

New Look for 1962 in Straw Hats

The American Institute of Men's and Boys' Wear reports that straw hats are the thing Mr. America will be wearing this spring season.

While the milans and milan-types will still be in the majority, their popularity is giving way to several new looks.

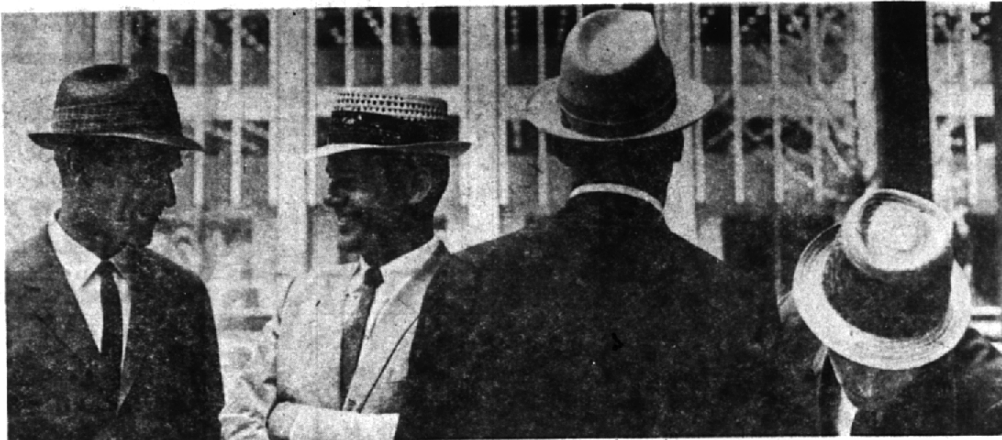
Coconuts with their tough rugged braids are making a full-scale assault on the long term leadership of the dark milans. In addition to their natural light brown color, the coconuts, are also going great guns in new olive tones.

Another contender for the style crown are the ventilated straws. These have mesh weave crowns with openings, as small as pinheads, in some cases, and, in others, big enough to accomodate a slender pencil.

Telescop shapes have given way to center creases, pinched "open" crowns and pinched fronts on the center crease crowns. Sailor semmits are still style-right for the classic suits, as are the simply styled ridge-crown "optimo" panamas.

As far as the choice of bands go, take your pick. Conservative or bold and brilliant.

Newest of the straws: the "wet coconut," a rough, lightweight flexible braid that may become a national favorite.



Straw hats for the spring season demonstrate the burgeoning of several trends, according to many male fashion experts. Seen here from left are: a stylish honey-toned milan, a novelty treatment in ventilated straw, the popular

panama with front-pinched crown, and a more casual soft braid straw. Experts say slightly wider brims will gain more attention.

Spots Out

Remove a blood spot (caused by a razor nick) from your shirt by applying a few drops of water, then powder thickly with starch. After starch has dried, brush it off and the stains will be gone.

Colorless soft drink spills may turn into brown stains if not treated at once. Sponge them in clear water, then rub glycerine into stain and let stand a half hour. Then launder the area in hot suds.

FLORSHEIM KILTIE SLIP-ON



—authentic casual styling
in the "square with a flare"!

The new tuck-in kiltie adds a touch of the debonair to this new squared-off casual slip-on in soft, self-grained cashmere calf. Ornamental stitch front is sewn by hand.

\$27⁹⁵

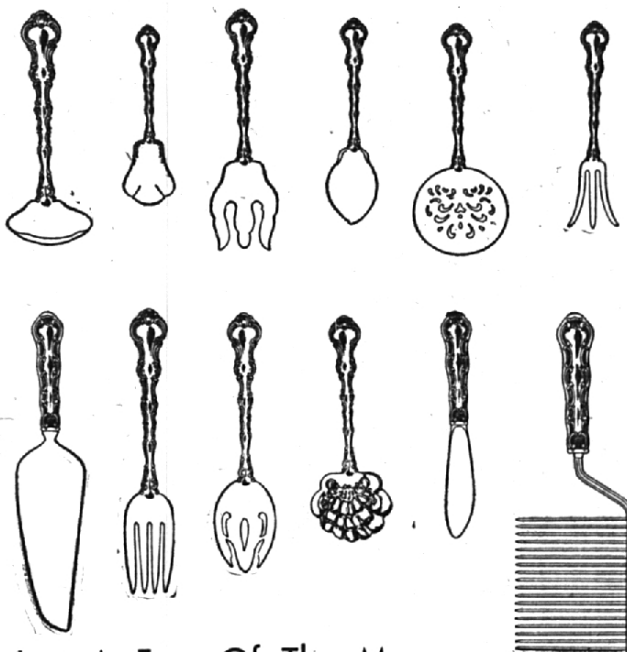


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