

# Masculine Sportswear Shows Affinity for Continental Airts

Continental styling has swept into men's sports and leisure wear for Fall, adding a dash of elegance to casual wear.

Sports jackets show typically Continental rounded fronts, slacks have slanted front pockets and slim silhouettes.

The style is unmistakable in the Alpine inspiration of the new suburban coats and outerwear for winter sports.

Classic Ivy and California influences are more than holding their own, especially in sports jackets. An important new feature is the revival of bold patterns. Plaids and checks, in tweeds and smoother fabrics are to be seen everywhere. The quieter stripes in Shetlands and tweeds that marked the past seasons are still going strong.

**JACKETS FOLLOW** the typical line of their style . . . natural shoulders in the Ivy, squared or

natural shoulders in the new Continental, and the flattering body lines of the California Ambassador or the American natural styles.

Then there are the ever popular blazers, in classic navy or in bolder plaids and stripes. Increasing in favor are the recently-introduced Norfolk jackets, distinguished by such touches as plackets, yokes and belts.

Slacks will be slimmer and trimmer than ever this Fall. Cleverly

tailored, they're more comfortable than ever and easier to wear.

**CONTINENTAL** slacks are cuff less and have angled front pockets. Ivy slacks boast typical flapped pockets. In solid colors or bold patterns, all look crisp, smart, and altogether attractive.

Smug and handsome car coat and other rugged outerwear show style influences inspired by Europe's winter sports centers. Look for fur and 'fur look' treatments of collars and lining in suburban and car coats.

There's new interest in duffle coats, in loden and wool melton cloths, with or without detachable parka hoods.

**SOME DUFFLES** are reversible and give a water-resistant second side in gabardine or poplin surfaces.

Ivy and Continental sportswear picture this Fall. Both types follow the typical collar preferences in business shirts, button-downs in the Ivy, and low- or high-cut spread collars in the Continental. Colors galore! Golds, bright reds, greens, blues and soft grays, either in solids, or mixed in many colorful patterns.

The range of fabrics is equally impressive. It includes wools and wool blends, a variety of cottons, man-made fibers, flannelites, and combinations.

## Smart Sweaters Are Big Hits in New Knits

No doubt about it, the stamp of approval for fall '59 goes to the new bulky knitted wool cardigans.

There's more news in wool cardigans this fall than ever before! Football fans can cheer their team in cardigans with turn-up collars. Gold and black is the new color. Also popular are black and green, oxford and white.

Look for belted backs, low set-pockets, button-down collars, shawl collars and convertible collars.

**BOATNECKS** are tops in pull over sweater styling! In solid colors, stripes and combinations boatnecks are a must to every man's wardrobe. The most popular color combinations are blue white, black-camel and maroon gray.

Look for new side vents or awesters—were first seen on the French Riviera.

The knit makes news! Knits are getting bolder in ripple knits, and barrel knits, especially. They can all be found in big plaid colorful patterns.

**INDOOR LIVING** calls for easy to-care for knitted shirts that go with most sports coats. In great demand will be long sleeved pull overs in soft wool with rip fronts and some sporting front panel patterns.

Raglan shoulder treatments . . . solid colors . . . in lamb's wool or Shetland are favorite knitted shirt details. They are comfortable, too, under a sports coat.

Shetland pull-overs sport very broad horizontal stripes in off-beat colors. Black and mustard, gray and white, red and black, ivy green, walnut, brass, and rust! Six foot wool mufflers match sweaters in colors and patterns.

**BUILT-UP SHOULDERS**—full eight-button closings or low placed four-button styles, mark the biggest, bulkiest sweater tops on the scene!

The new double-breasted vests in wool are perfect for indoor living and commuting. They sport cross-over designs in colors that harmonize with the fall suits.

## Label New Dress Shirts As 'Elegant'

The dress shirts for this fall have a batch of excellent ideas on how they can team up with the new look of elegance brought on by the Continental style.

It is interesting to note that here appears to be a color and fabric to go with all the variations that the clothing picture offers . . . Ivy or otherwise.

Favorite is the Italian-inspired wide spread collar, featuring longer points, higher bands and wider sidewalls. However, there's a wide variety that goes all the way to new fab ideas, such as blunt and rounded ends, pin collars, etc.

**BIG NEWS** is the revival of fancy fabrics, fancy fronts and cuffs. Stripes appear with broken dobby accents. Bamboo and pink join the color parade.

Wash 'n wear is taking a back-seat in the new world of fashion. But new "bosom" ideas bow in with pleats, plackets and embroideries for a smart yet completely masculine drama.

In business shirts, Continental styling has its influence, too. Many appear with spread collars, moderate or wide, many with a higher neckband. Shirt cuffs show a cut-away.

Some of the dressier shirts present woven stripes on either side of the shirt front, or fancy pleated bosoms to better show off the vests.

### Wolf Instinct

"No guy will ever feel sheepish in this wolf coat." is the motto of an Eastern manufacturer who

brings out real "furry" sweaters in man-made fabrics. With shawl collar, knitted cuffs and side vents, it looks real virile.

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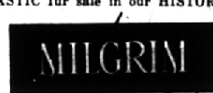
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