

Co-Eds Plan Clothes to Fit All Their Campus Activities

Newly Feminine Casual Garb Becomes College Favored Fashion Trend for This Fall

CLASSES, campus doings, dating, homework or "just yacking" with other gals in the dorm—there's a busy world ahead for the college-going girl. Her horizons are broadening to include new friends and new activities as well as new learning, and she looks forward eagerly to getting the most out of both the academic and social sides of college life.

In the exciting days before going back to college, the smart coed can, by good planning, accomplish a lot toward making her school year more rewarding. She can review her projected schedule, consider what extracurricular activities she wants to go out for, and talk over her plans with parents and friends.

Whether she's a freshman or upperclassman, an important part of her planning will be to get her back-to-college wardrobe in good order.

Because her class and campus life will include so much variety she'll want to be sure she has appropriate clothing for all occasions from lounging in the dorm to dancing at proms, as well as the day-by-day demands of the classroom.

Her wardrobe planning can be simplified if she makes her shopping list in terms of these occasions and activities. Under such headings as, "Classroom," "Sports," "Formal Dances" and "Informal Events," she can sum up the clothing she's likely to need for her busy life. Then, checking her present wardrobe against the list, she can quickly decide what additions and replacements should be made.

Be Versatile

New skirts and tops should be chosen with a view to versatility. For instance, the same sweater or blouse might go to either classes or football games, while a daytime skirt could take a dressy blouse for an informal date.

Of course, she'll want her new clothes to reflect this fall's fashion news, and here she will find that the current trends are a real compliment to her good taste. Favored is the casual look and casuals have long been the mainstay of collegiate wardrobes.

Skirts, jackets, blouses and sweaters are musts, with sweaters particularly important this season. The new textured yarns that wash without blocking and the Shetland-types vie with cashmere and the fur blends for popularity. Jacquard sweaters are news, too.

Blouses Please

Box-pleated skirts with straight-cut jackets reflect the

Letters Home

Correspondence hard to coax from collegiate offspring? Good plan for parents is to equip the college-bound with a supply of stamped, addressed envelopes.

Include some postcards, too, for use on extra-busy occasions such as exam time.

Working out a family code for quick reporting of the latest news from college, on the back of a postcard, can be fun for all.

Chanel influence, and pretty blouses add pleasing femininity to the casual look.

Simple dresses such as shirtwaists or modified sheaths play a major role, and thanks again to the fashion-right casual look, they're appropriate for dressy occasions as well as the classroom. Coat choice most seen on the campus is the car coat, in wool, Loden with cloth or well-lined poplin. With "shorter-than-long" coats getting fashion attention this season, dress coats, too, take to the car-coat length. For all-around wear, the classic camel-hair boycoat remains important.

Leisure hours find Bermuda shorts plus knee socks and sweaters still the leader, although on some campuses pedal pushers and tapered slacks are gaining in favor.



MORE THAN EQUAL TO THE SUM of all parts of a busy school day is this geometric print dress. Her choice for class and high-times, too, it's made of wrinkle-resistant cotton, crisped with white and jet buttons. Organdy petticoat is included. By Henley Jrs., in Lowenstein fabric.



TEEN-AGER TAKES the casual approach to extra-curricular activities, in flannel Bermuda shorts, with sweater and knee-highs of Tycora yarn.

Fashion Reaches into Past For New Teen Age Styling

Chanel-Look Separates and Shirtwaist Dresses Leading the 1957 Parade to School

By VIRGINIA M. SHAW

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"RING in the old" is the way Tennyson would write it today were he referring to the teen age fashion picture for Back to School. Almost all the new clothes are a renaissance of styles that flourished either a few years ago or a century ago.

The "old fashioned Victorian" style lends its influence to the fall teen-agers version of the ever beloved shirtwaist dress. The silhouette is marvellously flattering, with a long bodice line that moulds your waist to a tiny ring.

Prints show their strength in the dress category and are delicately enhanced with touches of white at the necklines and the sleeves, which are newest when reaching just below the elbow.

Popular Sweaters

In sportswear the influence is circa 1930. This was the era when Mme. Chanel was revolutionizing the fashion picture with her casual loosely cut silhouette that was the rage then along with the Charleston and it is the rage now along with the Charleston. Mainstays of a coed's wardrobe, sweaters are big news and come under one heading: Shetland.

The real Shetland yarn comes from the tiny islands off Scotland and is very scarce and quite expensive. However, our American mills have produced a yarn known as Shetland-type and this is what is found in the majority of popular priced Shetland sweaters.

It is a coarse yarn compared with cashmere and the stitch is naturally much looser and gives the feeling of more bulk. The Shetland-type sweater is a classic, with close fitting crew neck, ribbed to match the waistband and cuffs. Both pullover and cardigan style are long lined with waistline by-passed and fit coming at the hips. This sweater in the long sleeved pullover and cardigan styles promises to be the big "on campus" excitement.

Another Revival

To go with these boxy sweaters, another revival makes fashion news: the box pleated skirt. The pleats are stitched down to give a smooth slimming effect around the hips so that the boxy sweater can be worn over the skirt without too much bulk. These skirts are most effective when done in bright or multi-colored plaids.

Car Coat Leader For School Wear In Many Fabrics

The car coat is the leader for school wear and is available in every wanted fabric, including poplin, wool, alpaca. Many have lush Orlon pile linings in white or red. This year you must have a hood, and you have your choice of one that is detachable or attached and designed to fold into a collar when not in use.

Dress-up coats are elegant in black broadcloth or fur-like fabrics that can be worn to school and on dates. They can be had in sophisticated clutch style or double-breasted, back-belted boy coat style.



JUNIOR HIGH bell-ringer is this trim, pretty dress. Pique insert, stand-up collar add a fresh touch. In Avisco rayon; by Teen Colony.

Teeners Pack Up All School Needs

For teen-agers who like to travel light on their way to school, new wallets are designed in washable leathers and plastics, with roomy pockets, gussets and expandable tabs.

When more carrying capacity is needed, teen-agers favor the duffle bag, for everything from books to gym equipment.

They Go Far With Pictures



FOCUSING ON A BACK TO SCHOOL GIFT suggests selection of a camera for the girl or boy in any class. Some want it just to make pictures of friends in action. Some go further with photography as indicated by the Popular Photography contest of last year which drew thousands of entries. Here a happy scene being recorded with an inexpensive Brownie Starflex.



GETTING TOGETHER to compare notes, big and little sister agree it's good to be back at school. They agree, too, on jumper dresses for classroom wear. Plaid tie and belt spark little sister's jumper; big sister's choice features high-rise waistline, print blouse. Of Avisco rayon.