

Woman's world

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Woman's World

"VELCRO" FOR CHILDREN

"Velcro", the Bri-nylon touch-and-close fastener, first launched in this country in the spring, is having a great success in all types of clothing.

It is particularly suitable for fastening children's clothes as it is so simple to open and close. Just press together to close and peel apart to open — so much easier for little fingers than buttons or hooks!

A further advantage is that it can be washed, dry-cleaned, mangled, and ironed, in the closed position, with the garment, without loss of efficiency, and will last as long as the article — often longer. "Velcro" for fastening little girls' dresses, blouses, skirts, kiddies' rompers, sleeping suits, and all nightclothes, babies' things, which have to be washed so frequently, is, again, ideal. Perfect for napkins — replacing old-fashioned pins, often unsafe and unhygienic.

Children love clothes fastening with it, as it is not only easy to open and close, but great fun to do, and is very strong. Many ready-to-wear children's clothes already feature "Velcro", and mothers who sew at home will find it easy to use. It can be cut to any length required, for perfect fit, and is easily sewn by hand or machine. It will not break or wear out, however rough the treatment it receives.

Clever mothers will find it helpful when making soft toys, such as a Poodle pyjama case, or a Jemima Duck laundry or shoe bag; just leave a slit in the animal and use "Velcro" to fasten the opening. If it is a stuffed toy, the stuffing can thus be taken out and the toy washed. "Velcro" is available in ten colours. The price is 2/- for 6 inches (4d. an inch), from haberdashery counters throughout the country.

THE INVENTOR OF "VELCRO"

"Velcro" was invented about 1954 by Mr. Georges de Mestral, of Prangins, Canton of Vaud, and is now manufactured in approximately twelve countries all over the world, all firms being licensed from Switzerland. Selectus Ltd. is one of these licensees; in fact, the sole one for the U.K. and Eire. Although a British company, Selectus is run entirely on Swiss capital.

FASHION NOTES

In a season of colour, the non-colour clothes always stand out with sharpness, and often with a great deal of chic. That is the way it is for autumn, with black, white, and combinations of black and white used in some of the best clothes to be found. Tweeds combine clear blacks and whites with great beauty, as an example.

'YOUNG IDEA'
SHOES

by Bally of Switzerland

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Knit fashions require the most careful selection of the right underproprs. Bras and girdles must give smooth longer lines rather than curvey emphatic ones. A high top girdle which nips in the waist, for example, and makes the hips proportionately more curvaceous, would be the wrong foundation to wear under knitted clothes.

* * *

There is a lift to many of the autumn fashions, designed in both America and Europe. High waistlines are real or suggested in the princess coats, in suits nipped in under the bosom, and in many dresses that may be high in front, or slightly raised all around.

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Hail the return of the set-in sleeve! Several Paris designers showed it, and though it is far from becoming a universal choice, it is on its way back. That means that women can lift arms, even to strap-hanging height, without discomfort.

* * *

Berets are definitely back — large and small for autumn. The little berets sweep back or to the side, and are of anything from felt to fur. Rembrandt's wide, comfortable-looking beret is inspiration for many of the bigger versions, usually of velvet.

A TIP FOR THE HOUSEWIFE

A practical kind of peg-bag, which is even more useful with the Swiss type of umbrella clothes-line, is a very large pocket sewn into your favourite apron.

You can use

VELCRO[®]
BRI-NYLON
Touch and Close

in so many
ways . . .

'VELCRO', a Swiss invention, consists of two ingenious Nylon strips which grip firmly together at a touch and which easily peel apart to open. 'VELCRO' makes the perfect fastener for clothes, furnishings and many industrial uses. 'VELCRO' can be washed, dry-cleaned, ironed, mangled, cut to any length, pinked, notched and sewn by hand or machine. 'VELCRO' cannot jam or rust.



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