

Men Can Dress Sensibly

IF THEY WILL ONLY FORGET TRADITION AND BUY CLOTHES AS WISELY AS WOMEN

by ELIZABETH HAWES



Critic Hawes

Are you living under a matriarchy? Or are you just afraid you will be fired from your job? Is it your wife who's keeping your coat and collar and tie on you—or it is your boss? WHAT is stopping you now, you men, from wearing the kind of summer clothing shown on the opposite page?

Are you going to let us women have the best of the clothing situation forever and ever? Are you mice or are you men?

It is just six years ago that I spoke my first piece on men's clothes, designed some comfortable and colorful garments which were shown in *The American Magazine*. Two years later I showed men's clothes of the same type at a private party. Two years after that I gave vent to my feelings on the stupidity of men's clothes in a book, *Men Can Take It*, for which James Thurber did the fine drawings on this page.

By that time, 1939, there were many slack suits to be bought, colorful and comfortable. Some men were wearing them in the country. I felt it was obvious that in spite of traditions of *What the Well Dressed Man Will Wear*, in spite of the comments of their wives, mothers, and bosses, the men of America would finally break out of their vests, collars, ties and extra coats—and be comfortable all day long.

Now, in 1941, comfortable clothes are available in fine colors at all prices. Are you wearing them? No.

Once my heart bled for you. Now I am sick of the whole business. Once I went out of my way to show how you were all brought up to support women and how those women made a business of keeping you in your chains. Once I spent long hours worrying about how your bosses insisted on keeping you "correctly" dressed, because being cor-



SO YOU'RE GOING AROUND NUDE?

rectly dressed is synonym-²
ous with keeping your
place. It shows you have
no radical ideas and are
not thinking of threaten-
ing to take over the boss's
business. In those days,
there were nothing but
traditional clothes for you

to buy at the prices you could afford.

Now I say to hell with the whole
business. If you haven't the guts to stretch out your
hands and pick the clothes off the racks, go ahead and
roast. Be traditional. Go around all summer soaked in
perspiration with nasty spots showing through the
backs of your coats.
Be eyesores. See if I
care.

Let your wife take
all the money you
earn every week and
give you \$15-a-year
clothes allowance
while she spends
\$1,500 on her clothes.
Let her bundle you
into a coat with the
temperature at 100
every time the door-
bell rings. Strangle
yourselves with any
kind of tie you want.

Go on pretending
you have to wear
collars and ties and
coats to the office,
that you can't make

sales if you don't. If you continue this long enough,
slim young women clad entirely in thin silk dresses,
open sandals, brassieres and stepins, will finally start
taking over your jobs. They are so much more attrac-
tive, just on the basis of being cool and clean looking,
that anyone would rather do business with them than
sit and watch you mop your brow while you talk.

Now the best people do without hats. Why do you
bind your head with that leather sweat band? Now
there are light, open shoes for you to wear. Must you
stagger around in brogues? You can buy a dozen varie-
ties of shirts, with flat sport collars, like the one worn
with the tux on the opposite page, or with crossed
necklines. You can wear scarves. Still you doggedly
wear dumb collars and ties. There are countless hand-

some and well-tailored washable jackets
or whole slacksuits which do away with
the need for wearing a shirt. But you go
right on adding the layers. FOOLS!

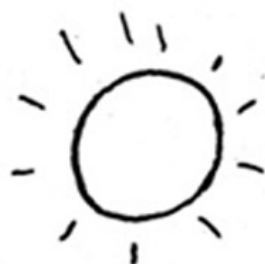
Don't tell me that these clothes are very
fine—but "extra." They are only extra if
you want to look hot, messy, unattractive
and uncomfortable all summer long. Your

wife takes it for granted she
needs two sets of clothes,
one for hot weather and
one for cold. You may not
need as many clothes as she
thinks she does because,
thank heaven, you don't
have to wear a different suit
every few days. You do need
special clothes for summer
—and now you can have
them.

Clothes like these are an
investment. Wake up, mice!



NEVER IN MY HOME!



