



Two Fine All Wool Topcoats for Fall, 1951! At left is a tuxedo; right: a Balmacaan, with set-in sleeves and turn-back cuffs.

Bright Sport Shirts Continue Tops In Fashion Scene

Bright Sport Shirts—16
Bright colors and splash effects with geometric and abstract patterns are being featured by the cotton sport shirt manufacturers, while the rayon users are continuing to feature both the bolds and neats, with more emphasis being put upon the latter in many lines.

Among the featured types of sport shirts for fall are pure cottons, pure rayons, pure silks, pure wools and blends of these fibers in an endless variety of weaves, patterns and colors. Throughout all the lines runs a great array of checks and plaids which, though not exactly new, should prove most popular in many different types of shirts. Collar styles are interesting too, many more of the manufacturers having gone in for the shorter points and the modified spreads.

Bow Ties
Tall, slender men are well-suited to bow ties. They are advised by style experts to wear more of them, especially in the new, narrow styles.

Casual Hats, Caps Right for Tweeds

With greater popularity slated for fall tweeds, chevrons, shetlands and flannels, men's fashion authorities say that novel hats and caps will be worn more and more.

A wide variety of smart caps... beret-styled with a small visor, modified yacht caps, jaunty versions of classic golf caps and many others make their appearance in small checks, tweed patterns, flannels, and plaids.

Brushed wool and wool felts with a soft look make their entry into the men's headgear picture in pork-pie, tyrolean and skimmer types. They wear clever braid, ribbon and cord trims.

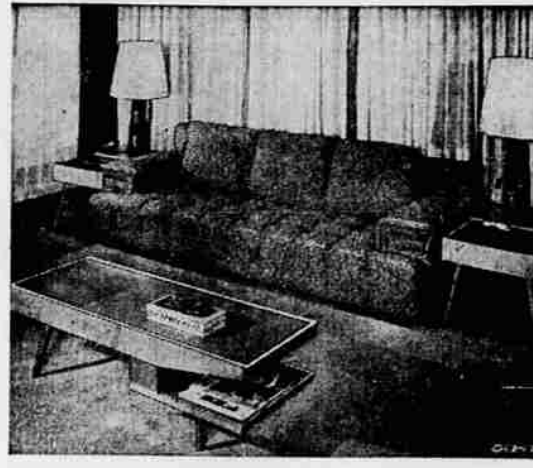
You'll be wearing these hats and caps to sports events, to campus get-togethers and they're smart fashions wherever casuals are worn.

Knit Ties
Knit ties are almost a must with tweeds. They go well with flannels, too. The same ties can be worn with the mixture of tweed coats and flannel slacks.

College men will go for the patterned corduroys that look like tweeds; also for the many plaids again. New note in sportswear outerwear is colorful linings, such as paisleys and polka dots.

Good example of the way men's fashions actually reflect new changes in living is the styling of pajamas for fall. More and more, they are being designed to serve two purposes—sleeping and lounging. What more comfortable for the TV viewer than pajamas that look like sports shirt and sports slacks? They go from easy chair to bed with equal comfort and style.

Look for many more synthetic fabrics in fall apparel. Great strides have been made in the perfection of these man-made fibres that keep style and comfort up; appreciate them as wonders of modern science that give excellent wear and good fashion, plus 'round-the-calendar comfort.



New End Tables with Sliding Tops reveals deep storage when the top is rolled back. The pile-textured sofa, too, is in the new mood for large, comfortable utilitarian pieces.

Tables and Dual-Purpose Benches Are Versatile Notes

A lot more is expected of a table nowadays than simply serving as ends, coffee, or lamp supports. The need for storage space in modern-day, small-space living, is bringing about some changes. Magazine storage space is being tucked into just about every type of table. And, drawers—no matter how small—are added to all manner of tables as well.

Benches are gaining in wider use. Taking up little space, and adapting so well to modern interiors, they help solve the extra seating requirements brought about by television. They serve double-duty most effectively. In some cases, with cushions fitting into frames, the benches—looking for all the world like upholstered pieces—double as tables. The cushions placed on the floor, continue to provide seating surfaces.

