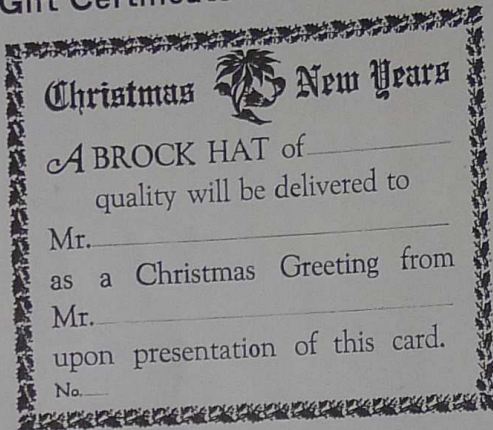


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LONDON FASHIONS FOR MEN

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handkerchiefs with grey border always sticks jauntily in his breast-pocket beside his button-hole, a fine carnation in maroon shade. He may have several suits of similar style, certainly it is always a fresh carnation, but this rigid

adherence to one style has indubitably impressed his personality upon the city. Sartorial selection, demonstrating personality, will be the key-note to effective dress reform and for this reason—every man is a potential dress reformer!

GOING SOUTH?

By RALPH M. EDWARDS

ARE you going South this winter, to the lands of summer sunshine? Whether it is Florida, or California, you must remember you are leaving the cold and snow of the Canadian winter for the Sunny South, and, of course, you must dress differently. The Camel pile coat and the dark brown Homburg hat will be laid aside for the pearl grey "crusher" and the light showerproof Covert wrap.

It will be necessary to take along the newest in sports clothes. Where would you procure more authentic information than from the smartest King Street men's shops? For your benefit they have made an exhaustive study of the style situation and have imported accordingly.

When one goes South, it is usually for a holiday and a rest. Consequently sports clothes should predominate. Of course it is necessary that a dinner jacket, with peaked lapels and rather broad shoulders, be included in the wardrobe. If you intend taking a world cruise and stopping in India for a time, the correct thing, according to Stanley and Bosworth, is a fine white doeskin dinner suit, with white satin lapels, in a loose fitting model. A white silk waistcoat is also worn.

Coming back to sports suits again, a good looking ensemble is a striped or plain toned tweed jacket with striped doeskin flannel slacks, matching or contrasting in color with the coat. Matching French lisle hose are also worn to complete the outfit.

To give the appearance of coolness, and in reality very comfortable and good looking, are the new tropical worsteds in light green, grey, tan, and dark brown. Green has been and still is, a very popular color for sweaters, shirts, ties, hats, and socks and will be equally popular in the Southern resorts this winter, as well as in this country next spring.

Tweeds, of course, for sports wear are always correct. Harris tweeds in plain colors and some with overchecks, plain Donegals, cocoa brown and nigger brown Orkneys, in fact almost any tweed and in any pattern from the Hound's tooth to the Glen check.

Although I have mentioned that greens and greys will be worn in worsted, dark brown is the most popular in all materials. The plain grey flannel suit and the gabardine are still very popular, either in double or single-breasted models. In preference to the ensemble of blue jacket and cream flannels, the grey flannel double breasted coat, Panama hat and cream flannels are being worn.

The popular good looking and comfortable golf knicker, according to authorities, is gradually losing its hold on the more fastidious dresser. Doeskin slacks, in pearl grey and buff are now preferred. This is from a very reliable

source, yet it is radical for the conservative Canadian. Cameron and Jefferies still believe in the golf knicker, and find the light fawn uncrushable mohair to be the most popular. The light weight and non-creasing feature make it adaptable to Southern wear. According to Ely's the linen variety, in plain and fancy patterns will be worn by many men. They are always cool and smart in appearance as well as being easily laundered.

For the ever popular tennis, several different styles of shirts are being worn. Ely's feature a fine Merino wool sports shirt with short sleeves and shawl collar. This is by Izod of London. There are, of course, the old favorites in white Oxford, cream taffeta, white silk and plain white broadcloth. This type of shirt is with a medium point collar attached, single button cuffs and one breast pocket.

Stanley and Bosworth are showing a novel sports shirt of light weight plain colored cashmere flannel, with plain cravat to match. The body of the shirt is rather more fitted than usual, in military style with two button flap, box-pleated pockets. The cuffs are the smart straight line two button variety, and the collar is the square style with short points. The material comes in several colors including blue, green and tan.

In regard to cravats, many of the outfitters have made special importations for the needs of the Southern traveller. They have studied the styles and find the trend is still to plain colored and small patterned ties. The bow tie is shown in small patterns. They are very neat when worn with a white sports shirt and tweed lounge suit.

The once popular wool crepe four-in-hand is coming back very strongly, especially in plain colors. Many shops are showing raw silk cravats in natural and plain light colors. They are exceptionally well suited for Southern wear having a summer-like appearance.

French lisle half hose in plain colors to match your sports ensemble are quite in good taste. Sand French lisle with shot silk ribbing make very attractive socks. Another smart pair are of a light sand and yellow combination with extremely wide hand worked clocks. When wearing grey flannels, hose of a pepper and salt pattern with black and green contrasting clocks are good.

In a Southern wardrobe, white half hose are a necessary addition. The plain white wool or cashmere are the most popular. They are also showing many black and white combinations in large and small diamond effects.

The blue ensemble by Stanley and Bosworth, is blue flannel jacket and hose—Striking, isn't it? Plain yellow sweater and hose with the blue flannel suit it

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