

BRITAIN'S TEXTILES ON SHOW:

A men's fashion parade is a popular feature of Britain's Textile Show at Earls Court. Here's a "shortie overcoat", reminiscent of the famous British Warm. Materials involved range from Scottish tweed, (on the left) to plastic (on the right.)

But once the coats come off, the single-breasted lounge suit retains its traditional pride of place for workaday wear.

If you send a suit like this to the cleaners, it had better be dry cleaning - because it just laughs at liquids. If you don't believe it, take a look at this!

Comfortable air? Don't look now, but they're being followed.

Thoré Hird watches Margaret Simons try out an Italian Recamate-type sweater. Very gay - but since Idberace came to visit us, men have been mauling in on the gaily business. This evening jacket, interwoven with silver thread, costs ten guineas. Thanks, we'll have a couple.

BRITISH TEXTILES ON SHOW:

A men's fashion parade is one of the most popular features of Britain's Textile Show at Earls' Court, the largest exhibition of textiles and clothing ever held under one roof in this country. The parade is held twice a day, and the term "Textile" is widely interpreted - for the materials used include everything from Scottish Tweed (on the left) to Plastic (on the right.)

But once the many styles of coat come off, the single-breasted lounge suit retains its traditional pride of place for workaday wear.

Don't get the idea this is an all-male show. On the McKay stand, Thora Hird demonstrates her own very decided views about masculine shirts. Then, after a quick look at the skiffle jumper by Adam-Culray, she watches Margaret Simons sampling their Ricamato sweater - with Mr. Leviett's help.

Next Mr. Jimmy Niven shows the ladies round the Gayon stand.

Lounge suits of the "Sir" range, treated by the Karlton process for showerproof-stain resistance, are tested the hard way. Tests with live models are rather less exhausting - but show they're "Stainproof" as well as Stein-proof".

On the Mentor stand, the gentleman in the T.T. Barca shirt, finds it almost too comfortable - but if you like gaiety with more formal clothes, too, have a look at this, on the "Frame Clothing Stand", presided over by Captain Album, an evening dress party jacket interwoven with silver thread, a La Liberaise. The show is organised by the National Trade Press, so it's only fitting that Mr. V.G. Sheeren, N.T.P. Managing Director, should take his turn at running the bar. If only the customs would stay on the right side of it!