

"Dress-Right-for-School" Movement Sweeps Nation, Coast to Coast

The "dress-right-for-school" movement has gathered such momentum over the past two years that it has now become a fully accepted and firmly entrenched part of student life at every age level - from the earliest grades through high school, and from coast to coast.

Rapidly and happily fading out of the picture is the sloppy (even "outlandish") look of yesteryear, along with careless (even destructive) habits of behavior commonly associated with such attire.

In its place now appears the new, neat, trim look - recognized and welcomed by parents and educators alike as a strong influence for the better in the realms of deportment, attitude, responsibility and scholarship.

School administrators across the country have played an important part in accelerating this trend toward good grooming. Typical of the many school-sponsored drives to fos-

Good Grooming Is Now "Must" for Students

ter proper classroom attire is that conducted by Hempstead (N. Y.) High School.

Focal point of the Hempstead campaign was a "Let's Dress Right" fashion show for boys. The school's Business Education Department did the job of liaison, the Drama Department selected and coached the student cast, and the Art Department created 14 stylized settings.

The show was premiered at an evening performance for an audience of parents, teachers and local businessmen, followed on the next morning by another for the student assembly.

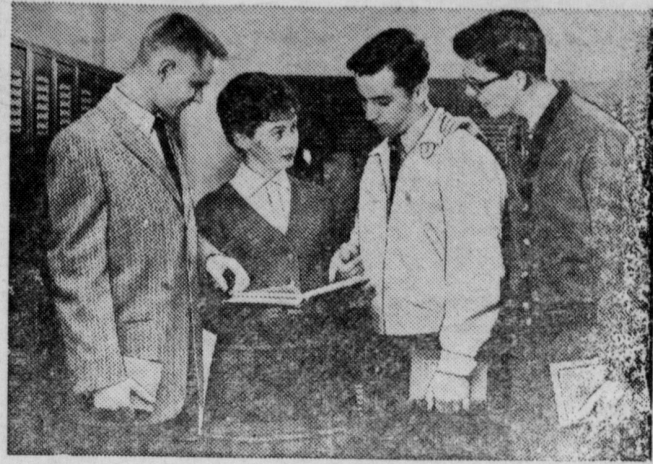
"The concensus of student opinion is that the show successfully dramatized the fact that clothes do make a difference" reports Mr. A. R. Davidson, chairman of the school's

Business Education Department, who concludes that "the seed has been planted and the student body has been awakened to the need for a general improvement in the attire of its male members."

It is planned to continue promoting the idea of dressing right to the student body through the use of contests, posters, signs, home-room announcements, displays, student newspaper features, etc.

In common with many schools, the Board of Education of Norwalk, Conn. has adopted a new code for school attire, recommending for boys, a suit or sports jacket with slacks and low cut shoes and for girls, clothing that is "neat, clean and in good taste."

In requesting the code, senior and junior high school principals said: "There is substantial evidence that both behavior and attitude correlate closely with dress."



"LET'S DRESS RIGHT" FASHION SHOW AT HEMPSTEAD HIGH SCHOOL dramatized importance of good grooming, as reflected here in classroom attire of students. Young man at left, in sport coat, exemplifies the dresser concept, while the young girl represents good taste on the distaff side. Two lads at right, in zip jacket and sweater, while more casual in garb, still present that neat, trim look that is a "must" for the classroom today.

Boys' Back-to-School Togs Reflect Collegiate Style Trend

Scaled Down Versions of Big Brother's Favorites, Popular

Younger Lads Also Moving Farther Away From Sloppy Look, Turn Toward Neatness

Moving ever further away from the out-moded "sloppy look," Junior's back-to-school duds are now really scaled down versions of what his older college brother will be wearing this fall, according to the American Institute of Men's and Boys' Wear.

For students from the first grade on up through high school, the chief influence in clothing today is the so-called "Ivy" styling ideas which got their start on the campuses of colleges in the Northeastern states, from which they have spread to all sections of the country and all items of the male wardrobe.

For example, the three-button single-breasted style is now the established leader in boys' sports jackets, particularly in striped blazers and other patterned models, in medium to darker shades. Some of these will feature metal buttons. Another feature is leather trimming on pockets and elbows, as well as on trouser pockets.

"Ivy" Influence

Boys' slacks generally show the Ivy influence, with pleatless fronts and belted effects and tapered leg look. Polished cottons are popular, with flannel-lined twills important for younger boys. Black looms as an important color, although the standard grays and blues in various shades will continue strong. Corduroy trousers, in striped effects, are coming into their own.

In boys' suits, the three-button Ivy-type in trim lines will hold first place. There will be striped and patterned suits in darker tones, and Navy blue will continue its come-back although gray is still the most important suit color for boys.

