

Campus Wear Leans Toward Comfort

Stretch



Here's something really new. Shoes that actually lift you above the crowd. By means of a light cork insole, impossible to see when they are worn, these shoes of special design can actually make a man as much as 2 1/4 inches taller. They are made in many styles, but must be ordered special from New York.

Checks Run Rampant In Spring Fabrics, Even In Accessories

If you like to play checkers, your new spring suit will probably make an admirable board, because checks in nearly all fabrics will run rampant in 1940.

Leaders in many men's wear fields are using checks in ties, shirts, sports coats, and even in such accessories as shorts, suspenders, belts and handkerchiefs.

Although red and blue seem to be favorite colors, many shades are being used.

Small checks go particularly well with the sports clothes that are now on the well-dressed back, but it is advisable to select them with care. A checked handkerchief and tie go well with a plain suit. If your suit is checked, let your tie be plain and avoid design in handkerchiefs and socks. Checked wool socks are particularly good for sports wear, and you can have them in any color you like.

ALL THE DIME STORES carry pants hangers that will keep that across-the-knee crease from developing in trousers that hang too long in the closet.



Individuality

You can see it immediately in our individually tailored clothes. Come in during the week — have a smart new suit for Spring.

SOL LIPMAN

FASHIONS AGAIN EMPHASIZE SPORT TYPE AT COLLEGE

Fabrics Are Soft, Rough For Style, Good Grooming

Ease and comfort are the two characteristics notably reflected in campus wear for spring, 1940.

The fabrics which are soft and rough, tweeds, chevots, and shetlands, are used widely because collegians find them "easier" and more becoming.

Domination of the sports theme in suits was first noticeable last fall. This spring it is even more evident, and the cut of the cloth, the fabrics, the colors and the models all bear out the popularity of the sports theme. The three-button, single-breasted coat continues to lead. It is no longer noticeably fitted, and there is a trend in favor of sack coats and lounge effects with easier features. There is also a marked slackening in extreme styles.

DOUBLE OR SINGLE?

Although double-breasted jackets are showing a slight decline, they are still strong, particularly in smooth finished fabrics. Throughout the South this style retains its popularity and holds its own against the single-breasted coat for leadership.

For actual cutting, coats are longer and trousers of most suits are narrower.

Many of the materials are rough, and most of them have definite designs, stripes and plaids leading. The popularity of the striped sports coat is reflected in many of the suiting materials, and in some cases plaids are so designed that the vertical lines are dominant, producing a striped effect. Some of these coats will undoubtedly be worn separately as sports coats with covert cloth or flannel slacks.

INTERDEPENDENCE

The war will have its effect upon this season's colors as the British government has asked fabric manufacturers to conserve dyestuffs wherever possible. Consequently imported fabrics are in lighter shades which do not require the amount of dye necessary for navy blue, black and dark brown.

For well-groomed campus appearance on the conservative side there will be, as usual, many hard-finished worsted patterns. Narrow stripes are popular, and the standard sharkskin is still good. Some of the new designs of this fabric have small herringbone weaves, while others are in plaids and diagonals.

Topcoats this spring are single-breasted of the fly front type. Many of them have military or semi-convertible collars, and there is an increase in the number with set-in sleeves and flared skirt effect. The balmacaan and raglan models show an increase, particularly when made up in tweeds. Some of these are used in reversible coats which college men favor because they can be worn not only as rain coats but also for warmth in cool weather.

The average man who wishes to be well-dressed should keep an eye out for rough materials with tweeds and chevots leading.

Gabardine Porkpie Runs To Color

The gabardine porkpie hat introduced by college students last year will be even more popular in 1940. It is now available in most men's shops, and its colors run from maroon and navy blue to such light shades as tan, yellow, and pale green.

Maybe They're Not "Confucius Says," But They May Help

THEY TELL US that if you turn the collars of your shirts up before stuffing them into the laundry bag it will postpone — for awhile at least — fraying at the edges. Seems that the laundry doesn't have time to do it before putting them in the washer and the edges rub.

IF MORE MEN, more often had run-down heels rebuilt they'd be putting better feet forward. It only costs a few cents and usually the cobbler will do it while you wait.

AN ELECTRIC TIE PRESSER that can be bought at most department stores, when slipped into the tie will take out those wrinkles that sometimes come from knots tied at the wrong place.

