



At Princeton Prep, Bruce Mulock, wearing a turtle neck ski sweater of orlon, admires the pocket watch which goes with the three-piece suit with matching vest worn by Dave Muhltner. Princeton Prep shop, 237 Pierce, Birmingham, is participating in a newly organized "Older Brother Council", in which local high school students will become chapter members. The councils across the nation will advise the boyswear industry of their fashion likes and dislikes.

## Will It Be 'Jivey Ivy' Or Continental, Man?

By GEORGE MCGLINNEN  
Manager, Princeton Prep

Not since peg pants and the one-button roll has a clothing style had as much effect on the male attire picture as the Continental.

Consumer and retailer alike have often viewed changes in men's and boys' clothing as some type of subversive obsolescence of their present wardrobe and store stocks. The only strong opposition to the Continental was heard from persons advocating the Ivy type clothing.

By Ivy we mean those that love, appreciate and truly would wear nothing else. In the past few years it has been the thing to be Ivy, many wearing the style did so because it was the thing to do, and not because they like the traditional cut and the conservative line. There is currently a school of tra-

ditional and another of "Jivey Ivy."

THE UPSURGE of Ivy clothing was due to a concentrated effort by both clothing retailers and manufacturers to get the American male (both man and boy) to dress right. Ivy styling was the goal.

The feeling in clothing circles is man and boy now need more than one choice. The traditional look has been jived up for variety, but this has only served to destroy the basic concept of the traditional look.

WITH THE ADVENT of the Continental style the consumer is now faced with a decision new to him; he must choose the basic line of his clothing from the two ideas offered.

His choice will be an important one, both the Continental and the Ivy style have accessories keyed only to their particular line. A crossing of the two will only result in an incomplete wardrobe.

In order that you might find out the basic differences, visit your favorite clothing retailer, have him explain both concepts to you, and then make your decision.

## Get Preview Of College Life, Campus

Twenty-seven Birmingham area students took advantage of Western Michigan university's "get-acquainted" program during July.

Under the plan the prospective fall student can spend two days on campus, living in residence halls. He or she is tested and counseled and completes registration.

THOSE FROM here who spent time on campus were:

James R. Peters, 321 Cranbrook road; Virginia Lee Irwin, 6300 Westmoor; Elaine McNab, 161 S. Glenhurst; Carl B. Marcks, 17430 Kirkshire; Mark R. Hall, 4158 Walnut Hill; Carolyn Bishop, 92 Manor court; Mary M. Cork, 1187 Southlawn drive; Sandra Cornell, 1150 Yorkshire; Peter E. Parkinson, 404 Baldwin; and Diane S. Richardson, 1357 Chesterfield.

OTHER prospective students included: Carolyn M. Batey, 16016 Amherst; Elizabeth A. Collins, 1504 Birmingham boulevard; Julie Schallert, 2400 Devon lane; Timothy B. Springer, 647 Vinewood; Robert E. Taylor, 6771 W. Dartmoor; Kathleen T. Voss, 146 Puritan; Kathryn G. Fox, 529 Linden road; Gilbert F. Hadas, Jr., 388 Greenwood; Robert L. Parker, 426 Bennaville; John R. Dixon, 6223 Dakota circle; and Martin Laurimore, 1755 Melbourne.

Also touring campus, getting ready for fall work: Ed Phelps, 330 Baldwin; John G. Picou, 3500 Carriage road; Matyidith Pliditch, 31800 Arlington drive; Patricia J. Marantetta, 1450 Old Salem court; Bill Meyer, 369 Oakland; and Joanne M. Schmidt, 923 Eastover Drive.



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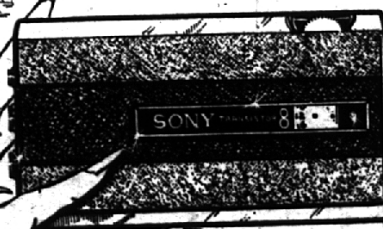
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