

COLORS VARIED IN MEN'S HATS

Full Gamut of hue Chart is run, Stabilizing Recent Trend

In a perfectly logical way, the new hats run the full gamut of the style color chart for spring, and at last what has heretofore been merely a tendency among the less conservative men, has become stabilized as a fashion for all types of men.

This flair for color that has found its way in suits, topcoats, socks, shirts, and all the other accessories, must naturally strike the hat field, if the modern idea of a harmonious ensemble for men is to be carried out.

Little Change in Shapes
In the new hats, there is little change in the actual shape of hats, though crowns have taken to more tapering lines, as have sleeves, trouser lines and shoes. The Homburg continues to be favored by the dignified type of man, and the newest ones have curled, unbound brims, and sponsor wide bands. Speaking of bands, it must be noted that blacks are being favored even for the colored hats, though we frequently see interesting colored bands, as well. A gray hat usually has a black brown band, a grey-green hat may carry a dark green band, and the blue-gray hats have dark blue bands. Another popular model, among the younger men, is the snap brim hat, which is rarely bound, most often sponsored a plain cut edge, but which sometimes sponsors a beveled brim—in this instance having a little more sturdy appearance.

BRIGHT HUES FOR MEN'S NECKWEAR

It's never seemed fair for women to have all the bright colors in this world as their heritage, and it's a good thing to know that this spring these same bright hues have been relegated to the field of men's wear at least as far as neckties are concerned. Some men don't like colored suits, but who can deny that a striking necktie adds a smart note to a man's outfit.

In the newest ties that have come from Bond Street, we find at least eight entirely new colors which, when used in monotone, in stripes, or in all-over designs are sure to prove successful additions to any wardrobe.

One of these colors is peacock blue—a blue with a slight suggestion of green, which has been accurately dyed to match the proud bird's feathers. Another is tangerine—a very brisk shade of orange which is healthier looking than the usual yellow oranges. Nickel is a deep, soft gray which ought to find much favor as a mate for the new blue suits, and gray suits which have been developed in gray mixtures. Porcelain is a yellow in a soft tone. (We assure you that you can wear it without being accused of being a rah-rah boy.)

Sapphire blue is a deep, soft blue like the jewel for which it has been named, and Ming blue has a brighter hue, such as is found in the Oriental plates seen in museum collections. Scintillating red is the best red we have ever seen. It has a deep, blood tone, and is going to be perfect to wear with navy and dark brown.

Sage green—one of the most popular colors so far as a man's taste is concerned—is a shade that is not at all harsh, but nevertheless has a vibrant quality. Cambridge blue is another good blue, and you'll see it flying on every Cambridge banner.

With this galaxy of new colors to choose from, let no one call your tie uninteresting. They're good, becoming colors that have been especially created for the new suit tones, and you'll find similar dyes used in shirts, handkerchiefs and socks. Be sure to wear them, to mark your spring outfits 1931.

Covert Cloth Topcoat is Established as Leader After Start a Year Ago

Natural Shade Most Popular; Tweed Another Well Liked Type, Especially Among Collegiate Younger Men

DURING the Spring of 1930 a definite advance was shown by men toward a preference for the covert cloth topcoat. For the Spring of 1931, it is already definitely established that this coat will be the leading favorite of the business man in particular, who likes his style of dress to be emphasized by conservative dignity, despite the natural tendency toward light colors and easy lines at this season. The covert cloth coat will be most popular in the natural shade of tan which goes so well with every kind of suit, and in a novelty weave of the tan fabric that shows a green cast will be another well-liked version. The lines of these topcoats suggest the form-fitting type, but are not so definitely shaped as to detract from the English type of soft draping. Although some men are persistent in favoring double breasted models, in the covert coat the single breasted model, in the covert coat the single breasted, fly front style, is more generally seen, and they advocate both peaked and notched lapels.

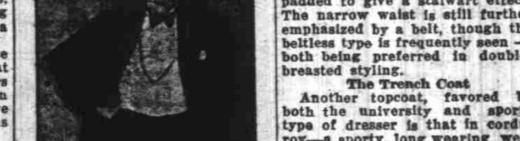
Tweeds
Harris tweed topcoats are another popular model with the more conservative man, and these are most often to be seen in shaggy materials in tan and gray shades, rather than in bolder colors. Here, too, the fly front is favored, although in Harris tweed the double breasted is given preference over the single breasted, and raglans are beginning to be worn as much in America as they are in England.

