

1940

## It's a Man's World This Fall Proclaims Sally

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# It's a Man's World This Fall

*Gaynold Carroll discovers that Sally is devoted to man-tailored clothes in sport or dress*

**P**OUNCING upon comfortable college clothes with casual smartness, Sally gloats in the mannish simplicity of Fall, 1940. She suggests you watch for that "long look" which was introduced in spring jackets and is emphasized in this season's dresses with peplums, tucks, roomy book pockets or lowered waistlines.

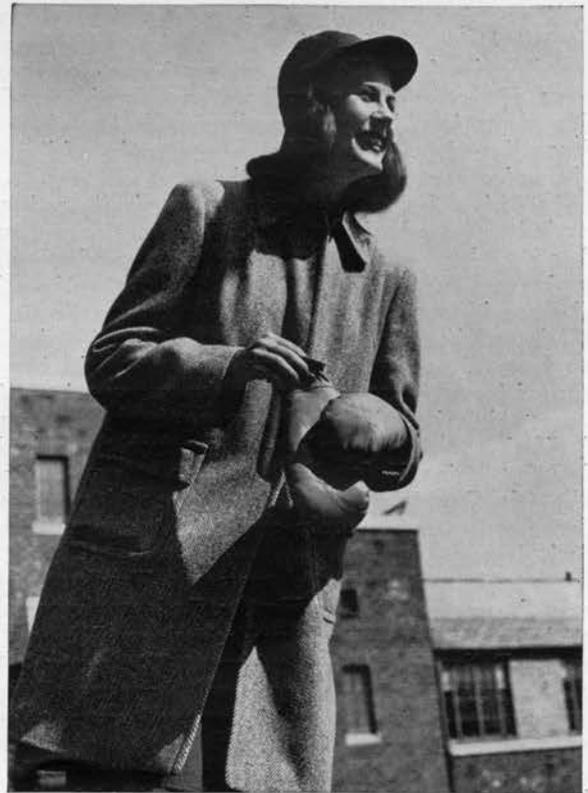
Collegiate prayers are answered this season with the perfection of the pinafore. It's lush in corduroy of your favorite hue worn with a contrasting color or plaid wool shirt. Tuck one of the classic, long-sleeved shirts under the latest version of the "pinnie" in rust or bottle-green. Or you can tailor it right up to your throat in tweed or gabardine like your suit. Wear the shirt open-throated or otherwise, but a pinafore is a must-have.

Date technique begins with clothes charm. Dress up in a black wool piped with black velvet; a bright red crepe with unpressed pleats and jewelry studs; a cashmere jersey with drawstrings of gold leather at wrists and waistline; a fitted jacket of wool and a velveteen skirt; an embroidered lace guimpe under a soft velveteen frock; a tri-color combination in jersey

with detachable hood; a full-skirted charmer in velveteen with lapels of white.

The "real McCoy" in headgear is an exact copy of Joe DiMaggio's baseball cap. Skull caps, jockey caps and small fitted velvet caps resting behind uppity pompadours are the latest triumphs. Set the campus buzzing with a bright pillbox, chin strap attached. Top off your faille jacket costume, or your sheer woolen frock with a sleek, sophisticated satin turban. It is smartest in black or black with the new potato-peel color called Huaca, a rich neutral brown.

Autumn colors planned, dyed and fashioned to wear with each other, are irresistible. Zip up your wardrobe with a dynamic combination of juniper green, autumn forest green, nightflight blue, dark autumn navy, Indian summer, ripe russet, huckleberry, frost-nipped purple, scarecrow grey, bark brown, or harvest brown. Newest team-mates are beige and red. Try a beige dress with a red dickey.



*A jockey hat and mean pair of boxing-glove mittens make their appearance above worn with a tweed top-coat. The suave lady on the left is tailored in a smart velveteen*

Long coiffures are still the thing. Well-brushed shiny hair has loosely curled ends. Curls are often worn over the forehead and are frequently seen brushed off the ears. A neat roll over a ribbon tied in a bow at front is the one uppity-hairdo for campus wear. Velvet and ribbon bows as well as real and artificial flowers are fashionable hair frivolities. Freshman or senior, your headwork

# Sally Proclaims

will be better with neat, well-kept locks.

Achieve individuality by wearing a carbon blue (grayed blue with a purple tinge) coat trimmed with brown fur or a South American tangerine light woolen dress with voluminous pockets. Tangerine color is often slightly greyed. Neutral color woolen dresses with bright dickeys change last year's

*Mannish but still soft and lady-like, the two toned velveteen appears on the right. A long torso jacket in a soft casual tweed suit with coat to match trimly attires the charming coed below*



model. A blanket coat lined with bright broadcloth in a contrasting or harmonizing color will add a splurge of color interest for you.

Democrat or Republican you know that the most fashionable lapel or pocket gadget is the most patriotic. Sally salutes the American flag as it waves proudly on a sturdy pin with a safety clasp. Flaunt your true

patriotism by wearing the flag on your pocket or coat lapel. Go a step beyond and invest in a new middy-top dress trimmed with white stars and braid. A white tie, an exact replica from West Point, gives the crowning touch.

Freshman bible includes knee socks of woolen to cover up those bare legs. White ribbed numbers with bright clocks are new. Buy your socks to match your sweaters in yarn, stitch and color. Wear a sweater and skirt to match and plaid socks to go with them. Visit your neighbors from floor to floor in residence halls wearing sock slippers.

Gadabout in the Einstein jacket. Adapted from one of the famed scientist's jackets, this long, loose casual affair is just what you'll need when whipping across the campus from class to class. Pockets are large enough to carry all your necessities. It has a club collar and is buttoned up the front.

Fall footnotes say the coed's favorite shoe is suede with genuine baby alligator a close second. Wooden heels and the low wedge are more popular than ever. The "Big Six" has whittled down to the "Big Three"—pumps, straps and step-in models.

For that first, special date try a flattering canti-lever heel. For campus wear you'll want a two-eyelet oxford squared and lowheeled made of alligator grain calf or a suede and alligator combination with a solid leather heel and a high tongue in front.

All-American coeds trek off to the first football game in a tweed topcoat which has a removable lining or a three piece plaid suit. The long torso jacket is double-breasted and the coat of the same cloth is identical in cut. Wool berets, either plain colored or plaid are chic accompaniments for the coat or suit.

Stadium crowds will pep up if you appear at the game in an eye-catching reefer of bright plaid. A reversible polo coat jacket—finger tip length—showing man size pockets teamed up with your best woolen shirt will identify you as one of the best dressed.

Many a mitten is two sided this season. Cunning as kittens are furbacked leather mittens in pastels. String gloves resembling English riding gloves have joined the ranks of campus classics for tweeds, riding-clothes and general knock-about wear. For evening wear you'll don dainty mittens of white doeskin.