

# Grade Schoolers Take to Fashion

If there's anything that the young, irrepressible grade school boy won't stand for this fall, it's being made to "dress like a baby."

The sharp awareness of fashion which has gripped the 7th and 8th graders and teenagers in high school has at last found its way to the keen young minds of the small fry.

That's why mother shopping for Junior this fall had better be sure his trousers (even the cotton ones) are properly tapered and trimmed—no more "little boy's" baggy rompers for him!

She'd do well to see that his shirts have the big-boy stripes and

checks and plaids—even the same sort of button-down collar or short neat "spread" that the teenager wears. And he'll want his suits and sport coats to have the simple yet masculine traditional, natural-shoulder lines that sophisticated grown-ups are wearing.

**HIS SWEATERS MUST** have the same colorful ski look or soft shaggy look as his bigger playmates', and must come in the same "grown-up" crew-neck turtle-neck or V-neck-pullover or cardigan model.

As for outerwear—what could be more important to the active youngster who spends so much time outdoors? For Junior nothing less will do than a ski parka, complete with hood and warm but lightweight lining.

What? He doesn't ski? Doesn't matter a bit! That's what's so wonderful about kids. They can

always pretend they ski! And these garments are wonderful to wear—they're lightweight, water-repellent, warm—and often reversible for a two-button jacket look.

But, if he already has a ski parka, then a stout, handsome corduroy with snug knitted collar and lining of bright wool blanket plaid or soft warm pile will surely fill the bill... or perhaps a junior version of the popular collegiate duffle coat made of heavy wool with the wonderful rope-and-toggle closures that youngsters love.

**IT'S A FINE** thing, to emulate this big-boy look. You'll find it's a neat, clean look; a colorful, outdoorsy look. It's a way of dressing that makes youngsters, big and little, aware of their appearance in just the right degree. The very straightforward simplicity and clean, trim lines of these fashions

bring out the boy's personality and does as much for the little one as for the older boy.

Yes, there IS one way that these youngsters can look different and younger than their older counterparts—and that's through color! Because the smaller boy is not nearly so conservative as the bigger one, now's the chance to give him a red blazer jacket instead of a black or olive; or a brighter plaid on his shirt or a bolder color on his sport coat or sweater. The small lad likes color and brightness. This is almost his last chance to indulge that liking to the full because by the time he's 13 or 14 he'll become wary of "standing out" in any way—and so the choice of color eventually becomes more restrained.

which the youngster is different—and that's the rough and tumble way he lives his life—and the things he does to his clothes as a consequence. That's why mothers shopping for these smaller lads must be more than ever aware of the newest man-made fibers and finishes. These are the "miracle" agents that make for shape retention, water and stain repellency and wash-wear or easy care.

The wise mother this fall will look carefully at the labels and handtags that come with her little boy's clothes—to read the story of the wonderful fibers and finishes with which so many garments are invested. Once you know these invisible allies are there and know how to take advantage of them, you'll find the battle to keep Junior's clothes in order has been won!

**THERE'S ANOTHER** way in

THE BIRMINGHAM ECCENTRIC

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**THE BUSY SIGNAL**  
How can I know you love me  
When you won't meet me half-way?  
How can I know you want me  
When you're "Busy" every day?  
Why don't you plan a moment  
When we two can be alone?  
I'll answer the love in your eyes,  
Dear,  
With a love-light in my own.  
You always say you love me,  
But you just won't follow through.  
You raise me up to Heaven,  
Then you leave me feeling blue.  
I want so much to see you  
And I want to hold you tight,  
But I get that old "Busy" signal  
When I call you up each night!  
Dorothy Aust  
29371 Jacquelyn  
Livonia, Mich.



**Ski Influence**

This young man (as well as his mother) likes the classic ski influence in play clothes, such as his bright blue nylon quilted parka with hood and bright wool flannel plaid lining, white cotton turtle neck shirt and wide wale black corduroy pants with an elasticated waistband. His elder counterpart wears a good looking black and white, salt and pepper tweed outer coat. It features a black notch fleece collar and lining and a belted back.

She Will  
Always  
Look Up To You . . .  
If You  
Don't  
Quit' School!



**Your** friends may be envious of your first paycheck, but in several years, they'll be earning more than you are . . . because they will have something you don't have . . . a diploma!

**If** you drop out of school early, you'll be closing the door on many opportunities which mean bigger paychecks . . . greater satisfaction . . . more security for you and your family in the future.

**Don't** let opportunity pass you by for lack of proper schooling. Statistics show that high school and college graduates earn almost TWICE in total lifetime earnings than those who have neither diploma. Take time to consider this seriously so you'll have no regrets after it is too late!

**AS** Benjamin Franklin wisely said, "An investment in knowledge always pays the best dividends." It will be the wisest investment you will ever make in your life!

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