

**In New Jewelry Collections**

**Beads, Bibs, Ropes and Lots of Color Offer Bold Complements to Neat Chemise Stylings**

The simple, unfitted, uncluttered lines of spring's favorite silhouettes has, of course, been a challenge to the accessory field.

And what more dramatic accessory can there be for any woman than JEWELRY?

Few can resist the temptation of adding brilliant color accents of stones, beads and gem-stones.

Bringing light flashes of fashion to the new season are lots of ropes of beads, flower-stone pins in tailored jeweler's metals and bright stones.

Drop earrings in casual loops and beads, fringes and pendants, and a bounty of bangles to bracelet the arm.

Striking companions for the chemise are the many, many ropes!

From the 60-inch length to the 120-inch length, ropes can be arranged at the wearer's whim to dangle, glitter and dramatize the simple dress—at the necking or down the front of the dress—even to the knee for the most daring.

Some have detachable pendants, which add to the look of length—others are combinations of beads, pearls, crystal and gem-like stones.

Chain necklaces are hung with assorted, colorful addenda—ovals, perfect spheres and cabochon shapes lend important accents.

Chunky Necklaces

New this season, too, are more and more single strand necklaces that have a loop of mass.

These may be choker necklaces made up of small beads twisted to give a look of boldness, and often in a combination of two or more colors. Or, large crystals, pearls and beads may alternate with one another for look and feel of texture.

Chunky pastel beads of glass, gay-colored wood beads, twisted chains of textured metals are all really important.

Fins are Pointed Up

Lavish, colorful stone-set pins define a new fashion for spring daytime wear.

To punctuate the suit and costume—the chemise and even the many prints of the season—these

new pins stress high, bright color and mass.

Authentic flower shapes, butterflies, seashells and sprays are the important designs; stylized sprays and large round or oval masses of "gems" give a lavish look to other pin styles.

They are to be worn low—an exclamation point on a chemise pocket—or high—near the shoulder suits and dresses, solo or in duct.

**Mr. America Meets Wash-Wear Wardrobe**

From head to toe, the American male will get a complete introduction this spring to the marvels of wash-and-wear clothes.

Let's start with hats. There are "straws" that can be washed clean, flipped dry and worn without injury to their looks or construction.

Shirts made of man-made fibers, blends of cotton and man-made yarns, and pure cottons with new finishes can be rinsed clean and worn without pressing after a relatively short drying period.

Suits incorporating the new yarns have been turned out in wash-wear constructions for several seasons. However, the newest ones can be put through the full cycle of some automatic washers and come out dry, pressed and ready to wear. The same applies to many sport coats and slacks as well as to casual jackets, sweaters, robes, ties, socks, handkerchiefs, swimwear, and, as a matter of fact, everything but his boutonniere can be tossed into the washing machine or rinsed in the sink.

LIKE GRAY, NAVY

Gray and navy are important spring basics in girls through teens fashions.

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The Jeweled 'Golden' Arm  
It's a wonderful season for bracelets! Big ones and lots of them! You'll see free-swinging medallions and charms on chunky metal chains... circlets of beads and stone... earrings on chunky metal chains... and all of them alive with color!

Every truly-precious and semi-precious gem is handsomely copied into the fabulous fakes of the season—turquoise, emeralds, rubies, sapphires, topaz and all the other rich-colored, inestimable treasures of the world await m'lady's fancy. Whites and the pastels of pinks, blues, yellows and greens are all important. Silver and gold-toned metals are richly-textured—chains, fringes and serpentine treatments are all exciting. To sum up—jewelry moves "downward" or "upward" with lots of bold and colorful, opulent-looking drama.



**Singin' in the Rain**

April showers will be most welcome to those who provide themselves with this handsome white leather raincoat and contrasting umbrella. The pretty model is Betty Lockwick.

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**Boys Today Conscious Of Fashion**

By BILL WIZNER  
Of Princeton Prep

Is your boy a fashion plate? Chances are he is. If he wears chinios, a button-down shirt and a crew neck sweater or three-button cardigan, then your boy is dressed right for school. If he wears a three-button suit or sport coat with ivy slacks, button-down Oxford shirt and narrow tie, he is dressed right for dress. Strangely enough, this is consistent with the wardrobe of the average Birmingham boy. Of course, this has not always been the case. It was not too long ago that boys' wardrobe consisted basically of three pair of levis and a few nondescript shirts, plus one pair of light grey flannels pegged to 16 inches for dressup.

TODAY BOYS are very fashion conscious, and for the most part, dress right. There are many reasons for this remarkable change, and here are some of them: The great influence on proper dress has been created by a neophyte organization known as the American Institute of Men's and Boys' Wear. This group is composed of men's and boys' wear merchants throughout the country who foster and propagate the slogan of their organization, "dress right, you can't afford not to". It has been known for quite some time that proper dress and success are related. Ninety per cent of what people see of you is your clothes. Recently, studies have shown that behavior and dress are related. Psychologists have shown conclusively that a delinquent removed from his "rumble" clothes—and excess hair—makes an adjustment to socially acceptable behavior more readily than boys who continue to dress improperly.

ANOTHER REASON for a change to better dress is that a well-dressed boy is no longer considered to be a sissy. The reason for this, of course, is due to the "ivy league". "Ivy league" apparel is masculine, collegiate and casual, and fulfills all the requirements needed to be popular with boys. And, finally, boys are better dressed and more fashion conscious because it is easier for them to be. With so now than it used to be. With the emergence in the last few years of boys specialty stores, it is possible to buy boys' wear in closer proximity to schools and baseball diamonds. It was not very long ago that it was necessary to travel long distances and make a day's project of purchasing a boy's wardrobe since a selection of boys' wear was available in only major department stores.

There are many factors at work to make your boy a fashion plate and to dress him right. It is with great optimism that we predict the end of the "hoody" era. "Dress right, you can't afford not to".

**Spring 'N Easter Fashions for the young folks**

... and Headquarters for the Chemist!

**"Grow-a-year"**  
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