

UNITED SHIRT ANNIVERSARY SALE!

Don't miss these
Super Special Values!

SKI JACKETS

Water-resistant nylon shell, warm nylon lining in popular colors and styles. Some with hidden hoods.

Reg. \$24.95

Now only **\$14⁸⁸**

SPORT COATS

Wrinkle-free knit fabrics in handsome 2-button styling. Big range of colors.

Reg. \$49.95

Now only **\$24⁹⁸**

KNIT DRESS SHIRTS

Easy care 90% polyester, 10% nylon. Long-point collars, 2-button cuffs, machine washable, permanent press. Choose from a wide selection of sizes, Fall colors and patterns.

Reg. \$7.95

Now only **\$4⁹⁷**

IMPORTED HIGH-FASHION RAINCOATS

High-style raincoats, self-lined, made of 35% cotton, 65% Trevira. Large patch and zipper pockets. In navy blue and tan.

Reg. \$39.95

Now only **\$19⁸⁸**

ACRILAN TURTLE-NECK SHIRTS

Always popular turtlenecks in attractive colors for Fall and Winter wear. Save now at this low price.

\$3⁹⁹

only

UNITED SHIRT

DISTRIBUTORS
LIVONIA MALL

The Style Conscious Male Puts It All Together

"If the shoe fits, wear it!" may still be an applicable and timely phrase in many situations, but not when it comes to the way a man dresses today, according to the Men's Fashion Association. With the stronger trend toward "pulling it all together" and leaving behind the haphazard, "anything goes" school, a man will have to use some judgment and discernment in choosing his wardrobe.

How a garment fits is, of course, as important as ever; but, in a season when the general cut of clothes is relatively stable, such things as fabric, color, texture -- and most of all -- how it is put together -- are very important.

When buying his fall-winter wardrobe this year, a man will hear frequent reference to shetlands, saxanics, tweeds, flannels, camel hairs, corduroys, texturized polyesters, double-knits and warp knits. Here's what they're all about:

THE SHETLAND

A shetland is a tweed-like fabric woven from the wool of shetland sheep. They are softer and more luxurious than ordinary tweeds and a bit more perishable, too.

The original saxony cloth took its name from the German region in which it was woven. It was first woven from a blend of wool and worsted yarns and it is very adaptable to pattern-work such as plaids and checks.

Tweeds are woven of tough, coarse, woolen yarns and originated in Scotland and Ireland. They are made in many weaves and many patterns ranging from plain Donegals and herringbones to bold plaids and checks. Tweeds are very adaptable to color (their soft surface "nap" tends to blend bright shades) and they are used in suits, sport coats and topcoats.

Flannels in their simplest form are a plain twill weave of either fine spun wool or worsted and they are "finished" with a soft surface nap. Others may be in stripes, checks and plaids. Once thought of as a sporting or casual fabric, flannels are now worn for business and dressier occasions. Their most usual use is for suits, blazers and slacks.

CAMEL HAIR

Camel hair is, obviously, the wool of the camel and it is, most often found in plain weaves although sometimes in both twills and herringbones. The usual use of camel hair is in topcoats and sport coats, and, its usual color is one of the typical tans.

Corduroy was originally a cotton fabric but now it is made of man-made fibers, too. It is a plush cloth in which the ribs or cords are cut after weaving. French in origin, its name was "corde du roi," or "cord of kings."

Texturized polyesters are man-made yarns with a built-in stretch factor. They can be either woven or knitted to simulate a number of wool and worsted fabrics; and they have become very popular because of their durability and the fact that they cost much less than the currently high priced natural fibers.

Double-knits, either of 100% polyester or of polyester blended with natural fibers, are produced on machines that actually knit two surfaces that are locked together in the knitting. They have recoverable stretch, almost total wrinkle resistance and are known for holding their press.

Warp knits and single-knits are less bulky than double-knits and (like double-knits) can either car-



THE MOST BASIC ELEMENT IN A MAN'S WARDROBE is the Blazer according to the Men's Fashion Association. Single or double-breasted, it is adaptable to casual, dressy and even formal looks. This double-breasted blazer in a bold box plaid of red, green, yellow and navy wool twill is detailed with crest buttons and slanted flapped pockets. It is worn here with a burgundy bow tie, complemented by a self-patterned, white shirt and green flannel slacks. The Press Preview was held June 14-17 in Spring Lake, New Jersey. (Photographed in Surrey, England)

ry self-knitted patterns or can be woven plain, then patterned with substatic prints that are similar to decals.

FALL COLORS

Fall colors this year are just that -- fall colors! They are the warm, earthy tones such as camel, tans, browns, darker greens, rusts, oatmeals with accents of deep yellow, burgundy and gray. There is a lush look about the colors and fabrics this fall -- none of the flat, smooth look of some years ago.