

King Fashion Greets the 'Men'

Easter Sweeps Sweaters, Shoes, Hats to Foreground

By Jim Emmett

With the approach of Easter we find again that ever-present seasonal anticipation of the newer men's wear and style trends. This year as never before there is a complete sweep of styling by the sports motif. Action-backs, drape coats and pleated trousers are shown in numerous designs that are a direct reflection of the popularity of the trend.

For sports and campus wear there is observed an almost complete adoption of the more informal sports apparel. Slacks in a new array of checks and plaids and window pane designs present an interesting contrast to those shown in past seasons.

Sweaters, crew necks, v necks

in alpacas and zephyr yarns combine style with a wearing comfort that pleases even the most discriminating eye.

To complete the outfit, the better shops are showing a varied assortment of crepe sole foot gear that are a relief to the heavier winter wear.

In suits, the Palm Beach in white and light greys are predominant and in the heavier fabrics we see smart designs in fancy patterns, cleverly tailored to afford a maximum of comfort with a never before sense of smartness.

The dark coat and darker contrasting trouser will again lend the style parade and bids fair to repeat the success this ensemble has before enjoyed.



Courtesy Wade Bros.

Informal Dress Calls Champagne Coats--Flannels

Wherever there are lovely women in glamorous silks, satins or chiffons present in the evening, it is proper to wear your formal evening clothes and white tie. For weddings, dinners and all evening formal functions in summer or winter, you will put on your midnight blue tails and your topper.

Champagne Coat

But just this side of the formal evening—a whole array of informal clothing makes its appearance. By far the most popular summer garment for evening wear will be the champagne dinner coat in white linen, Palm Beach cloth or tropical worsted. This coat is single or double breasted with a shawl rolling collar or silk or cloth.

While some undoubtedly will wear tuxedo trousers with these new dinner coats, it is best to have trousers of lightweight tropical worsted.

Once, patent leather oxfords were the only thing for evening wear. But this season you can choose comfortable patent leather pumps with a grosgrain ribbon bow.

Men Imitate Fem Bathers Suits Scant

Nudism, it seems, is having its effect on bathing suit manufacturers, for never before have masculine trunks been so well high insignificant as this year.

The waists are lower, the trunks shorter and tighter. These knitted suits, if suits they may be called, come in pale blues, maroon, orange and white as well as plaid and checkered combinations. One effective pair of trunks now being displayed, is deep brown with beige overplaid.

Once, the really only smart suits were of black or navy blue. This season heralds white as the outstanding color, a good many of which are made in white waffle weave with no belts, being tied inside. These suits also come in brown, royal blue and navy.

Bright gabardine or sail cloth slacks are being worn over the trunks for lounging as well as the new corduroy trunks.

Haberdashers Predict Styles For Men's Wear

Whether you choose to look like the illustrations in Esquire or not, there are certain styles which the 1935 well dressed man has planned for college men this year. These styles have been carefully selected for the spring merchandise of local merchants and are available to Oregon men.

For campus wear, Paul D. Green is showing the silk and wool Gable sweaters which have already become so popular. They may be had in blue, grey and tan, to be worn with slacks in the same or contrasting colors. Slacks will be pleated in front. Tan and grey buckskin shoes complete the costume.

Wades are also showing smart campus clothes for men. Handsome plaids are featured by this store, particularly in the Shepherd designs. Plaids are small, and are shown in greys, browns, tans, and blues. Good looking shirts with button down collars are also recommended for the well dressed college man.

Pleated back sweaters with zippers in front are featured by C. J. Breier's clothing store. They advocate brown checks or black and white checks in men's slacks.

White single and double breasted dinner jackets are to be worn to formal with dark trousers this spring, according to DeNeff's store for men. All white suits, either Palm Beach or gabardine will also be good. Shirts appropriate for such outfits will be white, with soft turned down collar. Pointed and bat-wing bow ties are to be used for formal wear.

According to Graham's shoe store, men will wear black oxfords for formal. Plain toes will be a feature of these shoes, which appear in calf skin with dull finish, a compromise with the truly correct black patent leather formal shoe.

For many years a popular store, the Alladin's gift shop has become even more popular in recent months with an additional stock of rare treasures for the gift seeker and home furnisher. Articles in the store range from rare etchings and low prices, to interesting nicknacks of all kinds.

