

Fashions of the Day

Fashion of the Teens

Clothing circa 1913 – after the “Edwardian Era” (1901-1910) but before the Roaring Twenties – was dramatically different from the late Victorian Era.

The former century’s tightly boned and corseted look gave way to more loosely fitting and softer clothing. Women still wore corsets but their “bodices” were no longer boned.

Full skirts gave way to slim-line figure-hugging skirts. Hats, once quite large and often featuring elaborate ostrich plumes, became more sporty and less feathered and elaborate.



8 SUNDAY MORNING, JUNE 29, 1913—PART II. Los Angeles Sunday Times.

The New York CLOAK & SUIT HOUSE
337-339 So. Broadway
J. J. HAGGARTY

A Clearance of All Our Ratine and Linen Suits at Two Prices
Lovely new suits in particularly fine grades of fabric and in the newest, smartest styles, all of them quite correct. These include not only the one-color suits, but those with coats in one color and skirts in another. Very striking combinations. And the values as high as \$35. All of the newer colorings.
\$14⁷⁵ and \$18⁷⁵

And Wool Suits at
Values in these \$20, \$22.50, \$25, \$27.50 and up to \$35. A fine clearance of all of these summer designs in suits. Many of them in medium weights, that you will find appropriate for early fall wear. In greys, tans, blues, blacks, whites, and the smartest of the smart new mixtures, Norfolk, Bulgarian color ideas, plain cataway effects. They are all here at less than half price in many instances.
\$14⁷⁵ and \$16⁷⁵

A Sale of Silk Dresses
150 newly arrived dresses in foulard, crepe metene and crepe de chine. These were originally made to be sold for \$25. They will be placed on sale tomorrow at \$12.75. They are in navys, in Copenhagen blue, in wistaria, copper, rose, gold, pink, silver, white, black and dozens of other most attractive and most seasonable colorings.
\$12⁷⁵

Coats! Sport and Motor Coats
\$9⁷⁵ \$12⁵⁰

Coats! Eponge and Boucle Coats
\$19.50

The new "sport" coats as low as \$9.75! Think what that means. No other store has attempted to offer them for anywhere near that price, and yet the New York Store steps to the front and compels your attention with prices in these snappy new garments that have not been approached before. Motor coats, too, the new fall effects, at the two prices mentioned above. You may take your choice from 250 of them.

New effects in the finest eponge and boucle. Some of them in rather vivid, daring colors, some of them more conservative, and in the blues and browns, to which you are more accustomed. Their linings brilliant, as a rule; their styles superb, their workmanship faultless. They are three-quarter lengths.

Correctness in Riding Habits
Fashion has lately been busy devising new ideas for the proper costuming of women who ride, and the New York Store, ever awake to fashion's latest dictates, shows at this time a smarter line of new riding habits than any other establishment in the West. The model shown is developed in black and white checked English worsted, with Johnny coat and breeches. When open, a mannish vest of heavy cheviot is noted, which should be worn with ascot tie, also of cheviot, preferably white. Most women now ride astride, consequently the fact that the New York Store is showing such a smart line of riding outfits is of importance. Other suits are in covert cloth, serge, light-weight melton and a number in linen, crash and khaki cloth.

A Sale of Tub Silk Waists
Waists in white striped silk. Cut with low neck. Guaranteed as washable as a piece of linen. Actual value \$5.00 to \$6.75. Tomorrow's price is just about half that amount.
\$3⁸⁵

Hundreds of New Lingerie Waists
The silks which the New York Store's lingerie waist uses for linings. There is no other silk more popular for your washing. Tomorrow we shall offer 2500 of these. The price is 50% off the regular price. Worth \$2.00 to \$4.00. The price, \$1.00.
\$1⁹⁵

Special Items of Interest From the Glove Dept.
Kayser 16-but. Gloves \$1⁹⁵
Imported gloves. Sixteen button leather. In white, black, natural or pompadour. These gloves are always sold for \$1.00. The special price is for Monday.
Chamoisette \$1 Gloves 65c

Small Panama HATS \$5
With a tailored suit there is probably no hat for Summer wear that is more mannish, most stylish, that has more verve and snap and go, than a plain small panama. Ordinarily these exclusive models are sold for from \$7.50 to \$10. We have made a special purchase, and the price tomorrow is \$5.
\$5

Sale Trimmed HATS \$5
Our exclusive \$15 and \$16 hats with a few specially selected models from higher priced stores even will go into a sale Monday at an even \$5. Here is an opportunity that no woman who really needs a new hat for Summer wear can afford to neglect, even for a day.
\$5

New Outing HATS \$1⁹⁵
Outing hats in the most striking tailored effects. Some simple, others that partake of more fanciful ideas. Values to \$4.00.
\$1⁹⁵

Auto Veils \$1⁴⁵
Long, wide veils. In sixteen colors, in a particularly good grade of cotton.
\$1⁴⁵

No matter what variety of Summer hat you are considering purchasing, be sure that before you make your final selection you see what we have to offer, so that we may thereby have an opportunity of showing you conclusively just how we can save you money, just how much better are our styles, just how much stronger our values. Many special prices are now in effect.

The New York CLOAK & SUIT HOUSE
Sale of \$3.50 Silk Petticoats **\$1.95**

The New York CLOAK & SUIT HOUSE
Auto Veils **\$1⁹⁵**