

# It's a "Costume Party" Setting for Milady in Exciting New Variations on Ensemble Themes

Fashion creates a "costume party" this fall as costume suits appear importantly in every major collection — and show a diversity of tops for ensemble interest. Don't fail to see the big complete line of suits in the beautiful ladies ready-to-wear department at the Louis Baer Department Store in Dunn.

The long coat ensemble—a full-length, smoothly-tapered coat dramatizing a narrow-line, one-piece dress and the ensemble of the two-piece suit plus linear-line, long coat—are both slim-views of the costume theme!

Newest and most interesting addition to the ensemble theme is the tunic jacket — shown to top narrow skirts in dress and suit costumes.

Often trimmed with furs and contrast fabrics, these tunic coats give smartness to the styling... flatly to the wearer.

Bloused jackets... fitted jackets with natural waistlines... basque, fitted jackets, and weskits, with or without sleeves — are top "toppers" for these costumes.

Gaining momentum and adding to the fluid mobility of costume themes are short, boxed toppers of coating weight co-ordinated with lighter, softer-weight suits or dresses.

In dressy, late-day costumes, these box jackets take advantage of the most elegant fabrics and are beautifully-enhanced with fur trims, metal cloths, sparkling glitter and sophisticated styling.

**BELTED JACKETS**

Of dramatic importance in the new picture of fashion is the belted jacket with its semi-fitted line or bloused-back treatment.

The tiny jacket with its to-the-bust-length stems from the tulip silhouette and blossoms forth over slim sheaths and semi-fitted frocks.

Capes stoles and big-bulky knit sweater jackets are novelty notes that spark up the costume story.

Dramatically — the "costume party" dresses up in short coats over dress or suit — long, tapering coat over dress or suit — the hip-horse length or tunic coat over dress or suit — to provide the basic themes.

Stole suits' and stole, dress-jacket costumes are shown throughout major collections—and, an occasional costume appears importantly with a detachable capelet cape or hooded cape to serve over its jacket or dress.

**VEST "PLUS" — THEME**

Bright inspiration for the multiple items of the costume theme, is given impetus with clever vests and weskits.

Designed and fashioned to match or contrast — these smart additions come in a wide variety of suiting, and shape-up, from masculine

## Young Miss Fashions Dress-Up With Neat, Yet Elegant Detail

Young ladies — from toddlers to teens — will look like picture-perfect miniatures of their elders — according to Fall fashion forecasts.

They will be well dressed in a new outfit from the Louis Baer Department Store in Dunn.

Line, trimming, and fabric make up the story behind fashion headlines for the young set! Of importance — is the close-fitting bodice, accompanied by three classic silhouettes.

Dresses again accent the slim line. High in favor with the teen set will be the basic sheath dress with its slim waist, Dolman sleeves, and pockets at the hip line.

Pleated skirts continue to rate in favor in the school wardrobe. Flared skirts and somewhat higher waistlines are "the mark" of the well-dressed sub-teens.

Weskits strive for headline importance as mixed-or-matched co-ordinates in velveteen, suedecloth and wool plaids and tweeds.

Tweed, jersey and flannel lead the dress parade in a galaxy of color from jewel tones to smoky shades. Suede cloth and velveteens are important, also.

Leather and leather-like fabrics pick up the accent of trim in collars, cuffs, piping and pocket tabs. Lemon-yellow, pink, blue, red, white, and woody shades of kid and capekin, and white, red and black patent are the trademark of

line styled vests to softer vestees.

**"WINTER SUIT" IS NEWS**

The basic three piece suit with "in-harmony" coat or topper over its own two-piece suit — gains a new look and added wearing-ability in the "winter suit" designs.

Here are short or long coat... styled with all the newest detail, and further diversified with the plus-features of insulation. Comfy linings — from wonderful-warming Millum to rich, cuddly fur "liners" — make basic suits dress-smartly and practically — right through to the coldest day!

Fall '53 styling detail. Velvet and corduroy are also newsworthy trim fabrics.

Girls' coats the flattering double-breasted Princess line is important, followed in a close second-favorite spot by the boxy single-breasted storm coat.

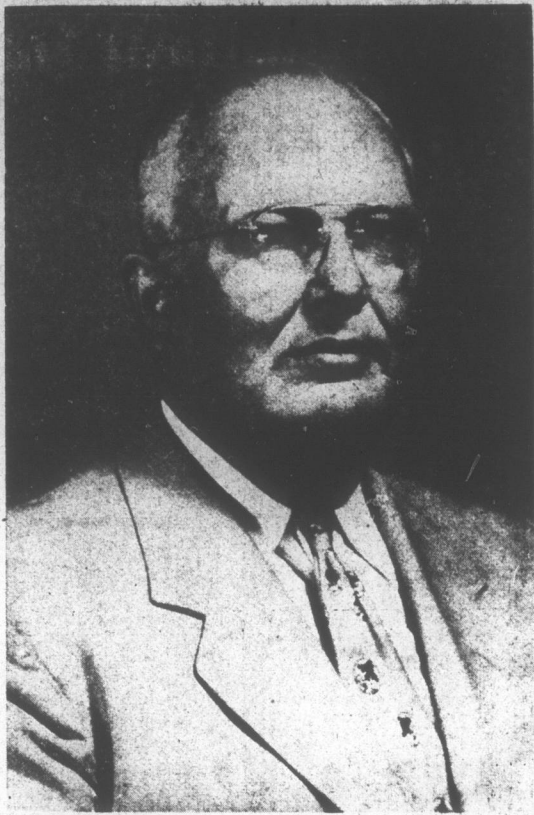
Dressy coats are shown in tweed, chinchilla and fleeces. Storm coats are marked by a trend toward dressier lines in combinations, cobblestone check, over-plaid tweeds and worsted gabardines. Some feature turnback cuffs, some push-up sleeves. Some are belted, some straight.

