

Fashionwise

(by "Fashion Beholder")

It is a boon to the gentleman who has a "turtleneck."

For many moons I have expressed untold sympathy to the men who were obliged to wear standish, upright, stiff, chafing, starched collars with ropes tied around their necks known as "neckties", to be acceptable in modern, stylish society.

Necktie tying in itself requires skill. In trying to learn the art and after reaching the point where I thought I had mastered it, I pulled one end of the tie and almost hanged a man. Luckily he had a jack-knife in his pocket. In using the knife, his jugular vein could have been severed. This experience "shot my flag to ribbons," For my mishap, the gentleman received a bow-tie with an elastic band for a gift from me.

A men's fashion designer has decreed that the men can only wear figured shirts until six p.m. After that time, they must wear pure white shirts, preferably with black bow-ties or as the occasion calls. Turtleneck sweaters were to be worn with plaid jackets and only for sportswear. Today's fashion defied that, when Lord Snowden appeared at a social function in England in a white turtleneck and a maroon velvet dinner jacket. He, perhaps, was an indirect contributor to the style we have in Canada today.

Turtleneck sweaters have greatly assisted Canadian Knitwear Trade. It has been estimated that Canadian Knitwear manufacturers at present have ninety-five per-cent of the domestic market.

These sweaters are being made at Keith Day Ltd., of Waterloo, who are merchandising them to full capacity and have orders on hand which will take three months to fill.

A spokesman for Penman's Ltd., of Paris, Ont., said the demand there, is "something out of this world. We are working overtime day and night to keep up with the demand."

Stanfield's Ltd., of Truro, N.S., has three times as many employees as it had at this time last year and has increased production accordingly. "If we put a turtleneck on a wool sock we could sell it," one company official said.

Robert Simpson Co. Ltd., of Toronto, are also failing to fulfil the demand which is greater by far than last year. Their production is mainly in black and white but with an increasing interest in antique gold and light blue. What more stunning outfit could a man desire than an antique gold turtleneck with a brown velvet jacket with copper tone jewelry!

Jewelry for men have come into prominence. They are worn with the turtlenecks and preferably on chains. These replace neckties and would, in all probability, be more comfortable. Consequently, jewelry manufacture will be in great demand in Canada, also. Come on, Indians, with your arrow-heads, bead-work, bone-work and leather craft. It's stylish to wear jewelry around your neck. It's not a fancy, but a fact. It's not a fad but it's here to stay - and incidently, give the ladies something glittering to look at, rather than those deadening grey ties.

What a boon the turtleneck is to the housewife! It is easy to launder and needs no ironing - just a little twisting, here and there, and shaping with the hands, and what's more, the man of the house can do it himself.

The turtleneck sweater is a "Godsend" to man and a booming business to Canada, so men, for comfort and charm, wear turtleneck sweaters and shirts.

A Poem - The Daisies (by Dale Brant)

You very fine Miss Molly
What will the daisies say
If you carry home so many
Of their little friends today?

Perhaps you take a sister
Perhaps you take a brother
Or two little daisies who
Were fond of one another.

A Joke - Who's Who

* Nine year old Kathy rushed home from
* school one day and announced that her
* class was to be divided into two sections
* of readers, "I'm to be in the top one,"
* she said "the other one is for backward
* readers."
* Then, catching her breath, she said "but
* we don't know who will be in that one be-
* cause not a kid in the room can even read
* backwards."