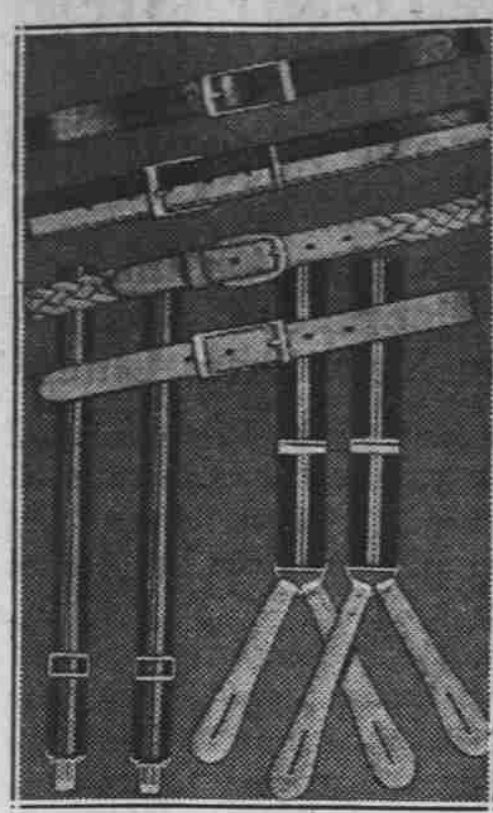
A TOOTHBRUSH full of liquid shoe polish run around the top and side edges of the soles will keep shoes looking neat between shines.

IT'S SIMPLE ENOUGH to make a note to the cleaners of missing buttons on your clothes when you send them out. They seldom fail to replace them, usually free of charge, if you call their attention to them.

ALSO FOR SUITS that may hang for some time in the closet are the "shoulder covers" that slip on over a coathanger and protect the top edges and shoulders of a suit from settling dust. Or just cut off the tops of the paper bags that the cleaners use.

NEW LACES from the 5 & 10 will pep up a bedraggled pair of shoes.

Brace Up!



In colors that harmonize with your spring suits, these accessories stand out inconspicuously, if you know what we mean.

Spring Socks Carry Color To The Tips Of Wearer's Toes

Raised stripes, regimental stripes, figure stripes, clocks and plaids are only a few of the brilliant design effects that make this spring's socks the most colorful ever seen!

Greens have gained steadily in popularity, but blues and tans, grays and purplish tones all contrast well with the new suitings.

Rayon appears more often than ever, cotton and wool mixtures are popular, and lises are as always the choice of the man who likes lightweight comfort a-foot.



Style Begins with the Collar

Arrow collars on Arrow shirts are styled with a touch of genius. Enhanced by neat patterns, their precision fit and soft drape make them campus classics. See your Arrow dealer today for the smartest, newest shirts for college men. \$2. All Arrows are Sanforized-Shrunk with fabric shrinkage less than 1%.

