

Outside the Ford Wonder Rotunda at the New York World's Fair are two exciting new fashions—a sleek Ford Mustang paired with a young and gay Glen plaid Hockanum woolen two-piece dress by Ellen Brooke with a new “living skirt” for easy movement and a blouson middy top with a turtle neck dickey

This two-piece dress in Wallace plaid Fawnskin by Mam'selle has a long dolman-sleeved overblouse and leather string belt. In the background is the Auto Parts Harmonic Orchestra, an amusing feature of the Ford exhibit at the Fair. Believe it or not, the harp is made of a transmission housing, drive rods, brake cables and other parts



## The “Fords” You Wear at the Fair

They're the latest in fashion success—  
shown here at the Ford Wonder Rotunda

by Nancy Kennedy . . . photographs by Henri Janson

IT MAY SURPRISE you to learn that Fords come in linen, silk, cotton, wool, orlon, rayon and nylon. In this sense, however, “Ford” means a highly popular and successful dress, coat, suit, or any new fashion that combines such great style and universal appeal that it is reordered instantly from the high-price designers and copied almost immediately by manufacturers of lower-priced dresses.

The word is used constantly by fashion professionals. If you read the fashion magazines and the news reports at the time of the great Paris openings, you'll see that the most applauded Chanel suit, the most wanted Dior fashions, is frequently referred to as a “Ford.” Quite simply, it means the right style at the right time at the right price.

According to fashion authorities, the word came into usage to express success several decades ago at a time when the early Ford automo-

biles were putting the world on wheels with a combination of price and design that was perfect for the day—one of the great success stories of all time. These same fashion experts point out, though, that it isn't necessary to go back in history to make the comparison—for Ford's newest success, the Mustang, is another winning combination of good design at an unexpectedly low price. And it's as right for today's driving as are the carefree, easy-to-wear clothes that are today's favorites.

Guessing ahead about which fashions will be next season's “Fords” is a great indoor pastime in the Seventh Avenue area of New York, where America's fashion industry is centered.

In this highly competitive field the experts keep a weather eye on the bible of the fashion industry, *Women's Wear Daily*, the authoritative trade newspaper that is read

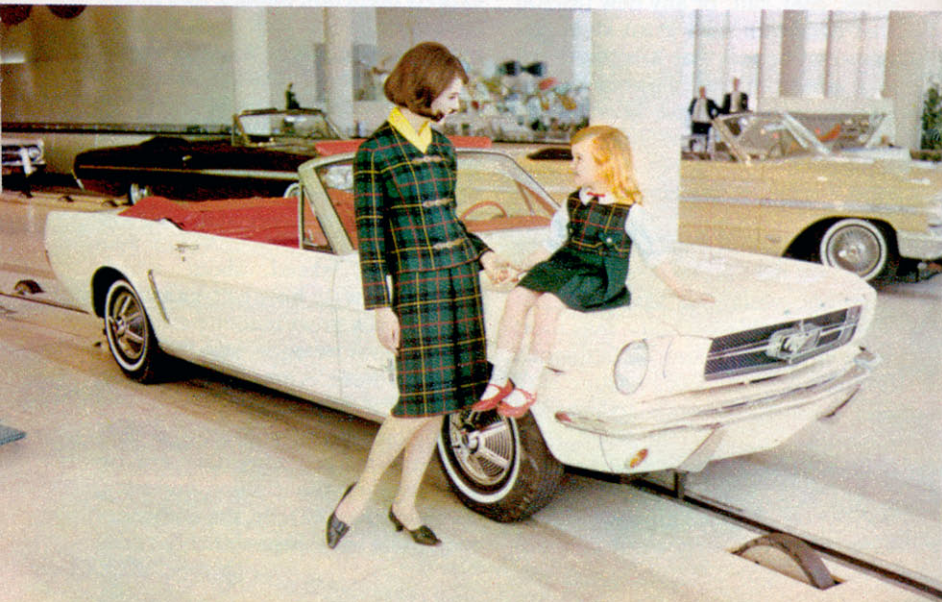




*Far left: Shown here is a classic two-piece dress by Haymaker which is accented with crisp black braid*