Dress shirts will have a casual look; many will be decorated with small checks, stripes and tartans. "Ivy" influence will be evident in button-down and button-back collars. White will be, as always, the leading color, with blue gaining ground.

In sports shirts, the chief color will be red and the major style influence will again be "Ivy." Polished cottons and glazed models (chiefly in silk-and-cotton blends) will be seen in increasing numbers, along with the standard cotton printed flannel.

In outerwear, red will also be prominent, as a solid or in combination with other colors - chiefly black. Gray will also be widely seen. Style-wise, toggle button coats and suburban coats will run neck-and-neck in the popularity race.

Parkas Popular

Parkas, with synthetic pile and quilted linings, will gain a good following among the school crowd, as will Loden clothcoats. Reversibles have come alive again. Linings, col-



WASH AND WEAR hip-length toggle jacket heads back to school. Outside, a blend of "Dacron" and cotton; inside, nylon quilting; hood lined in soft fleece of "Orlon."

orful and patterned, will be a highlight in outerwear, along with hoods - attached or detachable.

Small Ivy caps and sports hats loom as favorites in the field of headwear. Stripes and solid colors will be shown in caps, while ski caps (with ear flaps) will be seen on more and more youthful scholars.

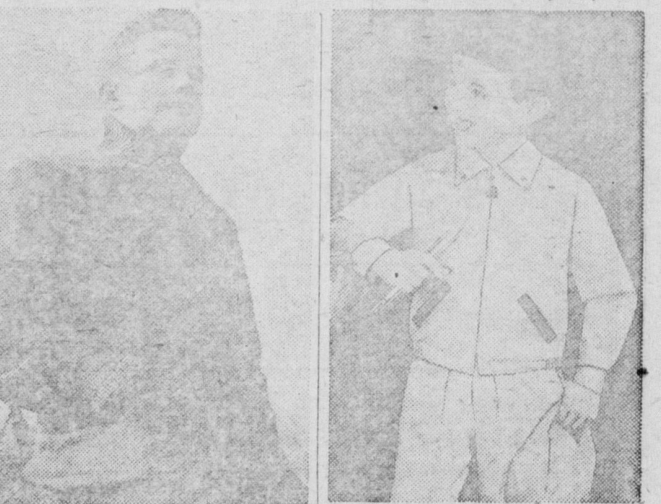
Shopping for Junior Can Become Pleasure for Mother

Many mothers look forward happily to going back-to-school shopping with their sub-teen and teen-age daughter, while facing the prospect of touring boys' shops and departments with considerably less enthusiasm.

One possible reason for this state of mind is that for years, boys' clothes were drab and showed very little variety, color or style. Today, however, the picture is quite different, and mother can get just as much enjoyment out of shopping for a back-to-school



BACK TO BOOKS AND GLASSES go these young students, looking neat and trim in their new sport shirts. At left, a subtly striped knit model that can be worn either inside or outside slacks; at right, a striped Ivy League shirt, made with button-down collar. By Kaynee.



READY FOR ACTION is this durable zip-front outerjacket in wool fleece with knit trim and knit collar for extra protection. Woolmaster. Wool Bureau photo.

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wardrobe with junior as she always has with daughter.

Male apparel generally has become a much more interesting field for women in recent years, according to the American Institute of Men's and Boys' Wear, as more color and better styling have been introduced in the clothes that men and boys of all ages are wearing.

Therefore, going shopping with the men and the boys in her life is much more fun for Mother today.

She can help her young son

choose outfits that are "right on the beam" of the new, trim, neat look that gets top rating with the young crowd, these days. She'll want to make sure that when the "opening bell" of the school term rings, son will have a well-chosen wardrobe of the right clothes for every occasion in his activity-crowded life.

Going from counter to counter and from rack to rack, Mom will probably have more fun than junior - at least until he gets a chance to wear his new duds.



TEEN AGE TWOSOME follows today's smart trend in leather outerwear. He wears the popular new leather carcoat with collar and sleeves of bulky wool; she a hip-length jacket in soft grained leather. Photo by Leather Industries.



BIG BROTHER STYLING is reflected in this small check wool sport coat. The over-all impression is a quiet one, in line with today's trend in boys' clothing. By Sambeck. Wool Bureau photo.

Sweater Fashion For School Lads

The back-to-school picture in sweaters will show greater use of man-made fibers, alone or in combination with natural fibers. Shetland, crew-neck and shawl collars are among the more important styling touches. The bulky, rugged look of shaker knits and Scandinavian-type sweaters will find favor among students.

Stripes and other patterned effects will be seen, as will neck, sleeve and waist trims in contrasting colors. Once again the important color would appear to be red.