

VOGUE

MODA W OŚRODKU



THE
LIGHTER
MADRASES

Madras, the bleeder cotton from India, has been appearing lately in lighter shades, proving that—as with anything else in the realm of fashion—it is susceptible to change. The general movement happens to be toward softer colors, and madras is admirably adaptable. The sports jacket to the left (on the opposite page), for instance, has a design of bright red and blue against a background of pale grey. By I. Aaronson for \$35. The jacket next to it is of the same school—with a pale yellowish-olive cast. Stanley Blacker, \$35. On this page, the new madras is seen as applied to casual clothes. The shorts on the left, highlighted by orange and yellow tones, have a plain front and are cut along slightly tapered lines. By Anthony Gesture for \$30. In the middle, a plaid shirt—short sleeves, button-down collar—by Creighton for \$9. The boldly striped walk shorts on the far right also show a predominance of lighter shadings—a plain-front model with belt loops. Corbin makes it, and you can get one for \$14. Madras is ancient stuff, ebullient but temperamental. It goes under the official definition of “combed, single yarn shorting fabric, lighter weight than broadcloth, almost square thread count with dobby or jacquard woven designs of fancy stripes or all-over plaid”—which is to say that each madras is light and bright and clashes with just about every other conceivable pattern. So caution dictates that if you wear an article of clothing in madras, everything else had best be plain: shirts (all the non madras ones shown are by Garfi), socks (knee socks by Byford, athletic socks by Adler) and trousers.



PHOTOGRAPHED BY MOON/GRINER

"WRAP-AROUND"



● Flashed everywhere for its swagger, wrap style... the "All American" star on the college campus and at the "big game," casual and practical as an "on the go" idea. Made of an immensely smart, but "twisted" or "wrap-around" style - a look and a twist of the belt and one or all of! Smart crinkled collar that you can wear down or buttoned close. Raglan sleeves, flat pockets. Warmly styled. Choice of two fabrics.

Colors: Imitation of Wool. **Sizes:** 14 to 22 (in 12 to 16 bust). Make size and color desired. See Size Scale on page 7. Shop wt. 4 lbs.

ALL WOOL TWEED **\$1098**
9 B 203 - Supreme style in this sweater coat. The soft textured, warm All Wool Tweed will give you a lot of cozy wear. Raglan Full length. **\$10.50**

1/4 WOOL TWEED **\$798**
9 B 218 - Soft, rich, full-bodied. By West-Tweed, Raglan sleeves. Smooth Rayon lining. Make size and color desired.

"REEFER"



● A classic beloved by all! Our slim-fitted new Reefer with sleek, sophisticated lines that bring out the best points of your figure. Flared and creased at stitching on the pointed stand-up lapels. The wide shoulders make you look slim-topped. Self belt and waist included. **Sizes:** 14 to 22 (in 12 to 16 bust). Shop wt. 4 lbs. 10 oz.

60% WOOL FLEECE **\$498**
9 B 206 - A stylish, elegant 60% Wool Fleece with warm Cotton-Kelco lining. **Colors:** Teal Blue, Rust or Dark Green. Make size and color. **\$4.98**

ALL WOOL FLEECE **\$698**
9 B 207 - All Wool Fleece - soft and warm. Smooth Rayon lining, warmly lined. **Colors:** Teal Blue, Rust or Green. See Size Scale on page 7. **\$6.98**

ALL WOOL DUVO-SUEDE **\$798**
9 B 208 - Rich looking, soft, smooth. All Wool Duvo-Suede. Raglan Full length, warmly lined. Exceptionally fine fabric. **Colors:** Teal Blue, Rust or Navy. **\$7.98**

"HOLLYWOOD"



● The well-worn success of the season - the "Hollywood" - the casual "pale" lines and wide shoulders make it best choice on an easy-on, smartly practical coat. The collar spread from East to West gives it top rating for the warm comfort. We've specialized on this coat in order to bring you a number of styles. Tailor-tailored notch collar and other styles. Raglan sleeves, generous pockets. Self belt included. Warmly styled. Choice of two fine fabrics.

Sizes: 12 to 22 (in 12 to 16 bust). See Size Scale on page 7. Shop wt. 4 lbs. 4 oz.

ALL WOOL FLEECE **\$898**
9 B 204 - A soft, long-wearing All Wool Fleece. Smooth Rayon lining. **Colors:** Camel Tan, Rust or Teal Blue. **\$8.98**

WOOL & CAMEL'S HAIR **\$1098**
9 B 205 - The luxurious, quality "Camel" coat you prefer. Made of soft, warm Wool with real Camel's Hair. Lined with smooth Rayon fabric. **Colors:** Camel Tan, Rust or Bright Green. Make size and color desired. **\$10.98**