

# THE SPORTS THEME PREDOMINANT IN SPRING STYLES



## SPORT STYLING

### Finer Fabrics, Smarter Patterns Justify Higher Prices in Men's Wear

Flippant are the models; flamboyant are the patterns for it is to be a Spring of wild and woolly clothes for men. With rough fabrics as the vogue and sport details as the theme we see a season of apparel that definitely puts the "he-man" in the ascendant. There are, of course, plenty of the more steady clothes to be had for the sedate dresser is too great a factor to disregard in any program of fashioning. In other words man will dress to his mood or to the occasion but inasmuch as Summer is largely a sport and lounge season the more sportive effects will dominate.

The more sedate business men and even the dresser or more serious minded college men will find expression for their apparel tendencies in very reserved, form-defining models and inobtrusive patterns and such clothes are widely shown in soft worsteds and the smoother cheviot wools and early Spring and Easter styling will give this type of clothes a wide following but as the season advances the sport phase will become more pronounced.

**Double-Breasted Suits a Factor**  
For business wear and for the dresser occasions the double-breasted suit is to have a wide following this Spring. It occupies a favored position in the edicts. It has very precise style lines and is rather closely fitted with considerable width of lapel and greater length of skirt than double-breasted have shown in recent seasons. These coats are made with 6 buttons; pockets are with, or without flaps.

The single-breasted business model of the season is in two types: a three-button model that is close-fitting with either notch or peak lapel and a straighter model, two button with slightly shaped body, longer coat and short lapels. This latter is definitely a university style. These dresser models are made in rather sedate patterns of small checks, refined stripes and indistinct overplaids. Dusted stripes and mixtures are also fashionable in these types of coats.

**Enter the Sport Models**  
The sports styles of the season are so widely different from these dress models that the man who aspires to a well balanced wardrobe will find very definite need for at least two suits this spring. Sport models are nearly all made in rough fabrics; tweeds, shetlands and shaggy chevils and our own American version of rough fabrics, the homespuns and crashes.

The tweeds and shetlands present rather bold patterns; large checks, herringbones, hounds-tooth checks, window pane squares and knotted mixtures. The homespuns are mainly in two-tone mixtures. Browns, greys, blue-greys, grey-greens are popular tones. Tans have for the moment retired to the background.

Sport models reveal very fanciful designs. Norfolk, pinch-backs, inverted pleats and novelty yokes, straps and belts are features. Patch, pouch and bellows pockets further accentuate the sport trend of the season in these coats.

**The Hi-Swing A Feature.**  
A style that promises strong support both in lounge and golf suits is the Hi-swing. This coat is made with either plain or yoke back and has inverted pleats under the arms. These inverted pleats are a sort of bellows arrangement that gives absolute freedom of arm-play and enables the coat in any posture to maintain a straight hang to the back. These will be found in regular suits and very widely in the sport jackets of the summer formal season. These coats are so comfort-

able and so youthful looking that men will early recognize their appeal and a wide adoption of this type of garment is assured.

**The Two-Way Ensemble.**  
Another important note in the season's styling is mixed combination. This presents the wearing of a coat and trousers of entirely different pattern but a harmonious contrast or blending of color tone. The man who owns two suits will be permitted to wear the coat of one with the trousers of the other providing they are chosen with some tasty touch of color effect. For instance a coat of small brown check will go well with trousers of a narrow stripe or plain color a bit lighter in shade than the color of the coat, or vice-versa.

This practice is entirely permissible for business wear and is a development of last summer's vogue for summer formal. The coat for such wear is best chosen with sport details. Yoke back, pinch-back, mock belt, box pleats, all-around belt, knife-pleats and novelty pockets all lend to this type of outfit a nonchalance that is quite in keeping with the easy, careless trend of the vogue.

**Other Phases of Sport Wear.**  
It is contemplated that all men will favor the rough fabrics. As the more heated period develops many men may consider that these textures have too warm a look even if they actually are not heavy in weight. As a compromise to such men the lighter weight flannels and gabardines are well placed in the edicts.

These textures have already shown great acceptance at the winter resorts. Gabardines, especially, are well favored and are shown in many new shades such as henna, burgundy, lovat green, sea-grey, platinum and many other soft and deep shades. All such coats are made with sport details.

Lots of soft flannels are also shown. Some are in dusted mixtures and stripes others in regular chalkline or narrower stripes usually with the stripe of a lighter tone than the foundation color.



OUR CHEF Says

DROP IN AFTER THE SHOW

for a plate of our spaghetti or raviolis . . . cooked and served Italian style.

Molatore's Italian Dinners 1112 Main

## There Is a Two-sided Coat Story to Be Considered for Spring

### Both Sides of the Story Are Equally Important and Both Sides Bear Close Heeding

There are always two sides to every story, only usually it is difficult to know which side to believe. But when you consider the coat story for Spring 1934, you won't have that worry, for both sides are equally important, and worthy of your belief.

**Formality Versus Informality**  
There, in a nutshell, is the spring picture. There is just as strong an informal view as there is the formal, dressy view. Both have their definite place to fill in the wardrobe, and both are doing a better job this season than we have seen in many years. Formerly a great many women purchased one spring coat and it very nicely filled its place as an all-purpose coat. That is practically an impossibility this season for dressing for the occasion has never been so strong, and clothes never more definite in their purpose.

