

SPORTSWEAR TEACHES COMFORT LESSON

New Sports Wear Gay Yet Conservative

The man who shops for sports apparel this spring finds himself confronted with the widest assortment of interesting, new garments ever made available. There are new sport shirts, sweaters, jackets, and new variations of the slacks-and-shirt ensemble. In every field, two important trends are apparent. Colors are growing quieter, less conspicuous. Browns and tans lead the color parade, with blues, grays, and greens following in order. The net effect might be called a tendency toward "colorful conservatism."

Tailoring Makes Strides
Slacks, incidentally, are retaining their pleats and their fullness, while sports jackets will be predominantly three-button, single-breasted in pronounced plaids of tan and blue combinations. Campus "knits" this spring are jackets of big yarn materials such as cashmere and shetlands, and the slacks that go with them are usually in contrasting colors.

But it is in tailoring that the greatest strides have been made. In the sport shirt, for example, tailoring excellence has reached a point virtually on a par with the work done on the finest suits. Such important details as seam finishing, button holes, pockets, and even the shape of the collar are painstakingly fashioned for quality and durability. Sport coats are so well tailored that they may be worn as well with a dress shirt. Finer woven fabrics, including the gabardines, twills, and covereds, are predominantly featured, and it is noted that many of the more popular sports are of crown tested spun fabrics, thoroughly tested for fabric strength, seam strength, and resistance to sunlight, and cleanability.

Buy for Comfort
Looking at the entire men's sportswear picture for this season, it may be seen that manufacturers are now fully recognizing the need for comfort, and that they must look smart in order to

Smart Picking for Country Gentlemen



THREE SMART BOYS: one in brushed-cotton leisure sweater with change pocket, second with breaking view and lockable flap in smooth, double-breasted jacket, third in three-button sport jacket.

of 1941 will see no radical change in either the fabrics or styling of such accessories as shirts, ties, sweaters and the miscellaneous odds and ends of haberdashery that lend distinction and variety to the masculine ensemble. The important innovation in the upcoming popularity of bright and contrasting color combinations, especially in sports wear, and it is here that the patriotic motif should be prominent.

Tailors have introduced a promising new color for sportswear, called "An Blue," for which accessories with a striped design of red and white are widely popular. That this combination is destined for popularity is the opinion of the majority of clothing merchants who have laid in large stocks of haberdashery in combinations of red and white, blue and white, or of all three. This is especially prominent in braced shirts, sports belts and handkerchiefs.

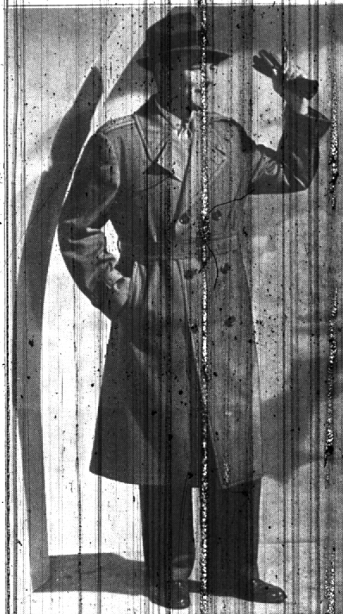
During the past several years, men have shown a growing inclination to forsake formality in clothes for more comfortable sports and semi-sports wear. This trend should reach its peak this summer, the stylists predict.

As proof, they point to the man's choice of shirts, where the reigning favorite is the button-down Oxford in solid colors or with stripes on white.

1941 Fashion Notes.
This soft-collar vogue, incidentally, is bringing back the heavy wool-knit beanie which is most popular in wide, horizontal stripes of gay contrasting colors. For summer wear, light-weight printed wool ties in a variety of bright patterns will make a strong bid for predominance over the more firmly established crepes and foulards.

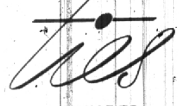
In the hat line, the military influence is making itself felt in the overwhelming choice of khaki as a color. Snap-brims will be the vogue, with the band and welt, of a slightly lighter tone.

The witter popularity of woolen socks in vivid diamond-shaped patterns is predicted to carry on into the spring and summer, with light wools of bright but solid colors also an outstanding favorite.



FRENCH COAT FOR MUFF: lined with fur, double-breasted and shorter than usual. Made of naphthalized wool worsted, waterproof, and treated for weather wear.

TIME TO CHANGE



CHANGE TO Regal & Botany

It's spring, man! Show it in the brightly patterning and fresh colors of your neckwear. We've keyed these ties carefully to important suitings and shirtings—for your wardrobe.

\$1

Crepes, Foulards, Mpgadors, Knits



Other Neckwear priced from 65c.



for young Sportswear

Practical clothes designed for action—good looking and long wearing: in a wide choice.

- Buttoned sabardine Fingertip \$7.95
- Slide fastened sabardine sportcoat \$6.95 up
- Herringbone belted slacks plain Covert, new stripes, plaids and mixtures \$3.95

Feel like Spring in One of Our New

Reversible TOP COATS



Styled Right Quality Tailored Color Bright

\$13.95 and \$16.50

Breathe deeply, stretch your shoulders—and look your best in a topcoat from our carefully selected group in this middle-of-the-road price range. You can't get as good a coat for less anywhere.

DO YOUR Shirts

SAY IT'S SPRING? Here's A Fresh Collection of MANHATTAN SHIRTS

That Do \$2.00 and \$2.50

Whites Solids Fancies

Brighten up your wardrobe with well tailored shirts in pleasing colors and patterns. The tailoring details of these are excellent at the price!

New Styles in Hickock Jewelry

- TIE HOLDERS 50c and \$1.00
- KEY CHAINS \$1.00 to \$2.00
- COLLAR GRIPS 50c
- COIN KNIVES \$3.00
- LAMB KNIT Sweaters FULL OVER-COAT STYLES \$2.95 and \$4.95

"This STETSON Is A Sure Bet!"

It's the "Playboy" and costs only \$5. Guess you were fooled by its jaunty lines and smooth shape. It's cool as a sea breeze, too.

- Morehead Hose for Men Pure silk in plain and Fancy Patterns 50c (Others \$2.33 for \$1.00)
- Boys' KAYNEE & MODEL SHIRTS Whites and Patterns 79c to \$1.00 (Others at \$1.50)
- MEN'S WOOL PANTS In stripes, plaids, herringbone, colors \$3.95 to \$5.95

Strictly Personal

Your Spring Suit should be just that—strictly personal in the style, color and pattern that best becomes you—and tailored to fit you.

Have three personalized advertisements by allowing us to tailor your clothing to your order. New and correct Spring and Summer Fabrics are now on display in our Made-to-Measure Department.

And, the moderate priced, but

\$28 to \$42

MULHOLLAND'S MEN'S and BOYS' WEAR

MULHOLLAND'S MEN'S and BOYS' WEAR

MULHOLLAND'S MEN'S and BOYS' WEAR