Yokes and yoke-effects achieved with stitching distinguish the storm apparel for tots. Leggings and hats at times, match the coat at times—the bright contrast linings.

Red, beige, blue, gold, lime, pink, and coral are the colors keyed to a girl's school-going, party-going gala Fall season!

Striped and patterned shirts are for wear with plain-fabric suits and should be coordinated with plain or small-patterned neckwear.

The wrong suit choice can make a fat man look fatter, a redhead more fiery, or a man with little facial coloring even paler. But, the correct colors and patterns help soft-pedal short-comings.



**OLDEST EMPLOYEE** — Carl Warren, shown here, is the oldest employee of the Louis Baer Department Store in Dunn. In fact, Mr. Warren helped Louis Baer unpack when he came to Dunn 30 years ago. He'll be on hand for the store's big birthday party, which begins Thursday morning. (Daily Record Photo.)

## Boys' and 'Prep' Wear, Mirror Grown-up Trends and Stylings

Dad will be casting an envious eye on his son's neat Fall wardrobe this year. Styling plays an important role in the boys' wear picture, with less emphasis on bright colors and bold patterns. More noteworthy are subdued color tones, a definite neatness in

patterns, more imaginative trims, and finer detailing — in short, the "neat look."

You can't afford to miss visiting the boys' and men's departments at the Louis Baer Department store in Dunn.

In the boys' suit field, the trend

is away from the present silhouette to the smart Brooks cut. First in importance is the two-button, single-breasted suit with center vent and flap pockets, with the three-button model the next favorite. Lapels are slightly narrower, waistlines lower.

The single-breasted bal-type top-coat promises to be a big favorite. Second in popularity is the double-breasted overcoat. Tailored styles lead the trend.

Flannel is the favored fabric, both patterned and plain. Nubs, tweeds, and sheen gabardines follow closely.

Creating headline news in boys' casual wear are black gabardine slacks with double saddle stitching in white... slacks with tapered legs... slacks with matching belts... dressier knit shirts... vests in corduroy, knits and wools.

## FOR THE LATEST IN FASHIONS, ATTEND LOUIS BAER'S BIG 30th ANNIVERSARY CELEBRATION



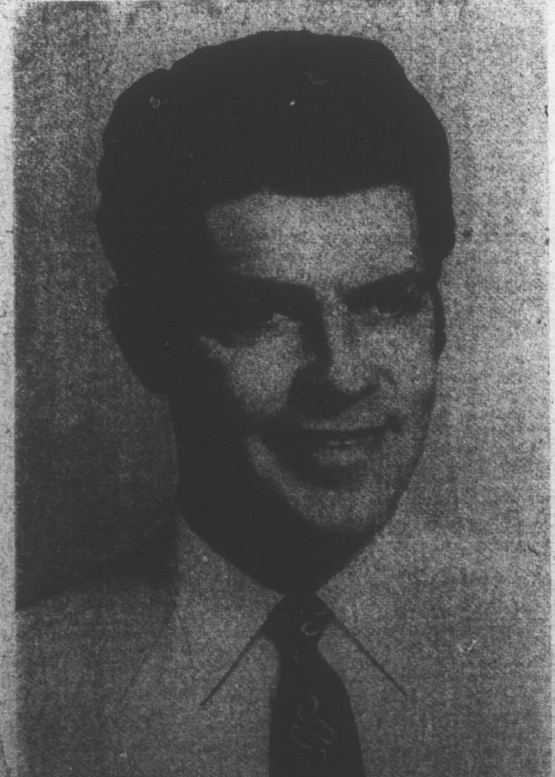
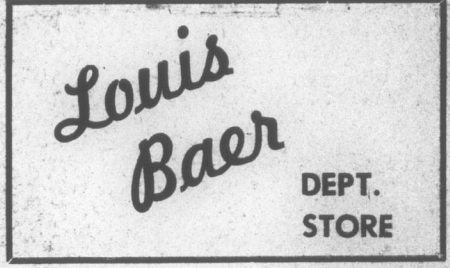
*Johnny Jr.*

The newest look in wool is languid, softly worked in knits and jerseys... to give you all the grace that goes with being feminine this fall.

**Yes, LOUIS BAER Has Johnny Jr. DRESSES — SKIRTS BLOUSES**

WOOL and JERSEY DRESSES—\$8.95 to \$19.75  
 SKIRTS \$7.98 to \$8.98—BLOUSES \$5.98 to \$8.98  
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**LOUIS BAER DEPT. STORE**  
 Dunn, N. C.

# van heusen congratulates... Louis Baer's Department Store on their 30th Anniversary

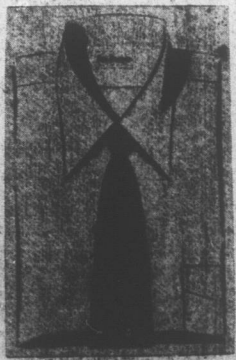


Pictured in a Van Heusen shirt is Dale Robertson, currently starring in the 20th Century-Fox release "City of Bad Men."

Styled and made by Van Heusen -- selected by LOUIS BAER! What better combination of names to make sure that you're well dressed -- and well satisfied! Of course, you know VAN HEUSEN -- one of the oldest, most famous names in men's wear just as you know Louis Baer. Van

Heusen extends to us their congratulations on our 30th anniversary and better yet has made available their wonderful assortment of shirts, pajamas, handkerchiefs and neckties -- hand-picked just for you, by LOUIS BAER. Why not come in today? Or order by mail or phone 3336.

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