

Men's Fashions Have Smart Look

If variety is the spice of life, then the men's apparel picture for spring is alive with the greatest diversification in colors and styles in many a season.

Dark tones, including blacks, near blacks and deep tones of blue and brown have moved from the style stage center for the new season, says the American Institute of Men's and Boys' wear.

Sportswear Takes On New Look

America's colorful West and the clean blues of the seashore and mountains combine to give inspiration to three major themes in new sportswear for Spring.

Under Western influence comes all the cowboy-type things like sport shirts in callio prints or big flashy checks and trousers in denim and chambray. Rivets, contrasting stitching and novelty patterns are seen in profusion in this brand new trend.

The nautical look, introduced last season, has settled into the scene solidly this Spring, with blue in every hue evidenced widely. Sparkling navy blue joints with a range of pastels to offset to perfection a new range of silvery "pewter" grays. They also look clean and bright with white.

Even the bell bottom sailor trousers of the Twenties get into the nautical act. Salty crew-neck and boat-neck knit shirts go with the white ducks—and team well with walk shorts which are a must practically everywhere.

The sportswear picture which often transplants the ski look to summer fun, is further filled in by the trend to coordinates in smart weekend wear. Sport jackets, slacks and walk shorts are often from the same bolt of cloth. The patterns and solids they go with are coordinated in texture, and sometimes have trimming in the opposite mix-math pattern.

Not only are the colors easier on the eye because of this ensemble planning, but there are some inspired new shades to add to familiar favorites. One major color theme newly introduced is "banana," a handsome soft yellow that teams well with browns and grays. And there are rusts and tans that do nicely with olives.

Hand-knit sweaters and hand-knit-type sweaters are popularly seen everywhere. Cables and a score of novelty stitches are widely evident, as well as the ski-type argyle patterns—all, of course, light in weight for the warmer days ahead. Spring sportswear has even borrowed parka hoods from the ski slopes, to go with sailing costumes.

Pleatless and single-pleat slacks are sharing honors this season—in flannels, gabardines and meralines. Wash-wear cottons may be expected to be worn with the first warm week.

There is nothing to beat the current popularity of Bermuda walking shorts in Madras—that muted melange of colors that actually improves in looks with washing. Plaids and checks, and stripes and solids also come in for plenty of attention.

Not least in the fresh new wardrobe for springtime sports occasions is any of the big range of straw casual hats. Watch for them in small pert shapes or wide-brimmed sombreros. Sports caps, in cloth or leather, still have their avid followers—especially among golfers, sailors and the sportscar set.

All in all, the big word in sportswear for Spring is variety. Old favorites remain and are holding their own—while there is much that is new to add to the scene.

In suits the greatest upsurge is in shades of gray—light silvery grays predominate in plain smooth fabrics, fine checks, muted glen plaids and nailhead patterns. Dark shades will not disappear—it's simply means some cool, light and bright treatments are now added.

The new wide range in styling is reflected in the popularity of two-button suits and one-button styles, both of which are giving the three-button models competition. The single-button style with tailored shoulders, slightly fitted waist and restrained tailoring offers a flattering trim look and will be the choice of many.

Suit fabrics likewise are in great variety. At one end of the scales for dressy occasions are dozens of silks and silk blends—lustrous and luxurious all the way through. These are balanced by pure worsteds and many different polyester-worsted blends.

In warm weather washable cottons and cotton blends will abound, together with the tropical worsteds and woolsens.

Topcoats run the same exciting gamut in colors, with the addition of camel and tan shades. As in suits, smooth sharkskin, glen plaids, houndstooth and nailhead patterns are favored. The spring topcoat gets a dressier look, too, because it is often made of lightweight suiting material, and will consequently be worn later in spring and earlier in fall. The slim, elegant look is best noted in flyfront chesterfield models and the topcoat with natural shoulders is still very popular. One such treatment with twocd on one side and poplin on the other makes a most practical coat for travel, for campus wear and for sheer utility in every man's wardrobe.

Waterproof finishes make many a topcoat acceptable in all but the heaviest downpour, while regular raincoats also boast new, high-efficiency water-proofing treatments. Plastic undercoating on some of the new fabrics achieves this effect while permitting the material to "breathe." Also be on the lookout for cotton and blended fabrics laminated to polyurethane foam—the choice of many for sports and country wear.

In shirts, the British are getting credit for the bold stripe effects now making a play for dress wear along with the ever-popular white and solid pastels. Broad and bold stripes are apparent along with narrow types, pin stripes and clusters. The new shirt collars have taken on a bit more height and width of spread, while neckwear is tending to a dressier, fuller look. Thus the wider collar spread is complimented by slightly wider ties, which more than incidentally are boasting a lot of color variety to contrast with the pale grays in suits.

Slacks for wear with sport jackets are slim and trim in both plain-front and pleated models.

The shapes of the season's hats top all for variety. There are more smart shapes, more new crowns than almost ever before. Brims still remain basically narrow. The younger set may wear a brim no wider than 1 1/4 inches. More conservative is the two-inch style. While crowns with the simple center crease are much favored, pinched front treatments are now in evidence, some with long side dents. The same range applies to the season's new straws, many of them as easy to shape and as crushable as fabric types.

All in all, it looks as if the straight and narrow in male apparel is due for some broadening, relaxation and diversity.



Softness moves into the spotlight as fashion focuses on femininity for spring and summer! We capture the look in our collection of soft new dress shapes done in light and bright colored solid textures or new and "important" prints. Select several soon.

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