHARGE
- PAY ONE-THIRD MONTHLY

Back To School

at the head of the class . . . **VOTED THE FALL FAVORITE**

Billy the Kid's SAF-T-NEE

Super Texan

of SUPER-STRENGTH
9 OZ.
BLUE DENIM

These jeans rate "A" on any shopper's report card! For here's completely guaranteed quality! If the knees wear out, you get your money back! The Sanforized washable blue denim is the new, Super Strength 9-ounce weight for longer wear throughout. And check these features: rivets at points of strain, double-stitched seams, authentic Made-in-Texas fit, generous cuff turn-up!

Regular Sizes	4 to 12	\$2.98
	14 and 16	\$3.50
"Slim" Sizes	4 to 12	\$2.98
"Husky" Sizes	Waist 38" to 36"	\$3.50

Billy the Kid's Colorful Corduroys

Billy the Kid's Thickset Corduroy is in the spotlight this season! Here's value, styling and fabric richness you've rarely seen before! And the entire ensemble is washable!

THICKSET CORDUROY MIRACLE BAND Slacks.
This is a new, improved Miracle Waistband feature that allows precious inches for growth, adjusts to a better fit. Brown, navy, oxford, red, campus green, forest green or faded blue. 4 to 12 \$3.98

Flannel-lined THICKSET CORDUROY Billyjac.
Thickset corduroy is rugged enough to take more than its share of "roughing up." The cotton-nylon flannel lining gives many times its weight in warmth, dries in a wink. Knit waist and cuffs, full front zipper. navy, oxford, red, campus green, 4 to 12 \$5.98

STRUM'S

DEPARTMENT STORE
1261 SARTORI TORRANCE

1 LOT OF ASSORTED CHILD SHOES NOW ON S-A-L-E REG. TO \$4.95 **\$2.79**

1 LOT OF ASSORTED OXFORDS & LOAFERS GIRLS' SHOES Reg. to \$5.95 NOW SAVE **\$3.79**