

# STYLE FLASHES FOR THE MAN OF TODAY

What to Wear and When as Featured by the New Bishop's « The Alert Woman a Help to Men in Selecting Correct Clothes

**CORRECT FORMAL**

*Tails*



**Formal Clothes Have Color Note for Fall In Gun Metal Topper**

Men have turned thumbs down for more than a century on any attempt to brighten up formal clothes. But this fall the Stetson new gun metal topper is gaining a hold and undermining the conventional masculine tradition of sober black and white for evening wear.

Encouraging attention given men by the touch of color in hats for formal wear has given stylists a chance to add a dress coat or dinner jacket.

**THE DRESS COAT**

**For FORMAL EVENINGS**



**DRESS OXFORDS**

As featured by the famous Florsheims. Smart to the last word in neat, smart styles. Patent leather and beautiful new soft leathers.



**HICKOK JEWELRY**

Hickok jewelry is most outstanding with clever new features for fall. For formal and informal wear.

American men bought twice as many gloves in October, this year, as in the same month last year, according to a recent check made in New York City.



O'Coats... for formal evenings... Blue is the color... but Oxford Grey is very popular too... These new coats for dress occasions are made in both double breasted and Chesterfield styles... Smart new soft weaves are shown in various fabrics... Miltons... Cheviots and silky appearing Camel's Hair and Llamas... They lead the way.

**Women Buyers to Find Fine Selection Gifts In Novelties for Men**

With Christmas in the offing, women buyers of men's jewelry, studs, belts and novelty items including ash trays and cigarette boxes, will find the new Hickok offerings at Bishop's unusually attractive.

Belts in the more expensive choices are carrying an initial check made in New York City.

## Tails Come Into Favor

### Midnight Blue Popular For Formal Wear This Fall

All America is dressing up. Even the smaller cities are finding the tail coat an evening necessity. So tail coats have gone even smarter, if that were possible.

The Hart Schaffner & Marx "Surrey Tails" makes the men look broader across the shoulders and flatter across the hips. The tails fit snugly and drop perfectly.

Midnight Blue Accepted

Another new fashion tip is midnight blue, for either tail coat or tuxedo. The man of the big cities has adopted midnight blue as his favorite shade. Though of course jet black is still excellent—and now his brother in the smaller centers has also accepted this shade.

For the tuxedo, the double breasted model has come into favor this fall also in the smaller cities, after social leaders in the metropolitan areas accepted this mode.

### Choice Is Wide In Selection of Country Apparel

For the man who likes to have correct country clothes when he is in the country, the stylists have laid down the following suggestions:

Rough tweed suits, sometimes even with a loud pattern, white flannel trousers, grey flannels, polo shirts in wool or cotton, flannel shirts with attached collars, pull-overs of every variety, corduroy slacks, brogues with rubber soles, gold shoes, soft felt hats, windbreakers, leather jackets and cardigans.

For such apparel, the rules are thrown to the winds, and the man—or the woman buying for him—has to consider only his own good taste.

### Camel-Hair and Raglan In Herringbone Rated Tops at Princeton

At Princeton, camel-hair coats are the best selling coat for campus wear, with the students showing the greatest interest in a coat with draped fullness, accented by robust lapels.

The double-breasted raglan herringbone is also a popular number on this campus.

Other collegiates are equally partial to these styles as the Princeton youths, and in college towns even the younger generation is being fitted with camel-hair coats, the stylists say.

### Intermediate, Lighter Shades of Brown Given Preference for Spring

Spring seems, right now, a long way off, but the style magazines declare that the spring will bring a growing demand for intermediate and lighter shades of brown in shoes. Saddle tan, bordering on the light tones, will be used for plain and reverse side leathers, with bridle tan, a ruddy shade, stressed for town wear.

**New Hat Process**

A new hand-finishing process for hats which is said to impart a softer handle to men's light weight felt hats, will soon be introduced through one of the well-known hat companies. The process also is said to effect better wearing qualities.

## Woman's Increasing Interest in Apparel of Man Reflected in His New Pride in Better Appearance

THE women of America are becoming more and more interested in what men wear, and that is equally true of the women of Salem. Women are making the greater majority of the purchases of men's clothes the nation over, and Bishop's finds no exception to the rule.

Most men appreciate the interest their wives, sisters, mothers or sweethearts have in their clothes. Bishop's salesmen have found. Such interest is an incentive for better appearance and goes even further, in that it creates a home and social life of enjoyment.

The average woman of today knows the importance of good clothes and especially the part they play in a man's success in business and social life. She knows the satisfaction, pride and confidence in being well dressed herself for ever occasion... Likewise she should be interested in her menfolk's appearances.

**Money Not Big Item**

A well dressed appearance does not necessarily mean a lavish sum of money, but rather the ability to choose the correct style merchandise for the certain individual.

Selection of fabrics is an important as style... for fabrics can "match the man" as well as style. The woman who buys for men should know what shade, what pattern, and what style is best adapted to the particular individual for whom she is buying. With woman's help, the man's clothes can reflect the alert modern man just as surely as her own apparel can reflect a stunningly groomed woman.