Camel's Hair
And because the camel's hair topcoat is considered a standby in the well dressed man's wardrobe, it must not be neglected for this new season. It continues to be worn in single and double breasted models, in raglan and belted types, although lapels seem to be gaining greater width. In natural tan the camel hair topcoat is best liked for spring, though a few models will also be seen in darker browns, blues and oxford grays.

The university man whose wardrobe sets the pace for student types everywhere is giving first place to the camel hair, or polo coat for the coming season, and the double breasted, belted model featuring white pearl buttons has taken a considerable stride in popularity.

Harris tweeds have gained recognition on the campus, too, particularly in single breasted, box coat styles. Button-through fronts take the lead, although a slightly formalized version of this coat advocates the button-through front. Here, again, tan is the favorite shade, with gray ranking second.

In the lightweight coat range for younger men there is still another style that the older set has been inclined to ignore. It is the tweed topcoat which is definitely



Well Dressed!
Haskell Hathburn as he is just about to step out in correct togs for sport occasion.

Tan Shades For Topcoats Vogue With Gray Next
So far as color is concerned, all topcoats for regular wear are favoring the lighter shades of tan with gray a close follow-up. This is true because these are neutral shades that go with any color suit, and it is only an extensive wardrobe, or two color wardrobe that permits having a topcoat in a striking shade of blue, green, or deep brown.

For evening wear the black or oxford gray covert cloth is the most generally seen, in a double-breasted, slightly fitted model. This garment should be included in every well-dressed man's wardrobe, because nothing looks quite as ridiculous as a light colored coat over the sleek black formal clothes.

Tan Shades For Topcoats Vogue With Gray Next
So far as color is concerned, all topcoats for regular wear are favoring the lighter shades of tan with gray a close follow-up. This is true because these are neutral shades that go with any color suit, and it is only an extensive wardrobe, or two color wardrobe that permits having a topcoat in a striking shade of blue, green, or deep brown.

For evening wear the black or oxford gray covert cloth is the most generally seen, in a double-breasted, slightly fitted model. This garment should be included in every well-dressed man's wardrobe, because nothing looks quite as ridiculous as a light colored coat over the sleek black formal clothes.

ALEX JONES
216 NORTH HIGH ST. SENATOR HOTEL

WHY CANE IS THIS TITLED, DESCRIBED

When you get all dressed up on Easter Sunday in the latest style suit, topcoat and hat—and put on your spats, and go to the closet for a cane to complete the fashion picture—it doubtless won't enter your mind to wonder why that stick which lends so much poise, should be called a cane. But there never was any harm in knowledge, and you may be able to stump your friends on the question when you've all gotten tired of poker, bridge, and back-gammon.

The origin of the word "cane" comes from the good old days when the Romans in Rome did as they pleased. It was sort of a hee-ho, hoo, about the time of Nero, and dogs still had a little of the savage in them. The Romans called the hounds "cani" (Latin), and they weren't very friendly toward them.

The sticks that they used to carry around were used to beat off the dogs, and the corruption of the word "canal" gives us "cane." Finally, the habit became so general, that the Romans had to stop using canes because they forgot their original use and started throwing them at their friends whenever they got in disputes.

The habit was actually prohibited, and only the nobility were allowed the privilege of carrying the cane so that they might use it for protection if they were accosted by beggars or political enemies—thinking the cane a historically significant piece of men's furnishing that will mark you as a follower of the style trend of modern aristocracy.

CAPS COMING BACK INTO POPULARITY

It is very interesting to note that caps are coming in for unprecedented popularity this spring, a fact which may be attributed to the increased love of the American man for sports. With golf an internationally popular game, golf clothes have become as much a matter of concern as the game itself, and critical are the male eyes that are cast about any course when an important event is taking place.

For motoring, too, there is nothing more comfortable, and above all the cap is an inexpensive, though good looking type of headgear that is only out of place for town wear.

Among the interesting fabrics in which they are being made, we find a grey or tan Harris tweed, the light honeycomb homespun, herringbone chevrons in tan and grey, flannels, and chevrons—the latter, particularly in novelty designs favoring the check or diagonal weaves, camel's hair, Glen-plaided, cashmires, and soft-lins, are other fabrics endorsed, and all of the caps meant for golf wear have a silk lining, and calf sweat leather band.

