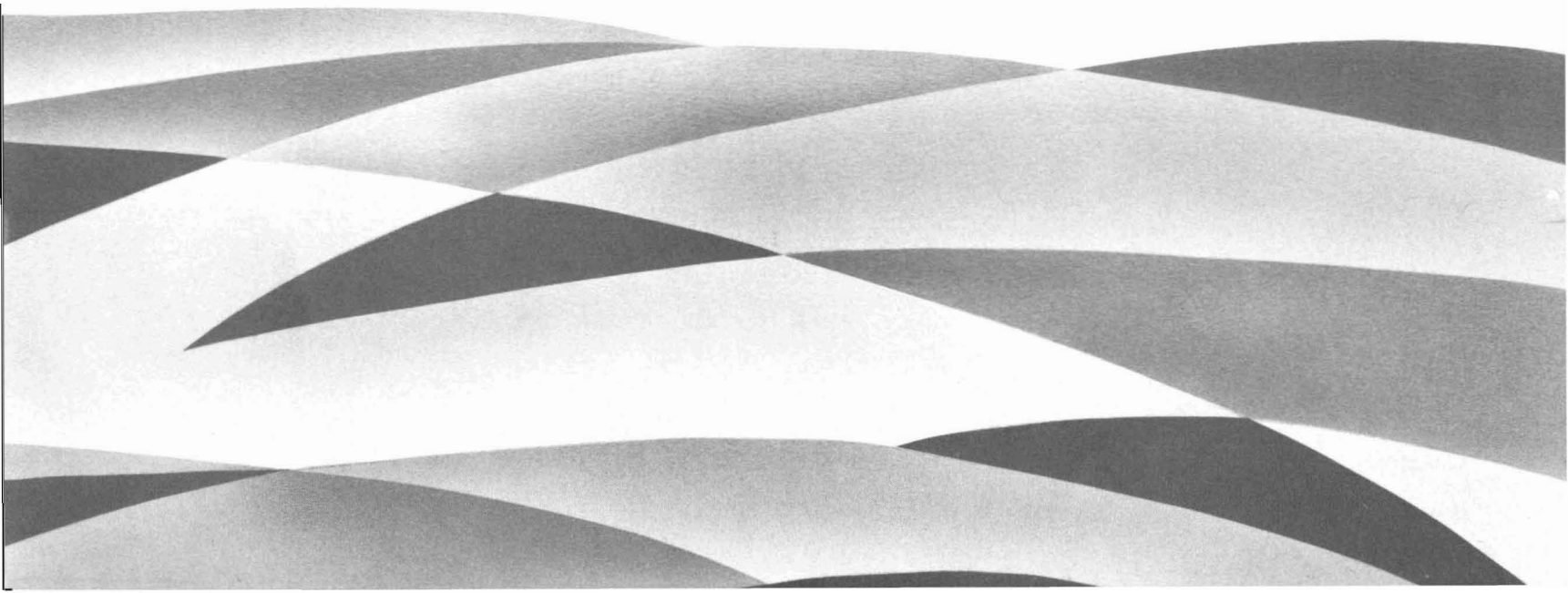


CLOTHING...ACTION!

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Men's Shirts



Clothing... Action! **Men's Shirts**

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A man's shirt is one of the most important parts of his ensemble.

Aesthetically, it is important because of color and texture contrast with other garments, and because the collar provides emphasis and attracts attention to the face.

A quick glance at a man's shirt reveals something about the occasion for which he is dressed. The shirt style may represent leisure activity, work, business or a dress occasion.

A man's appearance is judged, in part, by the neatness and freshness of his shirt and by its fit. A shirt that is in fashion, well-fitted and clean creates a good impression and contributes to a man's comfort and self-assurance.

Comfort also is determined by the shirt fabric. A smooth-textured, absorbent fabric that may be laundered frequently is pleasant to wear and helps keep suit coats or sport jackets looking fresh.

Shirt styles are created through the color and kind of fabric used and through the cut of collars, cuffs and closures. Shirts for men and boys include business or dress shirts, sport shirts and work shirts.

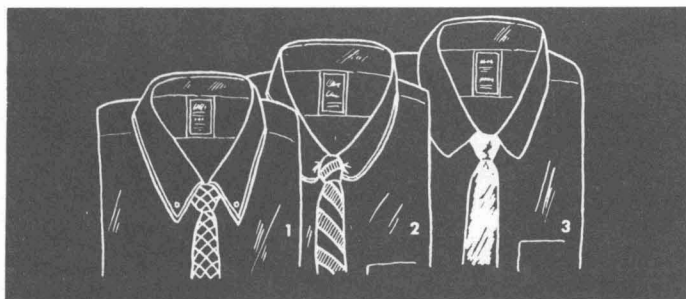
When deciding which shirt to buy, consider the following:

- Suitability of the shirt for intended use.
- Suitability of shirt style for the individual.
- Size, fit and comfort.
- Fiber content and fabric structure.
- Construction features.
- Label information, including care required.
- Brand name.

