

Fall Brings New Demands for 'Right' Clothes

Style Big Factor in Selection

The arrival of Autumn widens the scope of men's business and social lives, placing new demands on their wardrobes. In months ahead, "the right clothes" will be needed for a wide range of activities.

Important days at the plant or office, social events which require him to look his best, a variety of spectator sports, and the active pastimes of hunting, fishing and golf will find the man who is eager for business and social success assuming the role of a "quick-change artist" as he dresses for a multitude of occasions.

If, like so many patriotic Americans, he's active in local politics, he's taking on even more responsibilities—all of which demand "the right clothes at the right time."

When he sizes up his clothes, the well-dressed man thinks not only of the replacements he will need among his suits and coats, but also of the clothes he lacks for social and business life. And, as he checks over what he will buy, he has in the back of his mind that he will keep up with the times by buying clothes made of the fabrics and tailored in the styles favored for Autumn.

For business wear this Fall, men are finding important style changes designed to bring out the best in their appearance. The "natural look," which began gaining momentum early this year, has brought even slimmer, narrower lines to suits, topcoats, and sports jackets. Single-breasted suits have come clearly to the fore, in both two- and three-button models.

Wool Fabrics Popular. In selecting business suits, they're finding that soft, lightweight woolen fabrics, such as flannels, shetlands, and tweeds, have caught on strongly, taking the spotlight from the gabardines and hard-finish worsteds. Manly-looking and durable, these fabrics bring out the best in the new silhouette, permitting jackets to hang straight and easily.

Tweeds in Topcoats. As they plan their coordinated wardrobe for Fall and Winter, success-conscious men are learning, too, that the right topcoats include many tweeds, shetland, and saxon weaves, since coats follow the trends set by suits. Worsteds and covers nonetheless continue to have a big following.

If their carefully-planned wardrobe requires the addition of a new topcoat, the model they choose will more than likely have a balmacaan collar, raglan shoulder and full-cut body. Tops for business, it retains a casual tone which makes it also suitable for country wear.

Variety in Sports Coats. If the active months ahead mean the addition of a new sports coat, a big lineup of colors and styles is available. The widely-liked three-button model, with patch pockets and rolled lapels, is featured in the brightly spotlighted Fall woollens—tweeds, shetlands and homespuns—and in the season's softer, neater patterns. This model, conforming to the styling of the natural look, is the favorite with most men. Sharing attention is the three-button, flap pocket sack coat—usually featuring double vents and an extra ticket pocket—which will get the nod from many men. Soft-textured woollens will hold the fabric interest for this model.

New "Military Look." Among college men, who set so many of the nation's styles for years to come, belted sports coats in tweed and shetland, and models incorporating the new military look with four- and five-button fastenings will get strong attention.

Cotton fabrics in widely varying weights will be used in the season's dress shirts. Broadcloth, always the leader, will be challenged more strongly than expected by malinas and oxford cloth. Style-conscious men who hold the distinction of being well-dressed will choose button-down collars or the new roundpoint collars, worn pinned down.

For business wear, ties also have the narrower, trimmer look, and tend to moderation in patterns and colors. Hats, too, are in step with the trend, featuring narrower brims and center creases in keeping with the new silhouette.

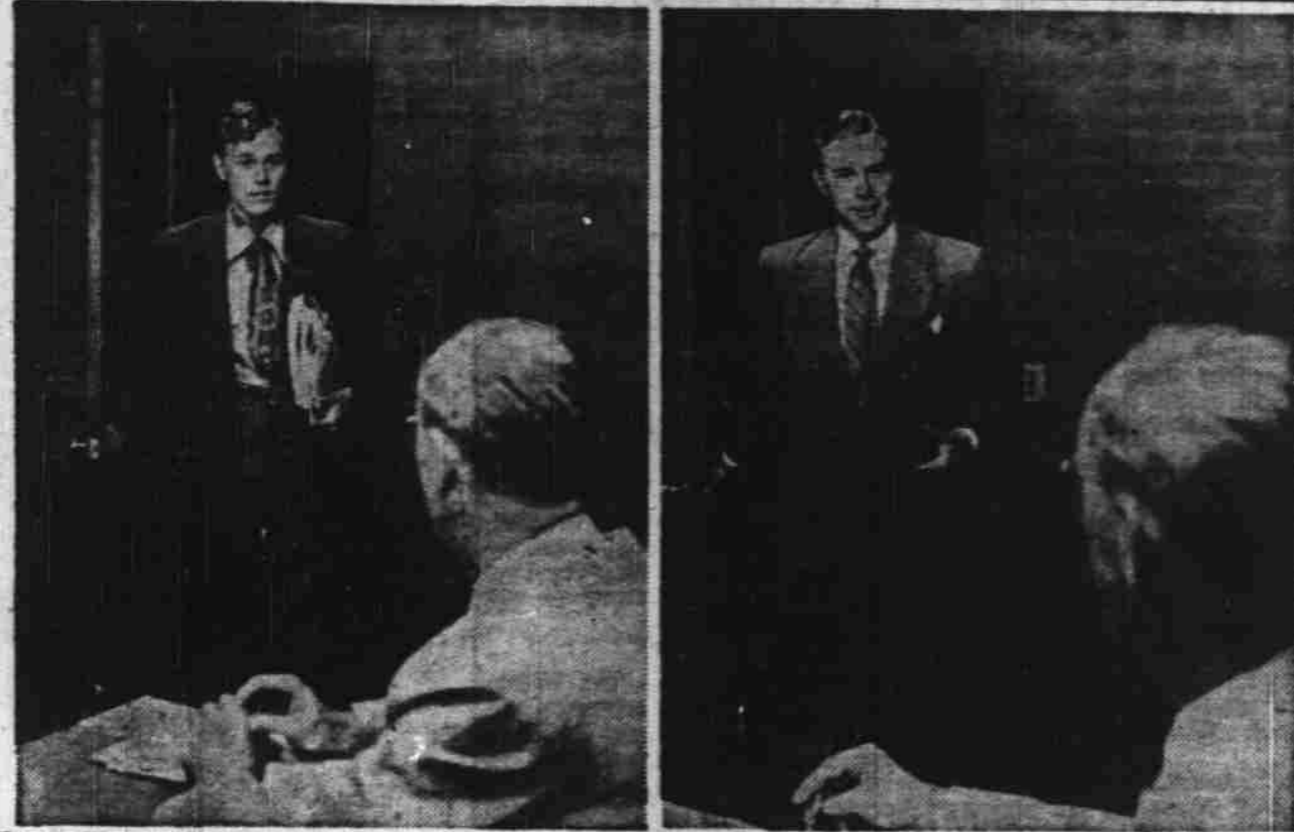
Laceless Slipper Shoe Offered in Variety of Models

