



He-Man Jury Picks Spring Clothes

...dead, dreary colors, worst do this spring...

...Manufacturers have even invented new materials...

...our jury uncovered a new kind of tweed completely without harsh fuzz... no scratch... no itch. This new type tweed-suit material is light in weight, smooth as a horse's nose. The over-casual tweeds are lighter, softer, sleeker... cool to the touch. Many are vestless. Worsteds are feather-weight. Some inventive mind married gabardine to covert and produced another handsome fabric—India whipcord—nice to see and feel.

Early this year, some leading clothing merchants from all over the U. S. to join a fashion show in New York. What they saw were suits, shirts, ties, hats, socks and shoes—as put together in smart color combinations by men experts of the Retail Men's Wear Council. These style selections show a cross-section of the spring lines of America's leading manufacturers... many of them POST advertisers. "The secret of dressing well," says the jury, "is to pick a head-to-foot color plan. And stick to your plan."

...How to be well-dressed this year

...a tip from the Army on lightweight clothes...

...we took a leaf out of the Army book... and made our clothes selections... lighter in weight.

...four fashion quickies are just what you need. In the leading men's wear stores you can see many new styles in color combinations in shirts, suits, ties, socks, shoes, hats and other accessories—all to help you buy wisely. Look for this Post page in the windows of your favorite store... then go in and ask your salesman to show you the new spring style combinations picked from America's leading nationally advertised brands.

POP FACTORY BUY YOUR SPRING CLOTHES HERE

all to help you buy wisely...

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