School bells

Ringing in new fashions



Encouragement from a friendly clown helps this model wearing a tweed coat and hat set, white tights and shiny new Mary Janes.

By SHIRLEE IDEN

With school bells set to ring again, most little scholars have their pencils sharpened and their wardrobes spiffed up as well.

While school days mean the house gets quiet, getting ready for the fall semester involves major consumer decisions, and significant inroads into clothing budgets.

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Although many children prefer to look very much like their peers, and simply be comfortable, other small so-philicitates are aware of every trend.

For mothers, the consideration may be: "Is it machine washable and color fast?" While junior may not be happy unless he gets a fringed jacket and western boots just like his friends have. Getting the back-to-school crowd out of the swimming pool and into a department store isn't easy. To make it interesting, Hudson's invited mothers and their children to a seasonal fashion show, beginning with breakfast. Chocolate milk, (coffee for mothers) sweet rolls and two clowns called Sunshine and Daisy made the school clothing survey easier to take for everyone.

MODELS for the morning show

MODELS for the morning show were: Azurdee Turner, Megan Monroe, Katie and Kelly Clouse, Jim and John Weddigen, Mark Hoeller, Elicia Snow and Kerry Taylor. Erica Ketelhut, children's fashion coordinator for Hudson's Stores, said the dominant theme this year is the all-

coordinator for Hudson's stores, said the dominant theme this year is the all-American style.
"It's another name for the preppie look," she said.
"And what it translates into is: oxford shirts, blazers, touches of lace, corduroy pants, Sheltand sweaters, and lots of personalization."
Ms. Ketelhut, a 20-year veteran in Hudson branch stores, briefs children's clothing buyers.
"Children love status clothes," she said. "We do a lot of monograms for kids. Up to age 12, they like their first amnes used. But by age 12, they want block letters, like adults.
"Children like to emulate their elders when it comes to clothing, but though the styles translate, sometimes the colors are different."
An important theme for 1980 is western. Ms. Ketelhut said buyers are seeing fringe on just about everything.
"And beaded headshands are becoming popular," she said.



All eyes are on this dapper young student who's ready for school in new jeans, plaid shirt and sweater tied over his shoulders.

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KNITS are a big trend this year, and, happily for mothers, many are washable at home.

"Sweaters are a big chunk of business for kids," she said.

When clowns Dalsy and Sunshine asked the kids at Hudson's if they were ready for school, they shouled back in unison." Hose more should be a thing the she was the she was a created by the she was the she was a created in what to wear when they do go back.

And what little girl wouldn't be a hit in a red jumper, plaid shirt and brand ewe penny loaders?

Plaid is as strong in children's fashion as with adults this year. A tartan plaid dress and vest was accessorized with white blousse trimmed in lace and a red how.

Knee sockes picked up the red and cred how.

With a navy blazer, a little fashion plate wears a Shelland sweater and turns up the collar of the shirt, tying a neat how underneath.

Dresses and skirts both come topped with blazers and, just like the '90s, a little circle pin on the shoulder adds a feminine touch.

JEANS are still in, though they may be autographed with the logo of a name designer. And vests are unisex, as are western boots.

Some like their status in small doses, and can have it with a designer belt.

The season may be coming to a close, but baseball jackets will continue to have their innings. They are made with lots of room, very lightweight and quite

Fake furs are combined with knits in some attractive outerwear selections and one coat in corduroy is an authentic trenchoat with fur-like collar and a

Outerwear is warm, durable and often quitted. Most pieces are machine washable and very lightweight.

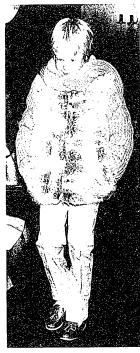
Though back-to-school styles follow adult trends and bow to designer names, they reflect consumer demands for practical sturdy togs to get children through the busy days ahead.

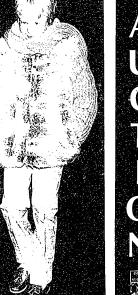
Staff photos by **Mindy Saunders**



Snoopy accompanied this model in a knit outfit down the ramp (above). The smiling girl in the center is all ready for winter in a white acrylic jacket with hood worn over contrastacrylic jacket with hood worn over contrast-ing pants and trendy boots. Furs, even fake ones, are part of the winter scene for youth. This warm jacket has knit sleeves in beige to w go with the beige and white-patterned, fur-like fabric (right).







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Monday Session: 1 - 140 Tuesday Session 141 - 280 This Sale Will Be Conducted In Numerical Sequence Featuring:

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