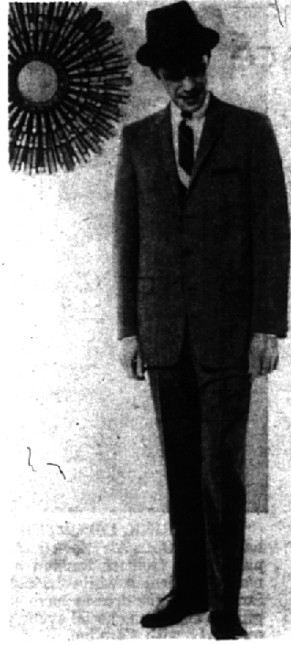


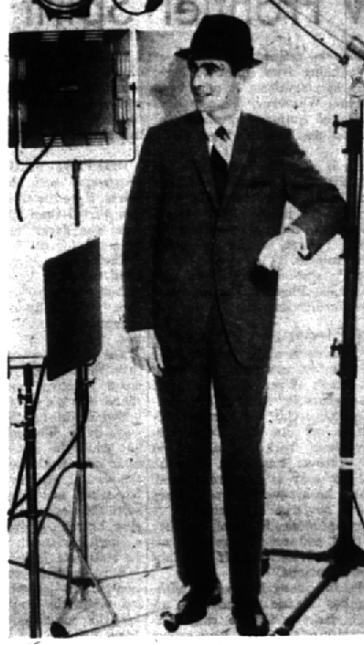
# It's a Smart Man That Plays It Cool!



**IT'S CLAY FOR SUMMER:**  
Clay—a medium gray with olive accents—is the smart new color of the season. After years in the "dark", clay leads the new trend to lighter-colored fabrics. Special flair in style highlights slanting flap pockets, tapered sleeves, more rounded jacket front, subtly suppressed waist and plain-front trousers.



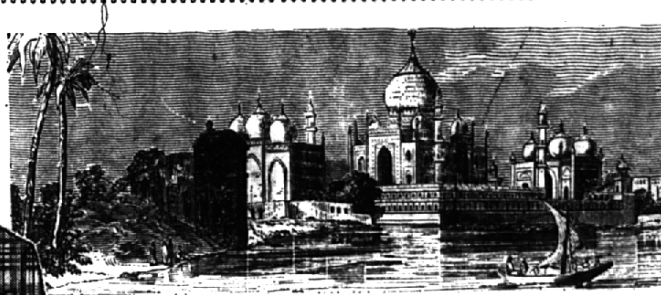
**SUMMER ENLIGHTENMENT:** Manufacturers are now combining new mid-tone shades with cool, crisp fabrics and light-touch tailoring in their "summer enlightenment" suit collection. Slim trim styling also contributes to the well dressed look for summer. Suits are tailored in a smart variety of styles, fabrics and shades.



**PUT ON THE LIGHTS!** Chicago and New York have created a special new collection of lighter-toned summer tropical suits for just this purpose. They call them "the right lights"—mid-tones that give an entirely new look to today's "dark"-minded wardrobes. Trim lines complemented by the lighter fabrics create the slim silhouette.



**THE COURAGEOUS LOOK:** It's a brave new interpretation of spring and summer. The look is bold—brighter colors coupled with emphatic patterns—sport jackets designed with true sporting accents. The touch is light—new whisper-weight worsted and worsted blend fabrics. The total picture is one of distinctive handsomeness and easy comfort.



*If you can't go to India, gentlemen,  
let India come to you in*

## HANDWOVEN MADRAS

It is a pleasure for those who travel to the land of the Taj Mahal to see the great American interest in this handsome Indian fabric. The American male finds it flatters his appearance, cools his body, and is kind to his wallet. The proprietor has hand woven Indian Madras in wide variety.

Madras Sport Coats ..... Jr. — 18.50  
Prep — 23.50, Young Men's — 27.50  
Madras Swimwear ..... 5.00, 6.00 and 7.50  
Madras Bermudas ..... 6.95  
Madras Sport Shirts ..... 6.00 and 6.95  
Madras Assorted Goodies ..... 1.50 to 5.00



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