

PAGEANT

March, 1960 * p. 61

DON'TS FOR THE WELL-DRESSED MAN

BY LOU SIENDEL

Executive Vice President, Manhattan Shirt Company

1. DON'T look as though you are obviously trying to dress up (as the man on the opposite page does). A self-conscious approach to dressing makes for the appearance of the fop or dude, rather than the well-dressed man. Pay attention to the details of proper fit and good grooming, and then relax.
2. DON'T wear the wrong hat. All men look better in hats; but not all shapes and styles of hats look well on all men. Round hats, for instance, don't fit on square heads.
3. DON'T overlook the important little details of suit or sport-jacket fit. The collar should lie snug, never gape away from the back or sides of the neck. At the same time, the jacket collar should set low enough to expose one-half to three-quarters of an inch of shirt collar. Similarly, sleeves should show just a half inch of shirt cuff (not the whole cuff, as in the picture at right below).
4. DON'T wear baggy trousers. You may have an excuse for bags under the eyes, but there's none for baggy trousers.
5. DON'T mix casual and dressy items of apparel. A dressy topcoat is out of place with casual country wear, and, by the same token, heavy soles, rough leather shoes, chukka boots and the like belong in the country, not for dress-up, town wear. Apply simple hot-dogs-and-mustard, ham-and-eggs togetherness and you can't miss.
6. DON'T combine pattern with pattern, stripes with stripes, unless you feel you're an expert. On the other hand, the perfectly matched ensemble is dull.
7. DON'T adopt gimmicks. The pocket handkerchief is never a pure decoration or an identification badge, though a fresh handkerchief may be casually carried in the breast pocket.
8. DON'T look as though you've had your hair cut. The well-dressed man is never away from his barber long enough to need more than a light trim.



Don't Number Two



Don't Number Three



Don't Number Six

Don't Number One

