

Sizing Up T-Shirts

(NAPSA)—There's no skirting the issue: Americans are head-over-heels about T-shirts. The short-sleeved cotton pullovers have been a part of Americana for nearly 100 years. Here's a brief history of the T-shirt:

In The Navy

The one-piece cotton garment resembling a "T" shape was originally given to Navy sailors in 1913 after troops saw European soldiers wearing lightweight cotton undergarments. With the invention of elastic, the one piece "T" could be separated into top and bottom. As a result, people began to wear T-shirts as outerwear in the 1940s.

On The Silver Screen

Exposure in Hollywood helped start the T-shirt's incredible popularity. James Dean (*Rebel Without a Cause*) and Marlon Brando (*Streetcar Named Desire*) both wore T-shirts in their films, helping the garments become symbols of youth and individuality.

A Picture Of Expression

By the early 1960s, hand-air-brushed designs led to the screen printing process. This was the beginning of T-shirts with writing on them. People began to share where they had been, what they thought was important and what expressions they wanted to convey with their shirts.

Today, T-shirts still symbolize a form of self expression for many and a number of people feel "loyal" to their favorite "T." In fact, a recent survey found both men and women said they'd rather give up their remote control, a favorite CD and dental floss instead of their favorite T-shirt*.



T-shirts became extremely popular after Marlon Brando wore one in *Streetcar Named Desire*.

Changing Styles

Modern T-shirts come in a number of different styles—muscle shirts, half shirts, shimmer shirts, tank tops, etc.—and are made from different types of materials than in the past.

For example, Russell Athletic's new Dri-Power™ collection of T-shirts is made of high-tech polyester and dries four times faster than cotton. The shirt transfers perspiration from the skin to outside the fabric where it evaporates. As a result, the shirt stays dryer and lighter, leaving the body cooler.

The shirts are part of the Russell Athletic Power™ collection and are available in mesh (100 percent polyester) and stretch (90 percent polyester, 10 percent stretch) fabric.

For more information, visit www.russellathletic.com.