

Suits, Other Men's Items Bow to War

New Ideas Make It Easy to Do Without Old

Suits will continue to be cuffless and pleated in both single and double-breasted models. In the double-breasted models they will continue to be vestless also. In the single-breasted they will continue to lack the once popular second pair of pants in the low-priced and medium-priced field. There is even the possibility that the amount of new wool available for men's wear fabrics for fall and winter of 1943 may be greater than it was for the fall and winter of 1942. The greatest changes in the men's wear picture for spring will not be so much in suits and topcoats but more in sweaters and furnishings.

Noticeable throughout the country will be the return of odd vests. These will be plain, fancy or white. This item of men's wear, once "high fashion" in the gay 90's, made its reappearance during the past winter for two reasons: (1) As a supplement to the vestless double-breasted suit worn in offices made cooler than normal because of the fuel oil shortage; (2) because it added a dash of color to the "conservative" trend in men's suits. It will continue to be worn through the spring for the same two reasons and even into the summer for the second reason!

We are beginning to realize that we are neck-deep in the war. March 15 brought that home with a real impact. It will also be brought home by the disappearance of many types and designs of clothing and furnishings. As we go on in the second year of war every line has been stripped to the bare essentials. The reasons are many, chief among them being: (1) Shortage of manpower and the conversion of peace-time industry to wartime production. (2) Actual shortage of materials needed in the making of war supplies.

Further restrictions are expected in the color of shoes; also in the colors and weaves of neckties. Three inches have now been snipped off men's shirt-tails and pajamas are minus collars, frogs and piping and come with jackets no longer than 29 inches. Bow ties will be offered in great profusion in prints and foulards—also in wool. The reason for this is that bow ties use less material: Also they do what the odd vests do—lend a sporting touch.

Hat Tips for Spring '43

Highlights of new spring hats for men are these: There is good variety both in style and color. A man is sure to find a lightweight felt that will look smart and new. All the popular colors are back—many shades of gray, brown, blue and green. One of the most widely used forms of trim is the grosgrain-bound brim.

The use of brim birding and band in shades that form a light contrast to the felt, makes for an effect that is especially pleasant in the spring. For it lightens and brightens without being "fancy." This light contrast trim is rapidly gaining in popularity.

Brim widths are about the same, a little narrower in some cities. New sport hats come in cloth and felt to complement the casual sports clothes that men are wearing today more than ever before. Many workers in war plants wear slacks and sports jackets to work, and with them, felt hats in rough suede finishes, and cloth hats of water-repellent gabardines are smart and comfortable.

Haberdashery Style Notes

If you're sending handkerchiefs to a man in the navy, send solid white. If the gift goes to an army man, the handkerchiefs may be khaki colored, white, or white with a brown border, printed or smartly color-woven.

For civilians, there are more varied borders and stripes in warm wine tones, blues, deep greens and forest browns with tan.

In ties, traditional foulards are distinguished this year by clean-cut, neat new patterns and a noticeable background sheen. These foulards are destined to "dress up" many a new spring suit.

"Sugar and Spice," the powdery-textured fabric standby of many careful tie-choosers, is expected to be most popular in stripes, degradés, and solid colors.

Public funds used for social services in Great Britain are drawn partly from national and partly from local taxes.

The rubber industry of the East Indies is based on wild-rubber seedlings transplanted from Brazil in 1876.

The all-time record production of shoes in the United States was 496,324,000 pairs manufactured in 1941.

Before the war almost 10 per cent of the British national income was distributed in the form of social services.



SAVE MATCHES! Be prepared with an automatic lighter like this crown-shaped model.



SAVING RUBBER and metal, the new paper cap for vacuum pack coffee jars, is a new development.

Buy-Words: I'll Carry My Package

Things we never did before... like carrying all our own packages, are fast becoming the rule rather than the exception these war days.

