



Weather Coat in Whalebone Cordurella . . . It's the Paris-inspired corduroy with the velvet look, fashioned with finesse!

California Fashions 'Go Urban' With New Fall Sophistication

From the Golden State, come the fashions that have made California the sportswear and casual - clothes capital of the world.

More than everything else, California fashions typify that free and easy feeling that embodies comfort and smartness both.

This season, California translates the crisp feel of fall with exciting coats in lithe lines of the pared-down pyramid. Sleeve-interest is paramount with raglans, dolman and the traditional set-in styles equally important.

Soft, slim suits with shaped jackets, fitted waistlines and often oblique lines, is tagged for fashion excitement.

Fine worsteds, birdseyes, flannels and a host of textured fabrics set the pace for fall wear.

You'll find the belted look, the little boy jackets, squared-off cutaways giving emphasis to the arched hipline of slender suit skirts.

Pleats, panels, slits and insets are all over the suit-skirt picture from California.

There's a decided jumper look to the California casual scene. The waistcoat look points up interest in dressier items.

In sportswear and coordinates, California designers accent the jumper dress in gabardines, flannels, fake wools, wool jerseys.

Wool jersey in - or - outer

At Home Fashions Are New, Adorable

For at home loungeabouts, TV-viewing, fireside chatting and entertaining, there are a host of exciting, colorful separates!

Adorable, indoor - ables, they are dressy, picturesque mix-and-match leisure and negligee items.

Newly - important is the tapered trouser in velvet, corduroy, flannel or velveteen. Dress 'em up with a sleeveless overblouse or sleeveless cardigan, or the very new and elegant turtle-neck jerseys.

Or, choose a slim skirt and tie-on one of the gay, glamorous high-fashion aprons. Wide, wide skirts in long lengths and colorful fabrics, are at home on the hearth in this group of at-home fashions, too.

And, be sure to visit your favorite shoe department for clever, new casual shoes and slippers that are specially designed for at-home comfort and good looks.

The peach is mentioned in Chinese literature of 2,000 B.C.



Flower-pockets and petal soft collar for a slim jacket dress in Italian silk faille. Jet bead pocket trim. (A Chicago fashion.)

Blouse Collections Sparkle With Color And Elegant Trims

For every time of day, for every occasion, blouse fashions are inspired to become the better part of your costume.

Brilliant colors are again and again emphasized to sparkle with the smoked shades of new fall suits and skirts. Citron, cranberry, nickel grey, antique gold—are the colors shown in fine tissue failles, crepes and even sheers.

Always - favored black and white with varied neckline and sleeve treatments, lead the blouse show with new and beautiful elegance.

Classic plaid cottons, lingerie type blouses, strapless soiree blouses, lavishly beaded or embroidered blouses, all have their important places for fall.

Nylons, pure silks and crisp tissue taffetas enter into the blouse-and themes with a distinguished, elegant air.

Tweeds and flannels and the other more casual fabrics are specially treated these days to be more wrinkle-resistant and hold their shape well, too.

Tweeds Make Good With a Big City Look

Never before has there been such a wonderful variety and elegance in the usually-tailored, casual tweed fabric!

From tiny flecks to bold plaids, there's an exciting, colorful versatility to new tweeds. Sportswear items feature bulky, bold men's wear types, and are beautifully coordinated with handbags, shoes and millinery, casual-in-mood, yet elegant in styling.

The surprise of the new season is tweed—for evening wear. You'll find bare-topped tweed frocks and ensembles. You'll see them lavished with jet and brilliants.

These tweeds wear trims of satin, faille and velvet to enhance their new beauty. And, there are wonderful co-ordinated groups for ensemble wear . . . matching colors, yet in different patterns.

For fashion smartness and greater than ever versatility, tweeds are tops for fall-into-winter wear.

Fuzzy Wuzzy Is News in Coatings

"Fuzzy-wuzzy" is a word you'll be hearing over and over again as you shop the coat department of your favorite store for your new fall or winter coat!

It's the season of the bulky, curly, furry coat fabrics . . . for linings, for the entire coat itself, in three-quarter, seven-eighth, and full length styles.

Alpaca, long-haired zibilline fleeces . . . nubby, curly tweeds . . . shaggy, furry coatings, and deep pile fabrics make up the "fuzzy-wuzzy" coat group.

Teddy-bear coats . . . shaggy-pile, full-cut and very sporty . . . are revived, and are slated for popularity with the campus crowds.

Chinchilla cloths, caracul-like fur fabrics and others, are more of the "fuzzy-wuzzy" fabrics that this season's smartest coats are made of.

Feathers Important

Lavish feather trims appear again in millinery and hair-dresses for fall. They complement the empire mood of the new season fashions.



A Smart, Slack Ensemble in men's wear grey flannel and team it with a checked, cord vest and turtle-neck jersey blouse.

"I Get Ideas . . ."
(hit hat of '51)



Two-toned fall fur felt trimmed with mounted imported rhinestones—adjustable monocle veil.

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California Men's Fashions Emphasize Use of Synthetics For Comfort, Budget Appeal

Rayon has reached full maturity in men's wear, it is evident from fall lines by California producers. Along with lighter weight fabrics, lighter colors are in prospect for fall.

Men's Apparel Guild in California, acknowledged leaders in the men's sportswear field, has gone all out in the use of rayon for year-round wear.

With wool almost "out of the window" for popular priced merchandise, California producers, an eye to the consumer's pocketbook, have come up with a wide selection of men's wear of wearable, economical synthetic fabrics.

Sports shirts are in various novelty stylings of rayon, rayon and wool, orlon and other synthetics. Surface interest is evident in cord overplaids, iridescent, diagonal overcheck and birdseye effects.

Persian influenced designs are important in rayon with a wool challis appearance. Included are both large and small paisleys.

Tattersall and "authentic looking" plaids in all rayon and rayon blends are significant. French crepe and teca rayon prints are shown for fall.

Silk is also a contender for fall in woven print sport shirts. Wool, as always, is present in checks and colorful plaids in bet-

ter makes. In many sports shirts the trend in patterns is to carry a shorter point collar and more organized type.

Rayon has taken hold strongly in classic casual jackets, belted and waist length jackets of rayon gabardine, rayon checks and plaids, and a new suede finish rayon.

Jackets, of knit and rayon fabric, include models with knit back, sleeves and collar and rayon check front. Suede and knit combination, and suede and tweed jackets are also new.

Waist-length suede jackets look certain to achieve greater popularity as the season wears on.

Denim remains in the picture next fall after a new high in popularity this spring. As a re-

freshing switch, dark blue denim jackets are shown with "faded" blue knit trim.

Rayon and wool and wool and nylon blend slacks will offer all-wool items competition later this year.

Wool retains its preeminence in clothing, including suits and sports coats.

A new and trimmer line is featured, with a slightly narrower lapel, less exaggerated shoulder and slimmer over-all effect.

Suit and sports coats retain the athletic look developed here, however, with its full chest and snug hip. Pocket flaps and center vents are present in force for the first time since before the war. Most suits are two or three button single breasted models with the two button treatment leading. Most sports coats come in novelty fabrics, many of imported origin.

Hats for fall carry a narrower brim, and neckwear is also narrower than has been the case for the last few years.



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