Males Are Questioning Boast Of Females As Style-Setters

As the last north wind blows out and the dull brown trees take on new dress, King Fashion calls for color—deep splashes of color for man's wardrobe. The spiritual and material gloom furthered by the first depression in the form of dark blue serge, dull greys and blacks, at last gives way to man's natural rights—color, conviviality and comfort. A gayer, freer mood is the result.

Dress governs the mood, and with a bright new suit, a fresh silk tie, and smart, comfortable shoes, man is well on the way to meet King Fashion. But here's the rejoicing part—man is fast coming into his own. Women have held the place of strutter of fine things quite long enough—a misfit of nature at any time, for one only has to look to the peacock to know that it is the male who should be garbed in brilliant hues to show off his masculinity.

Flannels Light

Flannels this season will be light grey for the main part, with fine white chili stripes and a dark red over-plaid. With this the stylish man will wear a maroon oxford cloth shirt with the new wide-spaced collar, a green tie, green and red socks, and a white handkerchief with a green edge.

For years, men have steered away from colored shoes, yet this season brings blue suede shoes, white suedes and combinations of brown and white and blue and white.

And not only are men going high hat on the fairer sex, but are indulging in navy blue hats, midnight and colonial blues for formal day and evening wear, and a whole new array of summer colors for the new champagne dinner coats.

Sports wear dictates comfort and always more color! White sport squares will be seen tied in a knot around the neck at all sporting matches. Wool and silk scarfs are still in much favor.

You will find plain and sport

backs in your spring coats equally popular for country clothes. For the plain back garment, three patch pockets, side vents and shoulder pleats are features. The single-breasted sport back coat usually is shirred or gathered and half belted.

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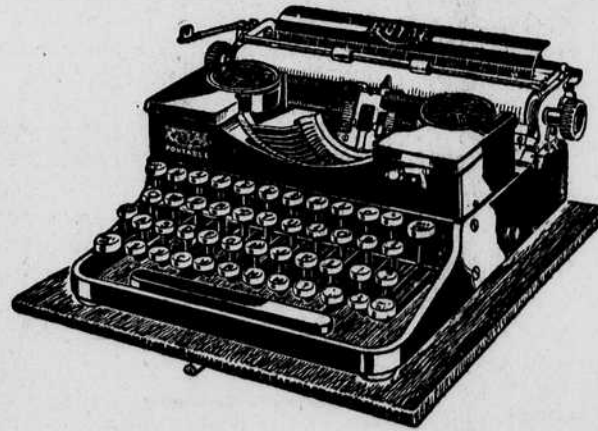
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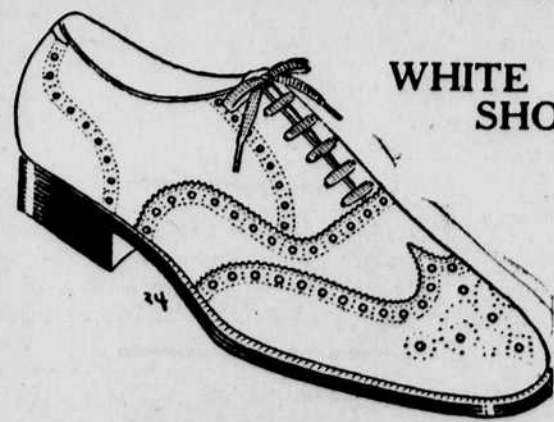
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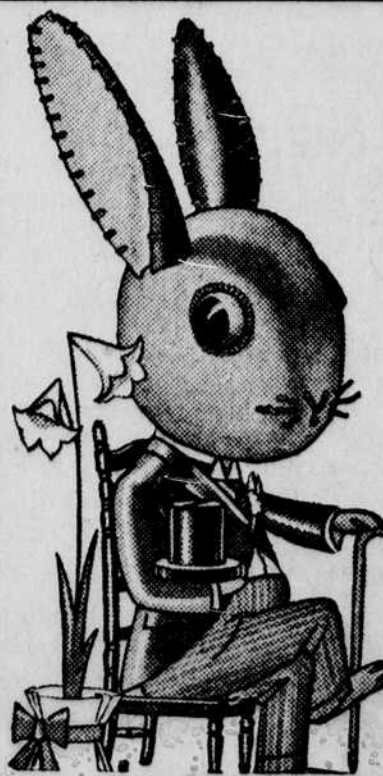
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