

Correct Dress

When we speak of fashions for men this spring we find things almost as much complicated as fashions for women. There are a variety of styles, in fact it seems that the next necessity will be a "Fashion Book for Men," from which his toggery may be selected with correctness.

But from our investigations in local stores—by interviewing buyers—by looking and trying on—we quote the following as being "right" for a well dressed man:

His spring overcoat should be a Balmacaan. This style is the newest, and what is proving to be the most popular, top coat. Cut extremely full, with raglan shoulders, sleeves of the kimona effect and made up in highly colored mixtures and plaids—is his "majesty's" correct new top coat for spring.

His suit must be a model known as English, because of its being very snug fitting. Shoulders are narrow, scarcely any padding; lapels are wider; sleeves narrower; the waistcoat is cut higher; trousers straighter and more snug than usual. All these details are necessary to be in good standing with "Sir Fashion."

For the really new and good color effect we have decided is a black and white combination. At "Armstrong's" we saw black and white stripes, checks and mixtures, that were so different that we were amazed. We found lots of green patterns that are very pretty and no doubt this color will also be popular.

For the more conservative man the plain blue and plain gray will hold the center of the stage with the O. K. of the more conservative "Sir Fashion."

And now his hat. To any particular man, his hat must be just exactly correct. His selection this season must be of the medium high crown with not too wide brim—plain band with the bow on the quarter or back. The early buyer will find many sash or pugaree bands, but this fad is fast being supplanted by the plain silk bands.

The best colors are dark brown, dark blue, dark green and pearl gray. The latter color will be the best warmer weather hat.

His haberdashery will depend greatly on the color his suit selection happens to be. Hosiery and tie to be in accordance with his hat—that is in the same color scheme. From our observation, gray or green seems to be the popular color in the better haberdasher stores. Neckwear is in patterns bordering on the Persian ideas. Shirts will be shown in softer materials, mostly with soft cuffs.

Fold collars are still the popular thing, but the open front, fold collar seems to be gaining in popularity.

Taking it all in all, we would call it an "open season" in men's styles. There is surely a great variety in all men's wearables, and to the man who believes in "pot shot" selections, our advice is—"leave it to the man who waits on you."

COTTON SUITS BEING DISPLAYED FOR LATER WEAR.

A very practical and smart style is developed in a closely woven crash in various colors. This style is particularly good in Copenhagen blue and maize. The skirt is designed in three-tier effect; the jacket is short, having an inset panier at the back which simulates a yoke at the top; this falls below the waistline in two folds on either side, giving the appearance of a slight ripple; a flat collar of self-material piped with white finishes the neck, and an inset vest of Chinese cotton crepe is embroidered in beads and in silk and in Chinese coloring and design. The three-quarter length sleeves have turn-back cuffs of the crash piped with white and decorated with white crochet buttons.



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There's a lot more satisfaction in heading the style line than there is in tailing it.

When we say "FASHION CLOTHES" we mean all that those words can mean. We mean clothes that are starters-of-style, not followers of style. They are the kinds of clothes we sell.

You University men are particular about what you wear--and we are particular about what we buy--to show you. And we are so well pleased with what we have for you this season that we insist upon your coming in, at least to "look us over."

Right now we want to give you a tip: For real correctness ask to see the **BLACK and WHITE EFFECTS**. We advocate them above all other color effects--and we're prepared to show them to you at all prices. We especially call your attention to those at

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