

California Interprets New Silhouettes and Style Notes with Exciting Variations

Bright as the sunshine, colorful as the desert in full bloom, and as exciting as the ocean on a wind-swept day, is the fashion feeling of the California collections for Spring - into - Summer!

Slimmer lines come through for the new season, in coat and dress ensembles — in tapered, at-home pants and in sleek-fitting shorts.

Rich silks, fine linens, dramatic cottons are all used to interpret the new dresses — basically simple in line, and devoid of the extravagant flourishes of the past.

Sleeveless, bare-topped and halter dresses — as well as the newly important specter for frocks — are emphasized with subtle smariness by sweater tops.

California, too, gives royal emphasis to the ensemble theme. Coats and dresses are team mates in every major California collection. Jackets over dresses, are designed in the ensemble mood, too.

Ever the leader in creating distinctive swimwear, California gives smart emphasis to the elasticized, smooth lined bust-flattering suit.

The strapless top is heartily endorsed in all the leading swim-wear showings.

Cotton puckers, denims, gingham, piques, cotton satins, and elasticized nylons and or-



Top Left: Newton-Elkin's "Sylvon Pump," new for Spring with its long-tapering lines and white jet, leaf ornamentation. Distinctively smart for '53.



Spanish-motif Shorts and Blouse of seersucker with a "gay-blade" cincher.

Fashions Palette Offers a Light, Bright Color Theme; Pale Tints and Royal Hues

Fashion extends a rich, vibrant palette of deep tones and peri pastels to delight milady when creating her Spring wardrobe picture.

From the palest off-whites to the warm, caramel shades . . . beige wins top honors in every collection. The "natural" look shows promise to elegant woolens, textured silk and rayons, as well as in linens and cottons.

From in-the-pink to rosy-red, there's a wondrous glow to this pastel highlight! Look for "peachy" tones, intense corals, and pale pinks to dramatize and to glamorize.

True-blue, blue-greens and navy are the "out of the blue" fashion notes on the color scale.

Silks and cottons play up turquoise and peacock blues, while wools highlight the true blues and navy blues.

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Golden highlights from the California collections: cottons with a "town" air . . . halter fashions . . . costumes! Coins and polka dots . . . embroideries and rich trims!

The gypsy look . . . the Spanish influence . . . Indian inspirations . . . and colors borrowed from the world's most brilliant palettes.

Pleated skirts . . . swinging skirts . . . ensemble themes in swimwear. Dutiful, beautiful denims with either a little boy look or one of sophistication! A like-never-before suit season! Casuals as you love them! Conversation - inspiring prints . . . whispering silks and fascinating fabrics!

From the sophisticated, to the fun fashion — California presents a queen's treasure of fashion inspiration for milady, whoever, wherever, she may be.

Head Dresses Wear a Crown

The Coronation theme, so influential in Spring millinery design, is also strongly reflected in bridal headresses. Pearls and rhinestones mounted in rigid settings shaped like royal crowns, or heavily starched lace in the shape of a regal headress and studded and outlined with pearls are some of the styles which this season's brides may wear when they are the queen for the day.

England's largest river, the Thames, is smaller than the Mississippi when it leaves Minnesota.



Stripes — used effectively in this coat-effect dress. Gray, navy, and brown with matching stripes or sparked with white stripes.

Hair Styles Take On a Regal Air

Hairstyles, as well as ready-to-wear and accessory fashions, show the influence of the Coronation.

These new hair styles reflect the elaborate high dressing of the earlier Elizabethan period. The hair is drawn back smoothly from the face with curls piled on top or toward the back, and cut short at the nape of the neck.

Another style shows the hair drawn back and piled high on the crown with a short, brushed up feather cut at back. These styles are perfect settings for the coronet, so popular in Spring millinery fashions.

The instrument which is believed to have received the historic telegraph message, "What Hath God wrought," in the early testing of the telegraphic method of communication, is a museum piece at Cornell University.



A dramatic drape in a sash over one hip; it's an exciting afternoon frock handsomely interpreted in toast and white silk print.

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