

Yellow Leads Fashion Colors

Terrific is the word for the color yellow in Florida previews of the summer wearing apparel. Even yellow sportswear and beach accessories will be in style.

The color was so popular in Florida that a brown, yellow and white mixture in Shetland weave Palm Beach cloth is now being shown. A three-button notched lapel style, the jacket had pecan-colored slacks of the same fabric combined with it.

A summer tie featuring brown, cream, and yellow, makes an outfit typical of that worn by sportsmen at Florida and California resorts.

Pebble rib chamois colored anklets with lastex top, plain toe blucher shoes of ivory color

Warm Weather Brings Out Lightweight Suits

Parchment New Color

The new color parchment silk suit, two piece style is particularly smart. With it goes the same batiste shirt with a longer point casual collar and coconut brown stripes, the same color tie, buckskin sport shoes and parchment color rayon hose with vertical stripes in contrasting shades.

doeskin with crepe soles, a novelty straw hat, parchment color reversible belt and modern design tie clip complete the fashion plate.

Palm Beach suits in all popular styles and colors are being shown by clothiers as warm weather brings lightweight suits into demand.

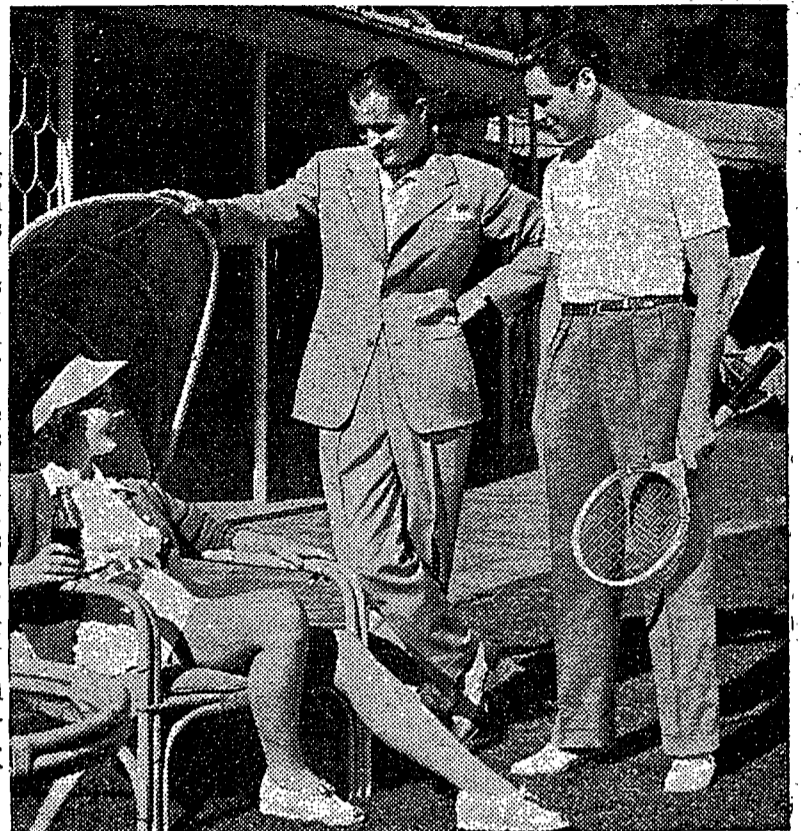
Among the outstanding models in greatest demand is the three-button, easy-fitting jacket with pleated trousers to match. Tan or jute is the most popular color.

White formal dinner coats are the vogue. Many of these coats were sold to students for the Junior Prom. Black Palm Beach trousers complete the ensemble.

Double-breasted suit models are recommended for town wear with crayon or slate stripes. Pleated trousers should be worn for which the knees are full and the bottoms narrow.

Conservative and youthful styles are found in plain two-button suits with plain trousers. Palm Beach slacks are proper and comfortable for golf and general sports wear.

Sportsmen Approve Palm Beach Suits



Donald Budge, Byron Nelson, all the major figures in the golf and tennis world prefer Palm Beach suits and slacks to all other summer attire. Not only for their style—but for their many practical features. Not the least of these is their washability.

3-Button Sport Coat In Demand

Singlebreasted style suits in a more sporting model—three button notched lapel—are important fashions for town, weekend, and resort wear this summer.

Jackets will be worn with a chamois color lightweight cotton voile shirt and the new longer pointed casual collar which was a West Coast influence to styles.

Summer resorts reported that the lightweight twill tie in a bold charvet pattern received great demands in Florida fashion circles. With the tie a pair of lisle hose in candy stripe patterns.

Brown calf and brown suede wing tip shoes offer a change from the more popular brown and white models. A reversible belt of brown and white adds appeal to the outfit.

Native straw hats in fancy colors with puggaree bands will be increasingly important. A rust color Baku hat with a wide brim, pinched crown, and natural color Shantung band gives a good finishing touch to the outfit.

Final touches are added by a modernistic tie clasp and silk foulard scarf.

Tropical Weight Suits Gain Semi-Sport Favor

Tropical weight suits in heather mixture in a diagonal pattern are favored for semi-sports wear. Even a lightweight tweed is the vogue.

Important accessories gaining recognition with style-setters are the lightweight gingham shirts, especially in a green check pattern. A coconut brown foulard tie with a green and white all-over pattern goes well with the shirt.

Basket-weave rib ankle length hose of cotton and rayon mixtures, and a colorful sport belt and a Norwegian slipper of monk style antique calf has the acceptance of university and other sportsmen at southern resorts.

A straw gunnysack sport hat with its Pan-American Guatemalan influence in hat bands is the newest thing.

A scientist has proved that a sweaty person is more likely to be stung by bees—because bees are attracted to human perspiration—so the answer is that a man won't get stung if he buys a Palm Beach suit.

FOR THAT NEW-BORN FEELING



There is a pleasant surprise in store for you men who consider Palm Beach Suits a "must" for warm weather. Not only do this year's Palm Beach suits add new spring to your step and comfort to your skin, but you can clean them again and again without harm. So treat your body to a "clean suit" every day this summer.

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