



Sunny Dispositions

Sunny dispositions result when men get a look at new spring outerwear reports. Here is a cool and casual selection from this season's bumper crop.

Male Sportswear Wins Its Place in the Sun

Masculine sportswear has won its place in the spring sun, chiefly because the American male just loves casual apparel and the boldness, brightness and imaginative styling of new leisurewear has more appeal than ever.

Three-button sports jackets in featherweight fabrics and slim-cut slacks are at the peak of their popularity. Made in a variety of blends as well as 100 per cent natural fibers, inspired by "university" style features and Caribbean colors, the new lines are sure to find an army of admirers.

There's a distinctive new look in outerwear for spring.

MUCH OF IT comes from the easy-to-wear low-button cardigans that have become such nationwide favorites. The variations on the low button cardigan theme are almost endless. Wash-wear fabrics, silk-looks, lightweight knits, combed with cut-and-sewn cottons, solid colors, textured fabrics, bold plaids, neat prints—and many, many others are ready to meet the style preferences of the outdoor man.

New ideas in nautical styling are bound to score with landlubbers as well as "old salts". Zip-up and button-up models in blues and reds

along with whites have deep-front sailor pockets. These hang free for freedom of movement, making them easy to get in and out of. Knit collars and cuffs combine with knit waistbands for snug fit where it counts and keep out chill spring breezes.

THE CARIBBEAN influence is seen in some of the spritely colors and soft pastel shades used. Slubby fabrics with look and feel of silk will be worn alongside tough sailcloths, soft napped lightweight wools and blends of wool with cotton or man-made fibers.

Poplin with its light wind- and wet-resistant weave is another outdoor favorite.

Plan Styles To Complete All Outfits

Spring 1958 hats are brimful of flattery. The fashion news is in brims of every size and shape, with brimmed hats styled for every occasion, every costume, every mood. Color runs riot, and black and white punctuate the colorful scene.

Smoothly rolled-up brims make face-framing halos, whether small, medium-sized or full blown. Beretons and rollers, fashioned of straw and of fabric, simply banded with ribbon or prettily sweatbanded with flowers, are designed to be worn well back on the head.

Hats with upswEEP lines appear with many different types of brim. There are brims that turn sharply skyward at the back of small-curving Watteau bonnets and wide, sun-shade brim.

Create Dashing Effect
Sometimes, brims sweep upward at each side, parade-fashion. Edges of brims are rolled up around trimly tailored derbies and debonair boaters. Brims that turn up both front and back create dashy, become silhouettes.

Equally important are hats with a downward dip of brim. Narrowest of these brims are seen on high-crowned "flapper" cloches, perky tilted to one side.

Racket-shaped bonnets and high "chemise" cloches have small downward brims that melt into their crowns without benefit of headband. Floppy, irregular brims are featured on swagger casuals. Gently rippled brims are seen on afternoon hats and wide-brimmed portrait styles.

Brims that spread from almost nothing on one side to a profile-shading fan at the other are attractively asymmetrical.

Turbans Rise High
While most dramatic brims usually are combined with simple, head-buzzing crowns, more intricate crowns appear above smaller brims. Sometimes, taller crowns are used even with plain, wide brims, but they are softened, smoothed and gently manipulated.

The very latest most elaborately draped crowns are seen in off-face turbans that are the exception to the rule of brimmed hats for spring.

These new hats are made in a wide range of attractive straws and fabrics, with plain or fancy trimmings. Ribbon bands and ridgings, tailor-bows and little girl streamers match or contrast with the hat color.

Raincoats Not Just Foul-Weather Friends

Once the raincoat was strictly a foul-weather friend. That was long ago, however, and today's styled-up and lightened-up rainwear is thought of as a second topcoat by many men.

They are certainly handsome enough for a tour in the sunshine, just as soon as the weather is mild enough to make his topcoat a bit more than the temperature requires.

There are the popular sand, putty, eggshell and white shades in the lighter colorings along with handsome and practical blues, browns and grays in the glossy iridescents that have made such a hit in recent seasons.

IF YOU HAVE difficulty in making up your mind as to which you prefer, the dark or the light, solve your problem with one of the reversibles with a light shade on one side and an iridescent on the other. Just turn it inside out for a fast change.

When it comes to models—there are almost as many styles in men's raincoats as there are spring showers.

There are the familiar raglan-shouldered balmainians; the glamorous military-style trench coats; single- and double-breasted models in the dashing lines of sports car coats from the Continent; regular models, shorties, roachies, and split raglans tailored with what is apparently a set-in sleeve at the front, but, when viewed from the back, has a raglan shoulder.

If you are stepping out in the evening, there are even very dressy jet black raincoats.

AND YOU DON'T have to worry about light colors either—many of these come in wash-wear constructions.

Rain Not Needed

New raincoats incorporate style and utility. This model is made in a shorter length with a full draping body.

pick your Easter hat on "Miss Millinery Day"
Saturday, March 15th, in our Birmingham store
Miss Ada McCafferty, from our Downtown store will be in Birmingham all day to help you choose the perfect hat from our exciting new Easter collection.
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* Informal modeling, Birmingham store, Saturday, March 15th, 11 a.m. to 4 p.m.

Ellen Codner Wins Honorable Mention

Ellen Codner, 11, of 3124 Glenwood, Birmingham, has been awarded honorable mention in the first national Color and Win contest held by Vogue Dolls, Inc., of Melford, Mass., for coloring a drawing of Ginny, Gimette and Jill dolls.

Her gaily crayoned portrayal of the dolls playing outdoors on a kym set had previously won first prize in a local contest, competing against hundreds of entries. It was submitted through Alice's ham.

Most Eligible?

William Watkinson is one of the 10 candidates for the "Most Eligible Bachelor" contest at Western Michigan university, Kalamazoo. He was nominated by the Delta Zeta social sorority on campus. He is the son of Mr. and Mrs. John A. Watkinson, 211 N. Worth, Birmingham.

Himmelhoch's
sisters' dress set from our Easter parade
of young fashions being modeled in the Children's Shop in our Birmingham store, Saturday, March 15th.
Dress set, sketched, in rose embroidered, batiste-type cotton with matching trimmed, white nylon gloves. Pink or yellow.
3-6x, 11.00 7-12, 13.00

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For Spring

This Stroeck fleece coat in royal blue is one of the featured items at Kay Cooley, Inc., 190 W. Maple. The coat is priced at \$199.95

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