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Knit To Fit, soft-to-the-touch gloves — are so right to wear with new spring suits and coats. A unique diamond ribbed design is incorporated in these smart four button length gloves. In white, black or beige.

for a fashionable Easter

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The matchless eau de toilette of the great French couturier in light-catching etched bottle with faceted glass stopper... a de luxe edition spirit-lifting as the fragrance it holds. Miss Dior, delicately provocative or Diorama, heady Oriental \$5 to \$15.

Travel capped bottle, \$5.50 and \$6.50. All prices plus tax.

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COSMETIC DEPARTMENT

Wilson Drug Co.

Woodward at Maple

## See Little Change In Men's Fashions

By W. J. ARTHUR  
Staff Writer

Spring fashions for men in the Birmingham area will undergo little change, according to the men who should know—the clothing buyers.

Muted shades with very little color, and a striped pattern will continue to be in vogue with a strong influence from the so-called Ivy League style.

MOST OF the clothing buyers in the area agree that men's clothing is slowly beginning to emerge from the "grey flannel suit" era.

"More color in the accessories show that a trend toward the lighter colors and patterns in suits and sport coats is slowly developing," one local buyer revealed.

Light dacton and worsted suits, wash 'n' wear suits and light shoes are becoming popular due to the limited amount of baggage allowed on a plane.

LESS CONVENTIONAL design in accessories is starting a new trend in both styles and patterns, according to the buyers.

Brighter colors in ties, handkerchiefs, summer sports coats and sport shirts are the forerunner of brighter colors in suits.

Although the brighter accessories are in vogue now, spring clothes for men will remain dark.

Spring and summer shoes will

be lighter than ever, according to the men who buy them.

IN MOST instances, summer shoes will weigh only eight or nine ounces each compared to a pound each for a pair of regular shoes.

The Ivy League influence will also appear in sport shirts. Knit sport shirts of solid colors with contrasting cuffs and collars are expected to remain on the top selling lists in men's stores.

LOCAL buyers are also expecting high sales of colorfully patterned shirts that picked up in mid-summer of last year.

The Tyrolean influence will predominate the style of spring and summer hats this year.

Straw hats of various styles will be popular in the summer, but Brooks felt, pre-shaped, bowlers and the derby will appear on the scene until Easter.

Shoe styles are also undergoing a change.

Besides weighing half as much as regular shoes, the newest trend is towards a square toe design.

BIRMINGHAM area men who are not satisfied with the ready-made clothes will find several tailors available who will custom-tailor a suit.

Although there are many styles and patterns of suits, coats and accessories, the man looking for that particular new style for his Easter suit is almost sure to find it in the Birmingham area.

## Emphasis On Color In Leather Handbags

Leather handbags for Spring 1959 will have a rich, full look. The squares and rectangles have been softened by drapes, pleats or gussets and there are new pouch and satchel shapes.

Extra-soft and superbly supple leather will be used in most day-time bags in black, red, oyster, beige, bright blue and navy. Many of them will have shaped leather handles, slightly longer than last season's. Gilt locks and name plates will add interest.

LEATHER BAGS will be organized for efficiency with inside pockets enough to hold everything a woman carries around or at most everything—in a special place.

Many handbags will have outside pockets, for coin purses, passports, keys, etc. One pouch bag has a recessed section at the top within which adjustable snapped bands hold umbrella or papers.

THERE WILL BE many suede leather clutches and long oval pouches for resort wear in bright colors such as hibiscus red, orange, turquoise and hot pink. Often they will be fastened with clips of various colored pastel beads, on silver mounting.

Smooth leather bags for leisure

## Fashion Fifty-Nine

By BILL WIZNER  
Princeton Prep Shop

Talking about fashions in men's and boys' apparel has always been a rather "tongue in cheek" activity, since the word "fashion" seems to be more at home and almost solely in the domain of women's wear.

This, however, is the year "59" and fashion is finding a place in the lingo of male conversation. For the first time in years there is loud controversy raging around the advent of the "continental" look.

The "Continental" look revolves around the Continental suit which is constructed with a narrow shoulder, slim waist, and cutaway skirt slightly fuller and flared across the hips. It has a notched lapel and sports a double vent in the back.

