

# CLICK

THE NATIONAL PICTURE MONTHLY

November, 1943 \* p. 40

## Fireside Fashions

Fuel shortage revives demand for grandma's winter warmers



QUAINT BEDJACKETS AND BOOTIES ARE DUE FOR A COMEBACK THIS WINTER. INGENUE CAROL WHEELER PROVES THEY'RE FLATTERING AS WELL AS PRACTICAL DESIGNED FOR FORMAL WEAR.

**W**hen Whistler's mother felt a chill coming on she draped herself in a cozy shawl. Her modern, practical granddaughters will make it the vogue this year.

American designers are convinced of it. They're ready with a collection of when-mother-was-a-girl novelties: afghans, bedjackets, capelets and shoulder warmers that are designed to attract young women everywhere.

The winter warmers featured on these pages, and photographed on the set of "Life With Father," are typical. They were styled by Sabina-Gustave, the manufacturers credited with introducing the "fascinator," a mode in millinery that caught feminine fancies last fall.

This year Gustave is betting on his "Fireside Fashions"—anything from a poncho to a weskit; a pair of booties to a bedbonnet. All are designed in colorful patterns: lace, basket and knobbed weaves, cut in either square, circular or triangular styles and trimmed with fringe, loops, tassels or ribbon.

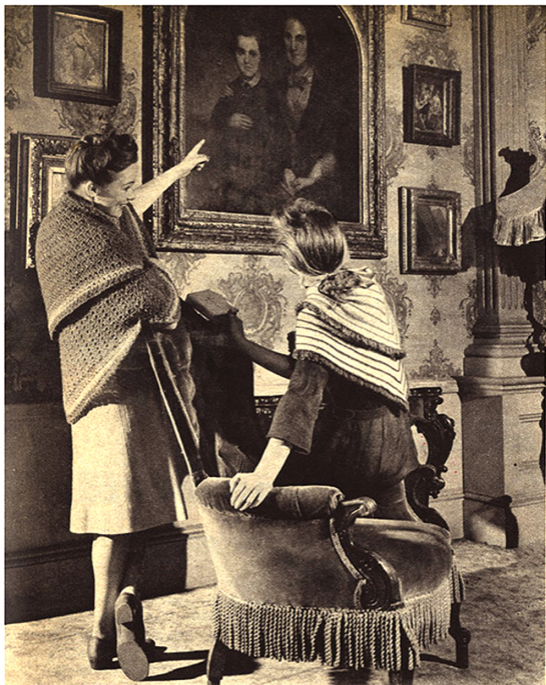
Scheduled for sale by stores throughout the country, these streamlined shoulder warmers will be promoted in both the popular and high-priced markets. Better shops will undoubtedly display hand crocheted all-woolens or imported chenilles similar to those shown here. But equally attractive copies that have been machine-woven from blended yarns will satisfy the bulk demand for less expensive models.

Time was when the purchase of a stole or scarf spelled a gift for somebody's grandmother. But reduced heat at home, in offices, factories, schools, stores and amusement centers is bound to put old-timer styles on young shoulders this winter.

## The 1940's Crochet Revival



**THIS WOOL FASCINATOR  
ADDS WARMTH WITHOUT WEIGHT**



**BIG AND SMALL SQUARES SHAPE INTO OLD-FASHIONED  
SHOULDER WARMERS**

## The 1940's Crochet Revival



**CAPELETS FOR FIRESIDE WEAR OR WORK BENCH MAKE UNDER-HEAT ROOMS MORE COMFORTABLE. THE MATCHING CAP IS USED IN OR OUT-OF-DOORS**



**PONCHOS ARE THE 1943 ADAPTATIONS OF GRANDMA'S PROTECTIVE GARB**