

The Male Approach To Man-Made Fibers

By GEORGE MCGLENNEN
of Princeton Prep Shop

For the past few years, the synthetic fabric industry has been touting its accomplishments. Last year the point seemed to have proven itself. That is, certain blends of synthetic and natural fibers are all they are stacked up to be.

Summer suits which previously wrinkled in hot, damp weather and lost their press in the rain, suddenly were rid of these faults when made with science fibers.

While few men and boys are impressed by the fine feel of a fabric or the construction of a coat front, they take great delight in knotting and twisting a coat sleeve in emulation of the salesman's pitch on wrinkle resistance and shape retention. Men in the clothing industry know that the average male is unimpressed by the glamour features in clothes.

JOE AVERAGE wants a rain coat to keep him dry, a hat that can be put upon and a suit he can fold into a suitcase and wear immediately without calling the valet service.

Actually, he cares less if the suit is made from a testube or that a sheep struggled a whole year to make a sleeve for his suit. Men want performance and most men are now aware of the proven performance features offered by synthetic natural blends.

Foremost of the time-proven, man-made fibers is dacron. Dacron

blended with cotton for summer wear and dacron and wool for regular wear. The traditional summer cord suit, for years 100% cotton, is immeasurably improved by blending with 65 to 75% dacron.

SYNTHETIC BLENDING is done by actually twisting the dacron fibers around the cotton base—not by cross-weaving the separate fibers. Thus by twisting, the fabric mills are able to retain all the good of the old fiber while imparting the welcome advantages of the man-made thread.

With the proven acceptance of dacron blends in light-weight wear, the manufacturers now plan to use the synthetic blends more extensively in regular weight clothing.

White, New Colors Share Popularity In Shoes for Tots

White and a variety of new colors share popularity in children's spring shoes. Interest in white gets an assist from washable white leather, which can be wiped clean with a damp, soapy cloth, according to the Shoe Fashion Service of Leather Industries of America.

New colors, often combined with white, include smoky neutrals, sunny tans, warm browns, scarlet-to-medium reds, pewter grays and off-whites.

BOY'S SHOES follow Dad's lead, with washable white or suede leather plugs frequently seen in moc-front styles, and washable white combined with black or brown in wing-tip styles for older boys. There are more slip-ons, too.

Little girls' shoes are more sophisticated and more colorful. Girls as young as six or seven can now wear party shoes in patent leather or black suede, with one-inch heels that curve in like big sister's Louis heels.

COLORS IN patent leather range from non-cracking black to red, bronze, copper and flight blue.



Suit Checks

Navy and white checks were used in this Handmacher Weather-vane suit modeled by Mrs. Dean Hopper, of Nixon, Beverly Hills.



Man of Action

Styled for the man of action is this shower-proof, wash and wear zip jacket with easy-swing pivot armholes. Special yoke design circulates air through mesh. McGregor.

Call of the Glen

Gray, like most other colors, lighter this spring, is particularly favored in glen plaids.

Swimwear Fashions

The new season's swimwear will feature multi-color knitted wools in off-beat colors, such as olive, gold and brown paisleys. Blue, green and gray wide vertical stripes will also be popular.

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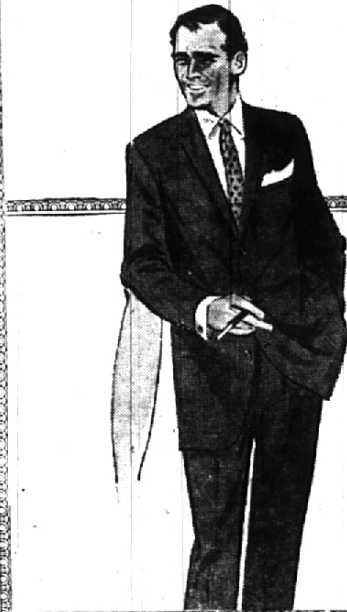
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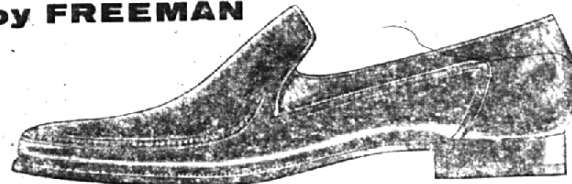
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