THE TROUSERS feature a narrow tapered pant leg worn without cuffs. The waistband is beltless. Most important the coat is a high two-button cut, with the coat length one inch to two inches shorter.

To accessorize with the continental suit, there are dress shirts with a high collar band in back tapering to almost no collar in front; featuring a short pointed collar.

Ties are a bit shorter and wider. Continental topcoats are featuring set-in sleeves with a 2 button double breasted cut, slightly shorter in length, of course. To top it all off, naturally, the derby.

THIS IS A fast summary of the look of the continental.

Why the controversy? Because it is, believe it or not, a very conservative and handsome silhouette, and it is giving pause for thought to the "traditional" dresser (sometimes called the Ivy League). Yet it is vastly different and not the least bit traditional.

Thus we have a dilemma not only for the consumer but the merchant, too. A recent national survey indicates that 22 per cent of the male population has solidly adopted the traditional attire. Seventy-eight per cent have been dressing in conventional or modified Ivy apparel.

No change is expected among the twenty-two per cent traditional dressers. But if, as many fashion forecasters predict, a significant switch to continental takes place among the seventy-eight per cent, gentlemen—you will be very continental by spring of "60".

THE ENTIRE men's apparel industry is poised to jump into this trend. It is only awaiting your reactions to the limited showings this year.

We suggest you preview this fashion look now, at your favorite store, and speak your piece.

Wear will come in unusual shapes: like cardigan sweaters, rural mail boxes, deed boxes and flower baskets.

AFTERNOON BAGS will be of suede leather in muted taupe and off-black tones in soft, draped shapes. Late day sees the bag smaller and neater with clipped square edges in softest suede detailed with matching flat bows, and in muted taupe and reds.

## The Accessory Look For Spring Wear

For the many open-jacket suit styles there are fresh, new looking sweaters, quiet pieces and dramatic jackets. Assorted long ties—to be bow-tied very low or "neath the chin"—are new and smart too.

White frosting—for blacks and navy, as well as for the new "hot" colors—takes shape in platter collars of dainty lace, in V-neck fill-ins of lace and ruffles, in portrait collars of fine piques, nylons and dacrons.

It's smart fashion to keep in mind the bright impact that these refreshing, white neckwear accessories can give to your spring costume!

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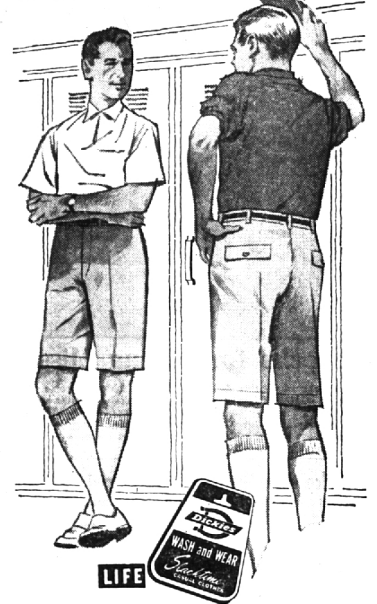
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**Wilson's**  
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WOODWARD at MAPLE

## Set for the Club

Pretty as a picture is Mrs. John Larkins of Amberly road, Birmingham, in a pure silk toast suit with a jungle print blouse. 'The New Look' will be shown at the Birmingham Country club March 19 by Hilda's of Birmingham.

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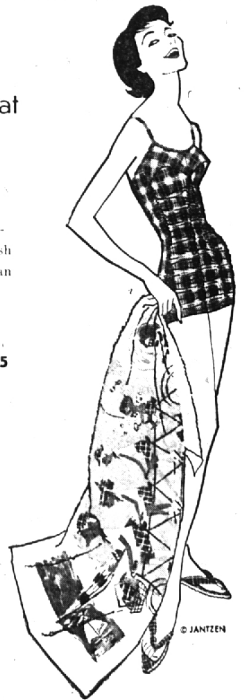
**Jantzen**

perennial scotch treat

Every year Jantzen makes a tartan swim suit that becomes a national favorite. Here is this year's version with some wonderful garnishes added. The "Scottish Moor" swim sheath in authentic tartan cottons with bias detailing, zipped smooth back, front shirring. Dries wrinkle free.

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