

# Collegians Look to Careers In Choosing Campus Togs

Smart young men headed for college will not be surprised to discover that the appraising eyes of talent scouts representing the nation's big industries, will be focused on them almost constantly. And this caution is meant to include those taking the liberal arts courses, as well as the much-sought-after students of business administration and the sciences.

The demand for broadly educated young men with a capacity for adapting to the needs of this new era, as trainers for top flight executives is mounting constantly. The talent scout's interest in college men now begins almost the moment they start in as freshmen.

**AWARENESS** among career-minded youth of this situation has played its part in stimulating college men to give more attention to personal appearance.

Though clothes do not make the man, they frequently reflect character and often disclose traits which cannot help but have an effect on those keen judges of human nature employed by big industry to search out talented youth.

First, as always, in the judgment of the talent scout, however, is the seriousness and success with which young men apply themselves to preparation for their chosen careers.

The college man's wardrobe, which must include the practical as well as dressier types of wearing apparel, actually is becoming a "career" wardrobe.

**THAT IS WHY** it should include a couple of suits and also sport jackets, several pairs of slacks, and say a few pairs of chinos. The latter have become almost a tradition for day-to-day campus wear until weather demands warmer wool slacks.

The suits are, of course, for semi-formal occasions and inter-views that talent scouts may sug-

gest. The sports coats are indispensable adjuncts to informal dress. The trend is toward striped fabrics in muted tones, toward conservatism.

In sport jackets, as in suit jackets, the three button model

with flap pockets is definitely the thing. Trousers and slacks without pleats appear to be preferred.

**POPULAR** top coat models, says the American Institute of men's and boys' wear, are raglan sleeve Balmacaan in tweed or gabardine, and slightly fitted, fly-front, Chesterfields. A trend toward the short double-breasted coat is noted.

When it comes to accessories, choices are often dictated by college custom.

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