The laceless slipper shoe, offered in a variety of models, is making the top news in the field of casual shoes.

Grabbing the spotlight from blond and lighter-colored leathers introduced widely last spring, slipper—admittedly breezy for cold weather wear—are styled in line with the slimmer silhouette and emphasis on comfort found in clothing.

Moccasin-type shoes, styled in many cases for business wear, also are prominent on the casual scene. New moccasins are laced (a derivation of the oxford), and surfaces are broad and unbroken. For more formal business wear and evening wear, the straight-tip black calf town shoes with extension sole are favored for wear with a blue or gray suit.

Excavations in the Near East indicate that men may first have begun to live in villages about 10,000 B.C.



WHETHER HE'S AFTER AN IMPORTANT SALE OR A KEY JOB OPPORTUNITY, the first impression a man makes on a business call will have vital bearing upon his success, personnel managers of the nation's leading companies agree. For this reason, they judge a job applicant by the impression they think he will make on others. A man whose whole appearance is unkempt and disorganized (left) is very unlikely to win confidence, regardless of his background or ability. But, they point out, when a man's appearance is neat and coordinated (right), it is easier to visualize him in an important business position.

Jersey Declared Ideal to Assure All-round Comfort

Hailed by active men as ideal for strenuous exercise, shirts of wool jersey provide complete freedom of action, high absorbency and real warmth when it is needed. Their new-found favor marks a complete revolution of the wheel of time, for the first sports shirt ever worn in the

Here's An Item for Dieting Men

An added feature now being offered in many mens slacks for Fall is the "self-sizer," which expands according to the needs of the waistline. It's perfect, the makers say, for the man who's on a diet. The slacks have an invisible self-expanding waistband, which allows two inches of grace for the changing belt line, and keeps slacks always snug. The self-sizer takes the form of an elastic built into the slacks above the side pockets. An additional feature is a cord sewed into the waistband on many slacks to keep the shirt neatly tucked in.

Finishing Touch Given Clothing By Accessories

"The finishing touch" is a phrase used repeatedly, day in, day out. If someone asked what came to your mind when you heard the phrase, you might suggest an artist, putting the last stroke of color on a masterpiece. Think of the best-dressed man you know and you will realize that the finishing touches in his appearance are the accessories he selects. Important items to be chosen with care are the proper shoes and jewelry for the occasion.

Most Men Need Casual Jacket for All-Purpose Wear

The gradual transition from warm weather to cooler days makes a warm, but lightweight, casual jacket a "must" in most men's wardrobes. Surcoats often are the solution for the problem of what to wear for casual sports and around-the-house outdoor activities. These fall at mid-thigh, have front hand-warming pockets and usually have a slide-fastener front closing. Shoulder ease is frequently provided for with bellows pleats back of the arms.

Sport Shirts for Fall Run Gamut in Style, Color, Fabric

Sports shirts for Fall run the gamut of style, color and fabric. Bright colors and vivid designs will continue to please the sport shirt enthusiast. On the other hand, modest patterns and more subtle color effects will be featured to coordinate with the bolder fabrics which are prominent with new sports jackets and slacks in which bolder fabric effects are found. All types of styling—from staid, solid colors, standard checks and plaids to ultra smart planned patterns—offer sophisticated design effects. The staple gabardine and luxurious worsted wool taffeta still maintain the lead for prestige.

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FROM
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