

# STYLES FOR THE STERNER SEX



## Clothes Make the Man

"How?" you ask. "Because men are judged by the clothes they wear—the manner in which they are worn—the style; whether obsolete or up-to-date."

A man need not be considered fastidious simply because he wears clothes of the latest style, but if he expects to create a favorable impression he MUST appear up-to-date and wear clothes that fit him.

### Our Clothing for Men

is made up in the latest styles and the quality cannot but please everybody because in order to please our large number of customers we realized when manufacturing our line that we would have many temperaments to suit.

We cater to men who like to dress well, but who feel that they haven't a cent to squander.

We have Suits and Overcoats that range in price from—

**\$15.00 to \$40.00**

**Browning, King & Company**



R. S. WILCOX, Manager.

## WHAT MEN WILL WEAR FOR FALL AND WINTER 1910-11

The practical as well as the artistic will be blended in the garments for men for the coming season, and the various lines shown are characterized by the extraordinary variety and beauty of their designing and of their fabrics. Perhaps no showing of former seasons has approached that produced for this season in simple elegance. There are garments to meet the wants of the man of refined tastes, and his brother who is less conservative can also be suited. The assortments are notable for their lack of anything approaching poor taste in either material, making or designing.

Some one has shown a one-button frock-coat suit made of Scotch material which buttons low and has peaked lapels. The coat is 37½ inches long. The workmanship is unusually fine; the edges are single stitched one-eighth of an inch wide; the shoulders and sleeves are of normal width, and the sleeves are finished with a vent and two buttons. There is a decided waist-line effect and the front is cutaway. The vest has six buttons, the collar coming pretty well up, and the trousers are in medium width. An attractive business suit this is for a man of well-rounded figure.

A business frock suit of striped material is new and possesses enough of elegance and tasteful designing to be appreciated by the man who expects his clothing to add grace and shapeliness to his figure. It is a three-button frock with lapels of regular shape. It has blind pockets with flaps on the side, with a breast pocket with flap. The edges and seams on this coat are stitched one-eighth of an inch and the shoulders and sleeves are of normal width. Sleeves are finished with a vent and three buttons. The bottom of the coat in front is cut well rounded.

The vest of this suit is meant to be entirely hidden when the coat is buttoned which is its normal position. The trousers are in medium width.

For the man who prefers a double-breasted suit there are several styles on display for his choosing, made of almost every variety of fabric that could be well imagined. This suit belongs particularly to Fall and Winter and has a certain smartness and animation of its own. The extra breadth of the shoulders give an athletic appearance to men who are deprived by nature of these proportions.

The best length for this coat is about 31 inches or 32 inches. It has flat pockets at the sides and welted top pocket. A choice can be made from the three-button or four-button styles. The peaked lapels are fairly

wide and have a slight roll effect. Sleeves are of the usual width. This coat shows imitation cuffs with two buttons.

The sack coat preferred by the best dressers is a four-button style with front moderately high, but there is a diversity of models shown which is rather bewildering to one making a selection. The tailor artist will have to be consulted quite freely in order that the individuality of the figure may be best suited. If this is done there will be difficulty about the selection of the proper designing. There are two-button, three-button and four-button sacks which are perfectly correct in styling.

Naturally, the lapels and other ornamentation vary with the style of the coat. Some coat fronts are almost straight; others have the cutaway emphasized. Shoulders and sleeves on all of these models are of medium width. Most of the sleeves have a vent and show two or three buttons.

**A Sack for the Young Fellow.**

For the young fellow who cares for flashy clothing, there is provided a sack of exaggerated styling. It is made of fancy suiting and has two buttons, length about 32 inches. The lapels are peaked and the coat buttons low. It has fancy stitching and welted pockets. Shoulders and sleeves are in the usual style of the season; sleeves showing fancy cuff, finished with one button.

This sack suit shows the front so that it can be either buttoned up or rolled. This roll effect is the new thing about the garment, and it is favored by the better class of trade. The coat itself is somewhat shorter than the average.

