

# 'His 'N' Hers'—Sartorially Speaking



An important note for fall and winter is the camel hair blazer. Here, in a three-button, natural shoulder version, it is worn with dark brown woolknit slacks, a rust-on-blue striped oxford shirt, navy knit tie and blue-on-brown silk pocket square.



One of the latest ideas in formal wear is the diamond-shawl lapel treatment. This one, in black mohair, is framed in black satin that is repeated in the lapels of the formal vest, around the sleeve cuffs and down the outside seam of the trousers.



A new iridescent blue-olive shadow stripe adds luster to the important two-button suit model. It features dressy slanted flap pockets, side vents, clover-leaf lapels. Accessories include a snap-brim felt hat.

THE BIRMINGHAM ECCENTRIC

September 19, 1963—Page 3

## Milady Is a Sport

For the past six years, a team made up of two sisters, (Leila Berk and Ruth Wynn) have been stirring up lots of excitement in the fashion world with their easy looking Americana collection of sports clothes for Country Fair.

Their designs are specifically aimed at a select group of fashion conscious women who prefer, as does Birmingham-Bloomfield, an easy look to their clothes, and are willing to spend just a bit more for them.

"Les Girls", (as they are most frequently called by their customers) have designed a small, but precisely put-together collection of sports clothes for fall.

Primarily based on a color theme of vanilla, camel and gray, most of Country Fair's fall collection consists of related separates in a heavenly chiffon flannel fabric made exclusively for their label.

PLEATED SKIRTS continue to be a very important look with Country Fair. (It was a unique button pleated skirt that started "Les Girls" in business and despite the fact that the skirt is now six years old, it continues to be one of the perennial favorites with all of their customers.)

Also seen in their fall collection are carefully shaped slim and A-line skirts in a fantastic array of exclusive fabrics imported from Scotland and England, co-ordinated with beautifully tailored shirts in either pure silk, or the very important 50% silk, 50% dacron fabric which is hand washable.

### The Thin Man

Tailored clothing with more definitive lines, including slightly wider shoulders and slightly suppressed waistlines, may be coming to the forefront of fashion in the next season or so. It's a near-obsession, with most men today, to look slim and the newer silhouette certainly tends to make the average man look more "in shape!"

For further information concerning merchandise shown on these pages, call MI 4-1190.

To be worn with these skirts and shirts, Country Fair has designed a group of hand knit mohair tweed sweaters made for them only in Italy. The color combinations are: camel / gray, pink/taupe, aqua/teal, and cherry/pink.

For fall, designers Berk-Wynn are emphasizing the tweed look for evening. Understated in line, Country Fair's tweed ensembles, worn with some favorite jewelry, are excellent choices for little evenings out.

FOR AT HOME and after ski wear, Country Fair has designed some marvelous looking skirts both short and long in slim and slightly flared lines. Gray chiffon flannel mated with vanilla crepe or satin—oversized boxed mohair plaid in vibrant tones with matching wool jersey tops — are just a few of their many designs.

Having a clear and concise understanding of the life that their customers lead and the kind of designs they want, it's easy to see why Country Fair has become a most important label in better departments and specialty shops throughout the country.



WONDERFUL LOOK FOR FALL

Summer is already turning to fall and fall's about to turn to winter—and that means, in men's apparel, a case of "off with the cool, and on with the warm!"

But this fall it will not be so difficult a move for males who have been wearing such things as cranberry-colored walking shorts and will now have to settle down to more conventional attire for colder weather.

According to local haberdasheries, there is now some solace in the fact that winter no longer means only a choice of black, charcoal or charbrown apparel. The movement towards lighter and brighter male attire is definitely underway, so the seasonal sartorial switch from summer to winter will not be as radical or somber as in the past.

FASHION HIGHLIGHT: While still in modest supply in this country, coordinated jacket linings and breast pocket handkerchiefs (and sometimes an ascot) should get ready acceptance when more broadly distributed. The fabrics, mainly in silk, are in brilliant colors and bold patterns. (One nightclub entertainer has created considerable interest with his brilliant scarlet tuxedo lining and matching pocket square.)

IF THE MARRIED ladies of this nation would band together



SO CLASSIC!

and put their pretty little feet down on one particular subject, we'd have a much better-dressed nation of men! We are referring to the tasteless practice of husbands accompanying their wives to, say, a country club dance, and wearing sport clothes, while their ladies fair are dressed in formals and near-formals.

It's highly uncomplimentary to the gals and, if the men only realized it, highly unflattering to themselves! There aren't — or shouldn't be—dual standards of dressing. If a party is dress-up, then it's dress-up for both sexes.

So, ladies, let's talk about this at the next PTA or Junior League meeting—and maybe take some action! Okay?

LOOKING AHEAD: Two big color promotions in men's fashions have already been announced for next spring and summer, according to Birmingham merchants. One is called "Old Salt" and is described as "an aged white" that comes near being the perfect ground for mellow accent colors (bottle green, Spanish sherry, dark rum and weathered blue).

The other is "Harmonic Tones" for tailored apparel (muted blues, chromatic browns, over-tone greens, and tritone grays). And "Naturally Light" for leisurewear (straw white, iced gray, sea spray

and suntan). The sum and substance of it is lighter, brighter, more colorful attire for men than in a long, long time.

WE'VE TALKED TO a few Maitre D's and received confirmation that they usually prejudge a man's taste in food and in wines—by his clothes! Because of that, the well-dressed man, even if a complete stranger in a particular restaurant, will not be kept waiting, will get an excellent table and will be afforded superb service.

Now, we're not gullible and we know that the Maitre D' may well be motivated by his intuitive feeling that a man of good taste is also a good tipper. But the point here is: if you want to impress a beautiful date, a client or, most important, your wife, put on your best bib-and-tucker when you go out to a restaurant to dine!

SKIWEAR REPORT: The most popular garment in the Austrian Tyrol is the "walk-janker" or boiled jacket! It is a loosely knitted sweater, three times too large, which is then boiled and shrunken to size. The shrinkage makes it warm, water-repellent and ideal for skiing.

Most European skiers wear leather packs that hold their ski accessories and which hang from the hips in back. They are called, logically enough, "fanny packs"!

## Dr. Ben Casey Notwithstanding

What Dr. Casey hasn't done to renew interest in nursing careers, a new uniform service promises to do. The incentive: high fashion delivered to the doorstep every week.

It's a unique plan whereby career women can wear the most fashionable of working dresses without the expense of buying them and the bother of laundering them.

Designed for on-the-job wear by the more than three million women in medical and beauty care professions, the dresses have all the styling details of couture garments. They're made of luxurious combed cotton, poplin and are available exclusively through local linen suppliers.



THE NEW "EASY LOOK"