



Faces of Fashion

Three looks in sportswear for 1964. Here are (from left) the trend model representing the moderate look, in a wind-up-pane; the Racquet Club model with its natural shoulder look, in a blue-gray string and the Ventura model representing the advance fashion look, in a black-and-sand plaid on a white background.

New Sport Shirts Offer Range of Colors, Styles

Sport shirts in both the cut-and-sewn and knit types will be daytime standbys this spring. Natural-shoulder devotees will go for button-down-collared models in the woven, simple classic constructions in the knits. In this category look for added emphasis on stripes as well as on the rugged "work shirt" look with bold stitching on solid fabrics. Men who prefer the imaginative "contemporary" styles will find news in fly-front shirt con-



Bright Idea

IF YOU CAN'T chase the sun to Nassau, where this picture was taken, get a lift with the sunniest dress of the spring season. Golden yellow as a Bahamian beach, it is fashioned in a double knit of Zefkrome acrylic fiber... cool, wash 'n' wearable, crushproof. Junior Sophisticates chose ottoman rib, just one of Zefkrome's many faces, for a stretched-out torso buttoned all the way, and a pair of pockets tucked-away in the gently shirred skirt.

structions that give a "clean" tailored look to the woven shirts. Also many engineered fabrics with the design confined to a single section of the shirt.

IRIDESCENT colors, silk-like textures and both bright and pastel shades with regular or Continental-type collars are some other ideas.

In knits, color and pattern run riot. Panels of fancy stitches, both horizontal and vertical stripes and button-fronts as well as pullovers mark the knits in the styled-up ranges.

The "Pro Look" in both sport shirts and slacks has new importance in both the traditional and contemporary groups.

Here, sport shirts, slacks and shorts, designed by and for professionals in their several fields provide smart, practical comfort for golfers, tennis players, swimmers, surfers and sailors.

AND, SPEAKING of sailors, the nautical look is bigger and better than ever. However, the salty garments now lean more to authentic design and fabric. The shirts, jackets, parkas, sailing shorts and slacks are currently as practical for the yachtsman as they are good looking for the land-lubber.

In sport jackets, look for a whole new breed of lightweights that range from bigger and bolder India Madras to a wide assortment of colors and stripes and plaids.

A new denim look, lightweight wools in crinkly crepes, sportier looking blends of polyester and worsted yarns, plus a wide array of colors and patterns in the growing linen look are popular.

Blazers in everything from the original flannels to new feather-weights and in colors from the deepest black and navys all the way up the scale to off-whites will be favorites.

COORDINATED sport jackets and slacks, color keyed in both fabric and pattern continue to gain acceptance. Other fabrics include luxurious silks, wash-wears, and a brand new category — stretch fabrics. The latter, in addition to the obvious comfort factor, provide excellent press retention and wrinkle-shedding properties.

Hose, Socks Offer Many Variations

There are several news items worth noting about hosiery for this season.

First is the all-in-one pantie stocking or girdle with detachable stockings. With the swing towards soft, easy skirt lines in dresses and suits, girdles are not always a must. The pantie stocking will fill the bill and very comfortably.

In this "natural" hosiery style there are now many shades from which to choose, and the textured stocking is showing up here, too.

TEXTURES, in all kinds of hosiery, carry over lightly to spring from the fall-winter sportive mood stockings. The sheer textures include diamonds, ribs, tweeds and opaques.

The knee-high stocking will remain for spring, also, but in much lighter weights and colors, with trims in a fresher, more flowery frame.

Shoes are featured with a more open look and the new hosiery is designed to complement.

Max Bahn, manager of Rosoff's restaurant, famous Times Square landmark, appropriately wears a solid gold necktie at all Golden Anniversary parties catered there.

Chanel Look Is Ultimate For Children

Chanel is the ultimate influence on Easter children's wear. Capes and coats are marked off in braid; blazers with cluster-pleat skirts abound.

The big news in suits, aside from "Chanel," is knits. Cotton knit, wool knit, acrylic knit—all with longish jackets, pleated skirts and soft sleeveless blouses.

There are two sides to the children's sportswear story. Romantics for sizes 7-14 are the swingy shifts with eyelet icing or ice cream seer-sucker tops and skirts.

Wild print jersey beach coats with bow-tied droopy hoods and dotted swiss hooded parkas edged in lace combine with swimsuits with ruffles and eyelets or softly biased tops for the beach.

Sportives are the unadorned ducks and denims, twills and shark-skins, surfer-length pants and hooded sailing jackets and tanktop one-piece swimsuits.

White is to be watched—a new wave for spring-into-summer sportswear. Black should be used as a background for brilliant prints.

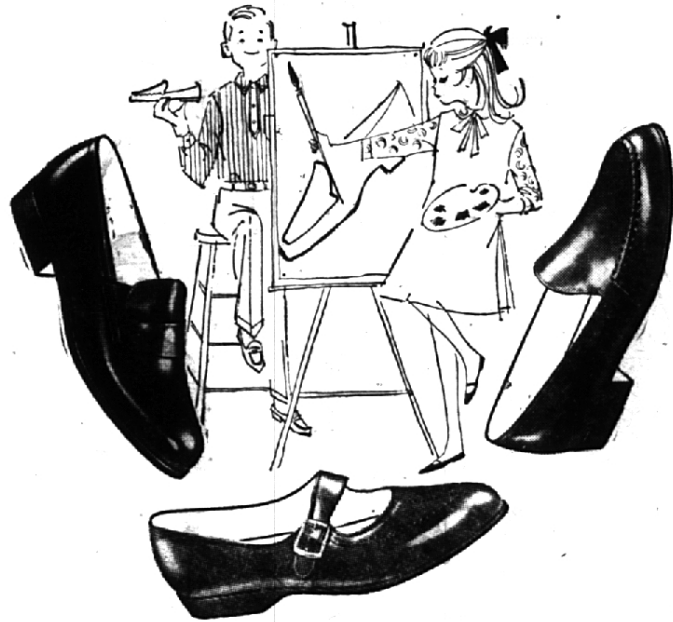


School Look

Men should be warned about this deceptive "school-girl" look. The supple, flattering ease of a double-knit, combined with a silk shirt revealing elegant cuffs and a bow-tied silk collar, all add up to potent sophistication. Available in sizes 8-18.

"Sleing is very good for the figure. After a week of skiing, a woman of 40 looks like a man of 30."—Herb Shriner.

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