**Evening Garments.**

There is little difference, so far as designing and material are concerned, to be noted in the latest Tuxedo garments. One especially new suit is made of an undressed worsted in striped effect. The lapels are to be about the same in style as have been fashionable; being peaked and silk-faced clear to the edge. The coat has one button and two outside pockets with flaps. It is 30½ inches in length.

A new opera cape is made of undressed worsted with hardly visible or more pronounced Oxford gray stripe. It is silk lined throughout and the front is silk-faced. It is made with five buttons. Some of the models show velvet collars. This cape is very popular with good dressers.

A full-dress suit is shown, made of black undressed worsted, with regular lapels and three buttons on each side. A new departure is developed in the coat which is cut away in front to permit as much of the vest as possible to be shown. The edges on this model are about 4 inches apart. As a matter of course, the dress coat is full silk lined and silk faced to the edge. There is no change to be noted on shoulders or sleeve, except that on the sleeve the latest garments show an imitation cuff trimmed with two or three buttons. The newest models have the side seams of the trousers braided.

A late model in semi-dress shown for the approaching season is made of a diagonal worsted, and shows unusually graceful lines. The effect is entirely pleasing and less stiff than the double-breasted frock which has formerly been chosen for semi-dress. The front of this coat closes with three buttons. The lapels are of moderate width and peaked. Shoulders and sleeves are of the fashionable width; the sleeves showing a vent at the hand, with two buttons.

**The Materials.**

For full evening dress there is no material which is newer than the black worsted dress suiting, with a herringbone design half an inch wide running through it. Of course, the usual pinhead coating is correct and always will be, but the herringbone effect will be desired by men who want something a little bit out of the ordinary. Another favorite is a basket-weave effect, and a fourth has a diagonal self-stripe about one-eighth of an inch wide. Materials similar to the above in design will be used for Tuxedo coats in Oxford gray effects.

**For General Wear.**

The rule for all business trousers is that they shall be of medium width, except for the man who wants some ultra novelty or for the college man who demands an exaggerated width, and on garments to suit him, the width of trousers at the hips will be two inches extra. The width at the knee, generally, will be 19 and 16¼ inches at the bottom.

## Don't Look Suspicious Wear a Hat That Suits You

You can't afford to go around with becoming clothes and an unbecoming hat—especially when it's so easy to buy a

### Browning, King Special Derby For Only \$3.00

The best dressers wear our special Derbies, because they are high grade hats at a modern price. You can't get better quality in any three dollar hat sold.

The line includes the whole range of shapes and proportions, and our hat salesmen are expert judges of men's appearances; so that you may feel assured of a becoming style if you buy here.

**Browning, King & Company**



R. S. WILCOX, Manager.

## Clothes for the Boys

Now, the boys they must have the best there is, bless 'em.

Where will you find a human who gives his clothes such wear and tear, such wringing and twisting as the average small boy.

The cold days are coming and so are the exciting days for the boy. He'll need warmer clothes, and they must be spick and span or he'll be unhappy.

Our new, fall stock of boys' clothes answers every requirement. They are stylish and comfortable. They'll stand the wear, and they are very reasonably priced.

### Young Men's Suits

We ask young men who want and appreciate the "right thing" in clothes to call and see the new fall models. We devote the utmost care to providing the "correct thing" in clothes for these young fellows "who know."

The new fall hats and furnishings are ready, too.

Boys' Department on Second Floor.

**BROWNING, KING & COMPANY**



R. S. WILCOX, Manager.



## Choice Furnishings

This store has established a reputation for having the best things in "Toggery." We're entitled to it, too!

Our Fall Furnishings are ready and there are a whole lot of new things we want you to see.

Not the everyday kind that you can buy most anywhere, but choice, selected styles that are different.

New Fall styles in Neckwear, Shirts, Gloves, Hosiery, Underwear and all the other requirements of a man's wardrobe. The best makers' best.

Pleasing prices, also, will go with the new ideas.

**Browning, King & Company**



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