**Tweeds for Sports**  
In the daytime picture, informality reigns, and informal coats, tweeds are topmost. If you can afford it, by all means have one of the fine imported tweeds. They look rough and ready, but they stand the "touch test" admirably. But if the imports exceed your budget, there are ever so many domestic tweeds that are decidedly British in feeling. They wear well, they look well, and they tailor admirably. The monotone tweed is expected to be the first choice in popularity, with gay plaids and checks following closely. The plaids and checks are at their best in reefer types, both belted and unbelted, while the monotonous are smartest in balmacaan types.

**A New Silhouette**  
It is to Schiaparelli that we

owe our thanks for the only new sportswear silhouette. That is the blown forward feeling that is evidenced in the smartest sports coats. The silhouette is belted, trim and trig above the waist, with fullness concentrated in the front of the skirt. This gives an utterly new, and decidedly charming look. It is young, easy to wear, and refreshing after the straight, extremely slim lines that our eyes have been looking at for several seasons. It is just as smart done in monotone tweeds as it is in plaids and checks. These coats usually have shoulders padded to give a slightly squarish appearance, but the shoulders are never extreme and the collars always very simple and in perfect taste.

**Smart Lengths**  
Sports coats go to various lengths to achieve their chic. One of the most popular lengths is the three-quarters. It is youthful and graceful, and a bit more popular than the more mature seven-eighths length. Three-quarter coats are usually boxy or swagger in silhouette. The full length coat is developed in reefer, balmacaan and classic polo models, the latter both belted and unbelted.

**Formal Coats**  
Formal coats achieve their smartness by means of furs in new treatments. Both long haired and sleek furs are being employed, with fox and galyak the most popular of these. Sleeves are simple with fullness occurring low. The scarf collar is in evidence being seen in untrimmed and furred coats. As to colors, navy blue and black are of first importance. All formal coats are full length.

## New Sportswear Grooms the Spring in Cheery Manner

Knitweds were never gayer nor more interesting than they are this spring, and judging from the popularity they enjoyed during the southern resort season, they are on their way to a much-in-demand spring.

**Many Types**  
While classic knitweds will re-

main first choice, there are numerous novelties that will have youthful appeal. Among the classics, there are two styles in three piece suits. The suit with the dressmaker type sweater in soft boucle wools, and the newer closely woven suit consisting of skirt, slip-over sweater and cardigan. This type looks especially smart on the golf links and is just as becoming to the mature figure as it is to the youthful.

**Air-Minded Sportswear**  
A group of sports togs design-



COLORFUL

ed and sponsored by Mrs. Amelia Earhart is showing its influence. The clothes include suits, dresses, coats and blouses all of sports nature, and while they do show aeronautical influence, they are not loaded with a lot of tricky gadgets. They essentially reflect that young woman's good taste.

**Sheer Woolens**  
There are many smart women who live most of their days in woolens. They will welcome the new sheers which are so delightfully light in weight that they can be worn far into the spring. They come in pastels, Mexican colors, checks and plaids. The revival of challis as a fashion material has met with great interest this season.

## EASTER CHILDREN'S DAY

Cute little dresses meant for romping and running—Many of them come with their own little panties to match. Coats for sports and dress . . . Dainty undies and clever accessories, all economically priced.

**Dresses**  
Dainty organdy and voile frocks with lovely lace and ruffled organdy trimmings . . . New shades and patterns. Prints and plain shades, ages 1 to 16 years.

**Undies**  
Lace trimmed slips, rayon panties, bloomers and vests. Pink, peach and white. All sizes.

**Coats**  
Palos and tweeds for sports wear . . . Perfectly grand little dress coats tailored just like the grown-ups. Ages 1 to 16 years.

**Accessories**  
Anklets . . . Berets . . . Bags . . . Sweaters and Skirts . . . Pajamas . . . In fact just about everything for the little Miss, in Fashion's last moment dictates.



OUR MODELS ON THE STAGE

- Sally Reymar
- Ann Gillenwaters
- Lenore Irwin
- Barbara Moore
- Geraldine Moore
- Barbara Fales
- Sarita Johnson

In a KIDDIES' REVIEW

## THE PEGGY SHOP

5th and Main WHERE STYLE AND ECONOMY MEET

## WARD'S

"Aren't they Good Looking!"

**\$19.75**

## SUITS for SPRING

"Aren't they good looking!" That's a remark we often hear concerning these new spring suits. They ARE good looking, beyond a doubt. But above all—QUALITY, gentlemen, is the real story of these suits. Quality that you'd hardly expect in a suit at less than \$20.

Fabrics, of course, are all wool in the popular Flannels, Tweeds, Twists, Worsteds and Piece Dyes. Patterns are new, as they must be. Tailoring is excellent.

We urge you to come in—try them on! We'll show you that it need not be expensive to be well dressed.

New! Men's Spring Suits at \$24.50 . . . .  
Extra Pants . . . . . \$5.00

EASTER SHIRTS . . . . . 89c, 1.39, 1.95  
EASTER HOSE . . . . . 15c, 25c, 39c  
EASTER HATS . . . . . 1.98, 2.98, 3.95  
EASTER TIES . . . . . 29c, 50c

## MONTGOMERY WARD & Co.