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Woman's World

"FLEXALENE" AT CHRISTMAS

Christmas is almost here, and many women will wish to put the finishing touches to their party clothes.

"Flexalene" can be of great help to them in their sewing when making pretty cocktail hats, fashionable wide belts, and gay little evening bags.

It is a perfect stiffening for the new waist-shaping belts — a strip of it bonded to a yard of rich broad satin or grosgrain ribbon makes a very beautiful waist-hugging belt, a la Chanel, which will add glamour to almost any dress.

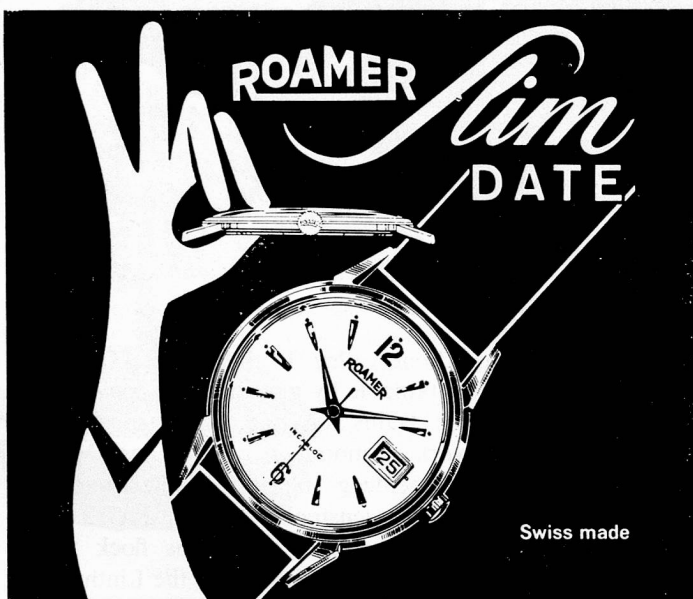
It makes a firm foundation for hats made using ribbon or any rich fabric, and is excellent for adding strength and firmness when making evening handbags. Make a bag of ribbon to match a belt or hat, or to complete a matching pair or trio.

For party frocks and evening dresses with the chic wider hemline, "Flexalene" ironed on to the fabric in panels is a perfect interlining, and eliminates the need for a petticoat. It also gives shape, with suppleness, to strapless bodices, which are always fashionable in evening clothes.

It gives strength to all types of material, and being a woven fabric itself lasts indefinitely. It is easy to use, does not crease or wrinkle, washes and dry-cleans within the garment completely satisfactorily.

THE SOCIAL SEASON AT ST. MORITZ

The first high-light of the social season at St. Moritz, according to a decades-old tradition, is being reached between Christmas and New Year. The four leading hotels, known the world over as the "Big Four of St. Moritz", the Carlton, the Kulm, the Palace and the Suvretta House, will again vie with each other for the most sophisticated pre-New-Year fashion shows and fashion balls which will be organized and attended by the world's top fashion designers.



HELPFUL NEWS FOR HOME DRESSMAKERS

With Winter approaching, the home sewing season is getting under way. There are some products now on sale which are designed specially to help home dressmakers to achieve a really professional finish to their clothes, with a minimum of effort.

* * *
"Velcro", the Bri-nylon touch-and-close fastener, is the perfect fastener for all men's, women's and children's clothes, as it is easy to sew and effective in use, and can be cut to any required length to ensure a perfect fit. It can be washed, boiled, ironed or mangled, without loss of efficiency, is extremely strong, yet neat and invisible in wear. Made in 10 colours, $\frac{7}{8}$ " wide, it costs 4d. per inch.

* * *
"Rigilon" is a nylon ribbon stiffener, replacing uncomfortable, old-fashioned boning, light and pleasant to wear, flexible yet durable, and easy to sew. It can be washed or dry-cleaned within the garment without loss of stiffness, dries quickly and does not crack. It has soft edges for easy sewing and leaves a smooth end when cut. Ideal for stiffening or shaping strapless things, excellent for narrow belts and giving crispness to bows, pockets and collars, it is made in black and white, $\frac{1}{2}$ " wide, and costs 1/3d. per yard.

* * *
Terylene Skirt Belting is made for waistbands of skirts and slacks. It is designed for use with all man-made fibres and the latest finishes; ordinary skirt petersham ribbon is not, and this often results in disappointment when the garment is washed. Terylene Skirt Belting will withstand washing or dry-cleaning, is colour-fast and highly shrink-resistant, and guaranteed to look after itself. It is available in five shades and three widths, prices 1/2d. to 1/7d. per yard.

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'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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