

You'll Wear Woolens This Season - And Love 'Em!

Are you as tired as we are of the trite phrase that "such-and-such has gone to war"? Can you stand it just once more, in the interests of a better-dressed America? Thanks!

Worsted fabrics have gone to war! Uncle Sam, in clothing "the best-dressed army in the world," has taken over nearly the entire output of the country's mills. Thus, your favorite clothier's racks are nearly devoid of the types of clothing that you've bought in the past.

But things aren't as bad as they seem. We're not going to revert to fig-leaves! We're not going to become a nation of nudists! We're not going to have to follow the example of our pioneer forefathers—and go into the woods with a rifle to bag a new wardrobe!

Instead, we're going to wear what the trade calls "*woolens*"—as differentiated from *worsted*s—and we're going to love 'em.

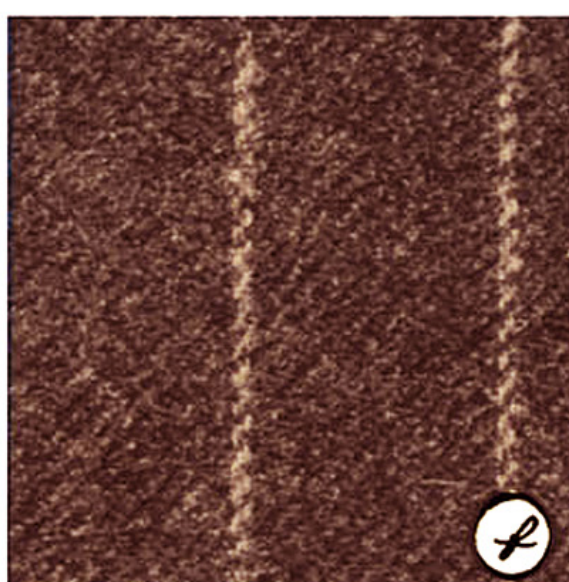
Because a *worsted* fabric promised longer wear, and because most men have always limited their clothing purchases to their precise needs, they have never become acquainted with "*woolens*."

This season, you will have that opportunity. And we use the word "opportunity" advisedly, for woolen suitings have certain qualities not found in *worsted*s. They offer clothing comfort that you haven't experienced before. They will "pick you up" because they are designed in colorful good taste. They will provide that often-wanted feeling of casualness.

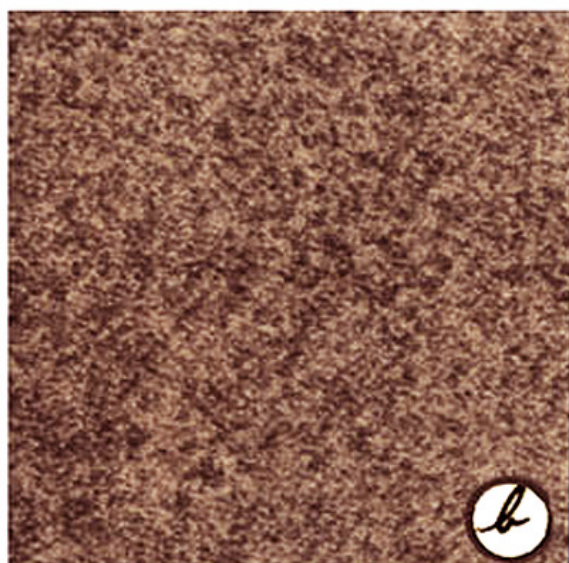
Without getting too technical, let us tell you something about "*woolens*." They differ from the better-known *worsted* fabrics because of the way the yarns are made. They are spun from wool fibers that have been cleaned and carded so that the fibers are straightened. Then both the shorter and longer fibers are spun into a fine, soft yarn. These yarns are eventually used to weave the fabric.

