



HEADLINE NEWS is the student's lightweight, natural color gabardine hat that's water repellent. It's really a "natural" with camel's hair jacket and tweed slacks.

New Trend Grows in Men's Wear

The biggest news item in men's fashion is the shift to utility clothing. This shift began in the middle of 1942 and has continued to date. Its direction is toward clothes that will give the greatest wear. The matter of style is secondary and "high fashion" items are definitely out for the duration. Symptomatic of this shift is the sharp trend upwards in "marriage" of basements and first floors in retail establishments throughout the country. In the old days workers' clothes and strictly utility clothes were shown in the basements of most men's wear establishments. Sports items and other high fashion sports gadgetry were invariably shown in departments of their own on the first floor.

But during the past several months men's sports clothes have been shown in their frills. Utility clothes have been in greater demand and so the inevitable "marriage" of the two has taken place! Both are now conveniently shown in the same department and utility is the dominant factor, with shopping time saved for the customer.

What has actually happened is that the sports clothes have bor-

rowed from the work clothes and the result, for want of a better descriptive term, is currently described as Utility Clothes. All wool and wool blend constitute the chief feature of utility clothing which must be durable. Wool best meets wartime requirements and to the limit of the availability of wool for civilian use, it will continue to be one of the chief features of utility clothing during the spring.

Fashion Functions
From the standpoint of necessity and practicability, synthetic fabrics come into their own in active wear i.e.; utility clothes. Aralac, the new synthetic made from skimmed milk looks and feels like wool and comes in an unlimited variety of colors. Corduroy in shirts and jackets often combined with checked wool for style effect, go with equal aplomb to factory and Civilian Defense duties. Cotton too, is popular in utility clothes, for it takes to laundering easily and quickly. Prime requisites in utility clothing are fabrics that stand up to wear, in colors that hark from the military and labor field with comfort as their prime objective.

There is an unlimited variety of utility clothing ranging from out and out work clothes to leisure apparel for men in all types of work. Slacks, sweaters, weskits and especially the type of sport shirt that doubles for casual wear with the mere addition of a tie, are in greater demand than ever.

Boys' Wear Is Sturdy, Casual

The first hint of spring will suffice to send hale and hearty young boys off to pursue all possible spring

activities in the great outdoors. Now that they are getting around via "self transportation" . . . helping Uncle Sam in his various salvage programs . . . playing harder to build and strengthen the health of America . . . they'll need clothes to see them through their activities—clothes made of durable fabrics, sturdily sewn, ready to take long, rough wear. The new collection of boy's boys off to pursue all possible spring

these desirable qualities, and much to the lad's pleasure, new styles practically banish stiff dress-up suits, shirts and coats and ardently advocate sportswear freedom. Slacks, convertible-collar shirts, contrasting and matching jackets come in all degrees of casualness . . . from the kind suitable for class and dates, to the types meant for rough and tumble play and after school War Stamp selling. War-winning

mothers, will welcome the practicality of the washable fabrics that much boys' wear will be available in. A quick tubbing, a once-over with an iron and her son will have a fresh shirt and neat trousers to start the day in. High on the popularity list of spring sportswear are shirt and slacks sets. Matching ensembles are favored although contrasting shades are also emphasized in jackets and trousers. Needless to

mention the versatility of boys' ensembles . . . two or three sets can be mixed, matched and mated into numerable outfits—a good feature at a time when "s-t-r-e-t-c-h wardrobes" is a by-word. A military theme is evident in boys' wear . . . its snappy appearance encourages would-be soldiers to be as trim and tidy as their "uniforms" warrant. De-serving of commendation are younger boys' denims . . . in

trouser and overall styles. They wear well and survive countless washings. When it comes to that one "good" suit—a requisite in every boy's wardrobe—sportswear again triumphs; this time in a corduroy outfit, or a pair of well-made slacks and matching or contrasting jacket. Here, too, buying strategy can make a small wardrobe expand by discreetly mixing and matching basic clothes.

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