

MEN "TAKE IT EASY" IN SPRING STYLES

Ease and Comfort Characterize Men's Styles for 1940

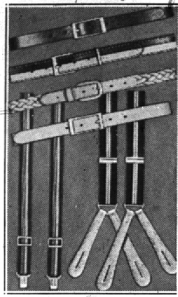
Ease and comfort are the two characteristics notably reflected in men's wear for Spring, 1940. The fabrics which are soft and rough, tweeds, chevrons, and shetlands, are used widely because businessmen and sportsmen are finding them "easier and more becoming."

Domination of the sports theme in suits was first noticeable last Fall. This spring it is even more evident, and the cut of the cloth, the fabrics, the colors and the models all bear out the popularity of the sports theme. The three button, single-breasted coat continues to lead. It is no longer noticeably fitted, and there is a trend in favor of sack coats and lounge effects, with easier features. There is also a marked slackening in extreme styles.

Although double-breasted jackets are showing a slight decline, they are still strong particularly in smooth finished fabrics. Throughout the middle west and south this style retains its popularity and holds its own against the single-breasted coat for leadership.

For actual cutting, coats are

Brace Up!



Brilliant in color, giving the sole-star to stripes, are these suspenders and belts, designed for comfort as well as good looks by Finover.

longer and trousers of most business suits are slightly narrower. Many of the materials are rough, and most of them have definite designs, stripes and plaids leading. The popularity of the striped sports coat is reflected in many of the suiting materials, and

in some cases plaids are so designed that the vertical lines are dominant, producing a striped effect. Some of these coats will undoubtedly be worn separately for sports wear with covert cloth or flannel slacks.

New Shades Seen

Many men accustomed to buying suits and top coats in imported fabrics can look for lighter shades in the materials. This is due to requests recently made by the British government to conserve dye-stuff wherever possible and to introduce shades which do not require the amount of dye necessary for navy blue, black and dark brown.

Another evidence of the sports theme is reflected in the increased number of men who are not wearing vests. Some replace this garment with a slipover wool sweater, while others, particularly those in warmer climates, eliminate it entirely.

For strictly business wear there will be, as usual, many hard-finished worsted patterns. Narrow stripes are popular, and the standard sharkskin is still good. Some of the new designs of this fabric have small herringbone weaves, while others are in plaids and diagonals.

Topcoats this Spring are single-breasted of the fly front type. Many of them have military or semi-convertible collars, and there is an increase in the number with

set-in sleeves and flared skirt effect. The balmacaan and raglan models show an increase, particularly when made up in tweeds. Some of these are used in the reversible coats which college men favor because they can be worn not only as rain coats but also for warmth in cool weather.

The average man who wishes to be well dressed should keep an eye out for rough materials with tweeds and chevrons leading.

While dinner jackets may be either single or double-breasted, the double-breasted leads in popularity. The main reason for this is the fact that it may be worn without a vest and is therefore often more comfortable for spring and summer.

Interwoven designs are increasingly used in the material for evening clothes, and many of the new ones which have been made up for spring have small herringbone and plaid designs.

For the past several years double-breasted white jackets have been seen during the summer with dark trousers.

The great trend in American sportswear for 1940 is another proof of the desire on the part of the "male of the species" for comfort, and it is not improbable that coming seasons will see the average office worker discarding uncomfortable garments in favor of those which produce a feeling of relaxation and leisure.

View of a New Suit



Looking, perhaps, for the first hints of spring, this soft dressed young man wears a double breasted business suit. Made of an all-wool material of worsted fabric, it is one of the newly popular striped, unapertained wool fabric.

Style on Parade for EASTER

Spring Suits and Topcoats

For All Spring IN TOWN AND OUT



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Turn-Down Collar For Dress Wear Is More Popular

It would appear that at last the American male is to be emancipated from slavery to the shirt with a collar that buttons at the neck, pinching uncomfortably at the same time.

Quite new this season is the shirt with the gripper fastener at the collar in place of a button. A modern innovation in shirtmaking, it has a quick-snap, laundry-proof closure at the collar. Snap, and it's fastened, ready to be dressed up with its new spring necktie.

An added feature of the new gripper-fastened shirt is the fact that it has a streamlined "tail"—another boon for comfort, which continues the follow-the-lines-of-your-body cut.

As new as the season, this button-free shirt aptly enough goes by the name "Times"—and it means easier times for the man who wears it, as well as for the housewife or laundress who tubs and irons it.

For dress country wear, many men will wear regular soft, white shirts, often of oxford cloth with button-down collar. And the soft white shirt for evening dress wear continues in popularity; while the turn down soft collar that goes with it is infinitely more comfortable than the older type of starched, stiff neckwear.

Some of the newest dress shirts feature pleated fronts. Others are made of pique and various fancy materials. Most of them require some cases wool is mixed with silk peel with buttons in the regulation soft shirt style.

The ties that go with dress shirts are slightly narrower and longer. While maroon is still a notable effect popular.

accepted color, midnight blue and black are considerably more in evidence. These same colors will be seen later in the season in cummerbunds, replacing vests. For formal evening dress, maroon colored hose may also be worn when they match tie and cummerbund.

Daytime ties know no limitations where pattern is concerned, when they are of silk, rayon, fibre glass, or wool. Stripes and geometrics, dots and florals, zigzags and swirling, splashing patterns are all in good favor for 1940.

There will be any number of coat shirts, and the color range on these is large.

Wide Use of Checks Predicted This Year

Checks will run rampant in 1940, if style predictions come true.

Leaders in many men's wear fields are predicting wide use of checks in ties, shirts, sports coats, and even in such accessories as shorts, suspenders, belts, and handkerchiefs.

Although red and blue seem to be favorite colors, many shades are being used.

Small checks go particularly well with the sports clothes that are now in vogue, but it is advisable to select them with care. A checked handkerchief and tie go well with a plain suit. If your shirt is checked, let your tie be plain and avoid design in handkerchiefs and socks. Checked wool sports wear, and you can have them in any color you like.

TIES "PULL WOOL" Wool ties form an important feature in the 1940 lines shown by most of the manufacturers. In some cases wool is mixed with silk or rayon, and the patterns run from widely spaced stripes to intricate paisley designs. There is a noticeable increase in special designs, with large dots, circles and marbled effects popular.

Other EASTER Suggestions:

- Hole Proof Hose 35c and 50c
- B. V. D. Pajamas \$1.95 up
- Swank Jewelry \$1.00 up
- HICKOCK Belts and Braces \$1.00
- McGregor Sweaters \$2.95 up
- McGregor Waterproof Sportswear \$2.25 up



3 MALE MUSTS FOR SPRING!

 <p>ARROW Shirts Whites and Colors \$2.00 up</p>	 <p>ARROW Ties New Colors New Styles \$1.00</p>
 <p>ARROW Handkerchiefs White Colors and Initialed 25c, 35c, 50c and \$1.00</p>	 <p>ARROW Shorts White Colors and Initialed 65c "Sanforized Shrunk"</p>

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