

Fashion Page



FOR MEN ONLY

Returning from S.F. with staffs in attendance at the West Coast Beauty Trade Convention, we reflect on what was seen fashion- and beauty-wise on the streets and stores of the city. Fashions galore, a bit early for Portland, Spring outfits with the strongest statement on the "Crispness of white." Short skirts ladies... tone up legs, the style is definitely back. The shape is short and lean or long with softness. Looking and feeling good into Spring, shapes our attitude for Summer. White from head to toe, fabrics light weight and airy, the illusion and touch of softness.

Gauze and silk headline fabrics for Spring into Summer. The importance of the fashion season when buying is thinking out total concept, the combination of the brights and the determination of Blacks.

Although Europe highlighted flatter shoes two years ago, the newest rage in S.F. was flatter shoes worn with colored legs. The allure of the sheerness of cellophaned legs... is a refreshing change...

But the surprise of men's wear was dominant. Nine-to-five attire was basic but with an upbeat of new tones... colors as mentioned above and mauve tones, grey with black, rust and orange with hint of heather and the stability of the sharp white shirt... adding a splash of bold color at the neck.



What I enjoyed seeing was the statement of total grooming for men. Many men will spend extra money to buy a quality suit, but then will refuse to go the extra grooming limit to get the kind of hair cut or chemical process that complements the suit. Well cut and styled hair, well-cared-for skin properly shaved face or groomed beard, make the total statement. Dressing in fashion is an outward process and there is enormous satisfaction to be had, but remember, you wear the clothes—don't let the clothes wear you. Don't be a fashion victim. Your wardrobe image could be the link to positive reaction in that first visual contact for job acceptance.

It is not possible, men, to take things for granted. Now you must compete for the approval of women not only in the romantic area but in business as well. The projection of the air of confidence is essential to fashion. Looking good is not an accident. It requires a certain knowledge. Women have always been dominant in this area. Men on the other hand have adhered to what other men decide they should look like. Taking your basic garment and personalizing them with accents of accessories is worth noting.

In conclusion it was pleasant to see the individual touches of men's attire.

The emphasis of the collarless tuxedo shirt, soft light-toned pleated pants with narrow ankles for leisure after-five wear. Surely you will have to have a great deal of confidence in footwear to experience some of the new forms and colors seen in the traditional styles of shoes and they are unmistakably pleasant.

We women admire you men in your timeless classic traditions, but the new man's attire worthy of a second glance consists of the total look of humor, style and total grooming. Next week: the "how to's" of grooming from head to toe.



Black designers show fashions

Among the designs featured by Black designers are: Arthur McGee has designed this full circle cape with bias back and center vent for more fullness. Worsted wool is from Scotland. Bias cut wool dress is set off with men's overcoat buttons in elkhorn. Two-inches-higher-than-regular waist is belted with braided leather.

(Left) Formal black 100 per cent leather suit by Carl Davis for LeMans Designs is single-breasted and features peak satin lapel, besom pockets and no vent.

(Right) Carl Davis has also designed this 100 per cent silk, double-breasted quilted jacket with shawl collar for LeMans Designs. The two-button to one-button styling, besom pockets and no vent create a distinctive flair. Black silk slacks complete this elegant look.

Photography by Errol Sawyer.

CROSSWORD

ACROSS	5. Sports	21. On the ocean
1. Thick slice	6. Eager	22. Resolute
5. Dress	7. Sounded, as a bell	24. Unit of work
9. Own	8. Respite	25. Book clasp
10. Culture medium	11. Greek letter	26. Affix
11. Scene of confusion	13. City on Hudson River	28. Florida city (poss.)
12. French artist	15. In addition	29. Droops
14. Sin	17. Ornamental clasp	31. Pausae
15. Mendicant	18. Norse goddess of death	33. Voided escutcheon
16. Instructs		34. King of beasts
19. Toward		37. Wallaba
20. Muddles		38. Lair
21. Deadly pale		
23. Most unctuous		
25. Musical instrument		
27. Reveries		
30. Close to		
31. Finery		
32. Shoulder wraps		
35. A wit		
36. French city		
37. A U.S. President		
39. Coagulate		
40. Persian fairy		
41. Fowl		
42. Industrious insects		
DOWN		
1. Particled		
2. Canadian peninsula		
3. Hall!		
4. Chief deity (Babyl.)		

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