The Backward Look

The Shetland cardigan is knitted of pure wool in Scotland. Here the cardigan is shown buttoned down the back which is a way many of the college girls will wear the style. The front, which is really the back, will be monogrammed with their initials.

Dress Up' Is Trend
In Selecting Attire

Fashions for the campus this fall set new highs in the dress-up trend with the "Ivy" influence predominant in all phases of the college man's wardrobe.

In suits, the slim "Ivy" model with minimum shoulder padding, three-button fronts, flapped pockets and center vent in back command high favor because they are so flattering to the average young man's build.

AT THIS time, the college man can find broad scope for the expression of his individuality in the range array of fabrics, patterns and colors from which he may choose.

Crew neck, smooth-faced wool worsteds and striped wool flannels feature neat, blocked collars, back gray and medium gray line up to的独特 narrow hairline stripes to become the most popular two-tone combination for important campus occasions.

Other striking twill combinations are fine red stripes on black, navy on gray, or gray on navy. Also favored are light blue and white or gray and light blue on black. When he turns his attention to the important subject of overcoats, the college man will find the trend to slimmer fits in coats for year around wear reaching its peak, this fall.

AMONG the styles that will vie for his favor are bottle green wool jackets that impart a casual "soft" look in wear and color tones, the popular houndstooth pattern in white, gray and blue, and gray and white red stripe combinations. Typical fabrics in styling in the English style Donegal wool.

For Correct Fit

Children should be measured for shoe size, standing up, as clerks in related stores will tell you.

Crew Neck

Soft touch for collegeans is provided by this comfortable sweater of "Orkla" and wool featuring a crew neck with contrasting ties.

"Ivy" Influence
Gains in Shirts

Dress shirts will have a casual look; many will be decorated with small checks, stripes and tartans. The "Ivy" influence will be evident in high-collars and button-down collars. While it will be an always the same, subtle color, with blue gingham ground.

In sport shirts, the shirt color will be red and the major style influence will again be "Ivy." Polka dot, overs and plaid models will be seen in increasing numbers along with the standard cotton striped flannel.

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