

# Tall, Easier Lines in Medium to Dark Feature Men's Clothes

## Big Choice Of Styles, Shadings

Taller, easier lines in medium to dark tones mark the new fashions for men this fall of 1950. Lighterweight fabrics have won the male heart completely and will carry on to fall along with a variety of flannel, tweed, shetland and cheviot suits. Lightweights will also be featured for topcoats with saxtonies, tweeds and shetlands. Colors, taking a middle-of-the-road path, suggest the return of brown to the conservative male fashion fold. Browns can be expected to be seen in all shades from fawn and cocoa to rich, deep tones. Blue, too, promises to make a successful return. And grey, ever a menswear favorite, will hold its favored fashion place in the natural to oxford grey tones.

**Many Plaids**  
Tartan plaids, popular for sportswear and evening through the spring and summer months and prized by the girls, too, will again be available for the choosing in sport coats, caps, sport shirts, belts, suspenders and any number of other almost indispensable menswear items.

In keeping with the taller lines of fall 1950, stripes are expected to delight the short fellow and flatter the six-footer when they really take over during the coming season. Manufacturers plan to present them in close-set pin stripes all the way to exaggeratedly wide-set chalk stripes.

**Two Buttons**  
Typical of the suits men will wear this fall are two-button styles with lapels a trifle longer than last year. The 3-button, single-breasted, narrow lapel suits men wore so successfully during the past fall and winter seasons will also be abundant during the coming season.

Sport coats, in camel hair, clan plaids and tweeds, promise extra style-zip with center-back vents and as many as 3 to 4 patch pockets. Other sport models will be side vented with a flap ticket pocket placed above the regular flap pocket.

Topcoats for fall offer a more casual outlook than ever with raglan sleeves, balmain collars, and tweed fabrics and plaid linings used very frequently.

**RING THOSE BELLS!**  
Bells at her belt, bells at her toes, this is predicted to become the most wanted costume jewelry fashion of the new school year for girls from grades one through seventh-and-eighth terms.

## Suit and Topcoat Standouts



Crisp and long-wearing wool sharkskin is making Fall fashion news in this clean-cut, single-breasted model. A business man's favorite.

Men's wear fashion leaders have chosen this new coat of fine wool cover as a leader for Fall, 1950. It has modified square shoulders.

## Appearance Major Factor in Success

The College Man of 1950 realizes that one of his important assets is his appearance and he intends to make the most of it.

This conclusion was arrived at following a recent survey of 20 colleges in every section of the country by manufacturers of men's furnishings.

The survey indicated some interesting changes in the college approach to attire. Most notable is the fact that color has at last officially "arrived," not the color that shrieks, or the purple shirts and pink-tie type of combination, but color used tastefully and harmoniously.

Regional difference were, of course, apparent in the results of the survey turned up, but there were several basic universals.

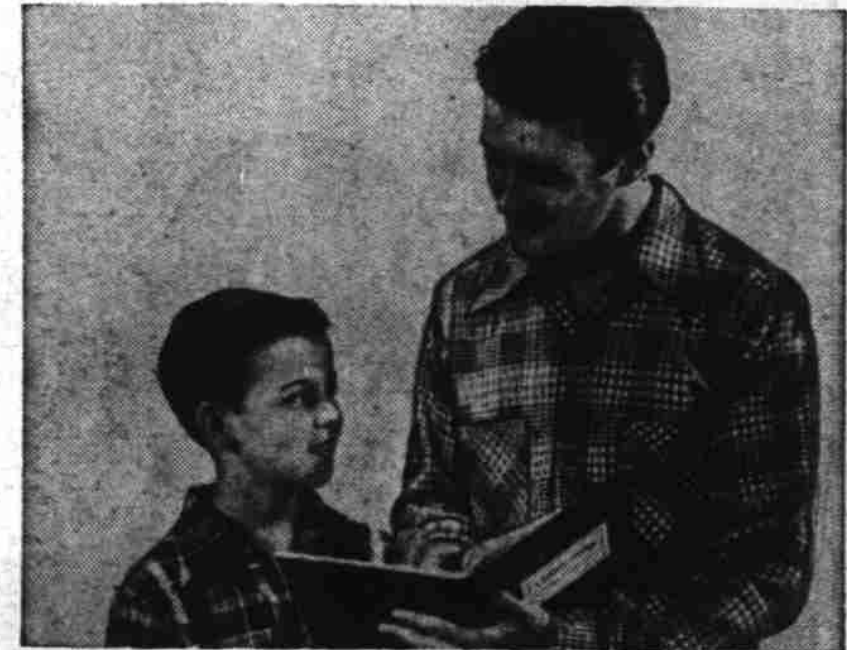
College boys almost unanimously favor single-breasted suits, grey flannel in the east, blue gabardine in the mid-west, brown tweeds, mostly herringbone in the west, and tropicals in the south.

