

Boys Run Gamut; Practical to 'Cool'

The story of boys' dress habits is rather involved and is complicated not only by differences according to age groups, but also by varied preferences in style.

Little boys dress to emulate their Dads or big brothers. However, when they enter their teens, Big Brother may still be an influence but Pop has definitely lost his prestige as a fashion arbiter. But, one thing boys all have in common, no matter the age, is the keener sense of style they enjoy over previous generations.

For the small lads there are miniature versions of both sophisticated men's and natural shoulder classic suits, sport jackets, slacks and furnishings. For the most part, these are the dress-up items in the sub-teen wardrobe. For school and play they are apt to go for the more rugged easy-care items, the modern versions of which meet the more exacting standards of present schoolroom wear while managing to survive the rigors of their extracurricular activities.

AN EXTREMELY important factor in the dress habits of all boys, sub-teen, teenage and college level—is the desire to conform to the dress habits of their contemporaries. In grammar schools and high schools this may be reflected in several types of styles being "in" simultaneously at the same school, each style being the choice of varied groups within the school.

In the argot of the school set these styles may be described as "Cool", "Cooler" and "Coolest." Translations into adultese meaning: Cool—Traditionally classic clothes like the authentic natural shoulder suits, sports jackets and slacks that are trim but worn with a belt. Furnishings in the same key. Button-down collars, tab collars, rep and challis ties, plain-toe blunchers, sneakers, loafers, crew socks, etc. In other words a literal translation of the authentic university look.

Cooler—This set actually bridges the vast gap between the Cool and Coolest groups. He is open-minded and will accept fashion ideas from the staunch traditionalist as well as from the "hip" sophisticate whose tastes favor extremes. For

example, his sports jacket may be a wash-wear plaid in an authentic natural shoulder model, but he is not adverse to donning a double-breasted sportcoat or blazer with extreme details and side vents.

COOLEST—This is the sharp dresser who goes all-out for "way out" styles. This is reflected from his fancy hair cut to his Continental shoes. He will buy the slimmest slacks available—then have them taken in more. He likes double-breasted sport shirts in black as well as in flaming hot colors. The shorter and the tighter the suit jacket, sportcoat or raincoat, the surer he is that it is for him. He thrives on extreme fashion details and goes for the gimmick in anything that is wearable. He wholeheartedly believes in what he wears. All other clothes are "nowhere."

It makes no difference how the youngsters you know dress today because their fads change as quickly as the moods and whims of youth.

Furthermore, it is a safe bet that regardless of his tastes, he looks a lot better today than the boys of his age looked only a short time ago. Boys' dress standards are steadily improving.

Teen Seamstresses Open New Frontier To Spring Fashion

Teen-age girls can explore the "new frontier" without stepping away from the sewing machine.

All they have to do is stitch up the spring pattern wardrobe. Coordinating the latest patterns with a exciting fabrics, the "sew-your-own" fashions complement understated styling with vivid, patterned and opulent fabrics. Day dresses, suits, sportswear and evening dresses should be included in the wardrobe.

THE "SEW-IT-YOURSELF" fashions can introduce the bright, young look of spring, a gay, teenage version of the simple, relaxed lines made famous by American's First Lady. Style notes include overblouses, sleevelessness, princess shape, off-center closing, gored skirts and gentle evening dresses. Fabrics spotlight four basic color schemes—"Capitol blues," "Pentagon plums," "Currency coppers" and "Treasury Greens."

Care of Clothes

Be careful and don't pull a "Nikita" by banging on a table when you're wearing cufflinks. Good jewelry shouldn't be subjected to that kind of punishment. . . . Mildew on leather shoes can be removed by rubbing with petroleum jelly. When is has absorbed, rub with a chamois.



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Sweaters Offer Spring Versatility

What is a sweater?

According to the American Institute of Men's and Boys' Wear, a sweater is a garment loaded with comfort, fashion and versatility. It can be tucked into the corner of an overnight bag, folded into the glove compartment of a car, worn with the sleeves folded ascot-style around the neck and has the added virtue of being a virtually weightless garment.


The new sweaters for spring, knitted of both natural and man-made fibers in loose airy stitches are a veritable "must" for the wardrobes of sportsmen, vacationers, suburbanites, boatmen, golfers and fellows who do nothing more active than rock on the porch.

AMONG THE newest lightweight sweaters seen by exhibitors at the annual convention of the National Association of Retail Clothiers and Furnishers here, Feb. 11-14, are cable-knit cardigans in Orlon Sayelle yarns, sweater shirts in "alpaca-knit," orlon and cotton knits in both action styles and jacket-length outboard models with colorful cross-stripes. Vertical panel knits with intricate detailing will please some men while others will choose the classic white V-neck tennis sweaters with colorfully bordered cable-knits.

And, even though it is the balmy weather season, those frequent chilly mornings and evenings make a sweater a welcome adjunct to those featherweight sport jackets.

Common Sense

You hear a lot about narrower shoulders, smaller hats, tighter pants and trimmer lapels. They're the fashion trend. But just remember that there are all sizes and shapes of men, and that no single style is absolutely right for everyone.



no one has ever counted the hand stitches in a **LEBOW** suit!

—but the total is vast, and vastly effective. Gabardine is a very old fabric name, but Dakar and Stratogab are very new. And even newer is Lebow's Aristocrat pleatless trouser, normal-shouldered model—truly graceful.

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Model Shown—Preston with Pleated Trousers

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