

Right Clothes To Be Worn At Right Time New Emphasis for Men

"The Right Clothes at the Right Time" is the new emphasis on menswear for Spring.

For with the recent important stress on casual attire, some men have lost sight of the fact that there are suits, and individual types of sports apparel, too, designed and meant for different occasions in their day-to-day lives.

The dark blue suit, for example, is essential and right for informal evening gatherings. The tweedy sport coat is acceptable neither for parties of this sort nor for business, but has its place on picnics or at the country club.

Menswear authorities point out that a wardrobe, of this nature, keyed to meet the dress requirements of every occasion, is also a long-run economy offered by constant rotation of the clothes.

Variety Easier

With the large choice of suits and topcoats, on hand for business and street wear, for Spring, wardrobe variety is easier than ever.

As never before, along with the emphasis on wardrobes that include the right clothes for the right time, menswear makers are placing great stress on the "natural look." This indicates an increasing number of clothing styles that bring out a man's natural body contours, padding him only slightly to flatter his figure.

Perfect example of the "natural look" is the single-breasted, two-button suit. This type of suit is also typical of the trend to lighter weights and reduced bulk in suits.

"Natural shoulder" suit models, featuring narrow lapels, buttons set higher, and trim, conservative tailoring, are expected to, more than ever, increase in popularity, this Spring, in keeping with the "natural look" theme.

Straight Topcoats

The same natural feeling extends to new topcoats. They are styled with narrower shoulders that are usually combined with set-in sleeves and fly or button-through fronts. Raglan topcoats with bal collars also place special emphasis on this straight hanging effect.

Other suit silhouettes, featured for the new season, along with the "natural shoulder" model with straight body lines, include the drape model with moderately broad shoulders, and the lounge model, with moderate width and slightly raised shoulders. Each of the three is expected to find an important place in men's Spring styles.

Fabric-wise, the lighter weights and softer textures, given to tweeds, cashmeres and shetlands for 1952 by the fabric stylists, is bringing them to the fore in men's styles. Also predominant are new rayons, in linen weaves and shantung types, as well as other blended synthetics, such as Orlon, Dacron and Vicara.

Certain to win favor with America's men are the lighter, brighter shades of greys, tans and browns. Introduced for Spring. These colorful shades are accented in street wear, in many instances by multi-colored checks, plaids and novelty patterns.

Dead line on Classified Ads: 5:30 p.m. for following day; 10 a.m. Monday; noon Saturday for Sunday a.m. for Sunday a.m.

Transfer Designs



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Tweedy Motifs For Rainwear

The news in men's rainwear, for Spring, are the patterns adapted by otherwise conservative styles.

Tweedy motifs, glen plaids and small checks can all be expected to be seen with increasing popularity on stormy weather days.

These patterns will be featured on such classic rainwear styles as the coat with set-in sleeves and a fly front. Often this style is designed with a zip-in lining, that makes it adaptable for wear through all seasons of the year.

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