

Sportswear for Spring, Summer Are Invitation to Relaxation

Men's sportswear for spring and summer 1960 fairly shout an invitation to carefree fun and relaxation—because they are styled with an abundance of exciting, care-free features. The new sports shirts, jackets, slacks, sweaters, walking shorts and outerwear present an eye-compelling array of colors, bold patterns and designs with a new lift.

Designed for our new leisure age—these new wearables help to make leisure something worth having and enjoying, according to the American Institute of Men's and Boys' Wear.

New Outerwear
Take the new outerwear—with zipper front jackets or button fronts now in strong revival. Fashioned for comfort and pure enjoyment of wear, they boast new Continental styling that make a man feel flattered just to wear them.

At the country club or in a sports car, the man of action

will also like their light weight, their snug feel, their free swing—all available through the magic of new tailoring in fabrics and clever tailoring.

Smart Sweaters
Sweaters move front and center in the season's fashion parade. More popular than ever, they are presented in shell stitch types no heavier than a mild breeze—or in the more familiar cable stitch types.

This season you'll find cardigans galore, knitted vests, pullovers and sweater coats that double as jackets. Look for them in the widest range of colors ever—pale tones and brilliant ones, whites, blues, olive shades and gold.

Sports Coat News
Sports jackets follow the new trend to boldness—in colors and patterns. Under the twin influences of Continental and Ivy tailoring, they're trim and slimming in cut. As

for weight, they range from substantial tweeds and flannels to mid-weights to light-as-a-feather models that defy you to feel the heat.

Many of these light weight models can be tossed into a washing machine, hung to drip and dry, and within an hour or two be ready to put on again without pressing.

Incidentally, one of the smartest of the season's sports jackets is the India Madras—colorful in a handwoven fabric that presents distinction as its hallmark.

Top Notes
Sport shirts, more than any other item perhaps, make the season's invitation to fun and relaxation really mean something.

Keyed to the smartness of Continental or Ivy motifs, they cover a dazzling range of colors, designs and style features. Ivy button-down collars or curved collars a la Continental—solid tones without fuss or designs that lift up oriental themes or novelties based on Americana—full sleeve types or half-sleeve or sleeveless. They're all there, plus.

Knitted Shirts
The smart shopper will also take note of the new spring knitted shirts in pure cottons or blends of cotton and textile fabrics, with vented sleeves and sleeve tabs, or plain.

The increasing popularity of knitted shirts—for the yachtsman, tennis player or golfer—has led to an amazing variety of models. Some have convertible collars, others boast V-necks, boat necks and crew necks. The weaves range from plain to the fanciest—and so do the colors.

Sports Slacks
Slacks keep pace with the rest of the new sports ensemble for 1960. They're more colorful than before, some are fancier. Bolder patterns are evident in others; new clever tailoring smartens others.

No longer do plain-toned slacks necessarily go with solid colored blazers or sports shirts. Now there are checks, plaids and striped slacks with which to team them—and in perfect taste, too. Stronger coloring is the feature in slacks for the 1960 season.

Such new tailoring advances as new waistbands and self-support devices, as well as handsome pocket treatments, are built into the 1960 slacks—and into the new walk shorts, too.



TOP CHOICE—This smart wool Continental is in a bold black and white plaid. The jacket is shaped, nipped at the waist. Rounded notched lapels are new treatment. Two front buttons on jacket match two buttons on sleeves. (More men are wearing their Continental trousers cuffless). Her red and white checked wool suit is double-breasted in styling and so very new looking, too! Her suit by Women's Haberdashers; His suit by Petrocelli Clothier. Photo: Wool Bureau.

Light, Airy Look Coming Into Boys' Wear This Spring

Something extra-special is happening to boys' wear and that is—a light, airy look to fabric and color.

The trend to lightweight suitings continues to grow, and now the boys too, come into this new and lighter era. They will reap the benefits of more and more 3-4-9-ounce weight suitings. Some sportswear items are mere featherweights in just 3½-ounce fabrics.

