

*FROM CHOKER TO ROPE*  
**Pearl Necklaces**  
*Go To All Lengths*  
*To Flatter Milady*

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There's a special quality in a woman's voice when, in answer to the question, "What would you really like?" she replies, "Pearls."

But many women do not understand how pearls are measured and sold, to what lengths pearls go, what lengths are most becoming, and when and where to wear pearls.

According to Imperial Pearl Syndicate, after the pearl crop is gathered in Japan it is graded and sorted and the pearls are matched for necklaces.

Many necklaces are made up into a choker length of 14 inches. Graduated necklaces are strung 17 inches long. Then, the pearls are tied in hanks according to length, size and quality for showing to customers.

The vaults of a pearl house are very much like the stock rooms of a dress manufacturer in that sizes, colors and prices are carefully separated and marked.

Which length strand of pearls is most popular? The choker, single or double, has become a must for daytime wear with suits or dresses that have jewel necklines. The choker nestles at the base of the throat and frames the neckline as well as the face.

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, introduced by Imperial Pearl

Syndicate, is 18 inches strung and clasped.

The matinee length, 22 to 23 inches, is fast catching up with the choker in popularity. The double matinee is most often worn after five and it is this length that is usually enhanced with clasps or pearl and precious stone pins. The decorative clasps are generally worn at the front or side of the neck.

The opera length, 30 inches, is a versatile one. It can be worn swinging low or doubled casually around the neck and held with an unusual pin or knotted at any place along its length for different effects. This length requires two 14-inch strands of pearls.

The rope has many fashion possibilities for the woman with imagination. It can be worn any length and is most frequently made in 45 or 60 inches. The cultured pearl rope is usually chosen by the woman who already has several necklaces.

The ropes can be massed around the neck with colored stone necklaces intertwined or worn swinging full length on the new at-home costumes that take their inspiration from the Moroccan caftan, the Egyptian djellaba, the Greek chiton and the Nigerian abaya.

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 face contour or throat line. These can be fitted, says Imperial Pearl Syndicate, by the jeweler.



### *To What Length Pearls?*

The Imperial Pearl Syndicate shows seven lengths of pearl necklaces from the choker to a 60-inch rope. The choker is most effective worn early in the day; the matinee and opera lengths in late afternoon and evening and the princess, in between the choker and matinee. The princess is for the woman who likes a longer neck look than the choker affords. The rope can be twisted around the neck and worn with at-home clothes.