



# FALL STYLES SALUTE MASCULINE COMFORT

## Nature Inspires New Colors for This Fall's Suits and Overcoats

Important news from the men's fashion front this fall is the "back to nature" trend in color, with solid browns—in shades as varying as the brown of autumn leaves—taking over a favored position in the style picture.

This color, variously termed Diamond Brown, saddle brown or earth brown, received its first impetus early this year when introduced as Diamond Brown at a New York style preview. Since then the color has taken hold and indications are that it will emerge this fall as a distinct favorite—as popular as Air Force Blue when it was first introduced.

In fact, these two colors, Air Force Blue and Diamond Brown, will probably dominate the color trend with a pronounced tendency to solids in preference to the slightly gaudier or fancier tones of a year ago. The solids will definitely dominate the fall business suit picture, if not the sports or weekend-in-the-country attire which is always more free and less bound by style dictates.

Also this fall the two-button single-breasted jacket will come back in greater favor than it has found in the past several seasons. Cheviots, tweeds and worsteds, interesting in this connection is an apparent adoption in some quarters of the country of the continental custom of preferring striped materials cut in single-breasted rather than double-breasted jackets.

**Singles vs. Doubles**  
In the higher price range fabrics, one of the favorite business suits for both office and semi-town wear will be the single-breasted jacket of clear black worsted carrying bold double pin stripes. The same cut will be seen in blue, gray and the Diamond Browns, in both

solids and solids with pin stripes. At the same time the double-breasted jacket is in no danger of slipping from its solidly entrenched position for office and formal campus wear. It will be seen, if not more often—certainly as often, this fall in the solid browns, blues and grays, as well as pin dot stripes, diagonals and cheviot striped worsteds.

The three-button single-breasted jackets with welt pockets will also be in favor with younger business men and with those men who perennially wear the single-breasted jacket featuring no waistline of the dress nor the shading of the basic necessities.



THE WELL-DRESSED EXECUTIVE likes a suit cut with the new semi-drape recently achieved in the Cheviot suit of shaggy imported lamb's wool. The diagonal welt pocket, high for fall, is one of the styled details noted.



ARMY INSPIRED, this double-breasted trend style raincoat is made of "tough" Crown Treated rayon-corduroy fabric.

### The Newest Trend In Sweater Fashion

Sweaters this fall, along with woolen hosiery and neckties, are more important than ever. This is especially true of the sleeveless sweater, which is fulfilling earlier prediction of moving in as a permanent part of the sports and semi-sports picture. Three types which show signs of becoming extremely popular include the rib sleeved favorite, the cardigan, for casual sports and home wear, the sleeveless shawl collar, knitted by solid blue and grays, and the gabardine-front pullover with knitted back. These last two types have become increasingly popular during the past year for wear under sports coats.

### Six Button Style Seen in Men's Suits

As a guide to the many men who are perplexed whenever they come to buy a new suit—as to whether it should be single-breasted or double-breasted, leading men's wear authorities make certain distinctions as follows: For business and university wear, the double-breasted jacket in widely set six button styling. Very high style this year, is the two-button single-breasted jacket which may be tailored in worsted, cheviot or broad. Still the leading fashion for business men is the three-button, single-breasted jacket detailed with welt pockets. Also favored by university men, the three-button jacket increases in length for campus, as distinguished from town types.

### MASCULINITY IN FUR

One of these days, college men may trade the campus wearing raccoon coats again. There's no telling which will be the first winter or the first college to revive the style, but this much we know at many campuses, for this coming winter (or next) coats will be worn. There's no denying that these coats have warmth and they're certainly a blessing in the football stadium.

### Sports Coat Finds Ever-Increasing Favor Among Men

The sports coat—slack trend which has been growing in popularity during the past several months continues into the fall and shows every indication of holding its new position. Always a campus favorite this casual attire has been taken to increasingly by younger businessmen and university men. Formerly confined to the race track and the golf field on the one hand, and to the campus of colleges and universities on the other, more and more of the younger men during the spring and summer have been appearing in town and in offices thus casually dressed—particularly on weekends preparatory to a two-day jaunt into the country.

