

Salem Men's Stores Stocked With Latest in Wardrobes

Big Choice Of Clothes Available

Men's styles seemed to get more attention than ever in fall and winter clothing this year, as information in this special section shows.

Salem merchants dealing in men's wardrobes have made a special effort to have available the latest in all manner of apparel. Stores generally are well stocked with new merchandise. Attractive window displays in many instances herald the changing season. Prices generally have held steady or, in some cases, are considerably below the peak post-war period. In any event, the price jumps have been lessened and clothing is available at varied prices to fit family budgets.

Fall and winter activities are getting into full swing now. There are increasing opportunities to wear neatly-styled clothing. Quality has improved and so has choice.

Manufacturers and men's stylists have taken more and more note of late years of the tastes of women in regard to men's clothing. The smart silhouette reflects the female dress design. There is a great variety of models.

In this section are presentations by outstanding men's stores. The merchandise they purchased particularly for this season's trade comes from the finest factories in the nation.

Revival Forecast In Vests for Suits

After more than a decade in virtual eclipse, the vest appears to be making a comeback in Fall styles. It is being offered with many of the single-breasted suit models from which it has been missing for years.

Separate vests are not confined to the traditional woven woolen fabrics this Fall, but are made in fancy knitted versions as well. These are of the standard cut, with no lapels or pocket flaps, but patterns are highly-detailed.

At one time there were about 13,000 men named John Smith on the U. S. Veteran's Administration rolls.



WHEN HE ADDS A NEW SUIT to his wardrobe, a man likes to give his selection careful consideration. That's why so many men take their wives along to give the final approval. To make the smartest buy, this man weighs not only the suit's suitability to his wardrobe, but also the finer points of its construction. (Wool Bureau Photo).



EVERYONE ENJOYS the soft touch and texture of camel's hair. Woven in a simple twill weave, this jacket—a three-button model with patch pockets and leather-covered buttons—is worn with rough-woven tie of olive green. Trousers are of a brown gabardine.



LATEST STYLE NOTE seen in the development of the vertical natural look is this four-button jacket. The added button accentuates the button's long lines. A diamond pattern in a soft wool saxony is shown here in a coat which has a center vent. Note breast pocket with flap.

Suit Still Primary Investment

Although present prices make it a top investment value, the suit is still a man's primary clothing expenditure. A recent survey disclosed that the American man's average annual investment in suits equals his necktie purchases for more than eight years, or his sock purchases for six years.

Even though he buys an average of less than one-half a suit a year, he invests more in it than he does in handkerchiefs for 29 years, in shirts for 2 1/4 years, or in hats for 5 1/2 years.

Wives Go Along
Because he knows that the suit is the most important single element in his appearance, he wants to give the most careful consideration to his selection. That's why so many wives go along for the final approval.

If eventually he comes to regard the suit he chose as unsatisfactory, he may blame the retailer or the manufacturer of the suit—and he may even blame his wife. Usually, however, most of the fault rests with him.

For, when he selects a new suit, two considerations beyond its immediate appearance will determine the ultimate success of his purchase: (1) How is it made? (2) Will it coordinate with the clothing already in his wardrobe?

The pattern and texture of the fabric and the style of the suit are first in a man's mind when he shops, but some knowledge about the weaves of cloth and the construction of clothing are essential if he is to be certain of making "the best buy."

Fabrics Listed
Suit fabrics fall into two categories. Closely-woven, smooth-surfaced fabrics which employ long, fine fibers combed parallel are worsteds. In this class are serge, gabardine and sharkskin, all renowned for long wear and wrinkle-resistance. Coarser, shorter fibers, crisscrossed in the yarn are used in the making of woolen fabrics, as tweed, shetland and homespun, which are known for their soft, napped texture and their durability.

TOPCOATS ARE SHORTER
The shorter-length topcoat is a new trend this Fall. Many coats are tailored only slightly longer than knee-length, with lines that give a mildly fitted appearance.



Active men know how convenient and comfortable a sweater is. The lad at the left here wears an all-wool cardigan sweater in a teal shade, with leather-covered buttons. At the right is a simple gray pullover, certain to provide real warmth when worn under a sports jacket or for casual wear. Both men choose sartorially correct gray flannel slacks in shades coordinating with the sweaters.



Maroon, scarlet and white are seen in this warm all-wool sweater in a basket weave design. The band across the chest and upper arms, repeated at neck, waist and wrist, is a leading style.

Topcoats Designed For Utility

Utility and simplicity of line are this Fall's topcoats and overcoats. Here again, men have made plain their preference for unencumbered simplicity.

