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STYLE

A Casual Survey of New Trends
In Clothes For The Male Animal

Most fashion magazines on the market tell what milady is to wear (seldom what not to wear). But the poor male (who does most of the buying of the things with which milady adorns herself) is hard put trying to learn just how he should look lugging his tired old frame around town. Usually he just waits until some store with an enterprising spirit for advertising cafes out with ads in the local papers telling of "the latest in men's fashions," and what the "sharp men of today are wearing."

But he fails to see that these ads many times are two years old, and are tailored sartorially for the purpose of selling a surplus stock of one-button lounge-drape, square-shouldered suit sacks some merchant happens to be caught with.

Thus caught with his taste-pants lowered the poor male treks to his nearest haberdashery and dashes out with a polyglot of things a fashionable guy should NOT wear. Yet he wears them — and thinks he's sharp (that's an out-of-fashioned word for being well-dressed.)

It's nothing new to see these fellows out sportin' 'em up in dark blue suits and the loudest tan shoes imaginable. Somebody had given them the idea that black shoes were out of style. He's learning now that black shoes go with blue suits.

Many of the well-heeled guys tend toward gay suede shoes and frilly orlon, dacron or on-and-on loafers, some of 'em like the tassel shoes. But most men buy the same types of shoes year in and year out.

Some men have been told, rightly, that it is now fashionable to wear suit sleeves rolled — like the lapels. But, as was the case years ago, most pressers in today's shops have old fashioned ideas, and they return cleaned, and pressed suits with sleeves pressed so tightly together it's hard even to get one's arm in them.

White shirts after dark seem to be on the way out—except at formal-als. But there are still die-hards who believe in wearing the color shirts they please—after or before dusk. Button-down collars are now the rage. Starch is out. Although some of the smartest fashion shops around town have been caught with a boodle of wide, fancy, pleated ties—it is apropos today to wear ties that are slender in pattern. Even bow ties are tops with many guys who dress well today.

French cuffs are a "good deal" with some fellows, but they make for a big laundry bill (around the wrists), and some men are sticking to the old standbys with barrel cuffs. They get their collars in all shapes and style.

With suits the styles have changed immensely. Seems the dressy boys now go for suits that "look" slim. And they've put on another suit-coat button for that effect. The one-button coat is going out — and fast. They are back to the three-button affairs they wore back in the thirties. Make the figure look slimmer. Flap pockets are effective now, with a sprinkling of saddle pockets blokes.

Trousers have been brought in from the "affairs" once worn by fellows like Tiny Bradshaw and Timmie Rogers. Trousers today have 25, 26, 27 knees, and no more. Nine-teen-inch cuffs are getting the measure.

Along with all this—button-down shirt collars, barrel cuffs, three-button coats, business shoes, slender ties — AND the new-type "little boy" crown hats, these new encyclical all add up to a slim, becoming picture of the well-dressed man of today.

—by Bill Lane

LOOK WHAT A DOLLAR BUYS at Cowan Hardware

ENGLISH POCKET KNIFE	
Regular 2.00 value for	1.00
STAIR TREADS — Black Color	
Size 7½ x 27,	8 for 1.00
SOCKET CHISEL	
3-8" to 11-2" sizes	1.00
ENGLISH TEA POTS — 6 cup size	
	1.00
CLOTHES LINE WIRE	
Heavy Galvanized, 7 strand, 100 ft.	1.00
COTTON LINE, 100 ft.	
	1.00
COCOA DOOR MATS, Heavyweight, Size 14 x 24	
	1.00
TOILET TISSUE	
Large 6 oz. roll, soft tissue, 13 rolls for	1.00
ELECTRIC LIGHT BULBS, 25, 40 and 60 watt	
	6 for 1.00
FLOOR BROOM, English Style, Push Broom 12" wide, Black fibre bristles, Reg. 1.60 for	
	1.00
LEVEL, Guaranteed Accurate, 12" long. Special Price	
1 Bottle G.E. Scale Remover for kettle, 1 Bottle Easy Off for Ovens, 1 1" Brush. Reg. 1.84. All 3 for	1.00
FOLDING RULES, 3 ft. Carpenter, English make, Large Figures. Regular 1.50	
	1.00
CLAW HAMMER, Regular Size, A real hammer for the home	
	1.00

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For Cars or Doorway, Black ribbed rubber, size 15 x 19 89c

Sponge Rubber Mat

Size 18 x 30, Green, Blue or Red, Reg. 1.35 for 98c

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Complete with Eveready Battery — 2 cell size 98c
3 cell size 1.39 5 cell size 2.49

Bowl Set

SET OF 3 BOWLS—1 5" size; 1 6" size; 1 7" size. Clear glass 39c

Stainless Table Cutlery

MADE BY COMMUNITY — Tea spoons, each 20c
Dessert spoons, each 25c Dessert forks, each 25c
Salad forks, each 25c Table knives, each 50c

Steel Grass Rakes

18" Wide. Complete with handle. While they last, each 49c

Garbage Cans

LARGE NO. 3 Size. Heavy galvanized, complete with cover 2.49

2 Good Bargains

DUSTING MOP or SPONGE MOP, Complete with Handles
Regular 3.00 for Each 1.79

All Toys 20% Off

GAMES — BOOKS — DOLLS

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SCRUB BRUSHES PARING KNIVES BUTCHER KNIVES
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15c Table

EXTRA SPECIALS — KITCHEN TOOLS — Turners Mashers
Ladles Spoons Strainers Blenders Screw Drivers
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10c Table

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