### Sleeveless Wool

This trend of another indication, along with the growing popularity of the sleeveless wool sweater, were as a consequence to the vest of the definite movement in men's styles toward greater freedom and away from the strictly formal dress so popular in the late 1920's and early 1930's.

The predominating favorites this fall are the plaids, in smaller squares than a year ago and reminiscent of the more conservative plaids and larger over-plaids of three and four years ago. The sloping notched lapels and the pockets without flaps are favored. Both the two and three button styles run about equal in popularity.

Materials in favor are the Shetlands and cashmeres, some cambray hair, tweeds and gabardines. Work with the sports coats are the perennial favorites, gray flannel slacks. Running next in popularity are the tan gabardines and flannels. The trend to solid browns in slacks picks up the new color. The most brown, which lends itself to colorful accessories by providing dark backgrounds.

Many of the sports coats this fall will be popular in the tan shades worn 3 1/2 with contrasting shades or brown in slacks. In the past the coats saw very much longer in style than those worn in the midwest and far west, though indications are that the longer jackets will move up in favor west of the Mississippi as time goes on. Throughout the country, however, the smaller checked tweeds and small downy plaids are universally tops in fashion, with the flannel and gabardine slacks predominating. There will also be more sports jackets in solid colors this fall than in some time—grays, browns and blues.



THE FIFTEEN SMOKERS SPECIAL, has an unusual blend of fresh pocket as well as the one size pocket and cuff. Made of Crown rayon, cotton and wool.

## If You Have Young Ideas



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## Most Men Favor Simplicity in Their Clothes

Men who appreciate simplicity in their clothes will have it all their way this fall. This is the consensus of opinion among leading designers, stylists and manufacturers who make it their business to know about trends long before they arrive. No explanation is given for this about-face. Some say it is a result of the war influence, some that it is the normal course of events. In any case, men's apparel is to be simpler, more functional, less fancy, featuring a minimum of essential gadgets of other years.

Suit coats, for example, are looser and straighter. Patterns, while they certainly can't be called daff, are definitely on the quiet side. Plain, solid, and striped, checks and herringbones in the ascendency. Many of the newer models are without pocket flaps, an appendage which most men have long considered useless.

In shirts, the big news is the decline and fall of stripes. Some are offered for the benefit of the die-hard, of course, but the selection is limited and the patterns uninspired. Main emphasis is on the solid colors, with the pale colors of light and sage-green receiving the most applause. Typical of the popular new shirtings is American Polo cloth, a Crown Treated rayon fabric.

In topcoats, too, simplicity rules in patterns, weaves, textures, and cut. So far as a single set in sleeve, and narrower skirts are examples of the way the trend is asserting itself.

Brightest spot in the fall fashions is the array of new fabrics which which have set in motion all previous years in popularity. Here, again, the practical, down-to-earth designs are favorites. The new sweaters feature the soft, brushed fabrics in cheviot, tweed and grays, comfortable to look at as they are to wear. Many are of rayon, cotton, and wool, and are designed to be together to produce sturdy nap and good wearing qualities. In sport shirts, first place goes to the restrained plaids in soft, rayon-and-wool mixtures. Jackets and slacks are best in the rugged, wind-resistant twills and gabardines.

## College Decrees As Seen in Esquire and sold at MORTIMER'S

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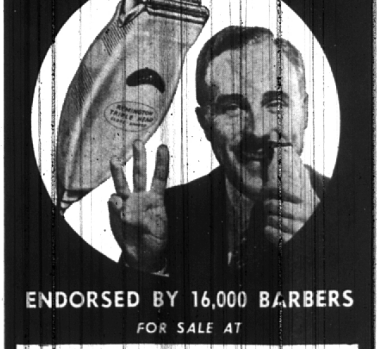
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