

Observations on MEN'S CLOTHES along Style Boulevard



If Mr. Man isn't of the athletic type in physique the clothiers will attempt to make him such. At a meeting of the International Association of Clothing Designers, held in Chicago during the early part of January, it was decreed that the well-dressed man should wear this spring and summer.

After scrutinizing what designers from all sections of the country had to offer in the way of clothes, ranging from golf suits, featuring plus 4s to formal clothes, the committee in charge of summarizing the style features broke forth with this report:

Broad, Square Shoulders
"This appearance (speaking of athletically styled models) is accentuated by a broad, square appearance of the shoulders and the

slimness of the waist and hips. A shortening of the coat tends to promote an appearance of breadth. From the breadth of the shoulders there will be a gradual tapering of the silhouette, ending at the shoe, which means that there will be a gradual decrease in the size of the bottom of the trousers."

Frederick A. Kieft headed the "style forecast" committee, which included members from almost every section of the country—Chicago, New York, St. Louis, Philadelphia, Baltimore, Cleveland, Cincinnati, Toronto, Montreal, Rochester and Louisville.

While the above report may sound like a decided change in men's models for this season, the alterations has been brought about

by gradual stages. However, in some respects the suits and topsuits of a year ago, as compared to those of today, really belong to another era.

Two-Button Peak Favored
In all probability the leader in the style parade for spring and summer of this year will be the two-button, single-breasted model, featuring the peak lapels. Closely following will be the same model with the notch lapel.

As for double-breasted models, there always will be a certain following, due largely to the desire of good dressers for a pleasing change from the single-breasted models. Most of these suits, however, will be in the plain colors.

Some of the highlights of the

designers' committee report is given briefly below:

"The coat (for young men) will have a length of 28 1/2 inches and the front will close with two buttons. The body lines will be straight at the waist with a close straight hip effect. The shoulders are moderately broad with a decided squareness. The buttons and pockets and general waist effect are high.

Suit for Extreme Dresser
"There is a sort of crowding everything upward into the chest and shoulders. The front is moderately straight with rounded cut-away corners. A second coat similar in character to the above will also be in great demand by the still more extreme dressers.

"This garment will be only 27 1/2 inches long, have broad square shoulders. Wide extremely peaked lapels. The front will close with either one or two buttons and will be cut well back from the lower button. The sleeve which may be of the roll top variety will be stented.

"The vest for the first garment will be single-breasted with a moderately long opening. The entire length is fairly short, ending with long open points. The vest for the last described coat will be quite short, having a high opening. The front will have five buttons.

Trousers Bottoms Varied
As for the trousers those used with the first suit described will have a high rise to care for the shortness of the vest and for the second a slightly narrower bottom, about 18 3/4 inches, while the knees will be wide. On extreme models the rise will be even higher, requiring double plaits and wider bottoms, some of them from 20 to 21 inches.

The extreme double sack coat will show the same body lines as the single-breasted model, with two button widely spaced. Medium width peaked lapels go with this style. The gorge will be of medium depth.

For the young fellow with college inclinations the three-button style still holds good. The coat will be 29 inches long with the body slightly shaped. The lapel will be an open notch. Normal length and five buttons feature the vest design, while the bottoms of the trousers will be about 19 inches.

Range of Sports Clothes
In sports clothes the designers have had almost a free hand. In the coat the variety will range all the way from the plain loose type to the plaited or belted type. If plaited the belt will be stitched down, whereas of the back is plain the belt should be loose. In this type of garment you will find many innovations introduced this season. Plus four knickers accompany all such suits.

In topsuits the single-breasted three-button model, 45 inches promises to have the greatest call. Here you will not shoulders that are slightly squared, with the open notch lapels and straight easy lines in the back.

Another type of topsuit will be the dress coat, 45 inches in length, with three buttons. Here the body lines are slightly shaped, the lapels are peaked. And among a certain group of men you will find favor for the double-breasted model, back belted or plain backs. The front has either two or three buttons with two to button. The arrangement of buttons gives a panel effect.

Raglan Coat for Motoring
The raglan topcoat, either plain or belted, is suggested for motor wear. This style presents a maximum of freedom and also an opportunity to use rough textures in shades that do not soil easily.

As for color, grays will come to the front stronger than ever in suit models. This shade also has been a popular spring color due to the fact that it offers a most pleasant change from the sombre tones worn during the fall and winter season.

Manufacturers, however, are attempting to push with considerable energy the powder blue shades or tones of blue-grays. This color scheme went over with a degree of success several seasons ago and it is hoped that there will be a demand which may even surpass that of the first introduction of this color.

Variety in Color Effects
Of course, there will be tans, browns and mixtures, with patterns featuring pin stripes, check stripes, herringbones, and other novelty weaves.

In fabrics there is a wide scope for selection—in fact, so wide that every man should find the woolens to his liking. The range includes finished and unfinished worsteds, Shetlands, flannels, tweeds, serges, chevrons, twists and novelty weaves.

Glove Superstitions
There are many superstitions connected with gloves. For instance: A girl who puts on her right-hand glove first is doomed to be an old maid. Losing a button within 24 hours of purchasing a pair of new gloves means losing a sweetheart. Wearing one glove and carrying the other denotes a man of feminine temperament. A person who loses a glove must throw its mate away or stand a financial loss.

"Rabbit" and "Hare"
The word rabbit was used in Europe to distinguish small, burrowing species that differ from the larger hare which makes only forms (technical name for nests or places in the grass to lie down) when in grass and other cover, but do not burrow. In the United States the word rabbit has been applied to all animals of this group, and the word hare is scarcely in common use.

Just a Minute
A man's sins may find him out, but he will be back in a minute.—Los Angeles Times.