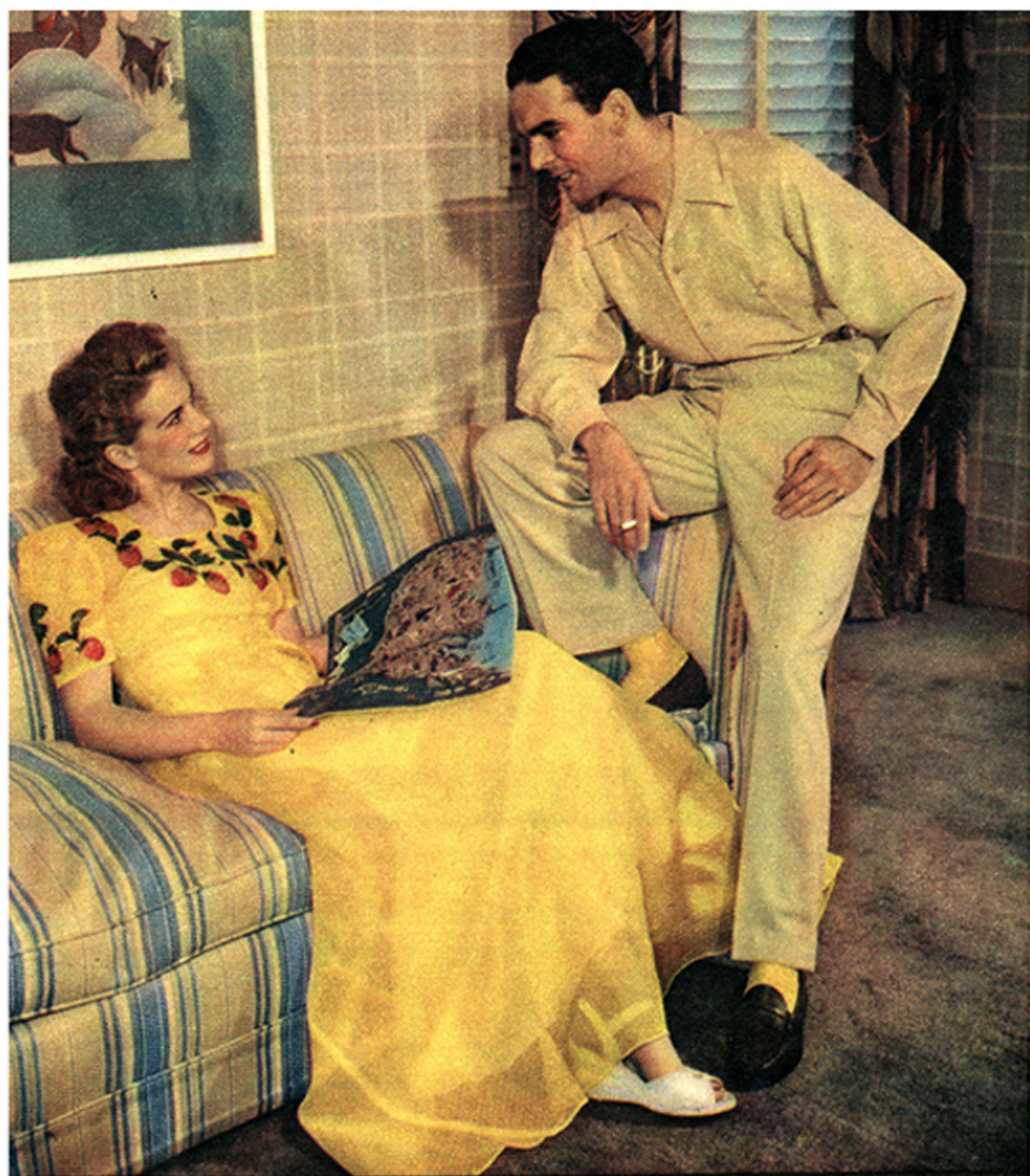
IT ISN'T THE HEAT, IT'S THE HUMIDITY.



FOR OFFICE: Don't you honestly think you owe it to yourself to be as neat, cool and comfortable as your secretary? Washable spun rayon jacket costs \$8.95, trousers \$7.00, ascot may be worn or not, \$2.00. No shirt. Whole outfit, with shoes, costs \$25.70. Will your wife let you pay that? All clothes shown on this page are from Lord and Taylor, New York.



FOR SPORT: It's much cooler and equally proper to wear your shirt hanging out. This, of washable spun rayon, looks like linen, costs \$5.95. Thin gabardine slacks (\$8.00) can be bought with fine collarless coats (\$10.00). Sandals your girl will wish to swipe, \$2.95. Men's clothing similar to all these, less well tailored, less fine fabric, can be bought cheaper. So there!



FOR LOUNGING: Replacing your old flannel slacks and sweatshirt! Men need something to wear when a lady gets into her housecoat. A cool rayon shirt (\$3.95) and some rayon slacks (\$5.45) will do the trick. Let the girl try and get you into a coat if she dares. Since you look just as beautiful and as well covered as she, you can stand up for your own rights.



FOR DRESS: There's nothing yet in existence to relieve you of the extra burden of even a tropical worsted jacket (\$30.00) for formal dress. We suggest a thin terry cloth shirt (\$3.75) with collar like this to rid you of your pique shirt and black tie. If anyone questions your right to this freedom, you can draw attention to the midriffs of the ladies—and take off your coat!