

FOCUS ON FEMININITY

Pretty look arrives with pretty flowers as soft, romantic look dominates scene

The "pretty look" arrives with the pretty flowers this spring, as soft, romantic styles dominate the fashion scene. Light, airy and understated, the new styles take naturally to this focus on femininity. Popular Shoe Fashion Service of Leather Industries, perforations, embossed designs on the vamp and toe are other ways of lightening the shoe without cutting away large pieces. Smooth leather linings cut down on friction and stocking runs. Big girls take to little girls' styles this year in a huge variety of strap shoes. Some feature the simple strap shoe in the asymmetric straps, a T-bar of the shoe and a T-bar strap. Set on mid heels for the most part, the feminine strap shoe is a far cry from the old-fashioned Mary Jane. Slim, slip-on leather shoes round out the picture of a deceptively simple, easy-walking leather shoe.

CASUAL FOOTNOTES

In casual footwear, led by moccasin flats and moccasin loafers, you will see every type of leather. From multi-colored genuine patent leather flat to handsomely grained leather walking shoe or waded leather "penny" moccasin, casual leather shoes spell comfort and grace.

FROM TAYLORS
For Spring '64

Slacks in reach of modest budget

You don't have to be a potential gold medalist to wear Olympic quality stretch slacks. In fact, many skiers whose clothing budget is as modest as theirs still have been wearing them all season.

Stretch nylon slacks started appearing in the suburbs as well as in the big cities. In the meantime we began manufacturing in Canada and stopped depending on imports, says M. Adelman, vice-president of Bruce Willis.

An avid skier himself, Mr. Adelman also believes that the hills and curling rinks would be considerably less crowded—at least with well-entitled skiers—had not Canada started developing a stretch slacks industry of its own 1½ years ago.

"Prior to that time those \$40-\$50 price tags were considered as too high an 'initiation fee' by many would-be skiers and curlers," he recalls.

"Now they can have themselves as well 'panted' as the Olympic ski team for as little as \$29.95. Of course, no skier chief of concern with wind resistant fabric can expect the best fit of custom tailoring for that price. The Olympic ski team's competitive clothing was made to measure with inset racing stripes. But, the average weekend skier can expect the same resilient fabric.

"Resiliency or recovery to more important than stretchiness in quality stretch pants," points out the textile authority.

who has skied in everything from school boys' breeks to baggy abberdies.

"If the fabric lacks 'snap back,' its power to stretch is almost worthless. Skiers and curlers can check this for themselves by using the simple 'bubble' test.

Just insert the thumb inside the slacks and pull the fabric taut over it. Pull hard in the direction of the stretch. Hold for a second, then release.

"If there is no sign of a 'bubble,' the fabric's bounce to the inch is excellent or very good. If a trace of 'bubble' remains on first inspection but quickly disappears, the snap-back rating is good or fair. If the 'bubble' persists after a length of time even though it has diminished somewhat in size, the pants have been made of a 'lazy' fabric with a poor or very poor recovery rating."

Though not conclusive, Mr. Adelman regards this test as a fairly reliable indication of quality. However, he feels no test really compares with a full weekend of bending and sitting against wear in the same attitude two days in a row. They point out that a stretch garment needs more than a single night to snap back completely. I feel stretch pants which have been subjected to prolonged tension and flexing also require a little time to recuperate.

"For this reason we outfitted each member of the Olympic ski team with three pairs of slacks for the official parade and casual wear.

TO BE WELL

(CONTINUED FROM PAGE 13)

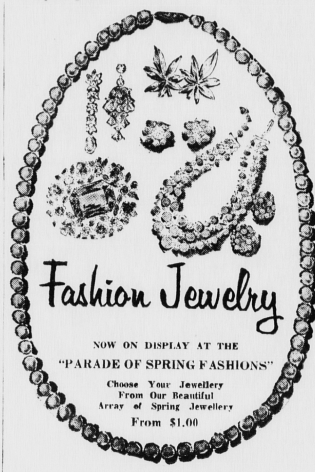
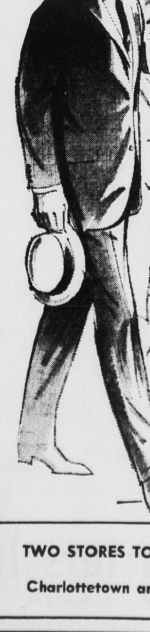
mind about socks several years ago during an independent consumer survey. In overwhelming numbers and in no uncertain terms they declared themselves in favor of 121 socks which were in dark, conservative shades of color and that stand up and a plentiful supply of clean socks.

Partly as a result of this information plus the influence of interview programs on television there has been an evolution in men's socks. Except for casual wear, blinding diamonds and styles, so dear to the heart of many women, have been replaced by socks which take the color cut from the suit but are in a shade or two deeper in tone. The hairy sock leg, so dear to the heart of nobody except—perhaps—a real ape, is being banished to the zoo.

HIGHLIGHT SOCK

"The highlight or executive length in socks is becoming an integral part of the new executive look in men's business clothes," says Mr. Putnam.

These shir-concealers are available in two lengths: the 12½ inch length over the calf height and the 11½ inch "press conference" height. Both are elasticized with "korrax" spandex fibre to cling smoothly to the leg. The former has a 2½ inch band of the man-made elastic at the top while in the latter the entire leg is elasticized. The shorter, press conference length has the added virtue of helping reduce leg fatigue in men who do more standing or walking than sitting.



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HAT ESSENTIAL
He feels that a man who neglects to tuck in a clean pocket handkerchief every morning is like a woman who goes into town or to a social function without gloves. He personally prefers the unstuffed puff style in handkerchief arrangement to the formal line of four carefully formed points of the square fold.

He believes a hat is as essential to a man who wants to look an executive as a shoe shine. The hat, however, should have an urban air like the new back-curler style with its curved brim and pinched crown. For a latter wear, he admires the fur wedge hat that's optional.

He's in favor of vests for business providing they match and look as active as sports jackets in an office.

TWO STORES TO SERVE YOU
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The easy way every washday

There are two ways to do everything... the easy way and the hard way. The easy way is usually the organized way. When you do things methodically... following the same procedure time after time, the operation speeds up, gets simpler. Here's a seven-point plan intended to make your washday more serene.

- (1) Keep soiled clothes in a perforated hamper to prevent mildew and musty odors.
- (2) Mend torn or ripped clothes before putting them into the hamper.
- (3) When washday rolls around pre-treat badly soiled areas such as collars and cuffs of shirts and blouses by dampening them and rubbing in salt soda concentrated with a brush. If you prefer, instead of applying the salt soda dry, you can use it in solution... a tablespoon of the salt soda concentrated dissolved in a cup of water.
- (4) Separate clothes into washer loads with a combination of large and small, white and colorfast items with light soil for one, large and small white and colorfast items with a heavier soil for another.
- (5) Use a laundry cart or

your grocery cart to transport loads to the washer. Never irg them in a basket.

(6) For the best results, loosely load the washer. Add three tablespoons of salt soda concentrated to the washer and enough soap or detergent for loads. This would be less than you'd normally use, for salt soda softens hard water and makes soft water a cleaner better faster.

(7) After the washing, drying, and ironing, reload the cart right at the drawers as you go.

Fashions Change

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