

### MEN'S STYLES COLORED

Exotic Effects Created by Stripes and Polka Dots in Ties

### RESULT IS ATTRACTIVE

A few years ago practically all neckwear makers showed similar patterns for a certain season.

It is now evident that while some makers are emphasizing one type of design, others stress directly opposite ideas.

There are now a greater number of definite patterns for the style-following man. Stripes, for example, may be the leading style this Spring; but it will be also be in taste, if that is to occur, to wear figures and combinations. This year a man may indulge in his own individual choice in the patterns without sacrificing the element of style. There will be no particular tie that the "well dressed man is wearing." Variety! Var-

ety! That is what all the neckwear manufacturers are aiming at.

#### NECKTIES DIVERSIFIED

Spring ties contain a wide diversion of neckwear ideas. In spite of the popularity of cluster stripes, there will be seen almost as many figured and plain color four-in-hands as stripes. Stores everywhere are equipping themselves with ties in variety patterns to take care of the most discriminating customers.

Cluster stripes are becoming more popular with men in the east, while in the west they have not any great hold as yet though they may be seen more frequently



later in the spring season. Solid colors will hold their own.

Belt, buckle and chain sets are popular, but still experiencing competition from suspenders, which in gay colors, are becoming more and more popular and will probably be as wanted this spring as the attractive brightly-

hued belts which are favored by young men.

#### COLOR IN SHIRTS

As to shirts—color will predominate; in fact, many manufacturers have begun producing shirts in colors which look new. At least, they are unfamiliar to the layman. Many unusual colors

are evident, such as solid yellow, ecru, primrose, corn, and the like. Shades of yellow in fact will be among the predominating shades by haberdashers this spring. Green shirts will also be frequently seen by the observant this spring.

Socks produced for the spring of 1929 are predominantly in the

darker shades—there will be somewhat more conservatism in this line than ever before. The wilder conceptions oft regarded by some arbiters of men's fashions. Men are showing a preference for plain socks that will no doubt meet with response in the spring output.

Shirts with two collars to match are growing in popularity as the all products that emphasize the durability idea.

In the main this spring will be very colorful, as far as haberdashery goes. Bright ties, shirts and handkerchiefs will be used widely by men of taste. No have for some seasons been revolting against the conventions that put men in sober garb.

#### THE SCALLOPED HEMLINE

Ever so much more significance centers in the scalloped hemline this season than in other years. It is not offered as a new idea by any means, but in present treatments it very adroitly becomes a means of producing in practical

### Light Hats Popular for Men; Tan Shades Also Are In Favor



day-time clothes the irregular hemline to which the eye is so accustomed in formal and softer frocks. The scallops in such cases are cut so that the lower edge is

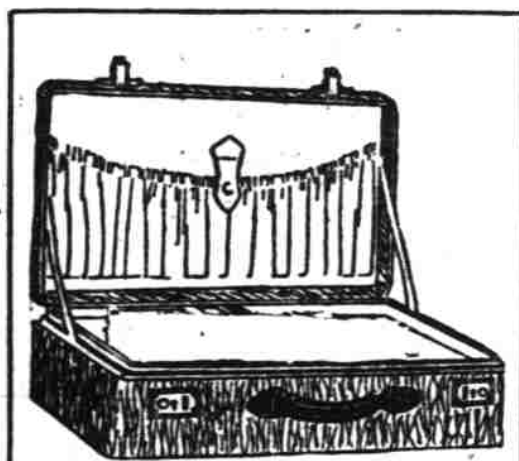
spaced at rather long intervals. The idea works out equally successfully in panel-like arrangements, and in pleats, or, in fact, in plain circularly cut skirts.



# the new style ideas in gentlemen's clothes

it is the privilege of this establishment to show a most extraordinary selection of fine men's wear for spring....offering the ultimate in quality and possessing style features that will dominate men's wear for months to come.

we invite you to view this presentation of the newer style ideas.



#### to ladies.....

a gift to the ladies, (they purchase seventy-five per cent of the clothing for men, you know.)

but what to give them... that was the problem. Solved!... an overnight bag, and we have one... beautifully turned out of sturdy brown leather, neatly mounted.

this fine piece of luggage is now displayed in our windows, and it is to be given away "spring opening night" at nine.

Hickey-Freeman Society Brand, Kuppenheimer

\$50 and forward

suits by other well known makers, deftly tailored

\$35 to \$45



#### to gentlemen....

this picture shows the fine fifteen dollar Dobbs hat to be given away "spring opening nite" at nine... you are invited to see this hat, displayed in our windows.

# the man's shop

hollis w. huntington

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