

# Spring Is Bustin' Out All Over

Spring, to steal a couple of months and a couple of bars on the Rodgers and Hammerstein calendar, "is bustin' out all over"—and it's a great time for men and boys to be bustin' out of winter rags into the lighter, more comfortable clothes of the new sunny season.

Look around you, fellow. An awful lot of changes are taking place: sports fans are switching their attention from the hockey rink to the Southern training sites of the baseball teams; a puppy love epidemic is undoubtedly spreading as boys and girls again become aware of each other; and the girls are having a go at the closets as spring cleaning begins in earnest.

Yes, it's time for spring cleaning and you and every other able-bodied American male should be a part of it.

**HOW?** It's easy! Why don't you have a go at your clothes closet? Clean it out! If you find a suit or a coat that is not ready to be donated to some worthwhile charity, put it in moth balls and get it out of the way to make room for some of the new attractive clothes that will put you in step with the season. Dig into your dresser and make up your mind to replace those worn-out shirts, faded socks, spotted ties, and ragged shorts and under shirts. Even if your stock of these items is not running low, you'll be wise to stock up on shirts, ties, socks and underwear that are more suitable for warmer weather.

**FOR EXAMPLE,** take a look at some of the new lightweight suits for Spring. They're trimmer, more comfortable and more flattering and available in a great selection of light shades. Don't forget a new lightweight felt hat, and some of the new shirts and ties that will help you compete with the more colorful front Nature will be putting up for the Spring months. And there are loads of other items—attractive topcoats, varied socks, good looking and comfortable shoes, lightweight gloves, and so on from hat to heels—which will give you an inner spirit of confidence and a practically irresistible outer appearance.

Try this easy system for Spring. You'll feel better for it and, on the practical side, your clothes will last longer because of this seasonal

rotation. Face up to the fact that with Spring an almost entirely new world comes into being, and you have to be dressed right if you want to be a part of it. Get yourself an outfit that will put you in stride with the rest of the Parade on Easter Sunday. Get yourself a few of these extra things—such as a nifty sports cap or a lightweight jacket—that you have been promising yourself. Whatever you do, remember that Spring has sprung and you want to be in season—**DRESS RIGHT!**



**JOHN CONTE,** a fellow who appreciates the importance of dressing right throughout the year and who was recently honored as TV's "best dressed performer." John is getting a pleasant send-off from Mrs. Conte, dressed right for a day of business.

## Ivy League With Stripes

Little boy fashions this spring are junior chips off the Ivy League block. For jackets, slim stripes in such rich color combinations as red and gray, brown and black and yellow and brown, dominate the little boy scene. Close seconds are glen and madras plaids and manly houndstooth checks. Whatever the pattern, jackets are Ivy-League-styled.



**BROWN AND WHITE** shoe (at left) in highly polished smooth leather and white buck; (at right) a low-cut, high-tongue slip-on in the continental manner, in grained and smooth leather.

## News in Plastic

Vinyl plastic molded to resemble a brick or stone wall can be used as wallcovering or on room dividers, indoor planters and fireplace areas.

March 28, 1957

THE BIRMINGHAM ECCENTRIC

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## Teener Shoes Go Elegant

Teen-age feet are going elegant for spring. Flats and casuals, long favored as teen footwear, are newly shaped, and elegantly trimmed with all the fineness of an evening slipper. Chief colors are the beige to brown range, with brilliant orange and green shades as well as black and white, alone or combined. Softer leathers are featured, and leather linings are a part of the color effect. Often, the linings are brighter than the shoes.

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## THE TRIM LOOK AND THE SILKEN TOUCH FOR '57

Look as tall as you feel in the new clothes with the straight up and down lines that make you feel slimmer. The silken touch means the soft hand and surface interest found not only in pure silks and silk blends but in the natural and man-made fibers as well.



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## Caps Going Strong

Caps continue to show an upsurge in sales. Smartly styled in worsteds, flannels and tweeds, they reflect the Ivy influence with buck buckles, belted with either leather or matching material. Wide and narrow stripes and solid colors predominate.



**SHADED STRIPES** of dark red, gray and black form the pattern of this lightweight, wash-and-wear jacket of 65 percent "Dacron" polyester fiber blended with cotton.

## FLORSHEIM LO-TOPS LEAD STYLE TREND



From Maine to California, armchair economists are witnessing an enthusiastic shift to the Florsheim version of the lower, lighter, neater look in shoes. This Spring you'll find an even wider range of new, sleek, vigorous

styles in plump clear-grained leathers. Every proven means of insuring comfort without conformity has been fully utilized according to the strict tradition of Florsheim quality. Available in ample size range at...

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