

Cotton Shirts For Easy Living Take On Bold Look

What changes are in the wind in sport shirts?
News is being made as the males of the species exchange their conservative pull-overs for bright stripes and fancy necks, reports Everett Matlin, editor of Gentleman's Quarterly, the fashion magazine for men.

Yes, indeed, this is the time for bold fun shirts! Men and boys have lots of fancy shirts to choose from this spring. Hot orange, gold, green, carnation pink, air-force blue, all in vivid hues, make news in lustrous highly polished cottons. A process called mercerization makes these fine cotton fabrics more acceptable to the new bright dyes. It is a method of polishing the yarn so that colors appear more shiny, more lustrous, brighter. Many sport shirts manufacturers carry the Durene label to show consumers the yarn of their shirts has been mercerized.

The new hot colors show up in multi-colored stripes, vertical stripes, horizontal stripes, boater stripes, ticking stripes and candy stripes. Striped patterns go hand-somely with the paisley and batik prints that are prominent in light-weight sport coats this season.

Polished cotton shirts too, are a smart contrast to the cool soft shades of new season sport coats. Pullover sport shirts, the kind most popular, feature deep front plackets with three or four buttons. On some shirts the placket practically reaches the belt line of the slacks.

Also newsworthy are high-V necks, boatnecks, cross-over necks . . . fancy colorful designs give sport shirts a sportier, more American connotation. . . away from the trim, conservative styling. Sleeves, have lots of fashion interest pointing up a less conventional three-quarter sleeve. Knit shirt stylists have embellished sleeves with vents, slits and two-button cuff treatments.

Pockets are oversized and noted for detailing. They appear at the bottom of the shirt and on the sleeve as well as in conventional places. . . details that point up the smart racy styles of the bold Sixties.



YOUNG SOPHISTICATE LOOK is shaped by wide layers of petals that form the four-tiered full skirt of this dance frock. The comical top is cut in the lowered new line.

Half Sleeved Dress Shirts Are Cool Favorites

Dress shirts with an eye to the new season have two things in view; comfort and good looks. The fancy half sleeve shirt which continues to gain popularity now has added top interest — the British grip-tab collar.

Besides the British look collar; pink-tab length (pointed and rounded) — tabless tabs and round collars — shorter button downs—plus tab length collar with moderate spread will set the spring-into-summer dress shirt collar trend.

On the cuff, it's a totally different story as cuffs will be fancier than ever with angled tabs, slit plackets, buttoned versions and others.

As for fabrics, all are keyed in spring-into-summer weights. Colors are British influenced in crisp stripes, checks (medium and hasty weights); ivory, muted gold, powder, denim blue, pink, geometric white on white, sleek satiny accents on lenos and stripes. All look neater and have an opaque quality.

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