How to move brilliantly in Celanese* Acetate

Even if you don't play chess, you can still make the smartest move of all. Simply get your hands on—and your arms in—these opulent Alfred Sports Shirts. They do wonders for your ego and the reason is clear. Alfred of New York is "Capablanca" of his trade and Celanese acetate reveals his talent at its best. No shirting rivals acetate's cool comfort, or its affinity for compliments. Check?

At the right: ALFRED OF NEW YORK's "King Castle" shirt. This rich textured acetate fabric lends a soft life. 16 colors. $10.95. At the left: Alfred's "Grandmaster," tailored of a tweedy-looking sheer acetate that air can seep through, but you can't see through when it's on. $10.95.

At Wallachs, N. Y.; Halle Bros., Cleveland, Canton, Erie; Maurice L. Rothchild & Co., Chicago, Evanston, Minneapolis, St. Paul; Hastings, San Francisco, Oakland; Louis of Boylston St., Boston. For other stores see last page.

Celanese* ACETÂTE, the fiber that grooms the fabric