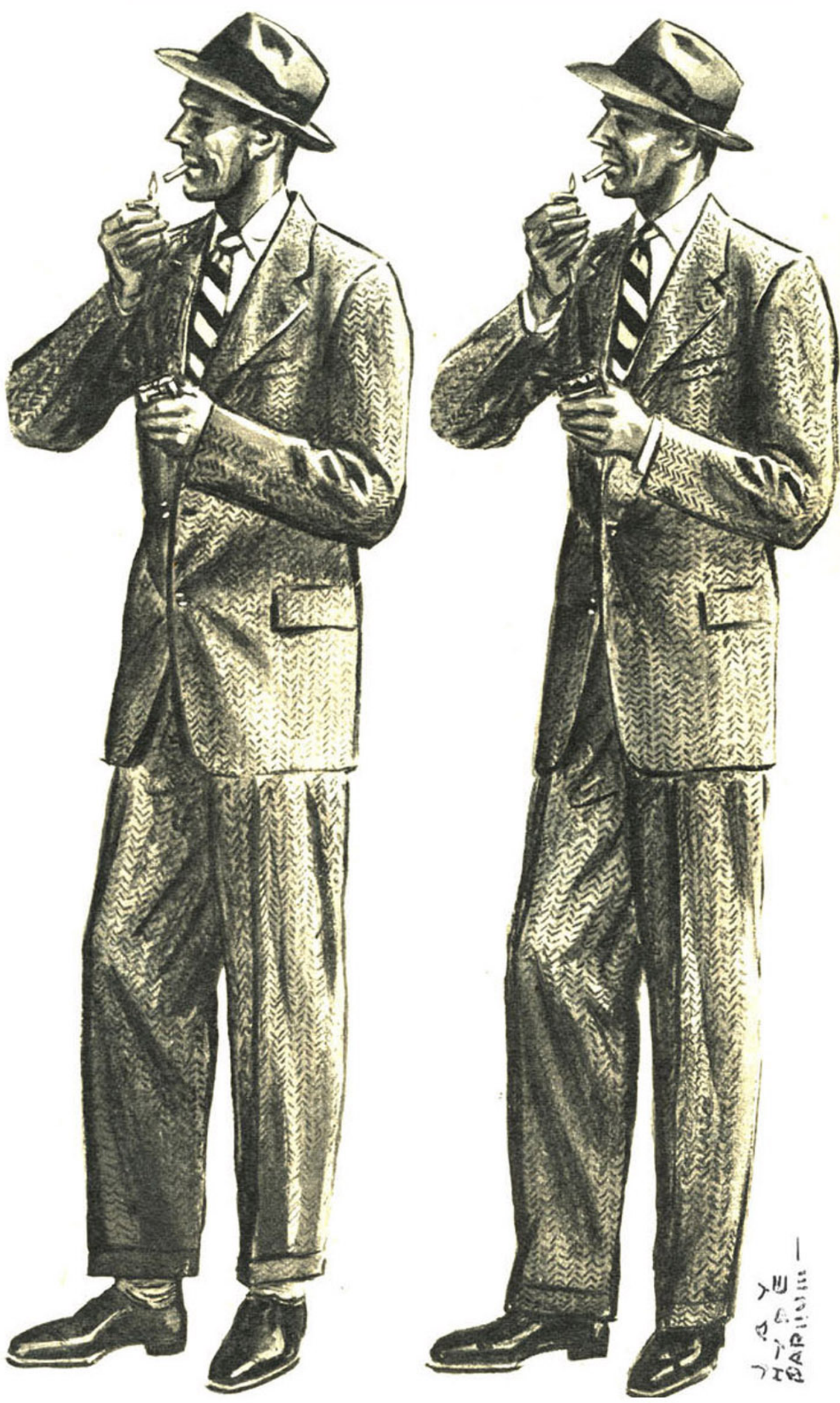


You Wear It

Proving That "Know-How" is as Important as "Wherewithal" in Dressing Yourself Well

WRONG

RIGHT



We've always accepted the old bromide that "clothes make the man." But there's still another bromide (which we just made up, by the way) that reads, "It's not only **WHAT** you wear—but **HOW** you wear it!"

It's based on the fact—not a theory—that American men have a faculty for doing things wrong, sartorially. They'll take a newly-blocked hat—and, with practically no effort at all, change the shape of it beyond recognition! They'll stuff their pockets with so many gadgets that their suits can't possibly fit them! They'll tie their ties wrong—if not the first time, then surely the second time! They'll button their jackets at the wrong button—so that the whole drape and fit of the coat will be spoiled. They'll let the cuffs of their trousers drag in the dirt—or permit them to wave in the breeze! They'll permit their socks to dangle over their shoe tops! Mostly, they just don't know *how* to wear clothes.