ARROW SHIRTS

IN DURHAM YOU WILL FIND THE



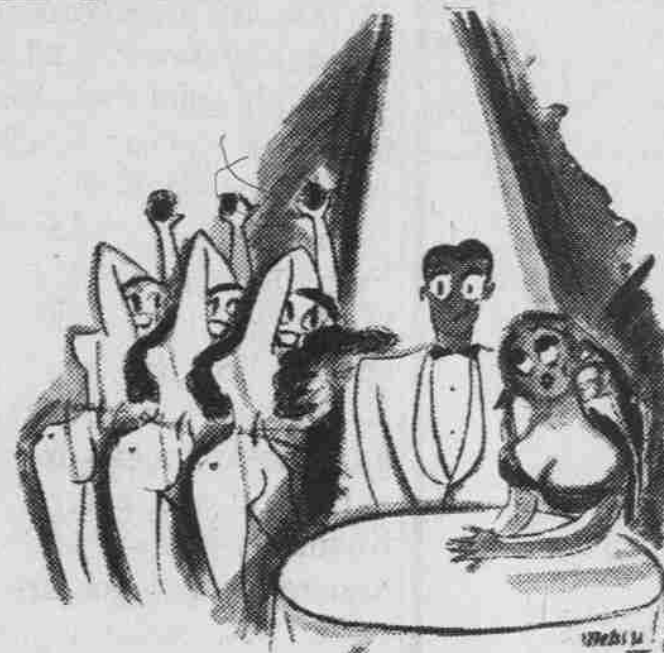
MARK OF QUALITY AT

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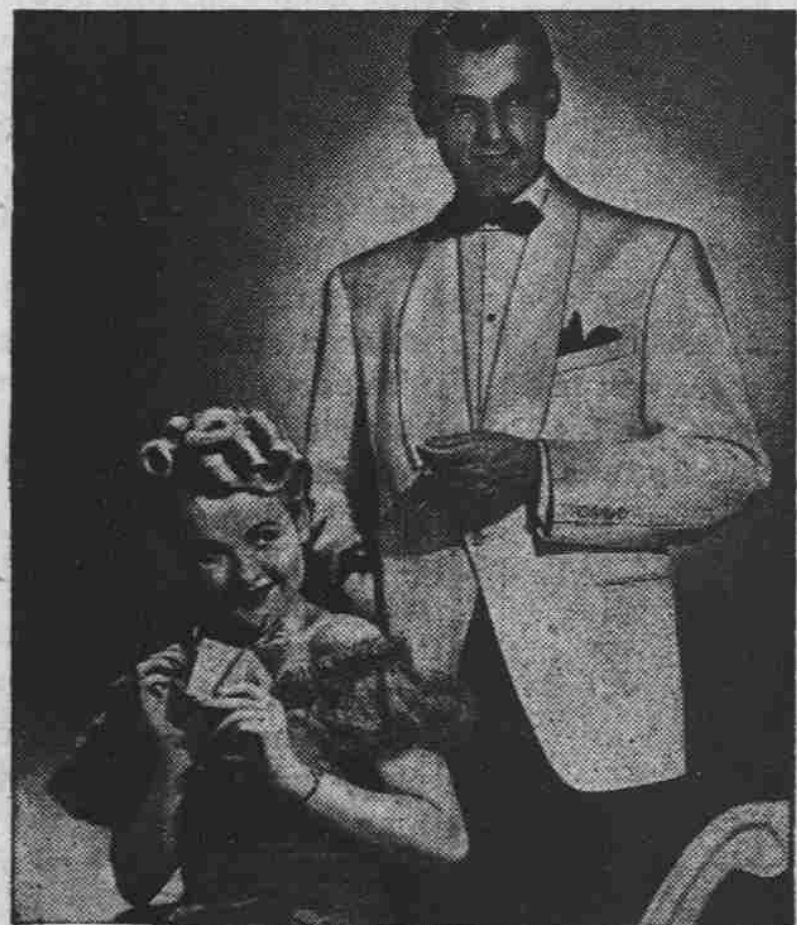
UNLUCKY IN LOVE?



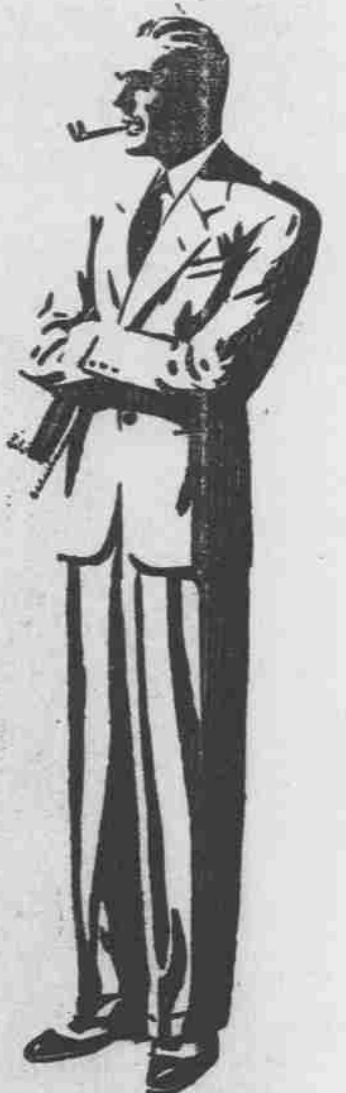
TRY A FEW PALM BEACH SUITS

and see the difference. Girls can't resist a man who's cool and smart in a Palm Beach White or Evening Formal. Your favorite clothier is featuring 1940's broader-shouldered models. See them today—and may the best woman win!

● Palm Beach Suits, \$16.75. In whites, blues, tans, grays and greens. Washable, of course. Palm Beach Formals (white jacket and black trousers), \$18.50. Slacks, \$5.00. Goodall Company, Cincinnati, Ohio.



Always look for this label



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Palm Beach
FROM THE GENUINE CLOYS

They're here... they're new... they're different—and they're yours for the smartest, coolest Summer you've ever enjoyed.

The 1940 Palm Beach

Palm Beach Suits \$16.75
Palm Beach Slacks 5.00
Palm Beach Formals 18.50
Palm Beach Sports Coats 11.75

Carolina Men's Shop
Rob't. Varley, '37

Go Formal IN A 1940



Palm Beach

DINNER JACKET

12.50

Relax in this fresh, cool outfit. You'll like the authentic drape and smartness of these new shawl collar whites. Palm Beach dress trousers \$6.

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