Easily dominating the topcoat scene is the single-breasted raglan sleeve topcoat. This cut, which has appeared in past seasons in the gabardine topcoat for wear in late winter and early Fall, is shown this year in a wide variety of handsome new tweeds and other wollen weaves.

Second most important might well be the raglan model topcoat with a balmacaan collar. The balmacaan (or bal) collar coat has a less formal appearance as it is a true collar and does not extend into the lapels. Hence it is most suitable for wear in the afternoon. Stormcoats in Tweeds

An interesting new development in topcoats is what might be called the enrichment of the stormcoat. This coat, which was popular for years in the West for farm wear and use on the grange, came into use on college campuses within the past five years. The first version to be seen on the campus usually had a cotton poplin body with alpaca pile lining and wool interlining. The alpaca pile covered the collar and lapels, serving essentially as a fur trimming.

Beginning last year and continuing strongly this Fall, the storm coat has turned to woollens such as subdued tweeds and to worsted gabardine as a logically warmer, more durable fabric.

New Topcoat Fastening
The concealed fastening of past seasons' topcoats is giving way to an open display of the buttons. Three- and four-horn buttons are used in the single-breasted topcoat and overcoat models.

While raglan sleeves take first place in the new topcoats, the inset sleeve is king in the overcoats.

Milder Hues, Patterns Seen In Men's Sweaters This Fall

Always popular with men for Fall and Winter, sweaters are winning an even bigger place in this year's style spotlight.

The wild patterns and startling colors which—together with high prices—frightened many men from sweater counters a year ago have given way to softer tones and more subdued patterns. And, even more important, prices of most quality wool sweaters have moved sharply downward during the year.

From the style standpoint, men will have wide choice between new models and revivals of traditional favorites. Both pullover and button-front sweaters will enjoy high favor, but the biggest gains in popularity, style experts say, will be registered by turtle-neck models.

For those who prefer solid colors—and these men are in the majority—long standing preferences for navy blue, light blue, dark green, brown and maroon will give way

to some of the newer shades; rust, light tan, gray and heather mixtures.

A wide range of new, more moderate patterns is also much in evidence, particularly jacquards, large stripe effects and argyles. The specialty fibers, cashmere, camel's hair and lamb's wool will be widely featured.

TOUR FOR JAPANESE ART

TOKYO (AP)—A collection of 100 rare Japanese art objects, including some national treasures, will be exhibited in five American cities next year. Kyodo News Agency said an agreement between the U. S. and Japanese governments called for exhibition of the art objects at the National Gallery of Art in Washington, D. C., followed by showings in New York, Boston, Chicago and Seattle until 1954.

Beginning last year and continuing strongly this Fall, the storm coat has turned to woollens such as subdued tweeds and to worsted gabardine as a logically warmer, more durable fabric.

The concealed fastening of past seasons' topcoats is giving way to an open display of the buttons. Three- and four-horn buttons are used in the single-breasted topcoat and overcoat models.

While raglan sleeves take first place in the new topcoats, the inset sleeve is king in the overcoats.

PENNEY'S

ALWAYS FIRST QUALITY!

NEW

WORSTED

SHEEN

GABARDINES

NEW SHEEN GABARDINE ALL-WOOL FABRICS!

Townsend Skipper blue in the silky smoothness of sheen gabardine—combined with a toughness of weave that guarantees long life. It's an ideal business suit as well as a "special-occasion" suit.

49⁷⁵

MAIN FLOOR

ALL-WOOL FLANNEL

J. C. PENNEY! Luxury worsted all-wool flannel suits in creamy light grey and skipper blue that always looks fresh.

39⁷⁵

MAIN FLOOR

lady

TAKE A LOOK

at your man

Dressed in the Right Clothes at the Right Time at the Right Price

... HE HAS ON A

"Top-o-mart" Tweed Just \$45.00

... HOLDING AN

Alligator Topcoat Only \$27.75

... WEARING A

Mallory Hat At \$7.50

Smart accessories compliment his appearance:

- ★ White Van Heusen Shirt \$3.95
- ★ Wombly Tie \$1.50
- ★ Gates-Mills Pigskin Gloves \$3.95
- ★ Interwoven Socks . . . 85c

NOW IS THE TIME TO STOP IN AT JAYSON'S WHILE WE HAVE OUR WONDERFUL FALL SELECTION OF THE SMARTEST STYLED CLOTHING HAND-PICKED FROM LEADING MANUFACTURERS.

Smart Clothes For Smart Men

Corner Liberty at Court.