There are all grades of woolen fabrics as there are in any other commodity. The breed, health and diet of the sheep as well as the climatic conditions are important. The part of the fleece used affects the strength, elasticity and length of the fiber. The care used in cleaning, carding and spinning the yarn; the quality of the dyes; the construction of the fabric; and the final shrinking of the finished piece of goods before it is delivered to the manufacturer of the clothing, all combine to determine the grade of the goods.

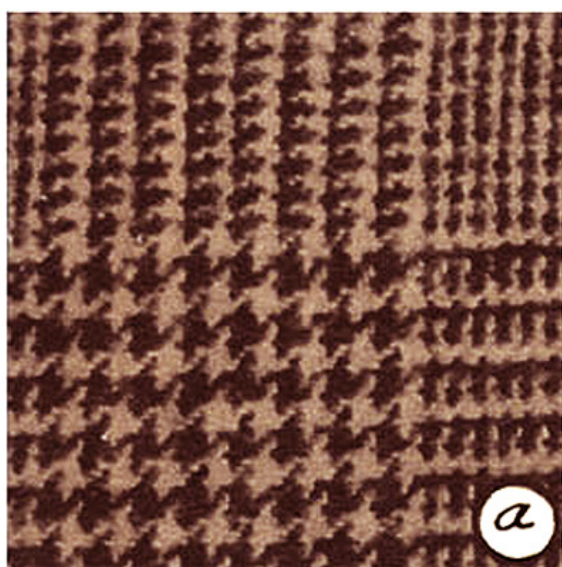
Among the most popular of the "*woolens*" you are going to see—and that we have illustrated on this page—are:



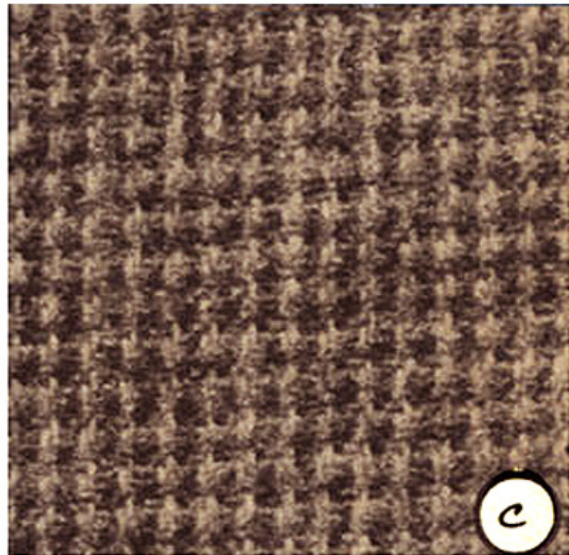
CHALK Stripe Flannel in single or double-breasted suits, both equally smart.



ALWAYS in good taste. Solid color flannel, equally smart in single- or double-breasted.



GLEN PLAID, Saxony-type fabric—real smart in a single-breasted suit for business wear.



INDISTINCT window-pane plaid cheviot type. Coat of this can double as sport jacket.



BIG-NUBB type tweed for general wear in far west, south west, and southern sections

Flannels . . . (illustration B) in solid colors, equally smart in single-breasted or double-breasted models . . . (illustration F) in chalk-stripes.

Tweeds . . . (illustration E) Big-nubb type very popular for general wear in the far west, southwest and southern sections of the country

Coverts . . . (illustration D) most often seen in the natural shade, a favorite with a large number of college and university men.

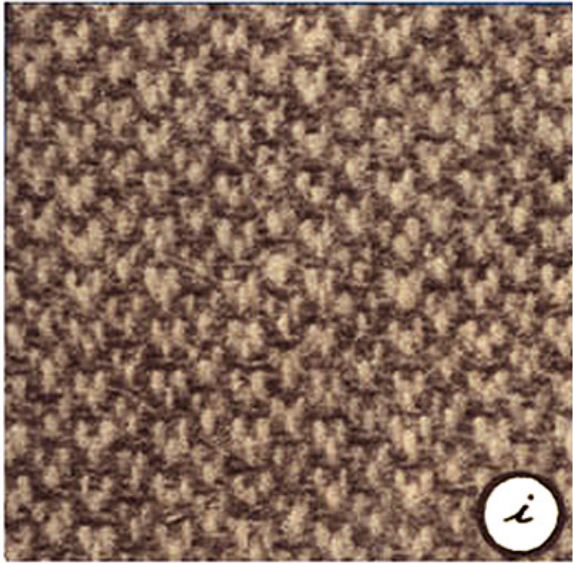
Cheviot type . . . (illustration C) in an indistinct window-pane plaid. In single-breasted model, this coat can double correctly for use as an odd sport jacket.