As yet, no store has to ask even the most patriotic consumers to tote home a bureau or desk; but the small things carried home leave room in delivery trucks for these large articles. Systematic shopping not only helps conserve deliveries but saves wear and tear on nerves and tired bodies. Before leaving the house, a shopping list should be prepared of those essential things which really must be bought. Shoppers had best come prepared to carry packages home, bringing along a shopping bag, or wheeling a victory van. In any event, almost all stores provide large shopping bags for which there may be a charge of a few pennies. Women of leisure should shop during the off-peak hours,

Men Learning Clothes Care

For a man to get the most in wear and appearance value from his wardrobe, it is now more important than ever that he take proper care of precious woolen suits and topcoats. Adherence to a few commonplace rules will contribute immeasurably to a good appearance and help prolong the wearing life of apparel.

Suits and topcoats respond handsomely to consistently good treatment and fit more comfortably if adjusted on the shoulders before buttoning... but become rumpled if yanked on and ultimately lose their trim lines. The same gentleness should be used in taking them off carefully. Trousers too, fit much better if pulled on and off without shoes as an obstacle and source of soiling. At no wearing should pockets be overloaded with books, papers and other bulky paraphernalia, which strain the fabric and pull it out of shape.

After each wearing, garments should be brushed thoroughly to dispossess any dirt or dust that may have become lodged in the fabric and which if allowed to remain, will deteriorate even the best of woolsens. While about the business of brushing, it is wise and in the best interests of wardrobe life to do an efficient job of it. Pockets should be turned inside out and brushed; and seams and trouser cuffs (on pre-war suits) should also be given special attention with an inquiring whisk-broom. When brushed free of all foreign substances, suits and topcoats should be hung on a wish-bone type shoulder-shaped hanger... trousers by the bottom on hangers especially made for the purpose. Enough room should be allowed in the closet so that clothes are not crowded out of shape. If the garment is wet, let it dry thoroughly before hanging it in the closet.

Accidents will happen, even to the best of suits and the most careful of owners. When tears and burns occur, the suit should be immediately re-woven by an expert. Small breaks or worn places may be darned with threads raveled from inside seams.

The largest single group, rejected by draft boards is said to be composed of men with nervous and mental disorders.

10 a. m. to 4 p. m., when most office and war workers do not use transportation facilities. It is wise to purchase lighter articles first and heavier ones later in the shopping day, as this method will save carrying a heavy, bulky bag throughout the day.

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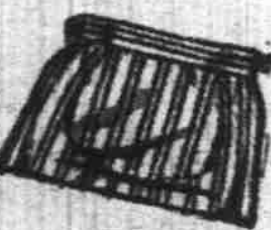
"I saw my first new ARROW SHIRT today!" at Bishop's



Yep, Mr. Robin, when the lads begin to sport their new Arrows, it's a sure sign spring is here.

For lots of fellows know that Arrow Shirts... with their handsome collars and trim "Mitoga" figure fit... really make a big difference in a guy's looks. And all fashion-wise men know that Arrow Ties, Shorts and Handkerchiefs are perfect match-mates for Arrow Shirts.

Soooo, now that spring has come, why not step in and treat yourself to one of our new Arrow ensembles?



Arrow Shirts \$2.24 up (Sanitized-labeled, won't shrink 1%.)

Arrow Ties \$1 and \$1.50

Arrow Shorts 75c up

Arrow Handkerchiefs 35c up

BISHOP'S
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\$45⁰⁰ UP



Choose These Fine Clothes from the West's Most Complete Selections

WANT TO GIVE your winter-weary morale a lift? Come on down and get yourself one of these good-looking new Hart Schaffner & Marx suits for Spring! The very sight of them is enough to raise war-worn spirits. And they're ideal wartime clothes because they're all-wool... skillfully tailored to hold their shape... long wearing... typical Hart Schaffner & Marx value to the last stitch. In fact, these new clothes are the same fine quality you've always had in clothes with the Trumpeter label... and prices are still moderate.

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