



BOYS DEPARTMENT — One of the most complete boys departments to be found anywhere in this section is at the Louis Baer Department Store in Dunn, which features many nationally-advertised lines of boys clothing. This is one view of the department. (Daily Record Photo.)

a softly pitched curve . . . plays up the most basic of fabrics with glamor notes . . . and swatches its collections with richly-riotous colors or touched-with-sunshine pastels! "CALIFORNIA" — more turquoise as a color theme . . . weskits in velvet, velveteen, corduroy and suede . . . a welter of pleats . . . pants, and more pants . . . luxury fabrics . . . lots of glitter . . . and a happy-go-lucky fashion mood that is easily adaptable to any part of the country!

Here Are Tips For Selecting Your Suit

Suit colors and patterns have great ability to bring out either the best or the worst in a man's figure and coloring, according to Manager Dave Kimmel of the Louis Baer Department Store in Dunn. Mr. Kimmel pointed out these suggested considerations for buying a new suit. They are:

1. Men who are portly or short—or both—will find a more flattering appearance in plain, unobtrusive colors, and subdued patterns.
2. For heavy men who lack the height needed to take the emphasis off their weight, solid colors or very faint, hairline-stripes are most suitable.
3. In accessories, these men should choose blended or quietly-contrasting colors.
3. The man who is tall and lean, or athletic-looking may choose patterns freely, but should make certain that suit colors are in tune with his complexion and hair coloring.
4. Rough — surfaced fabrics, such as tweeds and shetlands, are equally good for both business and casual wear.
4. Rough — surfaced fabrics, men of all sizes and shapes—in that patterned fabrics require plain shirts and plain or small-patterned ties.

Clothing Labels Give Key To "Best" Buys In Clothing

Smart shoppers who pride themselves on knowing what they are buying, will find it to their advantage to study the labels on clothing when they shop this Fall. The famous labels are found in the big stock of the Louis Baer Department Store, now celebrating its 30th anniversary. Finding about fabrics is important for two reasons. First, the fibre content of a fabric tells the story of a garment's service qualities and durability. Secondly, the fibre content is important when a garment is dry cleaned or altered — some garments naturally can be tailored or cleaned better than others. As most consumers know, garments containing a wool must, by federal law, bear a label listing the complete fibre content. So when other fibers are added, they must be identified on this label.

Time-tested and proven, wool clothing and furnishings need no explanation to the consumer, who knows the positive qualities of wool: its durability, its absorbency, its "tailorability," its flame-resistance, the ease with which it may be dry cleaned, and its natural affinity to dyes. Other fabrics, new to the consumer, may require explanation. The consumer's best chance to ask questions comes, of course, when he shops. Regardless of the fiber content, of course, most manufacturers who have confidence in the quality of their products, list with pride the fiber content of the fabric. Fabric names — like flannel, gabardine, tweed, etc. — were formerly the consumer's guide to what he was buying. All of these names meant "wool." Now, however, these terms have been adopted by the

makers of blended fabrics, leaving the fibre content label as the consumer's only real guide. Despite the publicity surrounding the new fibers, they will make up a relatively small percentage of clothing and furnishings offered for Fall. California Fashions Star '3-D In Drama Daring Distinction No matter what the season . . . or the dominant trends of the season, there's a certain mood to CALIFORNIA fashions that speaks a language its own! Fall 53 fashions from the Golden State present — as always, the timeless classics for active and spectator sports. Glamour notes for leisure time and dress-ups . . . again, wear a touch of whimsy, of dramatics and daring! From the ultimate in the authentic in western wear to dress-up extravaganza . . . California fashions pares down its lines with



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LOUIS BAER DEPARTMENT STORE

Dunn, N. C.

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And Plenty Of Good Wear In A

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