*Near left: Posed against a colorful montage in the Wonder Rotunda are a mother and daughter in washable Fawnskin Bruce plaid. Mother's is a two-piece suit by Mr. Mort with easy action double pleated skirt, trimmed with brass buttons and accented with a yellow ascot shirt. Daughter's outfit by Joseph Love is a jumper with a center pleat in the skirt*

*Opposite below: On Ford's Magic Skyway is another pair of mother-daughter look-alikes. Forbes plaid two-piece suit by Haymaker has an A-line skirt and leather closings, worn here with a silk scarf tucked into the neckline. Daughter is in a Joseph Love jumper with plaid on top and box pleated skirt of plain green, washable Fawnskin*



*Below: A bright navy A-line dress by Joseph Love, also in Fawnskin, is pictured in the International Gardens at the Ford exhibit*



every day by buyers, fabric salesmen, retail executives, designers, etc.

One of the outstanding "Fords" of the past season was a white Chanel suit bound in blue and red braid—this started as a \$395 item but was copied at various prices, even in the junior miss lines where it sold for around \$40.

FORD TIMES asked a New York fashion expert, Mary Baine of J. P. Stevens, one of the world's largest fabric companies, to make an advance selection of her choice of this fall's fashion "Fords" which we photographed against the Ford Wonder Rotunda at the Fair.

Miss Baine felt that the return of the beautiful tartan plaids, in fashions that are smooth, sleek, and sophisticated, would be a trend to watch. Most of them are made of the new look-like-wool fabric, Fawnskin, a combination of orlon and viscose rayon, which feels like wool as well and comes in beautiful, vivid, clear colors. This fabric is machine washable and dryable.

One of the most marked changes between the fashions of the Louisiana Exhibition of 1904—the first fair in which Ford Motor Company exhibited—and today's World's Fair is in the new easy-care quality of clothes. Natural fabrics such as wool and linen are specially treated now to hold their press and to resist stains, and the man-made fabrics have opened a whole new world of convenience.

Fashion-conscious feminine visitors to the World's Fair this year will have an almost overwhelming





*This lovely girl on the Magic Skyway is wearing a coordinated costume of Wallace plaid Fawnskin by Mam'selle—a slim skirt worn with a black dolman sleeved top and a fringed stole. (Not shown, a matching three-quarter-length collarless plaid coat.) All hats shown on these pages are by Madcaps*

selection of fashion shows on the Fair grounds to choose from (see listing below). In addition, there are fascinating exhibits of foreign costumes and textiles, and shops where these exotic items may be ordered or purchased on the spot.

All of the fashions shown on these pages were made available in major New York department stores a month earlier than usual, around the first of July, so that visitors to the city can get a sneak preview of fall styles and cast their ballot for the latest fashion "Ford." ■

## World's Fair Exhibits Featuring Fashion Shows

**Better Living Pavilion**—Crystal Palace of Fashion, the second level of this center, functions as a fashion headquarters. Here amid decorations inspired by London's Crystal Palace of 1851, four fashion shows a day, produced by leading New York department stores, are presented in an amphitheater.

**DuPont**—A revue traces in song and dance the evolution of chemistry from ancient Greece to today, and includes a fashion show created by some of the nation's top fashion designers.

**Fashion Wing of the New York State Pavilion**—Three fashion shows are conducted each day by New York department stores.

**Korean Pavilion**—There is an exhibit

of historical and contemporary costumes and textiles; mannequins model Korean fashions.

**Singer Bowl**—"Wonderful World of Sewing" highlights personalized fashions for 1964, as well as a "million-dollar collection" of the world's most luxurious fabrics.

**Spanish Pavilion**—Some of the most famous names in the world of design are Spanish; their collections are shown in the theater at this exhibit.

**All of the Brass Rail's** special restaurants will have continuous fashion shows at meal times.

*Also check women's pages of New York daily papers for listings of special fashion shows at the Fair and at New York department stores.*



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The new Mustang has been described as "Detroit's most unexpected car"—and it's just that. With the many Mustang options, this sleek beauty can be tailor-made to match your personality. It is shown here in a setting outside Ford's Wonder Rotunda at the World's Fair. Drop in at your local Ford dealer for a ride in this contemporary classic.

