

Numerous Shirts Make Wardrobes More Adequate

A large and varied assortment of shirts provides you with the proper front for every occasion and goes a long way toward making your wardrobe appear larger.

New shirts range from current interpretations of the favorite "Ivy" styled button-down collars to a varied collection of tab collars, collars with improved built-in stays which insure neatness, novel shirt fronts, short point collars, longer point wide spread collars, and include solid shades as well as checks, stripes and plaids.

There are also many new printed designs, business shirts of wash-wear no-iron blends of cotton and synthetics, dark shades and pale tints.

NECKWEAR, WHICH falls into the two general classifications of regular and "Ivy" this season, is also appealing enough to make a fellow want to change more often. The regular types range from imaginative colorful silks woven into strongly patterned ideas that go well with white and solid color shirts to "quieter" styles that blend well with patterned shirts. "Ivy" ties stress the classic rep stripes, handsome wool challis prints, some with belts to match, deep-tone velours and neat woven effects.

IN SHAPE, neckwear continues along narrow lines in keeping with the generally slimmer silhouette in men's clothes. "Ivy" ties are, of course, just a bit slimmer than others.

Of interest to men is the ease which good looking ensembles of shirt, tie and suit can be put together today. Many units have been planned for one another with special regard as to color, pattern and type.

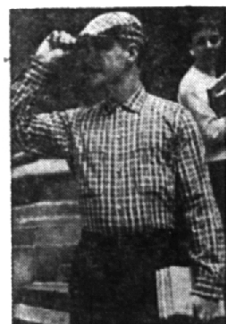
So, men, in spite of the profusion, there is no need for confusion, ordinated outfit of slacks, shirt, lined zip jacket and cap.

New look for college is achieved by "shorter-than-long" coat and matching two-piece dress of Wyner's Sag-No-Mor wool jersey. A Bonway fashion.



Orderliness

Teen age orderliness gets a back-to-school lift from a smartly trimmed vinyl plastic accessory bag for her grooming aids, to hang on the back of a closet drawer. Helps get her to class on time as well as trim and neat.



Coordinated

Coordination makes good in undergrad wardrobes. Shown here, shirt of miniature Madras plaid (with button down collar), matched to an Ivy-type cap.

30's Revival In Cotton

The relaxed silhouette, the unbelted waistline, the nautical theme, all reminiscent of the 30's, are featured in fall cotton outfits. The nautical theme comes ashore with a variety of fabrics and patterns. Gay plaids represent every clan, menswear stripes are bold or conservative, glen plaid cotton suiting is neat and smart and jeweled foulard prints are also used to interpret these trends in a casual manner.

Sailor ties, middy tops and brass buttons are some of the accents on fall ensembles. Even the little boy jackets get to the point with their brevity.

FREE-FORM silhouettes with

their undefined waistlines are 1957 versions of the 30's look. A corduroy dress, slim but loosely styled with chemise waistband is typical of the trend. A plaid ensemble features a midgy jacket pulled low to the hipbone and worn with a sheath.

The demi-middy, a modern interpretation of an old favorite, often features a bow at the midriff of an undefined waistline and frequently has feminine accents of lace.

All these outfits, made in luxurious cotton, reflect today's softly molded silhouette, inspired by styles of another day but given great chic through 1957 designing knowhow.

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B = Boy
C = Corduroy



Boys in corduroy for back to school are a must.

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