Favorite topcoat, the country over, is the fly-front, flap-pocketed covert. The classic V-neck, long-sleeved sweater was also a national winner.

The survey also discovered a trend for longer and narrower ties, with the new "streamliner-shape" the most popular. Dress shirts will sport stripes and the traditional button-down collar oxford shirt will continue its great popularity.

Most exciting news in the shirt department is the ever-growing popularity of sport shirts.

## Campus Lads Go for Plaids



**BROTHER ACT . . .** Junior can dress just like Big Brother this fall, in husky corduroy slacks and washable shirts in bold plaids.

## More Ease in Latest of Slacks

More comfort, style and fabric interests are the features men call for most in their slacks, according to a recent survey by David Lewis, menswear fashion authority.

And that is just what the new fall and winter slacks offer. Waists that can be adjusted to both pre and post dinner proportions, rubber strips to keep shirt tails firmly out of sight, the elimination of the belt and the consequent "tied-in-the-middle" feeling, all add up to greater comfort.

This year's slack fabrics vary more than ever before. They range all the way from the staple gabardines and flannels to iridescent worsteds, corduroys, nylon-wool blends and imports.

**HUGE POCKETS!**  
Tremendous pockets are an absolute must and often "make" this fall's coats.

## Women's Rainwear No Longer Ugly; Now Stylishly Slim

To be fashionable in the rain is the easily obtainable goal for this fall.

Raincoats, once ugly necessities available only in a minimum of unbecoming styles, are now just as smart in sunshine as they are beneath water-shedding clouds.

Aside from water-repellency, fashion and flattery come first in the design of newest rainwear garments.

Raincoats are stylishly slim, appearing in boy-type styles and 3-way belted designs. Often they have deep armholes to facilitate ease of wear over heavy winter suits.

Flannel, colorful plaids and tweeds stress the trend to up-the-minute fashion rainwear. And velveteen is used, just as on dresses and suits, for collars, cuffs and matching hats.

To complete a perfect raintime ensemble, water-repellent hats are more and more replacing the hoods

## Glasses Are No Handicap Now

Strictly historical are those lamented days when girls removed their glasses at parties to squint nervously for a seemingly endless evening.

Now, glasses are treated as costume accessories. A minimum eyeglass wardrobe consists of deep amber frames for tweeds, speckled, striped or plaid frames for daytime woolens, and dazzler rhinestone studded or gilded frames for party life. Just for looks, anyway you take it, are tiny glasses stolen straight from an eighteenth century scholar. They promise to sit on the noses of the smartest collegiennes this fall.

Glasses are toted in fashionable cases of lame, mock fur, red plush and jet beaded black satin.

**IT'S REVERSIBLE!**  
Sport skirt news for fall is the reversible skirt of wool with a solid tone on one side and a modish plaid on the other.

*Fall Display*  
**ALL MEN'S FASHION TRAILS LEAD TO Shryock's**

# MEN'S FALL FASHIONS

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By the Company It Keeps--

### LOOK AT THESE FAMOUS NAMES

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From		From	
Timely	60.00	Clipper Craft	39.50
From		From	
Clipper Craft	40.00	Alligator	27.50
From		From	



We extend a cordial invitation to everyone to visit our store during Fall Opening!  
WARD SHRYOCK

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- Mallory Hats
- Jarman Shoes
- Botany Slacks
- Swank Jewelry
- Hickok Belts
- Interwoven Hose
- Cooper's Underwear
- Day's Cords
- Wilson Pajamas
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12<sup>98</sup> to 17<sup>98</sup>