

## New Suit Trend To Wash 'n' Wear

By MARTIN FRANK  
Manager, Higgins & Frank's  
Birmingham Store

Not in music, but in men's clothing for the last few seasons has been towards wash and wear. Today even the manufacturers of America's finest clothing have joined forces with the appliance industry in developing construction methods that make this modern miracle possible.

Wash and wear suits have an inner construction that differs from the norm, in that padding, lining, banding and trim must all conform to standards set for the fabric of the suit itself.

Any number of washings will not change the appearance or size of the garment, and when washed as recommended, only an occasional touch up with a cool iron is required. These suits can also be dry cleaned in the usual manner.

VARIOUS modifications of the IVY look have been incorporated

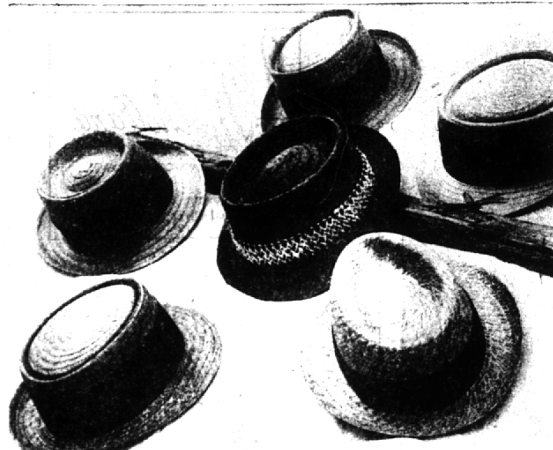
into our spring styling to appeal to the mature man for both warm weather, business and casual wear.

Many new woven fabrics, for spring, have an even greater appeal, in that they weight only 10 and one-half ounces, and can be worn for a full 10 months of the year.

Fine shark-knits and clear cut patterns are the most popular with showing along continental lines, the fair model again giving a slim look and narrow lapels with a straight front, will appeal to the older man with younger ideas.

However, Pure Silk, made of own fiber, with built in air conditioning, still holds the center of the stage as the most luxurious of all fabrics.

Silk has the ability to resist any amount of crumpling, pucks with ease for long trips, will hang out and retain its original shape. Nothing will give a man the life one gets from the feeling that he is well dressed for the occasion, and Pure Silk will do just that.



## Spring Sun Shines On Lightweight Straws

Spring this year will be as lightheaded as it is lighthearted for men lucky enough to discover the newest straw hats.

Advance word on the latest thing in warm-weather masculine headwear spells out the story this way:

Soft, crushable and feather-light, new straw hats for men this year use natural fibers and proven man-made fibers in fresh combinations, and the widest variety of shapes, colors and trims ever created.

Add to this a new and highly practical straw that can be crushed, sat on and mashed but still springs back into shape like magic, and you get a fair idea of the interesting selection on hand. This crushable variety, which is enhanced by a rain-resistant finish, comes shaped and styled for both business and sports occasions. Look for them in natural-tone shades, medium colors and dramatic dark tones.

OF COURSE, the old favorites are not to be neglected either. Traditional milans, panamas and coconut brails are available for men who stand by their old favorites. Good old "semit sailors"

are staging a comeback with the support of Ivy-style fans.

Not to be overlooked is the ramie straw, woven from a tough Florida-grown grass that's as versatile as a one-man band. Extremely lightweight and very tough, ramie hats are also water-resistant and crushable.

Macorra straws are another variety that have been fashioned for extra lightness through a special splitting process before weaving. Flexible, too, they're available in the widest assortment of shapes and colors.

OUT OF SCIENCE'S workshop have come the fibers used in the new hats of test-tube fibers. These are light as a summer breeze and waterproof. These were spanking new just two seasons ago, and now they've taken a real hold as favorites.

ites among smart hat shoppers. More recent versions feature such 1958 style notes as a leghorn weave and a bound edge that matches a plain grosgrain band.

But the real story, the Institute reports, is crushability, together with lighter-than-ever-weight. It's safe to be carefree and even careless with one of these tough, smart straws. And there's nothing to worry about when it rains—they shed water like a movie aqueduct.

## Newest Fashions Focus on Necklines

Fashions interest often focuses on necklines this season. A favorite is the set-back neckline, sometimes with a collar that develops into a cowl drape at the back. Wide standaway collars add important touch to the silhouette.

Too interest may also be achieved by high-placed pockets, V-shaped pleats or deep armholes.

## Straws in the Wind

Straws in the wind this spring are that new warm-weather hats are really light in weight and as handsome and durable as any yet created. Notice the variety of shapes, shades, voices and hat bands in this attractive group.

## American Male Is Awakening To Style Trend

By BOB GWYNN  
Owner, Gwynn's Men's Store

As in the story of Rip Van Winkle, the American male has slept fashion-wise for more than 200, rather than 20, years. But he seems at last to be awakening.

Through the combined efforts of manufacturers, press and retailers, great strides have been made to make men aware of the importance of good grooming and attire. He is finding, too, that he cannot have the first without the latter.

Manufacturers are finding it necessary to offer new and unusual styles in order to maintain their position with the more discriminating male public.

the place of the mythical wash-and-wear. Of course, all things considered, Italian silk is still the most desirable fabric ever worn for summer attire.

In sport jacket, men will have much to choose from with a wide variety of excellent fabrics, both domestic and imported, and in both the muted tones and the bright shades and bold patterns that appear to be headed for the front.

The big news in sport shirts is the knit fabric, most popular in the

pull-over model, and in a variety of distinctive, individual styles.

The low button cardigan should surely lead the field in sweaters, again in a wide variety of colors, and with or without contrasting trim. White and red in almost all the sweater styles will be good.

BUT AS HAS always been true, regardless of style trends or the fibers used, custom Tailored clothing gives the command performance of any season.

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Men can and should strive to achieve individuality in their wardrobe in regard to their own personality and physical appearance. This can be done with the assistance of a capable and qualified clothing man and still follow the dictates of style and fashion. Style trends should be important to every man as an outdated wardrobe is obvious to all. Your wardrobe is your personality. Men are slowly beginning to realize that clothes do make the man. Any experienced and qualified clothing man would be only too happy to be of service in making you realize that your complete wardrobe.

IT IS UNFORTUNATE, but true, that many people are not capable of judging their own lives. When a person becomes ill, his first thought is a doctor, when building a house, an architect, but when buying a new suit he becomes the expert. Too few people realize the importance of a well fitted, correctly styled garment that complements the personality.

The coming spring season has many new styles to choose from. Fabrics that one should look for this spring in clothing include the muted stripes and miniature muted plaids. The latest news in spring fabrics is the all new 6-ounce, light-as-a-cloud dacron and wool. Wash-and-wear will still be big this summer in spite of the fact that it is the most unibody garment I have ever seen. But the ultimate in summer clothing is lightness with the new 6-ounce dacron and wool fabrics.

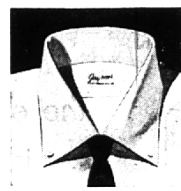
WE HOPE THIS will take the

## Join the family and DRESS UP this Easter

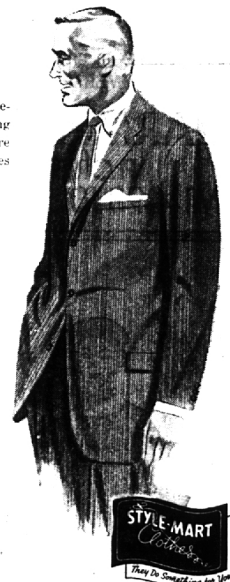


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