Rob Wagner's Script
April 20, 1935: p. 16

The Fashions

SUBMERGED in feminine fluff, I was quite unaware that man, heretofore the only drab male in the animal kingdom, has suddenly tired of being a mere background for women, and is swiftly emerging from the chrysalis stage to that of colorful peacock! (Mixed metaphors will have to do . . . it couldn't be butterfly). The myriads of color, diversity of design and gamut of styles displayed in men's shops are revolutionary. If the conservative sex really takes up the new fashions, I'll wager the coming struggle for power will transfer from the international to the domestic scene and protagonists, instead of nations, will be Man against Woman. Two such strutting birds can never be harbored in one small world.

The new page in fashion history began when daring members of the nations' socially elite first braved formal dinners in suits showing decided sheens of blue and red. Today Phelps-Terkel comes forth with tux and tails in midnight blue, featuring a single pair of trousers with the two coats. Both Phelps-Terkel and Bullock's-Wilshire have sold more tails this year than ever before, a good indication that high fashion is definitely *in* for men. Bullock's-Wilshire tells me the tux originated as a garb for stag parties, and has never been quite equal to formal occasions.

For summer formalities, Desmond's contributes the white tux coat in Palm Beach, with shawl collar, to be worn with regulation tux trousers. This may be comfortably sashed with *bright green,* black or white rib silk cummerbunds in place of a waistcoat. Worn with a soft pleated-bosom shirt with turned-down collar and black tie. Tux coats in Tango silk will also be good this summer. Hugh Daniels, RKO stylist, believes Hollywood's best-dressed male stars will substitute silver or biscuit, and even brighter colors, for the white coat. Carver's, in Holly-

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wood, a particular advocate of the "joy of color" for men's clothing, expands into dinner suits in champagne, and cumulus blues with dot facings.

1935 summer flash: "Hello, Dick. This is Mary. I forgot to ask what color evening suit you are going to wear tonight. Champagne? Oh, Dick, you simply can't. I want to wear my flame dress, and we'll clash."

Casually English

JUST AS definite as the dress-up for formality is the dress-down for daytime. Men's day apparel has gone English, with every effect toward studied casualness. Polo shirts with scarfs are going to be regulation for sports. As one of our local wits pointed out, it's cheaper to own a string of polo shirts than a stable of polo ponies. Phelps-Terkel boasts the new "dish rag" shirt, which gets its name honestly since the makers actually buy fabric from a dish rag manufacturer, and stylize it smartly with metal gromets, and cord ties which might well be the short lengths of clothes line. Oviatt's casual polo shirts have shirred backs (the big talk in all sportswear), layback or button-down collars, and come in 15 different colors in mesh or flannel. Their Oxford shirts have solid backgrounds and contrasting stripes. Oviatt's is proud to announce the opening of a daylight factory here in town, where they will make up their own Irish tweeds, Scotch cashmeres, English Shetlands and other materials exactly to your own measurements, at little advance in price over regular stock models.

Desmond's, proceeding on the style-tip that the man-about-town shouldn't hesitate to wear as deep-toned shirts as his coloring will stand, suggests a rough Irish peasant linen shirt in chocolate brown, to be worn with a creamy Shetland suit flecked with brown and blue specks. The wool tie is diagonally striped with brown. A Victoroy sports coat in the softest of fine-wale corduroy has saddle pockets, is worn with a scarf tied in a small *bow at the neck,* a distinctly new and fashionable note. Phelps-Terkel points out that the new scarfs are 27 inches, are hand-blocked foulard with sporting scenes and figures. Their only rival for gayety is the horizontal-striped and plaid slack socks, which (and this isn't feminine bias) fairly shriek.

Gabardine, that material you once thought of as an old man's destiny, is today right in the know. Besides feeling nice next to the skin, gabardine is popular in warm climates because it neither absorbs nor retains moisture. Bullock's-Wilshire shows gabardines in brown, blue, green and gray, with shirred backs. The reversible coat, with gabardine on one side and covert cloth on the other, is expected to be very good this fall. Innovated on eastern campus, it is becoming fashion. Next to shirring, vents are the most popular touch for backs. Phelps-Terkel's hound's tooth Shetland sports coat has side vents at the bottom, wrinkles stitched-in at shoulders to give

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that casual touch, the soft draped front. Silverwood's Donegal tweeds, two-buttoned, have saddle pockets and a vent in the middle of the back.

Should there be a few conservatives left among you, I advocate that you visit J. W. Robinson, where "balance" is the password. Especial attention is paid to neck and shoulder proportions, trousers are a little fuller through the hips and taper towards the bottom, coats are a trifle longer than the average. Their three-button, patch-pocket tweed in brown and white with orange nubes brings out the "balanced" principles. Bullock's-Wilshire suggests, for the business man, a light-weight suit in worsted material, double-breasted, drape model, with full chest.

Mariani & Davis feature double-breasted coats, pleated and shirred backs, white and gray English cricket flannels, tweed and cashmere sports coats.

Women Go Masculine

WITH MEN swiping all our feminine prerogatives, even to the bow under the chin, there isn't a thing left for us to do but follow masculine styles, and that's what our suits have done. Oviatt's shows them in many colored gabardines with action back coats, tailored lapels, and plain skirts with vents up the sides. With them I suggest a mannish, strictly tailored shirt from Denwitt's in either silk ($2.95 and $3.95) or broadcloth ($1.25 and $1.95), in shades from pastels to red, and in black and white. Smartly severe fashion decrees that the only feminine note allowed should be a large rhinestone clip at the throat, or a colorful boutonniere in the coat lapel. Denwitt's has the much-favored cornflowers, carnations, daisy clusters, and nosegays of blue and rose.

Irene, at Bullock's-Wilshire, believes women's suits should not only be of mannish tailoring but of mannish materials. Her problem was to find a light but masculine suiting. She did. It's a new kind of alpaca in carbon blue with a pin stripe in beige, suntan, and crisp white. Suits, she says, are acceptable from morning through the cocktail hour.

—*Paulette.*

ROB WAGNER'S SCRIPT
SATURDAY, APRIL 20, 1935

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