

Light Tones Are Men's Fashion Leaders This Fall

Men Becoming Fashion Astute!

Plays a Leading Role in Large Activities; Men Interest in Clothing



This Shetland wool overcoat is made of a new, lightweight fabric, lined with worsted for real warmth without weight even when the thermometer dips low.



An all-weather, patterned sweater is essential. The Woolen Institute sweater can be an additional item until made up by the tailor. Fit it into a double-breasted jacket.

Style of Fall Hats

Is your college in the "South" or "North"? Keep cool with a couple of accessories and live a jockey. Look good in a smart tweed jacket or checked pattern. And in anticipation of a breeze, take along a single-breasted, semi-fitted, fly from tabardine topcoat.

If you're heading Horace Greeley's advice and going far West, here are a few suggestions for you. Western campus men want their clothes, as well as themselves, to go with the breeze. Broad-shouldered suits with flaring nipped-in waists. Holly-wood-influenced leisure coat—often replace regular sport jackets found on campuses in other sections of the country.

Prepare Now

These are the specifics. Now here is some basic trunk filling information.

Prepare for a well-dressed campus life with perhaps a Shetland wool-influenced leisure coat, her-tycane or oxford pattern. You can wear the trousers with odd jacket and sweaters or switch the odd jacket around with varied looks.

For dressier occasions, a single- or double-breasted suit in a simple blue, grey or brown pattern is all ways a safe bet.

Slacks give an important part in any campus day. So better be equipped with at least two pairs. Grey flannel are wonderful. Dark grey for the East, medium grey in the rest of the country.

A jacket for your slacks could be in odd-shedland type, smart jacket in a solid, check or stripe pattern. A leisure coat for California, of course, and perhaps a linen or tweed blazer for college life in the South.

Wear Hats

Put on a hat. You'll wear them. Put on a hat. You'll wear them. Put on a hat. You'll wear them. Put on a hat. You'll wear them.

If you want to be absolutely in of the corner of hat for your part in winter, a couple of bird. Winter hats are preferred. You're heading toward the mid or far West. Brim are narrower in the East. The campus cap, a small mid-increase cap, is worn in the East with raincoats or your lined coat. Ski caps and hunting hats are tip for cold weather wear. And cold-weather raincoats are the rule for rainwear.

Argyle pattern socks are classic favorites for college. Short and full length (thin color) wool and the white crew socks are also worn, say the experts.

And now this is buy your campus wardrobe will probably fit in. Casual and campus wear demand the use of your sweaters, leisure coats, plaid wool shirts, sport shirts, polo or leather jackets, slacks, wool hose and comfortable shoes.

For dates, football games, frat-party parties and other more casual occasions, odd jackets and slacks are the rule.

For week-ends in town, informal dances, big dates, don your worsted suit. And for formal wear, a dinner jacket or tuxedo is always good. This year they're showing mid-night blue, single-breasted models with peaked lapels or shawl collars.

Your New Hat

Oh! You're gonna look good in a hat this Fall. Why? Because for the first time in years, hats are different! New colors, shapes and finishes make the difference. The guys who make 'em consulted the rainbow, in selecting hues. You may see some dark greys around in October, but "high pastel" is the pass word. Hats to match your shirts, sport clothes and top coats are the objective. Don't forget. Hold out for color.

Mr. and Mrs. A. M. Stack of Graham are doing a fine job of producing quality turkey meat, according to L. W. Herrick, Jr., of State College.

Fall Suiting To Suit You

Your Fall business suit is gonna be more colorful than ever, you bet! That's the word from the fellows who track out new fashion trends on the men's wear industry.

There's gonna be more color in your Fall outfit too. Men have been a little wild with the colorful shirts they're wearing lately. And they want some "breath" touches in their shirts and Sunday suits to make it change.

The expert says you will be one of the important new colors: blue, green and white. And that's all. At a light grey, brown, and blue will be added to fall color line.

There's a lot of new stuff out there. You'll like the natural, wool, body and because it's more interesting. It's a lot more interesting than the old-fashioned, blue and grey.

New Fall suits will be a combination of colors. You'll see a lot of blue, green, and white. And that's all. At a light grey, brown, and blue will be added to fall color line.

According to the experts, a single-breasted suit will have a better fashion factor than they've had for several years.

Topcoat and overcoat are designed to combine with "natural" body lines, showing emphasis on longer torso lines.

Fashion scouts look to a revival of patterned wool fabrics in overcoats, saying that men are looking for a change away from plain colored and patterned cloth. Handsome herringbone and checked tweeds, in brighter colors, will be fashion leaders. Some overcoat models will have half belted backs.

Men Only?

Billboard, just their "men only" status a little more than a decade ago. And it took a man to do it!

He was Warner Burton, an inventive New Englander who doubted that the chicness of a man's billboard would be welcomed by the ladies in smaller, feminine models. In 1938, a general doubtful leather trade watched the venture. Manufactured by daily colored leathers, billboards for women began an immediate success story that is constantly pointed with new fashion chapters.



The only modern fashion trend that's still in fashion is the color. The one to watch is the color. We're Brothers are looking for a change with French front and back, in the new post-war fashion. The color will medium grey, blue, and tan or gold.



This rampant with color, featuring planned patterns on the bold side make Fall 1949 a season of ray-ties. Biggest news is the preponderance of light designs on dark grounds and dark on light. Also new this Fall are delicately traced filigree patterns.

Shoes Are Restrained

Brushed Leather Leader in Men's Shoe Fashions

Green is the color to go and men's fashions this Fall are ready to go to town with the trend to ward GREEN.

City clothes are the new style. Soberer brighter and the most dress of man will wear a color, grey, black, green.

Shirts are mostly collared and ties will be held in place and worn or but never in walking. It's a year's past.

Sportswear will put us in a boy and colorful way accepting even as a welcome newcomer.

Outer coats will have not two but three and four color combinations in plaid, checks, a blend of and long herringbone. As by shoes will add to the dress and better effect.

City Shoes

The National Shoe Institute says that shoes for town are a real change. They're not the old-fashioned, but they will fit in with the dressier clothes men will wear.

The heavy-soled shoe that gained popularity following the war is still around but the well-dressed man will want a lighter foot to accent town clothes.

Wing tips, semi-brogues, plain toe bluchers, raised straight vamp seams, plain toes with straight laces and the slip-on oxford are handsome and restrained. Brushed leather (reversed leather) either used alone or in combination with plain calf makes a neat pattern for town. Not only attractive but practical as well, there is no need for expensive daily shoe shines just a quick once over with a good brush.

For casual or country wear the leather with leather or crepe rubber soles is available in regular or strapped styles. Two eyelet blucher models, monk straps and chukkas will be seen with the new patterned outer coats.

Brown, Oak, American Burgundy, and Golden Harvest are just a few of the colors men will choose this Fall. In the happy brushed leather they can choose from a selection of colors that includes Bermuda Brown, a deep Rustic Grey, Midnight Blue and a Jet Green. Patent leather shoes for formal



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