Most of the caps have a small button at the top, though many men prefer that made in one piece without the button.



Why Not Boast?
Brown look in this white outfit for sporting around. He has good reasons to boast of his V-shaped white camel's hair sweater and white flannels.

2-Pants Suits
FOR SPRING 1931
Hand Tailored from Famous Oregon City Fabrics Styled by Master Designers with Linings Guaranteed for the life of the Suit and with EMMON'S SERVICE Your suit pressed FREE as long as you wear it

\$30
Others \$27.50 to \$45
IT WILL PAY YOU TO SEE THEM

Emmons
(Incorporated)
426 State Street

Same Styles of Suits Are In Vogue as Last Season So That's One Worry Less

DON'T worry about changing the style of your suits this year, because the same type of single and double breasted models continue to be worn for town, and the same raglan and semi-belted models continue to hold their positions as sport favorites, as we have been familiar with for the past two or three seasons. The outstanding change is noted in the tapering of sleeves, to a narrow wrist, and the consistent tapering of trouser legs getting more and more away from the "collegiate" vogue for "great breadth. Jackets, too, are generally slightly longer, but these affect only the mass of average or extreme height. A short man should not adopt this type of coat because it will make him look even shorter legged than he really is. Then, too, there is a definite trend toward preferring the single-breasted, two-button suit. This was first noted in southern re-

sort collections, and has been definitely stabilized for spring and summer wear.

Town and Informal Wear
In the line of regular clothes, for town and informal wear, several fabrics will be seen much of, worsteds and chevrons will take up about 70 per cent of the volume seen. Worsted flannels and bramble tweeds, serges, homespun, and plain flannels will all be noted, largely because of their adaptability to the casual type of

suit which the American man has learnt to prefer as does his English brother. One fabric that we must not fail to mention, although it is in the expensive type of suit is the Vicuna super-cashmere, which has a richness of texture, lightness of weight and durability that resists all attempts at crossing, so that it proves a worthwhile economy, in spite of its additional cost.

The Sport Suit
We can also consider the sport suit that will be worn in the early spring, and all through the summer. The four piece golf suit continues to be the leader in this realm, and corduroy and tropical tweeds will be seen more than ever before, later this year, it is particularly in the sport suit realm that we note the stress that is being laid upon bright colors, and we find Balmoral blue, sandalwood tan (it has a rose caste that is becoming to sun-bronzed complexions) deep, vibrant greens, and canvas weaves in tan and grey. England has always favored Glenurquhart for sports, and the newest ones have curled designs and fancy square patterns

in blue-gray, light creams and tans, worked with orange and black or dark brown motifs, checks in blue and white with undertones of orange, and multi-colored patterns. In flannels, which are going to go over big this summer, and will be worn much earlier in the spring than has before been generally noted, the three shades of one color, worked in stripes, many gray, several shades of blue, light backgrounds shot with deeper tones, and Roman stripes using one neutral shade and one bright shade. These striped flannels are used only for the jackets and the trousers are best in a harmonious solid color, or in a hairline striped flannel. An interesting innovation in this line, is the jacket that is solid with two pair of trousers—one in solid color, and the other in a fancy weave, or if the jacket is made in a striped flannel.

A 17th century clock, actuated by the lowering of a float as water runs from its cylinder, has attracted attention at a St. Joseph, Mo., store.

counsel on correct masculine attire for spring 1931

when in need of advice pertaining to finance you call a banker.. his broad experiences have given him information upon which you can thoroughly depend.

in the same manner that sound counsel is essential to solving problems financial, so it is in matters of the wardrobe.

we have been specialists in men's wear for many years—constantly studying style trends, color harmony, and appropriate dress for all occasions.

interesting features for this spring are a beautiful new shade in suits—you really must see it—harmonizing neckties and suspenders—animal pattern stick-pins and tieclasp—a new short pullover sweater to be worn with flannel slacks—featured by the best London shops—new striped ties, the first in several years—and many many more dominant styles.

we will be pleased to suggest a spring ensemble correct in every detail including new prices whenever you are ready.

the man's shop
fashions for men
416 state salem, oregon