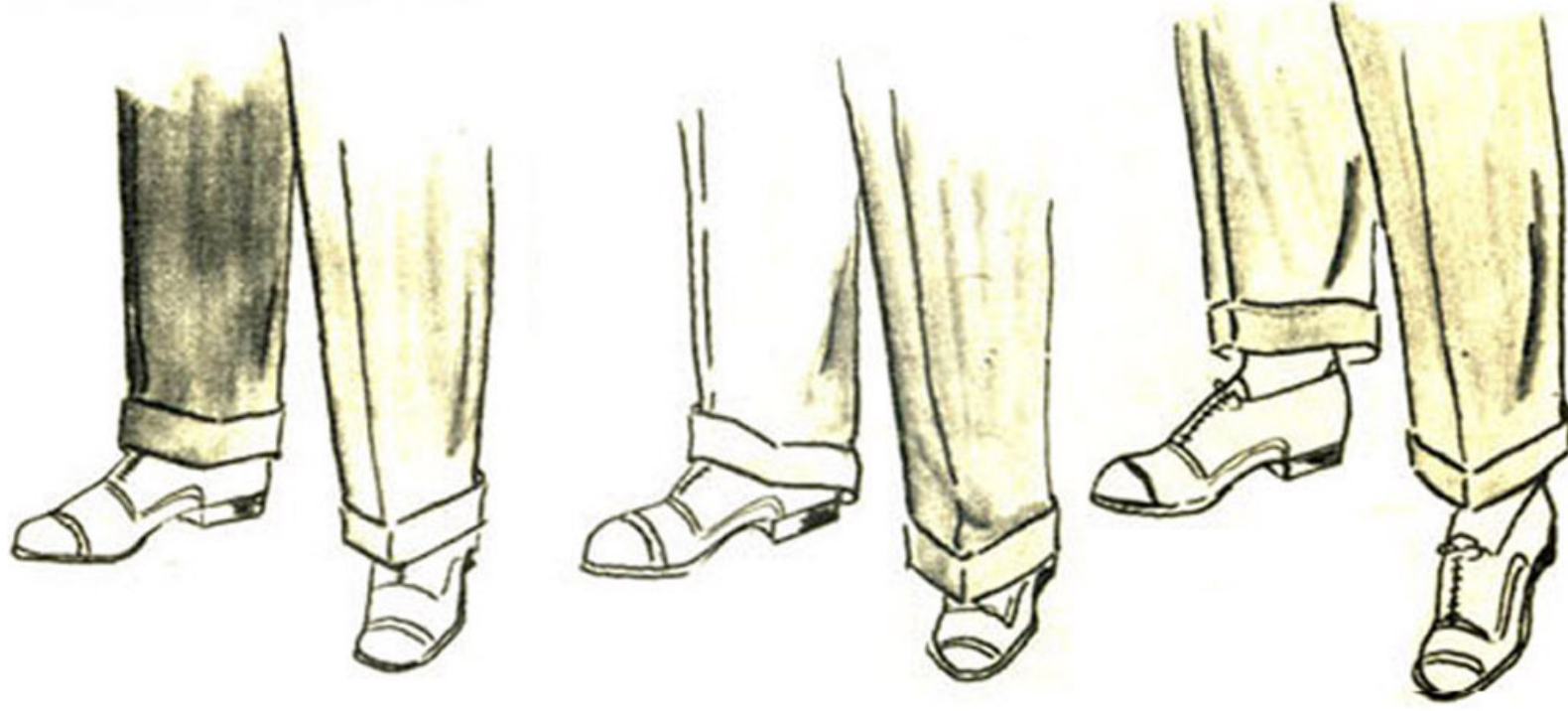
Look around you today and see if we're not right. You'll observe certain men who go to the finest tailors . . . who wouldn't think of wearing a hat that cost less than \$20 . . . who have their shoes made by the finest custom bootmakers. And the total effect is completely lost because they just don't know how to wear their clothes. On the other hand, you'll see men who—for economic reasons—spend comparatively little for their apparel. Yet, because these fellows have the "know-how," they look extremely well-dressed.

This sort of thing has always existed. We can look back, many years ago, to the time we attended military college. Graduation was in June and, from March to May, travelling representatives of the country's finest men's stores displayed their wares and took orders for civilian clothes. The lads bought the very best—for nothing else was offered. But you should have seen seven out of 10 of them when they joyfully shed their snappy uni-

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forms and donned "civvies"! They looked like a whole regiment of Joe Hayseeds!



RIGHT—Here's the correct way for your trousers to hang.

WRONG—This happens when men wear high-rise trousers too low—and regular trousers too high!



RIGHT—This rough sketch shows how hat should be worn.



WRONG—This one shows how many men wear theirs.



RIGHT—Proper position of the coat collar, showing just enough linen.



WRONG—Here we see the collar riding 'way up on the neck—and standing far out in space. (Poor dry cleaning often at fault.)



RIGHT—Shirt collars should slope properly to neck.



WRONG—Sport collars for dress—or too large in size.

Today's situation, with the great number of men being discharged from the services, is comparable. Because even though they're neatness personified in a uniform, "civvies" is another story.

We hope that this PIC article will help guide them—and you—just a little bit further. It doesn't tell everything about how to wear your clothes, naturally—but it does pick out a few of the obvious errors most commonly seen.

There are many other bad-dressing habits which we haven't the space to cover in this article. We do offer a tip, though, to all of you who are interested in improving your appearance.

Go to your local retail stores—the prominent men's wear departments in your community—and ask their advice. For your good store is not only a supply depot for the local citizenry, but a *service station* as well! From the big boss down to the newest clerk, those fellows like to talk clothing.

This season, they're not going to be able to sell you all the things you want—and you may have to buy colors and styles that you don't care for. But you can be very certain, in

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dealing with your reputable merchants, that you'll be getting style-right apparel. And if you follow their advice about *how* to wear it—you'll be well-dressed even in these days of men's wear famine!

Now look at the opposite page and see some of the things that men do wrong. —B. B.



RIGHT—The vest and trouser tops are meant to meet—as shown above.



WRONG—But how many gaps, between vest and pants, do you see?



RIGHT—It's simple to tie a cravat properly, as shown above.



WRONG—Skip the double-Windsors (center) or the four-times around (right).



RIGHT—The proper sleeve-length should show a bit of shirt cuff.



WRONG—The sleeve-length covers the knuckles—or barely the wrists!

