

New Suitings Put Emphasis On Color

Men's fashions for 1941 are predicted to provide a happy contrast to the gloomy international outlook. For the emphasis will be on color and the styles will lean toward sports and semi-sports wear.

Word comes from London that while the soldiers get a chance to climb into mufti, they make sure to get a touch of gayety, not only in their accessories, but in their suitings as well, and it is a safe bet that this trend to color will become increasingly popular here.

The shades of suitings which promise to find most favor during the spring and summer months are brown, tans and blues. Among the most popular of these should be a new color called peat brown, featuring a ruddiness that is also in vogue with simple "chall stripes." A slightly different version is a rust color, excellent for sporty needs and also for more conservative business suits of softer fabrics. Indications are that this rust color will find favor with men of almost every preference for it blends well with practically every shade of accessories, especially greens and blues.

"Air Blue" is little indication that this war is going to have as marked an effect upon men's styles as the World War did, when the influence of military dress was obvious in the tight-fitting, narrow-waisted civilian clothes of 1917 and 1918. There are, of course, exceptions to this, although as yet the effect on men's suits is apparently limited to color or instead of design.

Deep interest in Britain's Royal Air Force has given rise to a new shade of fabric called "Air Blue," which bids to rise to a peak of popularity during the spring and early summer months. One of the reasons why stylists predict such a happy future for "Air Blue" is that it can be worn with accessories of red and white, to fit in with the current surge of patriotism. Worsteds suits in "Air Blue" with a three-button notched lapel jacket have already made their appearance in the South and have met with such universal approval that spring will undoubtedly find them extremely popular among better-dressed circles everywhere.

This does not mean, however, that the double-breasted jacket is falling out of favor. In rough materials like chevrons and tweeds and in softer fabrics like flannel, the double-breasted jacket seems even more popular than ever, with the lapel rolled down to the bottom of the two sets of buttons. In flannel suits the chalk stripe remains dominant, while tweeds again feature plaids.

This latter design is again a predominant favorite among the college men of 1941, who find the color combinations—sometimes "out of shape"—will have less occasion to bear that old refrain: now that many hat manufacturers are turning out pinch-front hats with the crown shape blocked right in, so the crown doesn't have to be manipulated for every wearing.

More and more men are taking to the soft-face brimmed hat which can be youthful. Frequent flyers these hats take to back bows, which are a revival, not, having been used for many seasons. Combined with the stiched web edge, this off-the-face model is one of the newest looking.

New Wrinkles In Men's Shirts Are Described

Making a tip from the distaff side men are beginning to acknowledge the virtues and freedom of comfortable clothing. There seems to be a growing trend toward the new Hull shirt, a white shirt which has a long pointed collar with the neckband considerably lower in front than back. It is this sloping feature, set into the shirt that makes it one of the most comfortable white shirts that has been brought to the attention of the American male public.

Too long men have been wearing collars that have looked like white swathed bandages tightly encircling their necks. This new departure will be a welcome change to most men, not only from the comfort standpoint, but from the better-looking neckline.

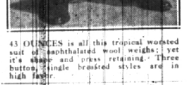
Another innovation in men's shirts is the Doublet shirt, so named because of the dual purpose attached collar. This shirt has two pockets, a French front plam, and a long pointed sports collar that can be converted either for wear as a regular shirt with a tie, or open at the neck for active sports. A man wearing this two-way convertible collar can go to his office wearing this collar with a necktie, and can leave the office and appear well-dressed on the golf course with the same shirt with the collar open, thus simulating the appearance of a regular sport shirt.

GUARD AGAINST RAIN
Quite new is the rubberized lawn coated with rubber, is light, but extremely lightweight, and available with matching hat. Black rubber coats also with beads, and classic oiled cotton cloths with big hook-size patch pockets are both practical and inexpensive.

City Clothes Get Down to Business



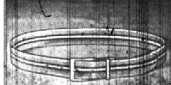
SHAPE-HOLDING: the worsted shadine knit of naphthalated wool is a spring and summer favorite for its lightness of weight and suitable protective qualities.



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Ways to Intrigue Unsuspecting Male

In selecting a hat for spring, the first thing for the oft unsuspecting male to realize is—that there are many style variations; new textures, new colors, new shapes and that a really complete wardrobe, moosey though it must be, must include at least "another hat."

Very subtle, the texture effects achieved in new hats are evident only in the color tones which play them up, and this applies to mixtures, especially selected for the season's soft, but sought suitings woolsens.

The chief trimming on any man's hat is its bands and the pug-gree cottons in favor, including such novelties as the woven band from Guatemala. Sport hats are extremely enhanced by the addition of suede bands with some such little detail as chevron or dot applique suggesting military, nautical and aeronautical influences.

Narrow self-felt bands appear to be gaining favor, but still by far, most popular of all is the grosgrain band which puts in its spring appearance in multi-tone effects, and introduces attractively ribbed side detail.