Dress Shirts

White or conservative colors, either plain or patterned, usually are chosen for dress shirts. Collars on this type of shirt are often soft, with their points held in place by means of permanent stays, button-down points, a collar pin or a snap tab which extends from each front collar edge and fastens under the tie. Permanently stiff or fused collars also are available.

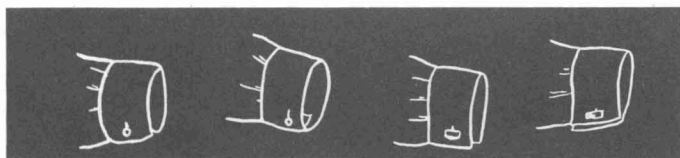
Collar points may be short, medium or long with either pointed or rounded tips. The spread between collar points may be narrow, medium or wide. Select collar lines which compliment the individual's facial shape.



1. Longer collar points, narrow to medium spread collars and lower neckbands are becoming to round faces and heavy builds.
2. A greater variety of collar styles may be worn by the person with an oval face. Button-down, tab or eyelet types are particularly becoming.
3. Shorter collar points and medium to wide-spread collars are becoming to long, thin faces.

The neckband to which the collar is attached may be narrow, medium or wide-cut. Narrow, low-slope bands which taper to nothing at the front are comfortable for men with thick necks. Wide-cut or high-rise bands fit high on the neckline and are appropriate for men with long necks.

Cuff styles are another important consideration in selecting dress shirts. Find out which cuff style is preferred by the individual. Fashion trends and the occasion for which the shirt is to be worn are important considerations.



Barrel Convertible Link French

Fabrics appearing in dress shirts are broadcloth, oxford cloth, batiste and other lightweight fabrics, chambray, madras and tricot knit. These fabrics usually are made from cotton fiber, polyester-cotton blends, polyester and nylon.

Three popular dress shirt fabrics are:

- 100 percent cotton broadcloth, available with or without wash and wear finish.

- 100 percent cotton oxford cloth, available with or without wash and wear finish.
- 65 percent polyester, 35 percent cotton blended broadcloth.

Dress shirt sizes, printed inside the neckband, are indicated by circumference of the neck and by sleeve length. If neck size needs to be checked, measure around the middle of the neck, allowing slight ease for comfort. Measurement may be taken to the nearest inch or half-inch; for example, 14, 14½, 15, 15½, etc. If the neck measure is between sizes, buy the larger size.



For sleeve length, measure from center-back of the neck, across the shoulder over the bent elbow to the wrist. Sleeve lengths are available only to the nearest inch—for example, 32 inches, 33 inches, 34 inches, etc.

Neck size and sleeve length combinations commonly available in men's dress shirts:

Neck size (inches)	14	14½	15 or 15½	16 or 16½	17
Sleeve length (inches)	32, 33	32, 33, 34	32, 33 34, 35	32, 33 34, 35	32, 33 34, 35

The body of dress shirts may be tapered, reducing the waistline measure by 4 to 7 inches. A larger man may find tapered shirts uncomfortable.

Shirts for boys are sold by sizes based on neck and chest measure or on chest and height measure.

Boys' sizes—Regular:

Size	6	8	10	12	14	16	18
Neck (inches)...	11	11½	12	12½	13	13½	14
Chest (inches)...	25	26½	28	29½	31½	33	34½
Height (inches)...	46	50	54	58	61	64	66

Husky sizes for boys also are available.

A correctly fitted shirt permits a pleasing amount of collar and cuff to show when worn under a suit coat or sport jacket:



¼ to ½-inch of shirt collar should show above the coat collar.

½-inch of shirt cuff should show below the coat sleeve.

Check Construction

- Symmetrical lines throughout shirt — fabric cut on grain, collar points the same length, pockets the same level, plaids matched at front closure and at pockets and collar points.
- Collars neatly attached.
- Sleeves — cut in one piece rather than pieced; inserted at angle for freedom of movement; sleeve grainline in line with top fold of sleeve; fullness pleated into cuff rather than gathered.
- Cuff placket — cut and applied on grain, of adequate width for easy concealment, of adequate length for ease in dressing and ironing.
- Shirt long enough to stay tucked in or to look pleasing when worn outside trousers.
- Hem neatly turned, particularly if shirt is to be worn outside trousers.
- Seams smooth and even with no loose threads — reinforced stitching at points of strain, as on pockets.
- Buttons — four-hole type of uniform thickness, rustproof, suitable to style of shirt, firmly attached.
- Buttonholes firmly stitched and securely fastened with back-stitching at each end of the buttonhole.

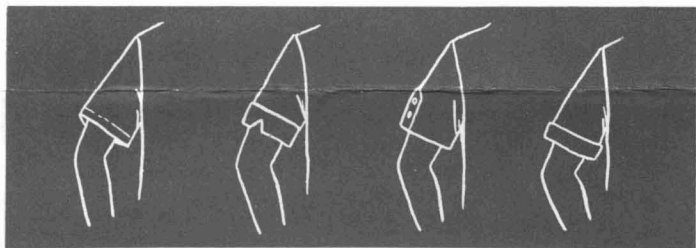
Sport Shirts

The distinctive styles and colorful fabrics of sport shirts add interest to the wardrobe.

