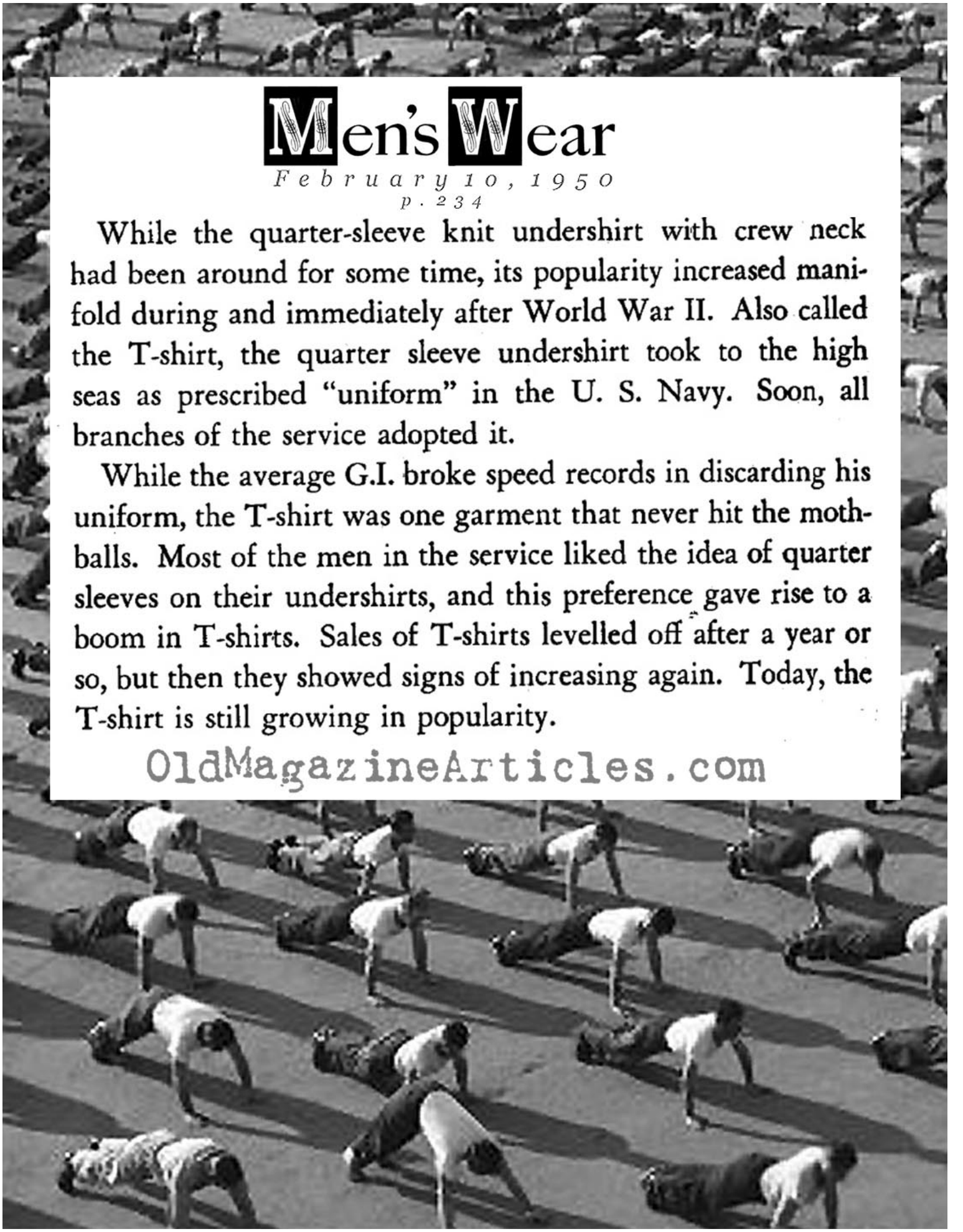

Men's Wear

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While the quarter-sleeve knit undershirt with crew neck had been around for some time, its popularity increased manifold during and immediately after World War II. Also called the T-shirt, the quarter sleeve undershirt took to the high seas as prescribed "uniform" in the U. S. Navy. Soon, all branches of the service adopted it.

While the average G.I. broke speed records in discarding his uniform, the T-shirt was one garment that never hit the mothballs. Most of the men in the service liked the idea of quarter sleeves on their undershirts, and this preference gave rise to a boom in T-shirts. Sales of T-shirts levelled off after a year or so, but then they showed signs of increasing again. Today, the T-shirt is still growing in popularity.

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