

QUALITY-POWER IS MEN'S BUYING POWER

Save Space

GIVE A MAN A SET OF BLOCKS



STYLED BY
HICKOX

His initials in bold cut-out blocks... on a smart Hickox chain tie clip. Attractively gift packaged.

Many other items of HICKOX men's Jewelry

Mulholland's
Men's & Boys' Departments

'Utility Clothes' Describe a Trend In Men's Fashions

The biggest news item in men's fashion is the shift to utility clothing. This shift began in the middle of 1942 and has continued to date. Its direction is toward clothes that will give the greatest wear. The matter of style is secondary and "high fashion" items are definitely out for the duration. Symptomatic of this shift is the sharp trend upwards in "marriage" of basements and first floors in retail establishments throughout the country. In the old days workers' clothes and strictly utility clothes were shown in the basements of most men's wear establishments. Sports items and other high fashion sports gadgetry were invariably shown in departments of their own on the first floor.

But during the past several months men's sports clothes have been shown of their frills. Utility clothes have been in greater demand and so the inevitable "marriage" of the two has taken place! Both are now conveniently shown in the same department and utility is the dominant factor; with shopping time saved for the customer.

What has actually happened is that the sports clothes have borrowed from the work clothes and the result, for want of a better descriptive term, is currently described as Utility Clothes. All wool and wool blends constitute the chief feature of utility clothing which must be durable. Wool best meets wartime requirements and to the limit of the availability of wool for civilian use, it will continue to be one of the chief features of utility clothing during the spring.

From the standpoint of necessity

Comfortable Sweater With Popular Crew Neckline



SOULADRON LEADERS will live a life of comfort in this easy to make casual sweater with popular crew neckline.

and practicability, synthetic fabrics come into their own in active-wear, i. e., utility clothes. Arakac, the new synthetic made from skimmed milk looks and feels like wool and comes in an unlimited variety of colors. Corduroy in shirts and jackets often combined with checked wool for style effect, go with equal aplomb to factory and Civilian Defense duties. Cotton, too, is popular in utility clothes, for it takes to laundering easily and quickly. Prime requisites in utility clothing are fabrics that stand up to wear, in colors that hark from the military and labor field with comfort as their prime objective.

There is an unlimited variety of utility clothing ranging from out and out work clothes to leisure apparel for men in all types of work. Slacks, sweaters, weskits and especially the type of sport shirt that doubles for casual wear with the mere addition of a tie, are in greater demand than ever. Jackets are enjoying a new era of popularity in their own merits. They range from the traditional three button type to the wind-water repellent style favored by factory working men and equally functional for off-duty activities in after working hours that cover



"FOR VICTORY" says this young pre-blocked, blue felt hat. The blue crew-neck sweater has a marooned with the valiant letter.

anything from repairing things around the home to Aid Raid War-den work.

A Few Easy Rules For Care of Clothes

For a man to get the most in wear and appearance value from his wardrobe, it is now more important than ever that he take proper care of precious woolen suits and topcoats. Adherence to a few commonplace rules will contribute immeasurably to a good appearance and help prolong the wearing life of apparel.

Suits and topcoats respond handsomely to consistently good treatment and fit more comfortably if adjusted on the shoulders before buttoning... but become rumpled if yanked on and ultimately lose their trim lines. The same gentleness should be used in taking them off carefully. Trousers too, fit much better if pulled

on and off without shoes as an obstacle and source of soiling. At no wearing should pockets be overloaded with books, papers and other bulky paraphernalia, which strain the fabric and pull it out of shape.

After each wearing, garments should be brushed thoroughly to dispossess any dirt or dust that may have become lodged in the fabric and which if allowed to remain, will deteriorate even the best of woolsens. While about the business of brushing, it is wise and in the best interests of wardrobe life to do an efficient job of it. Pockets should be turned inside out and brushed; and seams and trouser cuffs (on pre-war suits) should also be given special attention with an inquiring whisk-broom. When brushed free of all foreign substances, suits and topcoats should be hung on a wide-shoulder type shoulder-shaped hanger

and trousers by the bottom hangers especially made for the purpose. Enough room should be allowed in the closet so that clothes are not crowded out of shape. If the garment is wet, let it dry thoroughly before hanging in the closet.