To the woman buying for man, here's an interesting chart of accessories to go with garnet, the newest fall shade:

Ties: Garnet and grey; white ground ties with garnet spots, and tie in garnet color with fancy stripes.

Shirts: Grey, white and garnet striped; grey madras shirt with white and garnet stripes; grey and garnet striped broadcloth.

Handkerchiefs: White foulard pattern on garnet background; and sheer white linen with garnet monogram.

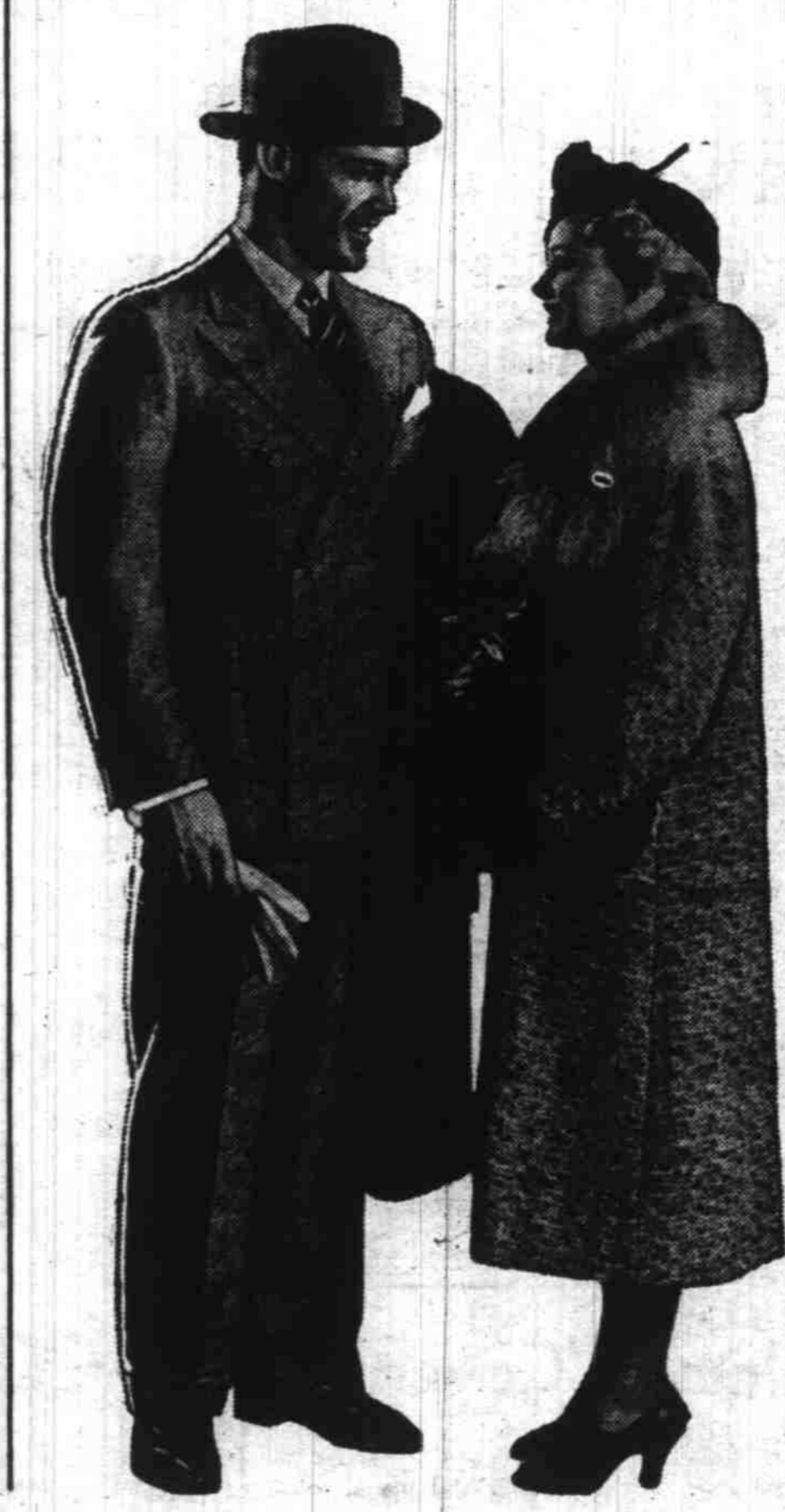
Hose: Plain wool hose in garnet and grey; garnet and grey hound's tooth check wool; and garnet and grey clocked lilac hose.

Sweater: Cashmere pull-over in garnet herringbone pattern.

Suspenders: Garnet colored suspenders with white trim.

### Novelty Jacket Makes Hit for Sportswear; Two-Tone Popular Too

A jacket-shirt, in solid color wool flannel, is a novel model that has pleased bellows pockets, cloth covered buttons and two-way collar, is an important item in autumn sportswear.