Shetland type . . . (illustration G) in a broken herringbone pattern ideal for business wear . . . (illustration I) in a "tic" pattern suitable, in single-breasted model, for country wear.

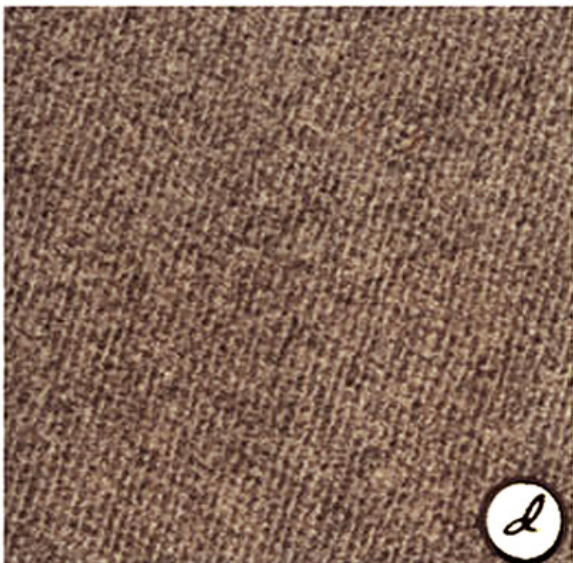
Cashmere type . . . (illustration H) is suitable for dressier occasions, particularly good in double-breasted coats.

Those are the types of woolen fabrics you are going to find on your dealer's racks—styled in smart single- and double-breasted suits. The first time you wear one, you're going to like it. After a few more wearings, your enthusiasm will increase. When your friends, sweethearts, wives, mothers and business associates begin to wonder at that change in appearance that has come over you . . . when you have a feeling of comfort, and luxury that you haven't experienced before—you'll realize that the shortage of worsteds hasn't really been a hardship at all.

Yes, you'll wear "woolens"—and love 'em!



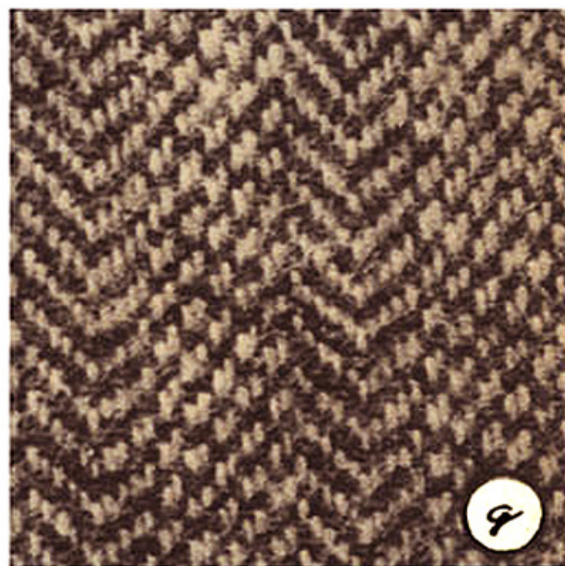
SHETLAND type cloth in "tic" pattern; perfect for country and spectator sportswear.



COVERT suiting most often seen in natural shade, a favorite with a number of college men.



CASHMERE type fabric for dressier occasions, particularly smart in double-breasted coats.



BROKEN herringbone Shetland type for business; ideal for three - button single - breasted.