

A NEW SPORTS-CLOTH

Every experienced outdoorsman, be he golfer, hunter, fisherman or what not, knows that proper apparel is the first essential to real pleasure and success afield. He knows, too, that rain, snow, brush and brier have always searched out and found weaknesses in the very best garments he could procure. And so he has accepted a certain amount of discomfort as inevitable. Whenever on the course, in the forest or on the stream, he passed nature in a surly mood. Take for instance, the standard hunting suit made of waterproofed canvas. Though no other type of garment has ever been so popular and generally satisfactory for woods wear, this suit is far from ideal; the service it must render is too varied and the tests it must withstand are too severe. Very often the designing and tailoring of the suit are such as to limit its usefulness. No one knows this better than the veteran hunter. It must possess warmth with light weight, strength without stiffness, capacity with convenience. It must keep all the necessary heat in and all the elements out. It must, in addition, stand the grinding wear and tear of hard service under strenuous conditions.

To give the hunter and the golfer clothing sufficiently rugged and weather-resisting has been the effort of various American manufacturers. Although fair progress in that direction has been made during recent years, further success depended upon the development of a more positive and permanent process of waterproofing than those in use. This problem had proved very difficult indeed. Having finished its war work as the largest producer of uniforms for the United States and Allied armies, the Sigmund Eisner Company of New York City and Red Bank, N. J., determined to devote a part of its immense facilities and wide experience to the production of garments for sports wear, and to make these garments more adequate for the use of sportsmen than any other clothing available to them. Above everything else, they sought an absolutely waterproof material that was at the same time soft, flexible, strong and attractive—and that would retain all of these qualities throughout long use.

They put this problem up to the DuPont Laboratories over a year ago, and a few months ago they" accepted a perfected process, applied in the DuPont plants to their own fabrics, which promises the exacting sportsman field apparel that is all he has hoped for. The first suits made of this perfected material are already being marketed and are meeting with great favor under the trade name of Eisner-DuPont Sportswear.

The company is determined to give the sportsman more than a thoroughly waterproof and windproof product. They want to give him the most shapely and substantial apparel that skill and honest workmanship can produce. Suits for golfers are now being prepared and will soon be ready for the market.