New Gadget Helps To Provide More Refrigerator Area

You can increase the space in the refrigerator you now have, at a small, insignificant cost, by hooking an extra shelf into your refrigerator.

This hanging shelf, made especially for this purpose, utilizes space that would otherwise be wasted. It can hold a number of bottles, jars, cans, or other food items. This space-saver is made of corrosion-resistant chromium plated nickel. It measures sixteen and a half inches long, nine inches deep, and three inches high.

There's New Utility In Leather Hassocks

Leather hassocks are another means of increasing seating areas, informally for television showing. And, equipped with lids that lift up, they serve in double capacity, by providing additional storage space.

Sectional table units are being seen, which like the sectional case piece, can be built up vertically or horizontally, as needed.

The storage room divider offers interesting possibilities... a variety of surface and storage space, while functioning as a means of defining definite areas.

You'll see the commode in low table heights to serve as a table beside lounge chairs and sofas, or between a pair of chairs.



You Can Get Sectional Pieces to make up a 22-inch chair, a 48-inch love seat or a 76-inch sofa from this new grouping designed by L. C. Algoren. These pieces are light in weight, have graceful lines and sturdy construction.



for a GOOD lunch

'To Pad or Not to Pad' Is Leading Question in Men's Wear Styling for Fall

By BETTY GREEN
(New York Fashion Expert)

"To pad or not to pad"—that seems to be the question that concerns the men's fashion experts for this fall. Whether 'tis nobler to discard all artifice and device in shoulder padding and waist-shaping, or to build up where nature leaves off with clothing that is designed to bring out the Clark Gable in Mr. Average Man—that is the big controversy.

For instance, Perkins Bailey, men's fashion editor of Look Magazine, comes out strongly in favor of the narrow, unpadded look in clothing—while Bert Bachrach, men's fashion editor of Colliers, predicts that men will never accept a fashion that does so little for them.

This expert believes in a "middle of the road" approach to fall clothing—with modified shoulder padding, definite suppression of the waistline and flatness over the hips.

Then, there's Oscar E. Schoeffler, fashion editor of Esquire, who sides with Mr. Bailey on the subject of "natural" shoulders and "straight hanging" jacket lines.

That there is a refinement of styling in men's apparel for fall is most evident—what Mr. Bachrach describes as the "middle of the road" approach.

It is not only apparent in suits, sportswear and topcoats—but also in hats and men's furnishings.

The smart hat is the narrow brim style—with brims around two and a half inches wide. The smart necktie is the narrow bow tie, the latter popularized on college campuses. Tie patterns are neater, less flamboyant—with panels, spaced figures and diagonal stripes most important.

Big Paisley designs are one of the smart exceptions to smaller patterns in neckties.

Big necks in topcoats is the trend toward tweedy fabrics, as a change from the conservative covers and gabardines popular for so long. These traditional favorites will continue, of course, as big favorites. Herringbone patterns are especially good looking—often styled in the English manner with raglan shoulders. Zip-in linings make these tweeds go 'round-the-calendar—a big buying-point in men's wear for this fall.

Basic grey flannel suits rank high on the list of fall trends for men, with new interest in chalk stripe flannels. The low roll collar in suits and narrow necktie exposing a wide area of shirt—there's more reason for men to have a varied shirt wardrobe as a change from the staple, plain white.

Look for sportswear to set a new record in popular acceptance this fall, for every occasion except real formal business wear.

The separate sports coat and slacks have become a universal way of dressing. Light weight tweeds are favorites for the separate jacket, also corduroys.

College men will go for the patterned corduroys that look like tweeds; also for the many plaids again. New note in sportswear outerwear is colorful linings, such as paisleys and polka dots.

Good example of the way men's fashions actually reflect new changes in living is the styling of pajamas for fall. More and more, they are being designed to serve two purposes—sleeping and lounging. What more comfortable for the TV viewer than pajamas that look like sports shirt and sports slacks? They go from easy chair to bed with equal comfort and style.

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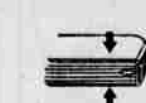
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