

Young Men Take Lead As New Pace-Setters

The best dressed man in any gathering this fall is apt to be the youngest man present, according to observers of the masculine fashion field.

Usually found in the college and late high school age group, these young men are emerging as the country's most important male fashion leaders.

They have turned sharply away from the dungarees and leather jacket fad, report leading manufacturers of prep clothing, to frankly express a new enjoyment in clothes and strong ideas regarding their styling.

THE SPECIAL styles these young fashion leaders demand have been dubbed the "Big U" fashions—and there seems to be no marked differences in major style preferences from campus to campus.

In "Big U" fall clothing, these young men are insisting on trim, easy natural styling, according to the clothing experts. They want natural shoulders and a straight, slim jacket with flap pockets.

Tapered, pleated trousers are preferred in their suits and sportswear to give them the slim, casual but well dressed look they seek.

FOR SUITING fabrics, these young men lean to more pattern this fall, say designers. Herringbones that feature new color treatments, stripes of every description, and the textured inter-

'Lock' Shoe Style Omits Shoe Laces

A new type of shoe closure called "Shu-Lok" is finding favor in men's shoes. It replaces old-style laces with a small stainless steel spring "lock" hidden in the tongue. Perfected by Talon, Inc., together with engineers at Sharon Steel Corp., after years of research—this new fastener is handsome, convenient and secure.

The small wishbone-shaped spring attaches to the inner surface of the tongue and to the lower half of the uppers which cover the instep.

Snapped closed it fits firmly, comfortably, and yet is so yielding it can be opened with a finger.

TO THE EYE, the shoe looks as though it were tied with conventional laces—the closure is beneath, absolutely invisible from the upper.

The first innovation in men's shoes in a long while, it is proving so popular that it is now available in dressy and casual styles.

est of tweeds and chevrons in small, neat patterns have replaced the oxfords and gray flannels of other years.

Special favorites in the "Big U" picture for sportswear this fall are blazers in stripes or plain colors with special metal buttons and fancy linings, according to fashion observers.

STILL SOUGHT by these young men, it was noted, are fabrics such as covert and certain colors such as olive drab.

With their fresh, new style sense, say the experts, it is likely that this fall these young men will make their "Big U" fashions a national trend.

Missing Links Return to Fashion Favor

With the increasing popularity of the new Continental style, comes a great demand for French cuffed shirts, and with this trend, cuff links are staging a come-back.

Since the Ivy look with its barrel-cuffed shirts had discouraged the use of links, many makers had cut their lines to a bare minimum.

For fall '59 however, an exciting, greater-than-ever collection of cuff links is waiting to bring an extra touch of elegance to the discriminating man's wardrobe.

JUST TO NAME a few: there's colored Italian pearl carved into any number of shapes . . . highly shaded ceramic tiles . . . raised designs on enamel and intricately etched metals. All these give the cuff link a place of honor in man's jewelry.

Use is made of braided fabrics and leathers and carved bone buttons to go with sportswear. This fall there will be cuff links to match every man's taste.

Furry Look

In men's wear, too, many pile fabrics are used like fur. Not only do they appear for collars and liners, but they turn up as the shell, or as the garment itself.

Diversity of Styles Offered For Leisure and Outdoor Wear

The fashion picture for "outdoor men" is one of diversity and great variety.

Commuters, die-hard suburbanites, and sportsmen will find the bulky look . . . the checked look . . . the plaid look and astrachan look animating wool outerwear collections.

Now for details! The bulky look shows up in hard-wearing, rugged wool tweed suburban coats, fingertip length, double-breasted, wool-pile-lined!

Many of the finer wool suburban coats sport lamb's wool collars, come with bigger, roomier pockets, feature side vents. Suburbanites will like the new burnished tones.

YOU'LL SEE THE yoke front and yoke back styles in bold black and white houndstooth patterns, red checks, olive checks. The yoke detail gives shoulders that big sweater look. Note, too, deep shoulders.

Usters go everywhere! They're perfect for commuting when standing on a wind-swept railroad platform in winter.

Topcoat long ulsters are made for heavy wear, and wool-fleece lined. Some sport lamb's wool and alpaca collars. They are belted, but can be worn without belt.

FUR COLLARS on warm wool outershells make a happy pair. Look for opossum, alpaca, astrachan. Double-breasted or single-breasted, the fur-collared suburban coats of rugged, tweedy wool are bound to make news this fall!

The shawl collar is an entirely new look all the way down the line. First in suits, dinner jackets, sweaters and sports coats, and now in outerwear. Collars are removable, too.

European Influence

Experts in the garment industries predict that the sales volume of men's sportswear will triple in the coming decade. European style influence is great, though tailored to U.S. ideas.

New Slack Colors

The newest colors in wool flannel slacks for fall are burgundy, mustard, white, oxford, black and various mixtures.

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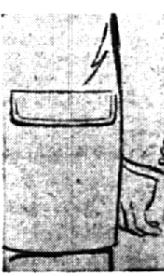
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