Color is an exciting plus. Green is the big choice and leader of Spring! It is an olive green that is tops, but an olive tone with more life and sparkle than in previous years.

Colors Combined
It is handsomely combined with blue and black; with burgundy and gold. Soft colors

with a burnished cast and white are very new, too.

Boys will be boys in a gay array of patterns of every variety. Checks of all types—from miniatures to bold; glen plaids, houndstooths, hopsacking and neat cord stripes are also good!

Madras in sport coats and active sportswear is a must for every fashion-conscious lad! Since the "real McCoy" from India may be in short supply due to the big rush in all types of apparel, American manufacturers are offering more and more "home-grown" madras to the fashion world.

Some of the more interesting fashions to be found around town for the young men on the town include smart hopsacking suits, often with crest emblem on breast pocket and with a vest for contrast.

Muted checks, madras striping and madras checks as well as batiks—make the sports coat picture a most colorful one for the lads.

The Continental look, though modified like Dad's and big brother's, is popular with the American youth—especially now since its less cutaway in front, less nipped-in at the waist and generally more relaxed looking.

Ivy still rates high with the young set! There's a neat most grown-up look to Ivy in shadow stripes, poplin and a host of worsteds, hopsacking, man-made fibers and the many wonderful blends.

In the Easter Parade and long after, the boys will play second fiddle to none as they step out smartly in some of the lightest, brightest and fashion-right clothes ever!



COOL—Washable Cone "Play-time" denim is used for this 2-piece ensemble. Skinny striped deck pants are topped by a bold striped jaunty jacket that boasts the continental look. By REVERE



BANDED CLOSE—A top silhouette in millinery for spring is the halo breton, which is banded close to the head, has a brim swinging up from front. Hat here in antique burnt straw. By Emme.

Ensemble in Spotlight In New Spring Fashion

Wherever you look this spring, the spotlight focuses on the ensemble.

And, there are dozens and dozens of variations of ensembles. No matter how the units go together, they add up to a sum total of smart, good looks and versatility!

Foremost are the sheath dresses that are topped with Chanel-type jackets, or cut-away bolero tops, or novelty sweaters or the three-quarter length walking coat or a full length one.

Other ensemble notes are achieved in trios of cropped tops with vests and skirt; matching vests and skirts with harmonizing blouses and sleeveless tunics with their own skirts that show off full blown long sleeves in happy harmony.

The coat-dress ensemble is important for Spring, too. Most often with a gay print dress, it is topped by a slim column of a coat matched to perfection by its dress-lining!

Suits Ensemble
There's a dividend of a blouse, and a bonus of a lovely coat or jacket matched to the blouse. . . . In newest Spring costume suits.

The tailored look in suits takes an extra elegance with a gay west to match or contrast.

Thanks to the fact that more and more women are going places, ensembles take honors with the travel-minded—with a heavy emphasis on the "peel off" costume.

Many of these come in three parts—(1) the sheath dress (2) a matching or contrasting overblouse and (3) a jacket top . . . solo as a dress, in smart duets or all together in a trio of harmony, ensembles such as these are welcome addition to any wardrobe.

In the sportswear picture there is absolutely no limit to the ensemble theme—as pants of all lengths, skirts, jackets, sweaters, vests, cropped tops, blouses, tunics—to name but a few—add up over and over again in two-part . . . three part, and even four-part go-togethers.

Purse Accessories Have Wide Range

Since fashion and good grooming naturally belong together, smart women make certain that what's inside the new spring handbag is as presentable as the bag itself.

New purse accessories range from multi-pocketed French purses to cigarette cases with their own lighters attached by jeweler's chain.

These handy bits of feminine glamour are available in a large variety of leathers, fabrics and colors to coordinate with a favorite bag. Many are washable, and all are a far cry from the standard billfold-with-coin purse designs of years ago.

Squaw styles have returned to fashion in shorter skirts for square dancing. The favored material is still sheer or heavy permanently crinkled cotton; the skirt in three tiers gathered to each other with bands of piping, ribbon or narrow trimming hiding the seam joining.



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