

FINE FABRICS STAMP THE AMERICAN MALE

Small Patterns Take the Lead This Fall

It may be the war or perhaps a general feeling of economy that has brought conservative and lasting fabrics back into fashion. At any rate, the trend for coming fall and winter men's suits and coats definitely runs toward substantial, durable woollens and worsteds.

A recent survey of fall trends indicates that small-patterned and striped fabrics, many of them hard-finished, will take the lead in men's clothes, and the main idea seems to be for comfort, informality and durability.

Just as the soft collar has replaced the stiff one, so loosely cut and fitted clothes are replacing the more formal business suits of the past.

The most popular materials will be strong worsteds and woollens, many of them in satons and chevots. People are going to buy their suits for long-time wear rather than for fashion.

The single-breasted coat continues its popularity, usually with three buttons, although some of the younger men prefer four. Plaids are the most popular weaves, probably because they do not show wear and do not require cleaning as often as plain fabrics. Where large plaids lead in the sport coat, more conservative glens will be seen with suits. Grays, tans and browns are all good, and the new sky shade, a blue and brown mixture recommended last year, has now been introduced in many suits as well as overcoats.

No Wool Shortage
The double-breasted suit, as of past seasons, is still good and will remain so. It comes in small herringbone weaves, and in striped materials. Stripes are particularly noticeable in brown and dark blue flannels.

There has been much talk of a shortage of wool, which is largely without foundation. Shipments of fabrics from England may be delayed, but there are many excellent manufacturing houses in the United States, and Australia has sent word that she has more than enough wool to supply our needs. Domestic wool is on the increase and in many cases is used with the Australian imports in our finest fabrics.

Trousers will be slightly shorter and should not break over the shoe. They may also be a trifle narrower. There will be little padding in the shoulders of the loosely cut single-breasted coats, and the main feature of them will be their comfort and the fact that they may be worn travelling, in the office or in the country.

There is a noticeable increase in the fashion of substituting a slip-over sweater for the vest, and this again can be traced back to the desire for comfort. Wear a plain blue slipover with blue suit, or one in which blue dominates; tan sweaters go with all shades of brown, and gray ones with the ever popular gray flannel suit, which is still one of the best bets in either single or double-breasted models.

Wide Cast Choice
Tweeds are also popular for town and country, and the new patterns include over-all mixtures as well as herringbone designs. Some of the soft shades of blue and green are used in these, combined with various shades of brown, and in some cases, navy blue or black.

Most single-breasted coats have a plain back with a single vent. Coats for younger men are slightly longer than last year. Design and color are two of the most noticeable features for top coats and overcoats for the coming fall and winter. While the double-breasted blue

chesterfield will remain, as always, a standard overcoat, the less formal designs go to herringbone weaves, mostly in chevots and tweeds. Cover cloth, while now used extensively for odd jackets and slacks, is still a staple fabric generally in single-breasted models.

Colors include rough blue weaves, gray-brown combinations, sky, which is a brown-blue mixture, and blue, green and gray. Most of these are in herringbone weaves although there are more plaids than usual.

Best selling overcoats are single-breasted with fly-front and regular shoulders. Generally speaking, they are loose-fitting and carry out, as do the new suits, the idea of practicability, comfort and ease. Many raglan models will be seen and the set-in-sleeve should be a favorite. Some of the newer coats have a row of stitching at the bottom and cuffs.

Lighter weight shetland and tweed coats with reversible linings are still good and worn by many young men. While this style is not as prevalent as several seasons ago, it is still important and practical in all kinds of weather.

The Choice of the Month, with the best teammates a shirt ever had!

ARROW QUINBY STRIPES
Keep a step ahead in style, wear the shirt Esquire is starring this month now! It's made of madras, a grand shirt fabric, and has quaintuple white stripes in the new cluster effects. It's topped with the world's best-liked collar—the Arrow—and is Mitoga cut to your shape...\$2.25. Arrow Quinby Ties to match \$1.

MORTIMER'S
136 N. WOODWARD
"Meet Your Friends in the Lounge at Mortimer's"

Man "Takes It Easy" Indoors and Out



SMARTNESS PLUS COMFORT is the tendency of the luxury note in men's lounging robes this fall. The robe shown here, of Crown Tested Rayon, is typical of the new trend. Collar and cuffs are of satin, and the body fabric is satin striped. Rich in appearance, it makes a perfect evening-at-home garment.

