

Passing the test...

Children's active wear goes "Sunday best" for school season

What's in store fashionwise for kids this back-to-school season? "Dressed-up, dressed-down" looks that are right at home in the classroom or on the playground.

"Active wear goes 'Sunday Best' for Fall '81," comments Marita Lichtenstein, head designer for Garanimals, a leading manufacturer of children's wear and pioneer of the matching animal hang-tag system that speeds up the shopping process and enables children from two on up to dress themselves.

A versatile wardrobe

"Special designer touches and bright sophisticated colors add up to one of the smartest, most versatile back-to-school wardrobes on the market," adds Marita, whose collection of popularly-priced children's wear recently won her the first annual Stargazer Award as best children's wear designer, a distinction bestowed as part of the New York Salute to the Fashion and Beauty Industries for Great American Design Direction.

"Dressed-up, dressed-down styling in girls' wear reflects a trend that we're seeing in women's fashion," notes Ms. Lichtenstein, "opulent dressing—a definitely feminine, but never fussy look.

"Simple lines, lovely fabrics and colors, and a variety of decorative touches define Garanimals' interpretation of this look

for young girls: lace-edged collars and necklines; ruffles; dainty front tucks; or a soft pep-lum effect on tops that coordinate with slimmer-down pants.

Season for sweaters

"Sweater looks make fashion news this season," adds Ms. Lichtenstein. "Favorites for both big and little sis include pretty angora-look sweaters with dainty crocheted collars, hand-knit nordic sweaters, brushed sweater looks and blanket prints."

Skirts are an important part of the fashion story for both little girls (4 to 6x) and pre-teens. Garanimals' trim jean style skirts in both corduroy and brushed twill are versatile wardrobe additions.

Also on the fashion scene for girls are smart pleated trousers (sizes 7 to 14) and "paper bag" drawstring pants for her little sis.

Designer touches

Yokes and back pockets get special treatment with soutache and double-needle stitching; designer labels and embroideries that tie in with similar treatments on tops.

"Designer touches on both tops and bottoms give a neat, pulled-together look to separates," says Ms. Lichtenstein.

Clothing with athletic styling scores high with boys (sizes 8 to



WHAT'S THE BEST WAY to stretch a back-to-school clothing budget? The answer's elementary, the look is sophisticated. Pictured here: our young artist gets down to serious business in Garanimals' soft, angora-look coordinated top with dainty lace collar. The match-up: ruby-red pants in thin-wale corduroy. This ensemble is comfortable for active school days yet dressy enough for special occasions. It's sure to score an A+ with little girls on the first day of school.

14). Pre-teen boys will be right in style with neat, pared-down jean-style pants with just the right amount of sporty designer emphasis—soutache stitching on back pockets and designer labels.

For a dressier look, blazer stripes or a simple placket shirt

with rugby fashion collar to pair with trim cords, denims or brushed twills.

Athletic styling

Younger boys (sizes 4 to 7) will sport tops with athletic styl-

Continued on Page 11

BE READY FOR SCHOOL WITH ... GRADE 13 TEXTS

DICTIONARIES —

- ENGLISH (Beginner's, Intermediate, Senior)
- FRENCH (Elementary, Senior)
- GERMAN
- ITALIAN
- OTHER LANGUAGES
- SCIENTIFIC



ROGET'S THESAURUS • METRIC CONVERSION TABLES • ATLASES, ETC., ETC.

REFERENCE BOOKS FROM

OXBOW BOOKS

108 Main Street S., Georgetown

Tel: 877-8881

With Eyes Like These, Who Cares about their ... **FEET?**

buster brown
WENDY
SIZES 5-10
WIDTHS C, D, & E
COLOURS, BROWN, BLUE & WINE
\$22⁹⁸

MOTHERS!

Your Children's Feet are important

We have the shoes!
We have the selection!

Why Travel!
Why Hassle!

We fit feet, Our Prices fit your Pocketbook.

TOTS TO TEENS DRESS & ATHLETIC SHOES. EXCELLENT SELECTION. COMPLETE SIZE RANGE IN STOCK. NARROW MEDIUM & WIDE.

buster brown
FRISKY
COLOUR BROWN
SIZES 5-10
WIDTHS C, D, E, & 2E
\$22⁹⁸



FOR BASKETBALL, TENNIS, SQUASH, HANDBALL, RACQUET BALL OR JUST PLAIN WALKING

SIZES 9-13
SIZES 13 1/2-6

\$19⁹⁸ ONLY



WE STOCK
NORTH STAR
WILD CATS
LEVI
& MORE
POPULAR BRANDS

NORTH STAR LEATHER SUEDE JOGGERS

NON MARKING
HARD WEARING
KRATON SOLES &
MOLDED SCUFF TOE.

SIZES 11-13
SIZES 13 1/2-6

\$17⁹⁹ ONLY

Children's Leotards
BUY 1 PAIR AND
RECEIVE 1 PAIR

FREE!

FLETCHERS family shoes

ORTHOPAEDIC PRESCRIPTIONS FILLED

GEORGETOWN'S FOREMOST FOOT FITTERS

102 Main St.

Downtown Georgetown

877-1664

Our Price To YOU is RIGHT
We Know! Our Regular customers KNOW!
(They Keep Telling Us)
We Have Comparison Priced
And Know Our Prices are **LOWER!**