



Tops for College Life

Tops for college life are smart casual blouses like these. The co-ed at the left wears an easy-care dacron-and-pima beauty with versatile roll-up sleeves and large pearl disc buttons. Her roommate chooses a striped, dacron crepe with mitered convertible collar.

Boys' Shopping Can Be Fun For Mother

Many mothers look forward happily to going back-to-school shopping with their sub-teen and teenage daughter, while facing the prospect of touring boys' shops and departments with considerably less enthusiasm.

One possible reason for this state of mind is that for years, boys' clothes were drab and showed very little variety, color or style. Today, however, the picture is quite different, and mother can get just as much enjoyment out of shopping for a back-to-school wardrobe with junior as she always has with daughter.

Male apparel generally has become a much more interesting field for women in recent years, as more color and better styling have been introduced in the clothes that men and boys of all ages are wearing.

Therefore, going shopping with the men and the boys in her life is much more fun for Mother today.

SHE CAN HELP her young son choose outfits that are "right on the beam" of the new, trim, neat look that gets top rating with the young crowd, these days.

She'll want to make sure that when the "opening bell" of the school term rings, son will have a well-chosen wardrobe of the right clothes for every occasion in his activity-crowded life.

Going from counter to counter and from rack to rack, Mom will probably have more fun than junior—at least until he gets a chance to wear his new outfit.

Students Now Neat and Trim

The "dress-right-for-school" movement has gathered such momentum over the past two years that it has now become a fully accepted and firmly entrenched part of student life at every age level—from the earliest grades through high school, and from coast to coast.

Rapidly and happily fading out of the picture is the sloppy (even "outlandish") look of yesteryear along with careless (even destructive) habits of behavior commonly associated with such attire.

IN ITS PLACE now appears the new, neat, trim look—recognized and welcomed by parents and educators alike as a strong influence for the better in the realms of deportment, attitude, responsibility and scholarship.

School administrators across the country have played an important part in accelerating this trend toward good grooming.

Pretty Ways To Wear A Shetland

Fashion casts a loving eye on Shetland sweaters this fall and every college girl will be catering to this look. The Shetland pullover is a very versatile fashion that plays to fall's tweeds and flannels with great aplomb!

Shetlands are made in Hawick, Scotland of pure Shetland wool from the Shetland Isles! These casual, outdoor-type sweaters are styled with saddle-shoulders to insure a perfect, casual fit and they are knitted with a double rib neck, guaranteed to hold its shape. Colors are traditional Shetland shades of varied grays, naturals, soft greens, blues, a vivid scarlet and a sunshine yellow.

THE SHETLAND pullover can be worn down over the hips in a perfectly casual manner paired with Bermuda shorts, slacks or slim wool skirts.

For that well-groomed look the Shetland worn outside a slim skirt can be clasped around the waistline with a skinny belt. A third way for the Shetland pullover to appear in this fall's fashion picture is tucked inside a bulky skirt and snugly belted about the waistline with a wide belt.

All three ways of wearing the Shetland pullover are acceptable and prove the wonderful versatility of this new Fall fashion.

Place Books Near

School texts and other needed books should be placed within easy reach of the home-working student. Include basics such as a dictionary.

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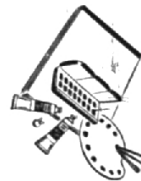
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