FOR DAMP WINTER DAYS outdoor apparel is especially important to the well-dressed man. This rain-proof jacket of Crown Tested Spin Rayon is the ideal answer to any sportswear problem for the long season ahead. A new note in men's wear, it is smartly tailored, hip length, with an overlap to protect pockets against rain. It can be worn over a sweater when winter comes.



New Shoes Enhance Height Unnoticed

Helping many men to athletic posture and added height, is the unique Staturaid shoe made by the New York shoe creator, Joseph Burger.

Ingenuously constructed with a height-increasing factor which can in no way be detected when the shoe is worn, Staturaid has the advantage of looking normal in every way.

So great has been the need for such a shoe, that it is worn by business and professional men, salesmen, industrial workers, stage and screen stars.

Because lack of height is a sensitive point, Mr. Burger takes orders on a strictly confidential basis, and in instances where Staturaid is ordered by mail, they are delivered with only the recipient's identification on the package.



INTERNATIONAL TAILORING CO. NEW YORK CHICAGO

International Custom Tailored Clothes of Quality

WE BUILD the STYLE right into your suit with fine SHAPE HOLDING WORKMANSHIP

All Wool Fabrics
Made to your "Individual Measure"

FREE FROM MERCERIZED COTTON AND WOOLEN SUBSTITUTES

Consider THIS and the QUALITY when comparing our prices with others

\$31.95 to \$58.50

PECK'S Men's Wear Tailoring

Haberdashery Tells a Colorful Story for the Season Ahead

There's a new shirt on the market which might interest those people haunted by the curse of missing buttons. In the place of those buttons which receive the greatest strain in every day wear, namely the collar button and the two cuff buttons, the manufacturer has substituted Gripper snaps. They are of the same type which you now find on most men's shorts

and they are guaranteed against bending, breaking or ripping out of the fabric. A perfectly suited article for sportsmen and winter resorters is the new shirt called "Doubler." It is designed so that, when worn with a tie, it is a correct and handsome business-time suit. When the time for play arrives, the "Doubler" becomes a properly styled sport shirt with a low-lying open collar, short sleeves and twin flapped pockets on the chest. It is designed with the first button below the collar placed any inch lower than its usual position so that the collar will be comfortably flat.

Wool Ties Definite
The wool tie, which has shown an increase in popularity for several seasons, seems now to have definitely come into its own and forms part of every man's wardrobe. Some of the softer woollens are imported from the English houses, although others are made (See HABERDASHERY, P. 19)

Conference Room or Campus Rally



STYLE-MART Clothes

\$25.00

Others at \$22.50, \$27.50

You'll Be Smart in The VANDY

for these suits are cut to the measure of those wide-awake, style-wise fellows who set the pace in business and university circles. They are distinguished by rich fabrics, authentic patterns, and skillful STYLE-MART tailoring. The VANDY is a single breasted model with notch lapels. Come in for a courtesy try-on soon!

TOPCOATS

By **STYLE-MART** Clothes



All Wool Balmacans

With "Zipper Lining" flat zips in and out according to weather requirements

\$25.00

Fall Shirt Show



Ritz Shirts \$1.65 and \$2.00

SUPERBA TIES 50c - 65c - \$1.00

Back to College LUGGAGE NEEDS



Women's Matched Tweed Hanger Cases

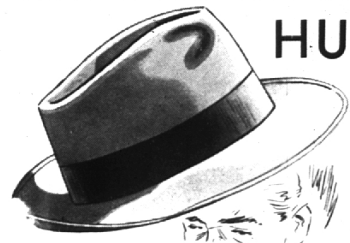
Large \$19.75
Small \$8.00

Other Women's Cases Large, \$12; Small, \$7.95

MEN'S STEEL FRAME Gladstone Bag of top grain cowhide \$10.50

MEN'S STEEL FRAME Wardrobe Case of top grain cowhide \$16.50

PECK'S Woodward Near Maple BIRMINGHAM



HULBERT

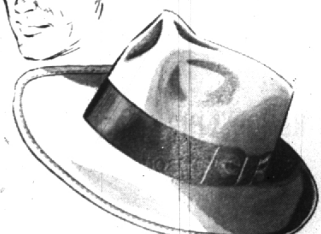
Fall FELTS

\$3.95 and \$5.00

ABOVE: Self-edging on this sloping crown, snap brim hat. For the man with a long face and angular features.

GREENS, TANS, GREYS, BROWNS, BLUES and the latest color Kampus Khaki

RIGHT: Wide, stitched brim, moderate crown, snap brim style, for the very young face that's inclined to be fleshy.



PECK'S Men's Wear • Tailoring Dry Cleaning • Pressing Woodward near Maple