



Showing all seven lengths from choker to the 60-inch rope, in answering the fashion question of when to wear what length of cultured pearls, the choker is suggested as most effective for early in the day. The matinee and opera lengths are advised for late afternoon and evening, as indicated by their names. The princess—between the choker and the matinee—is for the woman who likes a longer neck look. The rope can be worn twisted several times around the neck, with at-home clothes, or, with other necklaces to make a fashion "splash" in the company of afternoon or evening clothes.

Fashionable Pearls Go To All Lengths

Many women are unacquainted with how pearls are measured and sold, to what lengths they go and when and where they are worn. They just know they would like to own them.

There is also some confusion about who can "afford" pearls, so the Imperial Pearl Syndicate is making an effort to answer the many questions asked.

After a cultured pearl crop is gathered, it is graded and sorted and the pearls matched for necklaces. Many necklaces are composed choker length, 14 inches. Graduated necklaces are strung 17 inches long and the pearls are tied in hanks according to length, size and quality.

The vaults of a pearl house can be compared to the stock rooms of a dress manufacturer to the extent that sizes, colors and prices are carefully separated and marked. There the comparison ends, although a woman should choose her pearls for many of the same reasons she chooses a dress.

The further graduation of pearls occurs when a staff of experts selects the hanks that make up each individual necklace.

The choker, single or double, has become a "must" for daytime wear with suits or with dresses made with "jewel" necklines. It nestles at the base of the throat and frames the neckline. The 14-inch strands of pearls become 15 inches or a bit longer when they are knotted and a clasp added.

The new princess length is 18 inches when strung and clasped.

The matinee length, 22 to 23 inches, is fast catching up with the choker in popularity. The double matinee, frequently worn after 5, requires three 14 inch strands. This length is used imaginatively with magnificent clasps or pearl and precious stone pins, worn at the front or side of the neck.

The versatile 30-inch opera length can be worn swinging low or doubled casually around the neck and held with an unusual pin. Or it can be knotted at any place along its length.

The rope has many fashion possibilities for the woman with imagination, worn any length and most frequently 45 or 60 inches long. Massed around the neck with colored stone necklaces intertwined, the cultured pearl rope has

great importance and is most often worn with a costume of classic lines and of a single rich color.

In addition to the lengths which are most often seen, many women like to have a necklace made to the exact length they feel most compatible for their own face contour or throat line.

