

Bold Colors, Teen-Age Styles Mark Fashions

By DENNIS P. LEAVY
CHICAGO (UPI)—Bright bold colors, West Coast casual ideas and teen-age styles strongly influenced men's spring and summer fashions previewed here today.

The occasion was the 50th anniversary convention of the Menswear Retailers of America. The fashion preview show held in connection with it was staged by the American Institute of Men's and Boys' Wear in four floors of the Palmer House Hotel.

Styling aimed at teen-agers was widely noticed, befitting the \$1 billion annual market for teen-age boys clothing. From 12 to 14 million boys are in the market and each one will spend better than \$70 per year on clothes, according to trade association estimates.

To lure this money, as well as dad's, into their cash registers, clothing set the bait sleek, young and bright.

Among the new trends: the surfing look, the wet look, the Henley shirt, stretch white shirts, double-breasted blazers with patterned slacks and heel-less socks.

The Henley shirt—with a contrasting color stripe around the neck and no collar—is an import from the Regatta clothes worn at Henley, on "Dunnes, England.

The wet look comes naturally enough in aquatic clothes. It's really specially treated boating or beach gear, and is a descendant of the rubber poncho style school still seen on college campuses.

The stretch white shirt collars are made of dacron and lycra and "give" slightly. They are intended for men whose neck sizes fall between the regulation shirt sizes.

Heel-less socks are copied from the playing fields where athletes sometimes cut the heels out of sweat socks. Heel-less hose on the market soon simply do without the customary bend and heel reinforcement. If you have a long leg and a short foot or a short leg and a long foot, you will supposedly no longer have to worry about heel fit with these.

The firm of Russell, Majors and Waddell established the Pony Express in 1860.

OUR ANCESTORS by Quincy



"You've invented the first bathtub, Alfie! Great—let's make some gim!"

BIG WINNER
SOUTH BEND, Ind. (UPI)—Famed Notre Dame football Coach Knute Rockne compiled a record of 165 victories, 12 losses and five ties between 1918 and 1930.

POLISH DOCTORS ILL
WARSAW, Poland (UPI)—Polish newspapers reported that 200 doctors in several Polish cities have become ill in Poland's 11-day old Asian flu outbreak.

Agriculture Department Asks More Funds

Congressman Al Ullman today advised the Herald and News that the U.S. Department of Agriculture has requested an additional \$10 million for emergency conservation practices through the Agriculture Stabilization and Conservation Service.

In supporting the appropriation, Ullman said the money would go for the restoration of flood-damaged agricultural resources in the Pacific Northwest.

Congressman Ullman made the following comments on the appropriation in discussing a limitation of \$2,500 on federal participation on individual farms and ranches:

"As a result of conferences in my office with department officials and a personal representative of the President, I am pleased that the following guidelines have been approved for operation of the program in the flood disaster areas: Farm writers and ranchers who have suffered damage should apply immediately to their county ASC office for assistance through

"regular" and "emergency" ACP programs.

"Regular ACP assistance is available in amounts up to \$2,500 at the ratio of 60 per cent federal—20 per cent owner contribution in designated disaster areas, subject to approval by the county ASC Committee, and subject also to the availability of regular funds in any given county.

"Emergency ACP funds are

available, in addition to the above, as follows: (a) applicant submits request to county ASC Committee for total amount of emergency funds needed, based upon formula of 80 per cent federal assistance; (b) county committee can then immediately approve an initial \$2,500 in emergency funds for work to be undertaken within 30 days; and (c) the balance

of the request is subject to final approval by the State ASC Office in Portland. Through the conference in my office I was able to get a ruling eliminating final federal review in Washington, D.C., which has heretofore been required," he said.

"Funding for the emergency program is being carried out as rapidly as possible, and all applications are subject to availability of funds at the time. In

all cases, applicants should make sure that the conservation practices accomplished under this program are authorized and that cost estimates are legitimate and reasonable.

"As you know, the initial authority for approval of these emergency conservation practices is in the hands of elected local ASC committees. I am confident that they will assist all applicants to the fullest, and the department has assured me that all applications in excess of \$2,500 will be processed as rapidly as possible."

Traditional Washington Birthday Sales Draw Thousands Of Bargain-Hunters

WASHINGTON (UPI)—The traditional George Washington birthday sales today are expected to draw the usual long lines of early bargain hunters at stores in the metropolitan area. Each year local merchants advertise a variety of specially reduced items. This year's "bargains" include 22-cent typewriters, offered in a spirit of one-up-manship by one business session who wanted of the office for assistance through

What all this means, no one is sure.

But the Better Business Bureau frowns on the event. The man who started it 46 years ago believes it has gotten out of hand, and the Metropolitan Washington Board of Trade is concerned by the "scores of complaints" it receives from disillusioned shoppers after each annual sale.

sale-day crowds in Washington are getting progressively milder, thanks to the dozens of new shopping centers that have sprouted in neighboring Virginia and Maryland.

District police believe the



Herald and News

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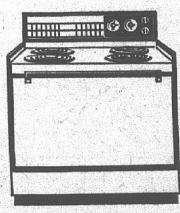
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