

Spring Heralds Open Season on Fun, Esquire Keeps Colorful Pace

The seasonal metamorphosis is complete—the stores have shed their fall and winter finery and now come forth in the colorful trappings of the FUN SEASON . . . spring and summer.

This season we have all experienced a new feeling for our merchandise. After a long time, male sportswear has emerged as something onto which color is used. At long last the man of the house needn't feel as if his attire should, of necessity, be overshadowed by the color and gaiety of his opposite number.

KALEIDOSCOPE

In sportswear we find color everywhere. Swimwear is fresh and

inviting. An authentic 'nautical theme' exists. Look for this theme throughout the entire 'active' sportswear department. Coordinated shirts that do double duty, i.e. keyed to swim trunks or matched to separate trousers. Pirate striped knit shirts and believe-it-or-not, bell bottom trousers have 'hit the deck' in style.

The most important new color is banana (a soft-mellowed yellow). Banana is found in stripes, plaids and alone. It is unobtrusive and mixes well. A word of caution—many men's wear shops, ours included, will refer to Banana in many other descriptive phrases. It is our feeling that bananas are best purveyed in markets and, after

all, we do refrigerate our stores in the summer!

LIGHT HEADED

Dress clothing this season has gone lighter (both in weight and color). The traditional, 3-button, natural shoulder coat with plain front trousers will still adorn the majority. 'Little-care' blends of dacron polyester and wool dominate the field. Probably the most popular new ideas are clay-tone colorings and traditional blues, olives and greys offered a shade or so lighter than in the past.

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Clay-tones are available in infinite variety. From three feet away the clay-tones appear as a solid color, but upon closer examination, the weaver's skill produces subtle glen plaids and conservative striping.

Incidentally, with the trend away from heavy clothing, the dacron polyester and wool blends make in to a suit of clothing that can tastefully offer service from March through October . . . a wardrobe asset.

All in all we look for a good FUN-SEASON . . . happy picking (bananas that is)!

GEORGE MCGINNEN
Mgr. of a local men's shop

Cottons Are 'Sew-Inspiring'

Fashion is measured by the yard in this summer's sew-inspiring collection of cotton fabrics.

The selection is as varied as your imagination . . . allowing you to play texture, color, and design to the hilt in creating your own distinct fashion personality.

New surface-interest cottons emphasize color and design, giving dimension to bold, over-size prints and adding depth to solid shades.

FROM DOUBLE knits to silk-like chiffons, cotton's texture story extends to every fashion occasion.

As witness of what's new in texture, color, and design, the National Cotton Council has created an all-cotton wardrobe for showing to women's groups across the country.

It includes around-the-clock, around-the-calendar apparel, ranging from beachwear to formals.



SHEEREST NEW SPRING WOOLS IN

*Gray and
Mimosa...*

Good-bye winter, hello spring in fine wools, worked into well-cut dresses by Lido.

Gentle spring grey . . . touched with mimosa yellow!

- a. Be assured of a soft, gentle silhouette in this casual darling with its chiffon accented v-neck, pleated skirt. \$30
- b. Fashion-perfection in a jacket dress with sleeveless, scoop-neck sheath beneath. \$35
- c. An exquisite fit, a new manner of smartness in a wrap-silhouette. Lined with mimosa yellow taffeta. \$30

All available in sizes 10 to 18.

Himelhoch's
Sports Shop