

MEN BUY WITH AN EYE TO THE FUTURE

Man's Suit Purchased Now Is A Profitable and Sound Investment

Most men this spring are going to look for suits that are serviceable, that are comfortable, that are made out of the best possible materials, and which they can depend for some time to come no matter what happens. In England during the past two years there has been a definite trend, even with rationing, toward the purchase of better materials because these will hold their shape and cut. It is logical to assume that this same thing will evidence itself in the United States.

There are already plans for making trousers narrower and taking the cuffs of them, and other radical innovations.

For the present, however, there are plenty of suits and there are single-breasted models with three buttons, cut conservatively with coats somewhat shorter than those of preceding years. The materials most popular for spring are hard-finish worsteds

which will stand up over a long period of time, and the soft tweeds and checklands which do not shine and are increasingly noticeable in business offices as well for country and sports wear. In the softer weaves there are lots of design—plaids, checks and herringbones. Shades of brown and tan are increasingly popular and in some there will be interwoven stripes in contrasting shades.

Designs to Come

The serges, sharkskins and harder finished materials are full of diagonal weaves and stripes which seem to be the popular note for 1942. One of the newer materials is dark blue with a red stripe. In grays and browns, red is also introduced in the stripe and in some cases varying shades of blue.

For late spring we can look forward to new designs in gabardine and covert which will undoubtedly be featured in all stores throughout the United States. These materials generally come in varying shades from grayish tan up to a dark brown, and some of the newer and double-breasted suits are of a shab that is almost black. Tailored becomes some of the newer models in gabardine and covert have interwoven designs, either herringbone or diagonal stripes.

The Time is Now

Most suits on the spring market have vests, although there is already a tendency toward the two-piece suit (with a substitution of a slipover wool sweater to take the place of the vest). Most of these models are double-breasted. In some of the spring wear a change pocket has been added and in others coat lapels are slightly wider than in the last few seasons.

Now is a good time to buy suits—perhaps the best time in the next two or three years. It is well to remember, however, that a suit purchased now should serve equally well for some country, it should fit loosely and comfortably, and above all should lack any specialized or faddish influence which may throw it out of date in the coming seasons. In other words, buy now, buy for the future, and make sure whatever you buy is comfortable and will wear you well.

Stores Still Stock Pre-War Styles

Although the war has caused curtailment in many fields, wearing apparel retailers to date have not suffered to the point where fashion is entirely ruled out of the picture. Men's wearing apparel will be found in just as much variety, color, and quality as has been presented in previous seasons, until the new rulings are effective.

Shirts for example will have approximately the same variety and variety of collar models that they have shown in the past. A word about white shirts: Winter, according to all records of shirt manufacturers, are gaining in popularity and are now ahead of fancy shirts in sales. This is probably because white shirts go well with every complexion and are always in good taste. White shirts also look well with any suit and any hat.

All 'Round Coat



THE HAWKING sport, functional and good looking in the "All-round coat" which is made in the front, back, sleeves and lining.

Plenty of Things Usable by Boys In Armed Forces

Don't forget the men in the armed forces just because Christmas is long past! Remember that they're glad to receive gifts from home at any time... for they're doing a year-round job, and they deserve year-round consideration.

With all the stress on knitting this past winter, an interesting "warning danger" to the soldier, one is apt to forget that in Spring his needs are different. Warm weather can be uncomfortable too, if one is not prepared for it... so thoughtful people will send light-weight garments to their friends in the various services this season.

If you do not wish to send clothing, check up on the other useful items offered for "the boys." Kits for writing, kits for shaving, radios, watches, pipes and cigarettes, hand luggage, cameras and flashlights are all very practical. Just make sure that the articles you give are specially keyed to the needs of men in the service. For example, kits should be complete. If a writing kit is given, make sure it has ALL the essential items including stamps. If your gift is a shaving kit, it is wiser to include a metal mirror than a glass one which is apt to break. When you give a radio, try to select the lightest, smallest one available. Luggage, too, should be chosen for lightness and also for compact formlessness. If you give a watch, try to get a waterproof and shockproof model with an breakable glass face and stainless steel case. By using a little care in your selections, you can be sure that the gift you give will be more than appreciated.

STRIPES STAR

The check striped flannel suit continues to hold its own, and this season will see it patterned in varying shades of blue, in some grays and in many shades of brown.

SPRING BEGINS IN YOUR WARDROBE

You Can't Mistake Made to Order Clothes



It pays to buy a Better Suit!

You recognize at a glance, the fine fitting proportions of clothes that are made to special order. It's a distinction that you can share by having your Spring suit made to your measure by our Special Order Department. This assures you... yes, guarantees... unmistakable individuality in Fit and Fashion.

Another advantage is your ability to select the fabric which, in color and patterns, conforms to your personal taste.

The cost is right in line with what you usually pay for a suit.

\$35 and up



Get Some Color In Your Life!

Women's clothes don't use all the color in the country. So stop that eternal monotone effect! Get into color... with our bright, spring accessories, keyed to go with the foremost suit shades of the season.

- REGAL NECKWEAR: New Spring neckwear in hundreds of patterns and colors. 69c up
- MANHATTAN, ARROW and RHIZ SHIRTS: Solid white or interesting new striped shirts. All neck collars. \$1.65
- STEPSON and ALFRED D. LEONARD HATS: Popular shapes "with a difference" in lightweight quality felts. Stebson \$5.00 and \$7.50; Alfred D. Leonard \$3.75
- HOSE: Plain or patterned socks in a complete selection of colors. 79c up



F. J. Mulholland

MEN'S AND BOYS' DEPT.



Remember the name... it's **OBSERVER** *Worsted* tailored by **HART SCHAFFNER & MARX**

A Suit Worth Stopping For



LOOK what we've hatched-up for **EASTER**

Dickinson's

WABEEK BUILDING

Buy Defense Bonds Buy Defense Bonds

GOING PLACES Taking the bus to save his car and observing another kind of war economy by wearing a suit of long wearing 100% naphthalated wool in double breasted cut. Next, checked lapels and the strategic of buttons set to achieve a legging waistline are spring style preferences.