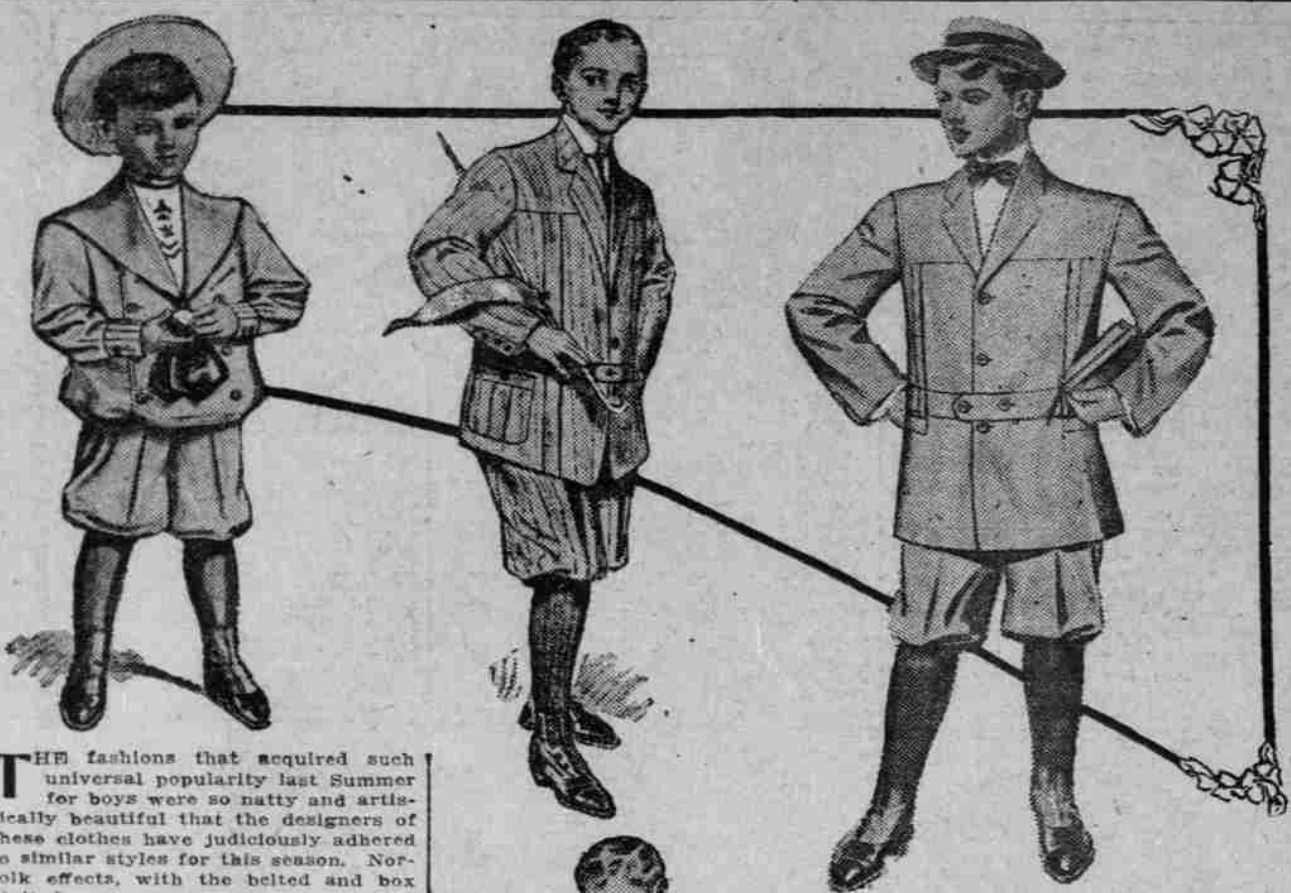


JUDICIOUS JUVENILE SELECTIONS



THE fashions that acquired such universal popularity last Summer for boys were so natty and artistically beautiful that the designers of these clothes have judiciously adhered to similar styles for this season. Norfolk effects, with the belted and box plaited coats, assume the most prominence. These coats are shown both in the regular Norfolk models and also in the yoked effects. Many little style touches have been added in the way of slashed pockets without flaps, others have curved and semi-circular flap pockets with button decorations; some have novel, irregular designed flaps with a single button and a buttonhole on the pocket to close if desired. Some of the belts of same material are trimmed with one or two buttons, and others have novel buckle effects. The lapels are mostly long roll, with one or two buttons, while the more conservative styles have the regular notched lapel in three and four-button models. For the season the single-breasted coats are more desired than the double-breasted. The trousers are both plain and bloomer-shaped, the latter commanding more popularity. These are quite full and the cuffs at the knees are fastened with either a button or buckle. The cuffs on the coats are shown in many unique designs. Some are link-shaped to button through, some rounded with merely button ornamentation of four, five and even seven buttons, vertically or diagonally arranged. Some very extreme styles are shown with the box plaited pockets. The topcoats for the boys are exceedingly short, and partake of the reefer styles, with large lapels and large buttons. The smaller boys have emblem ornamentation on the sleeves. In children's suits, in ages from two and a half to eight years, there is so much scope given to fanciful decoration that it would be futile to attempt more than a general and necessarily meager description of what is being shown.

The sailor and Eton effects are most extensively shown. Russian and Russian Brown effects are also exhibited in beautiful color treatments and trimming combinations. Braids and buttons are largely employed in this ornamentation, and emblems on the shield and sleeves are seen on almost everything. The materials in these styles are broadcloths, coverts, light-weight meltons and worsteds, and are shown more in patterns or mixtures than in monotonous. Blues in dark and navy, brown in chocolate and leaf, tans in champagne and castor, grays in gunmetal and slate, and greens in olive and emerald are the favorites. Odd shades, such as wine, lavender, heliotrope and rich and soft effects are also

shown in the higher-priced varieties. To return to boys between the ages of eight and 15, we find their suits are shown more in chevrons, tweeds and rough fabrics than smooth textures. When the smooth textures are shown they are in worsteds, cassimeres and velours. Bold stripes and shadow effects are shown more than ever before. Jais of Scotch character, as well as over-plaid designs, are also seen. Small patterns are shown, but not with the same freedom as the bolder variety, as they are not so much wanted. Serges in solid blue and steel grays are very stylish. There are no marked changes in the other attire for the boys, as the styles are practically the same as last season. In neckwear the shirt and patterns and colors follow closely those of men. Tan shoes are more popular than black, both in the high shoes and oxfords, and the button effects are more fashionable than either the lace or buckle variety. Eton and skull caps and dashing arrangements of telescope hats are considered the only fashionable sort for the school boys, and for the children there are a variety of shapes, from the Cosack effects to the large curled brim sailors.