Baker Chamber Of Commerce To Support Legion

BAKER, Ore. (Special)—Following the announcement that Sid M. George, department commander and Carl R. Moser, department adjutant of the American Legion, would visit Baker in March, the Baker county chamber of commerce, in a letter to the Baker convention commission, invited the commission and the distinguished visitors to be the guests of the chamber at a banquet. The chamber, it is said, is eager to learn first hand more about the legion and wants to give the official assurance of unqualified support and cooperation in making the Baker convention held August 14, 15 and 16 not only a huge success, but the greatest in the history of the department.

Preparations are going ahead to take care of the enormous crowds that will attend the regional baseball tournament and the drum corps competition. Committees handling these features will soon let the contractors for the improving and remodeling of the municipal ball park. Approximately \$2000 will be spent in enlarging the seating capacity and improving the diamond.

The housing committee has sent out a request for 1000 rooms and it stated that the response even at this early date has been exceptionally good. The housing and registration committees have their work well in hand and announce

that there will be little delay and positively no confusion in the handling of the anticipated crowds. Halls for the business sessions have been definitely selected. The legion will hold business sessions in the spacious high school auditorium. The auxiliary sessions will be held in the Baptist church, two blocks from the high school, and the 40 & 8 will have official headquarters in the new Baker hotel. Every convenience for the delegates and officers will be employed so that the serious part of the three day gathering may be held in the most fitting manner. Shortly after the visit of the department officers the Baker commission will announce the tentative program, and according to commission members the program for the 1929 convention will stand far above anything ever attempted heretofore.

Ugly, but Valuable
The dugong—that curious mammal whose grotesque resemblance at a distance to a human female rising from the sea with an infant at her breast doubtless originated the mermaid myth—browses in herds on the sea grasses. The halibut, as the dugong is known in natural history, furnishes a wholesome food, and it yields a valuable oil.

Cabbage Not Modern
Early civilization used the cabbage. Egyptians considered it of great importance. Hippocrates ascribed medical properties to it. Cato and Pythagoras mention it in their writings.

Poetic Liberty
The phrase "The dawn comes up like thunder out of China 'eross the bay" is a geographical liberty which Kipling took in writing his famous poem. If you have watched for the sunrise across a broad stretch of water you know how suddenly the sun bursts above the horizon line. It comes with the suddenness of thunder. This is an example of how impossible it is always to take literally a figure of speech found in a poem.

Not All Peoples Wear Gloves
The early custom of wearing gloves is mostly confined to Continental Europe. In China the long-sleeved robes made gloves unnecessary and so they were unknown, but in Japan hunters and archers found them most convenient. Among the American Indians only the Eskimos are known to have worn gloves. They have not been found among the African tribes. In fact, gloves are not traceable to the tropics.

Electric Terms
Potential is a characteristic of a point in an electric field or circuit, indicated by the work necessary to bring a unit charge of one from infinity. It is analogous to level in mechanics. Electromotive force is the force which by reason of differences in potential produces electric current. It is analogous to the pressure in a water pipe due to difference in level.

A young lady in Massachusetts wept for 18 hours. The story didn't state whether or not she got the coat.

Moderation! THE FRIEND that prolongs your youth



"Coming events cast their shadows before"

AVOID THAT FUTURE SHADOW*
By refraining from over-indulgence

Men who would keep that trim, proper form, women who prize the modern figure with its subtle, seductive curves—eat healthfully but not immoderately. Banish excessiveness—eliminate abuses. Be moderate—be moderate in all things, even in smoking. When tempted to excess, when your eyes are bigger than your stomach, reach for a **Lucky** instead. Coming events cast their shadows before. Avoid that future shadow by avoiding over-indulgence if you would maintain that lithe, youthful figure.

Lucky Strike, the finest Cigarette a man ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Everyone knows that heat purifies and so "TOASTING" not only removes impurities but adds to the flavor and improves the taste.

"It's toasted"

Your Throat Protection—against irritation—against cough.

*Be Moderate! . . . Don't jeopardize the modern form by drastic diets, harmful reducing girdles, fake reducing tablets or other quack "anti-fat" remedies condemned by the Medical profession! Millions of dollars each year are wasted on these ridiculous and dangerous nostrums. Be Sensible! Be Moderate! We do not represent that smoking **Lucky Strike** Cigarettes will bring modern figures or cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will "Reach for a **Lucky**" instead, you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.

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Spring Frocks in Fresh Pastels \$14.75

Our new Spring models are being enthusiastically received by every smart woman. You will find them utterly new and charming with their fitted contours, modified skirt lengths and soft individual trimming. It's hard to believe they can be priced so low!

Chic Spring Coats Smartly Tailored \$19.75

The new coats follow the feminine trend—introducing subtle flares, flattering collars of fur or self fabric, a novelty of trim. There are styles to become every figure—in new green, navy, blue and other new colors.

Green Broadcloth fashions this chic coat with its beige Lapin collar. The circular fur is very new.



New Fashions in Costume Jewelry 98c

To supply that chic air of completeness to your new frock there are sparkling necklaces, bracelets, rings and earrings in clear lovely colors—milk simulated pearls—metal and wooden novelties.



New Hats Combining Felt and Straw \$2.95

There are any number of stunning new hats in our millinery section—copies of French imports, in felts and soft straws. The felt model pictured has a draped brim that becomingly frames the face. The crown introduces a set-in bow of straw.



Fashionable Footwear for Spring \$3.98

Of course you want new slippers for Spring! . . . and such lovely models as we have! Patent pumps that fit like a glove—slippers with saucy ties for street wear. And they're all very reasonably priced!



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