Men whose wives are always saying, "Dear, you get your hats out of shape"—will have less occasion to bear that old refrain: now that many hat manufacturers are turning out pinch-front hats with the crown shape blocked right in, so the crown doesn't have to be manipulated for every wearing.

More and more men are taking to the soft-face brimmed hat which can be youthful. Frequent flyers these hats take to back bows, which are a revival, not, having been used for many seasons. Combined with the stiched web edge, this off-the-face model is one of the newest looking.

Air Blue

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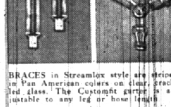
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Clear

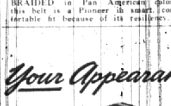
Cracked Plaid makes a lightweight knit to match or with trousers. The contents given is only suitable to any leg or hour length.



BRACES in Stramless style are offered in Pan American colors on three-button suits. The contents given is only suitable to any leg or hour length.



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No One Too Young to Pay Attention to Clothes, Is Claim

Who is ever the spring for used taste in apparel, and boys are no longer the clothes-conscious creatures they used to be. Before they reach the teens they are aware of color, fabric, and styling and know what it means to coordinate suit and accessories so they achieve an ensemble effect as big brother.

Recent color combination to please the taste of young lads is the color of old American leather shoes—for boys with pants picked from the colors that make our Grand Canyon one of the wonders of the world.

This color combination really enables shopping for mothers to know that if with it is a boy, he is one of the 100 boys of boys, he can get definite haberdashery that looks well with it. When son is properly informed by mother and salesman, he'll be a self-reliant shopper for daily necessities of what he wants.

His shirts, although button-down shirts are well liked, there is a growing tendency toward "points, and wider spreads. All the solid shade pastel shirts are well liked, and if they are a striped shirt, it'll be remembered too—that no shirt is complete without a vest.

Probably the garment a boy wears more than any other is his sweater, and he wears it with a care. On milder days he wears the sweater, or slacks, or back, still fastened or buttoned.

And really warm sweaters, the pullover sweaters worn with a shirt underneath, the short collar showing over the sweater neckline, is quite popular. The American boy's shirt.

The two and three piece ensembles will not be doing going to be the essential of every dad's wardrobe. Extremely practical, tailored fabrics that launder and dry in a without shrinkage or fading, these outfits are other in all of a pattern and fabric for in combination fabrics and patterns. Alternate shirts, basque and slacks extend an ensemble as purposeful into "as the day time" wardrobe.

The fabrics of these garments are of slightly firmer texture than ordinary shirting because the knicks need sufficient body to allow for tailoring and durability. Finer materials do not hold, so they aren't used. In addition to the companion-fabric shirt, the black suits call for the knitted cotton shirt, in solid color or basque stripes.

In wet weather wear small boys are extremely safe in the white, rubber coat and detachable hood, which has excellent visibility when crossing streets.

Tops for Easter and all

Spring
STYLE-MART
Clothes

A Hearty Collection of Spring Patterns

You'll See The VANDY

wherever the smart young men foregather. For its easy, casual lines were cut to the measure of those wide-awake, style-wise fellows who set the pace in business and university circles. Rich fabrics, authentic patterns and careful STYLE-MART tailoring make the VANDY an ideal suit for any man who appreciates the value of good appearance. Come in for a courtesy try-on soon!

\$25.00

Others at \$22.50, \$27.50



HULBERT HATS



Picked with a fine eye for color...



GREENS, TANS, GREYS, BROWNS, BLUES

Take a tip from us—they're taps in quality and style also.

\$3.95 and \$5.00

For Smart Spring Appearance

CHOOSE INTERNATIONAL CUSTOM CLOTHES
All Wool Fabrics
Made to Your "INDIVIDUAL MEASURE"

INTERNATIONAL TAILORING CO. NEW YORK CHICAGO

WE BUILD the STYLE right into your suit with fine SHAPE HOLDING WORKMANSHIP.

Browse around our Fabrics till you get what you want and be sure to see our Gabardines and Tropical Worsteds. They're very distinctive.

Browse around our Models too—and inspect our values. Our prices are very keen.

\$21.95 to \$58.50

Consider Quality when comparing prices

Men's Wear Dry Cleaning Tailoring Pressing
108 So. Woodward next to Schettler's

6x3 RIBS



Westminster
HOSIERY

Finest hosiery knit on genuine rib machines. The rib ensures a perfect fit for any ankle. Neat and correct for all occasions. Available in regular length and shorts. 35c, 50c, \$1.00

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"Meet Your Friends in the Lounge at Mortimer's"

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HART SCHAFFNER & MARX

New Spring Suits and Topcoats

WILL AD TO YOUR APPEARANCE

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37.50 and up

Manhattan Shirts, Suits, Hats and Coats. Neckwear with a correct Ensemble.

Dickinson's
FINE APPAREL FOR GENTLEMEN

PECK'S