Some College Inclinations

FASHION may make all the laws she will, but she cannot get away from the young college and business man. This season she has decreed that the correct costume will be marked by absolute simplicity and the absence of all such things as frills, fancy cuffs, ornamental buttons, etc. But the college boy

and his ilk do not care a great deal for simplicity, and there is no doubt that it will be the wise merchant who keeps one eye on their tastes and another on fashion.

Every season sees an increasing crop of young men who demand extreme styles and novelties in their clothing. Not only do they demand it, but they will get it, for there will always be a sufficient number of tailors who will be wide awake enough to believe that the wishes of their customers are of more importance than anything that mysterious "fashion" may dictate. The young man of today is educated up to the point of knowing pretty nearly what he wants and means to get it. A few of the features asked for is the dip from the skirt, the full flare, the long-shaped lapel, the fancy cuffs and pockets, the exaggerated chest, the concave shoulders, the round front pointed bottom vest, and the full-hip trousers that hang straight at the inseam.

A season or so ago the best tailors were telling their customers that the fancy style of clothing was a fad which would be quickly worn out and the old style of simple designing would still hold its sway. But the seasons have come and gone, and the fancy styles are still with us, and although this season the same old cry has been raised, there seems no reason to believe that there is going to be any diminution in the demand on the part of the younger portion of society, at least, for fancy clothes.

Young men will not be told that they must continue to wear their clothes designed along the same lines as their grandfathers. They want novelty, and they will get it, if all the fashion dictators of the world combine to say them nay. They are paying more consideration to the question of clothes than did the men of a generation ago, and they have come to the belief that modern man's costume is ugly and unattractive. So they have set about to find some way of making themselves more artistic in clothes, and if they run to extremes, that is, after all, only natural. In any event, the utility of hitting his head against a stone wall and proceeding to give his customers what his customers want.

STYLES FOR THE SPORTSMAN

NO MATTER what your particular hobby may be in the way of recreation, the styles for all sports are so well defined today that if you wish to be considered an adept or thoroughbred it is well to affect the proper habit. For the information of those who care, and these things are so well adhered to nowadays that we believe there are many who care, it is well that we take occasion here to dilate on just "what is what" in apparel in the various features of relaxation.