Accidents will happen, even to the best of suits and the most careful of owners. When tears and burns occur, the suit should be im-

mediately reworked by an expert. Small breaks or worn places may be darned with threads raveled from inside seams.

PRACTICAL GIVING

Serviceability is the yardstick by which all gifts should be bought, regardless of whether their main objective is to provide pleasure or fulfill a definite need.

Quality...

is not Rationed

ALL WOOL

SHETLANDS

tailored for us by

Hart Schaffner & Marx



If it's quality you want for duration value, our style right, Hart-Schaffner & Marx suits give you the utmost in fabric durability coupled with careful tailoring that makes for longer, satisfactory wear... down to the last stitch...

Dickinson's

In The Wabeco Building



AS featured in ESQUIRE and COLLIER'S

8 FREEDOMS

Every Man Will Enjoy the 8 Freedoms of Tailored Man Pajamas by Glover

Glover Tailored Man Pajamas alone give these 8 great Freedoms because they are made a revolutionary new way:

1. No more bedtime bowlegs.
2. No more droopy, over-hanging shoulders.
3. No more horse-collar effects.
4. No more highwater sleeves and trouser legs.
5. No more hiking up coat front.
6. No more hit and miss fit.
7. No more overlapping, safety-planned front.
8. No more binding or slipping waistband. Adjustable Waist stretches as you move and breath.

\$2.50 and up

MULHOLLAND'S
Men's and Boys' Departments

"AT EASE" Jackets-Slacks



Ease the Strain on Your Wardrobe With a Good-Looking...

Sport Coat and Slack Combination

Wool & Part Wool
SLACKS

Sizes for Men and Boys

Stripes, plaids, checks and novelty weaves. All wanted colors and patterns. Prolong the life of your suits by wearing a pair of these good looking slacks with the coat...

\$3.95 up



MEN'S SIZES
\$2.95 to \$6.95

Handsome and Comfortable

Sport Coats

Wear them to the office or in any kind of a job where your appearance and comfort are important. You can wear them on many social occasions and for sport of all kinds...

\$6.50 to \$17.50

Men's and Boys' SWEATERS

Slack and sweater combinations are popular, comfortable and extremely good looking...

We have an unusually fine selection of sweaters for men and boys. Every wanted shade in grey, blue, brown and tan. We have yellow and teal, too, and those handsome argyle patterns. Sleeve and sleeveless models. Button and zipper fronts as well as zipovers with A-Necks or Crew Necks...

BOYS' SIZES
\$1.95 to \$3.95

F. J. Mulholland Co.
Men's and Boys' Departments

Special for Spring! STYLE-MART Clothes Suits and Topcoats

VALUES IN ACCORD WITH WAR-TIME BUDGETS

SUITS

100% WOOL IRON-TONE FABRICS

By Botany

In perfect accord with present day economy and rallying to your conservation efforts are these handsomely tailored suits. The IRON-TONE fabric will see you through this and many a season to come.

Blues, Greys and Browns

\$3500

Many Handsome Stylenart TWEEDS \$2500



Topcoats

Casual Comfort is afforded in every one of the splendid quality overcoats we have for Spring. All at economy-appreciative prices!

Fleeces... In all the popular shades of Blue, Brown and Grey... We also have the favorite Clay.

\$2500



Hulbert HATS



Head into Spring in good form... smartly hatted in a trim, long-wearing felt. Hulbert Hats are designed to fit comfortably. We have them in all the wanted shades of—gray, tan, blue and brown.

\$500 and \$650

PECK'S Men's Wear... Tailoring Pressing Altering... Repairing
NEXT TO SCHELLER'S DRUG — PHONE 230