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How you should dress for business (and enjoy it)

Clothes may not make the man, but they create his image.

The man who seeks a job jumping out of airplanes at 6,000 feet should probably wear a jump suit to show he knows how to dress the part.

The man who seeks a job lying in a hammock in a display window might wear a leisure suit to show how leisurely he will perform his task.

A man who hates to work and would rather stroll down a country lane admiring the falling red and gold leaves should wear a corduroy suit so no one will doubt where his real interests lie.

In today's competitive job market, an investment wardrobe often means the difference between success and failure. If you're serious about your work, you should leave your "fun clothes" at home in the closet.

Men's fashions this fall-winter season will be without fads. Some men's stores call the look traditional, while others call it the "British look" and still others say it is more refined and elegant.

The Claymore Men's Shop on S. Woodward in Birmingham has al-

ways been traditional. So traditional, in fact, that they never even carried the fad clothes. Those are the ones which, according to Claymore manager R. Thomas Leffler, met their demise last year but are slow to accept their fate and keep popping up in the office and cementing the foot of the otherwise upward-bound man to the lowest rung on the ladder.

"The 'fun' in a man's business wardrobe should come from well-coordinated shirts and ties that add color and life to basic suits," said Leffler, who is a second generation men's clothing expert.

Leffler explained there are presently three types of menswear stores. "The general men's stores sell a little bit of everything to everybody and tend to rely heavily on brand names," he went on. "They carry suits with padded shoulders. A little 'frumpy,' it is what the Midwest has always thought of as being conservative."

"Then there are fashion stores or boutiques. They rely heavily on planned obsolescence, currently the European look," he said that is a cut which most American men can't wear

because they have broader shoulders and chest with fuller arms than the slightly-built European.

The third, Leffler called "traditional shops," generally not departmentalized. They serve the customer, sell "the look" in a personalized service. "In a traditional shop," said Leffler, "the whole premise is natural shoulder clothing, the soft shoulder with no padding."

"The look for men is English fabrics, tweed," said Leffler, adding that "fabrics have a softer, country look."

"But," he cautioned, "a man should plan his wardrobe. A man with a well-planned wardrobe need not be concerned with what is in or out. We stress a use-utilitarian oriented wardrobe rather than fashion for fashion's sake. A man can expect to wear a Claymore suit until it wears out."

"Traditional menswear changes are subtle," said Leffler. For example, he said "a vest comes and goes, sometimes in, sometimes out, but a vest should not determine the purchase of a suit." He pointed out that "button down collars are very in and

are super—or you can wear a spread collar. The idea is to have a little of everything."

Summing up the ideal look, he said: "Clothes should enhance the wearer and what you should notice is the total picture. The clothes should not detract from the wearer so that you notice his clothes first."

The minimum basic wardrobe for a professional or business man, according to the Leffler, should include seven suits—three year-round, two winter and two summer.

Two sport coats are recommended, one a navy hopsack blazer for year-round wear and one a camel hair blazer.

Six pairs of slacks, 15 shirts, 24 ties, socks to match the trousers in color, and at least four pair of shoes fill out the suggested wardrobe.

Two coats should do it, Leffler says, one raincoat with a zip-in, slip-out lining and one top coat, preferably a camel or navy polo coat, double or single breasted.

—RUSTLE SHAND



A navy blazer goes traditional when it's made of Southwick English doeskin and teamed with gray garnet trousers and a blue and white stripe shirt and foulard tie. (Photos by Charlie Kidd)



Heavyweight wool donegal tweed suit is camel ground with a blue and gray overbar. The trousers are fully lined with cotton. The shirt is blue and white stripes, and the tie is navy, rust and gray stripes.

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