When motoring, the stormcoat or all-pon is the proper over garment. This should be cut long, reaching half way between the knee and the ankle. These are cut very roomy and the collars are of the Protector shape and fit close to the throat. The sleeves are coat shape and the cuffs usually have a lap and button effect, so that the cuff may be buttoned close to wrist to prevent dust or air getting up into the arm. The cap is regular French chauffeur shape. The Norfolk coat, with yokes, seems to have the preference with motorists who are faddists, though many men who simply take their motoring as a pastime often wear a regular sack or double-breasted suit. A fancy waistcoat of flannel is considered very smart. Trousers match the coat. Flannel or silk shirts are the real thing, though madras or percale can be worn with propriety. The collar should be a soft fold or stock. The neckwear either bat wing or four-in-hand. Cape, mocha or buck gloves and regulation goggles complete the outfit.

For riding, the coat should be a single-breasted frock of riding length. The waistcoat, a single-breasted fly

front Tattersall, or light flannel. The breeches should match the coat, or if the coat is dark, fancy cloth lighter than the coat is permissible. These trousers are full length. A white plume shirt with attached cuffs is proper, and with these a poke or wing collar is worn and the Ascot tie. Gloves should be of pearl, castor or fawn shade, and the hat must be a silk one of current block for formal riding in the park with a lady or for informal riding the hat may be a derby or Alpine, or even a cap may be worn. High riding boots or puttee leggings, with lace shoes to match, is the proper footwear.

For golfing, the coat, if worn at all, can be a Norfolk or sack if coat is worn, the waistcoat should match it, otherwise a knitted golf jacket or Angora, fancy worsted or wool waistcoat is worn. Trousers can either match the coat or be of fancy tweed, homespun or flannel. The trousers are usually full length nowadays, but if one prefers the knickerbockers, regulation golf hose should be worn. Shirt should be flannel or cheviot with turned back cuffs. Wear a soft collar or stock and a soft neckerchief. Mocha, or buck gloves are worn of the golf style. Hat can be a soft golf cap or felt crush hat. Low russet shoes are correct.

For ballooning the overcoat should be a light wool slip-on, and the coat should be a sack of leather or cravenette fabric, double-breasted and buttoning to the neck. Angora waistcoats should be knee length, of leather or wool, or else full length, baggy, of the Zouave shape, strapped in at the ankles. Flannel shirt with wrist-fitting cuffs, soft collar and neckerchief or a stock. Gauntlets of the motoring sort are worn. Calf or russet shoes. This may seem a very heavy accountment for Summer weather, but when a very high altitude is contemplated they will be very comfortable. For aeroplaning the costume is

about the same, but the materials should be of lighter weight without sacrificing much warmth. The idea is to keep the weight as light as possible in aeroplaning.

The yachtsman wears a blue serge coat and flannel trousers with turned-up bottoms, white duck shoes with rubber soles, white slide hose, plain or self-clocked, white shirt with soft collar of same material of stock, the regulation yachting cap embroidered with gold insignia of club. Avoid all gold braid, as it is considered poor taste. For tennis, a white or ecru shirt of soft material, silk, habutai or shang-hai, with collar and cuffs attached, white flannel trousers, duck or crush hat and a neckerchief rather than a scarf.

The hunter wears a yoked Norfolk coat with heavy strapped pockets and seams, or coat of duck or khaki. Full-length boots of rubber, or laced shoes with canvas leggings. Soft shirt and neckerchief, visor cap or fore and aft hat.

For angling there is no prescribed form of dress, comfort and coolness being the paramount consideration.

In the gymnasium wear a sleeveless worsted shirt, slacks or sateen worsted knee pants or flappers, canvas or leather belt, rubber-soled shoes. High-necked sweater while resting after exercise.

For field contests the costume is about the same, excepting that flappers are almost always worn and spiked shoes are worn instead of the rubber-soled shoes.

For water polo or swimming, a light worsted shirt and light wool trunks fitting snugly.

For fencing, box collar fencing jacket of canvas or moleskin; leather, canvas or duck quilted plastron; short gauntlet or elbow-length gloves, padded or unpadded; flannel fencing trousers; low cut buckskin shoes, with electric soles.



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We have often said and we still believe that no clothier can sell you a suit or an overcoat ready to wear for less than \$12.50 and make any money himself or give you satisfactory goods. It is equally as true that no advantage can ever be gained by paying more than \$25.00 for a ready-made suit. Hence we offer you ready-to-wear suits and overcoats for

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