## Stylist Has Buying Tips

### Different Shades of One Color Preferable, Men's Clothes

For the woman who is buying clothes for her menfolk, Vogue's stylist has some neat tips.

For instance, in town wear the smart style magazine points out that the smartest men wear dark blue. And for a completely smart picture, the dark blue double-breasted suit is accompanied by a bowler hat, dark tie (preferably blue), black socks, and black town brogue.

Generally speaking, all color combinations are correct, but it is a good rule to dress in different shades of one color, instead of contrasting colors, says this guide.

**One Color: Smartest**

For example, the smartest men are those who wear blue ties, blue shirts, blue handkerchiefs (or blue and white) with blue suits, or brown with brown or grey with grey. Both grey and brown hats may be worn with blue suits.

Black shoes should be worn with blues, brown shoes with browns, and brown or black with grey suits. Fancy socks are never in particularly good taste, except with rough sports clothes in the country.

Suits that are equally suitable in town and country or for travel are grey flannels, light brown chevrons, various mixtures and not-too-obvious patterns of not-too-rough tweeds. They range from the double-breasted grey flannels, which in hot weather can be worn with a straw hat, to the heavy tweeds that can be worn for traveling or motoring, over weekends in a country house, at football games or whatnot. Such suits are quite apart from sports clothes.

**Describes Formal Wear**

For formal evening wear, a tail-coat is worn with a stiff white shirt, wing collar, white bow tie, white pique waistcoat, black silk socks and patent leather evening shoes—but not pumps. A man depends for smartness in his evening clothes on the way they are cut. The white waistcoat is most important as a telltale about style. It should be well strapped in at the back, and never under a ny conditions, show below the line of the coat front.

In formal evening wear, says Vogue, the dinner-jacket, preferably double-breasted, is worn with either a stiff shirt and a wing collar or a soft shirt with collar attached—depending upon the occasion and the time of year.

**Pattern Used Now**

A black bow tie, black silk socks and patent leather evening shoes or pumps are worn with a dinner-jacket. Both tail-coats and dinner-jackets are now made of dark blue-black material with an invisible herring-bone pattern or stripe rather than plain black.

For overcoats, a dark blue double-breasted town overcoat is worn today for both evening and day, a dress overcoat no longer being a necessity. A tail-coat demands a top hat, when any hat is worn. A black Homburg is the smart thing with a dinner-jacket.

### Color in Handkerchiefs

In striking patterns and odd shades, the fall handkerchiefs are styled to lend an interesting color note to the ensemble. Especially interesting is the use of monogram in handkerchiefs.

## Raglan Overcoat Is Popularity Holder in Wardrobe for Winter

The Raglan overcoat for men still leads in favor throughout the country, and is popular in both double-breasted and single models. The Raglan is tailored with full belt, half belt or plain—and each style has a large following.

Plaid shade and checks are used, with the most outstanding choices in soft tones of grey, blues and mixtures.



### FROM SCOTLAND



Suits for men... The new Glen Plaids... (from Scotland)... are exceptionally new... Made in various shades and stylings... Beautiful doublebreasted models are most popular... Extreme wide lapels with long roll... Made with pleated trousers and slightly smaller buttons... Stripes are also a most popular style for 1936... Shown in every popular shade from the smallest to the widest stripe... In both double-breasted and single models.

### Hand Curried Leather Is Used for Footwear

An exclusive new tannage, Bootmaker calf, a soft, rich hand curried leather which has been used for years by only the finest custom luggage makers, has been introduced this fall as the newest leather for shoes by Florsheim.

## MIDNIGHT BLUE

*Tuxedo*




## The New "HOMBURG"

The new Homburg as featured by Stetson is truly the last word in style for fall... Made with higher crown and smart curled brim... The most popular shades being the midnight blue... grey... black... and brown... Other new styles are the smart brim made with a trifle wider brim and lower crown... plenty of style... and in the new soft mixtures and colors.



## SMART SCARFS

Smart scarfs... Scarfs are most popular for 1936... Made in both silks and wools... The new beautiful silks in blacks and whites are most popular for formal wear... The smart new flannels offer a riot of color in bright shades in checks... plaids... and stripes. These new scarfs for fall give that last touch of style and add a comfortable feeling for chilly days.

# Smart New Haberdashery as Featured in "Esquire" for Men

**Men's Pajamas**



Famous Faultless No-belt pajamas as featured by Wilson Bros. in bright colors and patterns in broadcloths, satens and other new fabrics. Popular in slip-on and button styles. Also lounging pajamas with full-belted longer coat.

**Men's Gloves**



Rugby Gloves by Wilson Bros. The glove hit of the season. Smart in appearance. Soft fine leathers in all shades.

**Men's Hose**



A special feature for 1936 in men's hose is the "Pacer" by Holeproof made in regular length with garter attached, already popular though on the market only a short time. Beautiful patterns and shades.

**Men's Shirts**



Arrow Shirts featuring the newest neck band for fall. Smart plain colors with white collar and cuffs as shown extensively in Esquire.

If It's from Bishop's It Must be Right



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