For the larger man, narrow stripes, neat checks, subdued allover patterns and dark, solid colors are most becoming. Thin men are complimented by bold stripes, checks, designs and by bright, solid colors. A man of average height and build may select almost any style sport shirt harmonious with his personality and pleasing to his taste. Select colors which complement his skin, hair and eyes.

Sport shirt collars generally are softer and more flexible than those found on dress shirts. Even so, the principles suggested for selecting appropriate collar styles in dress shirts may be followed when selecting appropriate collar styles in sport shirts.

Sport shirts are available with either long or short sleeves. Barrel cuffs commonly are found on long-sleeved sport shirts, while short sleeves usually are finished in one of the following ways:



Hemmed Vented Placket Cuff

Fabrics for sport shirts include gabardine and other twill weaves, gingham checks and stripes, percale, oxford cloth, madras, flannel, corduroy and knits.

Fibers commonly used — alone or in blends or combinations — are cotton, wool, acrylic, nylon, polyester and rayon.

Men's woven sport shirts are sized by neck measure and are grouped in four basic sizes:

Small	(S) 14-14½ inches
Medium	(M) 15-15½ inches
Large	(L) 16-16½ inches
Extra Large	(XL) 17-17½ inches

Sleeve length rarely is mentioned on a sport shirt label because sleeve and body lengths are proportioned to neck size. The body of the sport shirt may be tapered as much as 7 inches for a trimmer fit.

Knit sport shirt fabrics are made from the same fibers as woven sport shirts, with cotton and the acrylics playing dominant roles. Texturized nylons also are used widely. Modern textile developments produce sport knits suited to casual wear and easy care demands of consumers. Sport knits should be comfortable and attractive, but easy to care for and durable.

Knit sport shirts are sized according to chest measurement. To find the correct size, measure around the chest over a shirt. Keep the tape well up under the arms and over tips of the shoulder blades. The resulting chest measure is the size required. Men's knit sport shirt sizes are available in four major groups:

Small	(S) 34-36 inches
Medium	(M) 38-40 inches
Large	(L) 42-44 inches
Extra Large	(XL) 46-48 inches

If the chest measure is between two sizes, buy the larger size.

Both short and long sleeves are available in sport knits. Sleeve length is proportioned to chest measurement.

Work Shirts

These garments are cut with greater fullness and length in the body to allow maximum movement. Collars are soft and convertible collars may be found on short-sleeved models.

Work shirts are designed for durability and may have double-fabric reinforced elbows, nonrip gussets in lower side seams and double or triple-stitched seams bartacked at points of strain.

Sturdy fabrics used for work shirts may be finished for wash and wear characteristics, acid resistance or other properties. Poplin, chambray, twill, denim, covert or drill cloth are used. These fabrics may be made from cotton, acrylic, nylon or polyester fibers. A twill blend of 88 percent cotton and 12 percent nylon is popular.

Men's work shirts are sized according to neck measurements and sleeve lengths. Neck sizes are the same as for dress shirts, but sleeve lengths usually are indicated as "short," "medium" and "long" or 32, 33½ and 35 inches respectively.

Labels are Important

According to the Textile Fiber Products Identification Act, the fiber content of garments must be indicated through appropriate labeling. When selecting a shirt, look for the statement of fiber content on a label or hangtag or on the shirt package.

Fiber identification is important in determining a shirt's wear and care. Thus, if the label states "100 percent cotton," the shirt fabric will be absorbent and comfortable to wear, but probably will require ironing. On the other hand, if a shirt label states "100 percent polyester," the fabric will not be absorbent. Neither will it carry away body moisture as rapidly as cotton, but it will dry quickly and will require no ironing. Because of easy care properties, polyester shirts are travel favorites.

If the label states "65 percent polyester and 35 percent cotton," the shirt combines cotton's absorbency with the wrinkle resistancy of polyester and needs only touch-up ironing.

Shirt labels often provide voluntary information about shrinkage, wash and wear properties and other care factors. Such information should be stated in specific terms; that is, "minimum shrinkage, 1 percent or less" is a much more dependable statement than "pre-shrunk" where excessive shrinkage still may occur. "Wash and wear" is recognized as a doubtful claim, while "wash and wear with little ironing" or "wash and wear, no ironing required" is more explicit.

Care required may be an important influence in selecting the best type of shirt. For example, a gay plaid sport shirt of wool may specify "dry clean only." Consider care cost along with the initial price of the shirt.

If the shirt requires hand care or separate laundering, weigh the cost of time and energy against the satisfactions that may be derived from owning the garment. Certain knits and bleeding madras fabrics require this comparison.

If all shirts are sent to a commercial laundry, then buy with this in mind. Cotton shirts without a finish are suitable for this type of care. When shirts are laundered at home, however, there is a definite advantage in buying the wash and wear type, which become less wrinkled through wear and are easier to iron. Shirts will wear longer and can be washed easier if laundered before becoming heavily soiled.

To obtain the most satisfaction from a shirt, select it in terms of its suitability to the wearer and intended use. Also consider label information carefully at the time of purchase, as well as required care.

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