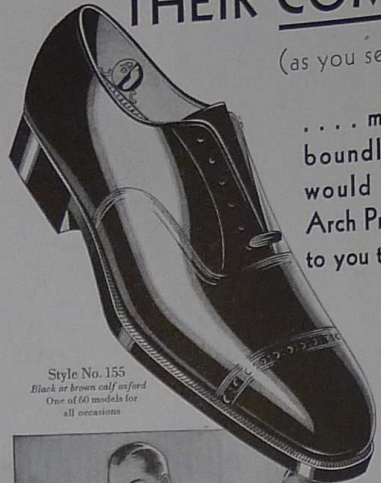


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Wright ARCH PRESERVER SHOE FOR MEN



Evening clothes in conservative taste distinguish this quartette at the Royal Winter Fair, who are here seen garbed comme il faut. Left to right: Hon. G. Howard Ferguson, Premier of Ontario; Mr. D. O. Bull, President of the Royal Winter Fair; His Honor W. D. Ross, Lieutenant-Governor of Ontario, and Mr. Alfred Rogers, Vice-President of the Royal Winter Fair

LONDON FASHIONS FOR MEN

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as yet, is a long way in the offing. At the moment, man—like a docile animal—is content to eat, sleep and dress in whatever comes under his observation. All will be well, provided he takes the time to exercise his powers of sartorial selection.

Take for instance, the double-breasted Chesterfield overcoat that the smart Londoner has selected this season. The new silhouette is not too waisted, the shoulders are set square, its length is a shade longer than worn last year and, of course, it has a vent at the back. Dusted blues and dusted blacks are the prevailing shades popular for this type of overcoat for town wear. The materials are indistinct and clear herringbones, basket weaves, hopsacks and diagonals—most of the old patterns, but with this difference . . . they are closely woven, presenting rather a hard surface and do not give or stretch.

Raglans, for rougher wear, usually tend toward the grey shades woven in miniature herringbone or corn cob pattern. Care should be taken when selecting a brown shade that the color-tone will harmonize with the new cedar shades of brown that have emphatically displaced all other variations. Shade-selection, also, depends largely upon one's complexion—this is a momentous consideration to be taken into account. Jacobean brown is another new introduction—a rich, warm shade far removed from the old nigger browns of heavier ulsters, although some men are choosing Lovat mixtures for this type of overcoat.

It is interesting to observe the development of green-blue in tweeds. I deprecated last season that Lovats were coming into their own once more. Now it is definitely established that 1930 will see a variety of colors introducing new shades such as mallard and clover green.

Mallard will combine nicely with Lovat suitings and we shall see much of the duck-color used. It mixes well with the new tones of corn and ochre that are creeping, or have definitely crept, into men's color chart since they were featured at fashionable resorts last summer. It also goes remarkably well with certain shades of red—toward which there is a marked inclination when choosing neckwear. But the reds of the moment are not the Victorian reds, but lovely, luscious wine-shades that are a triumph of the weaver's art. A dark, woody shade of red, quite mahogany in tone blends tastefully as neckwear with either blue or brown suits and I have seen it worn successfully with a shirt in the new, subdued shade of pink called Chamberlain, worn in combination with a cedar-brown suit.

While on the subject of color-schemes, it might be interesting to repeat certain observations I have made from styles worn by smart men. For instance, a certain leader of fashion who is also a well-known figure in the city, is fond of wearing this ensemble for smart business wear—a steel-grey suit with a white shirt carrying cluster stripes of silver-grey; grey and black striped socks; white handkerchief with grey border but monogrammed in black; and a dark blue tie set off by cross-stripes of poppy red, relieved by tiny pin-stripes of the new blue shade called opium.

This conservative taste in clothes, suitable for finance and commerce, is adhered to by another prominent banker with large Canadian interests. He is invariably seen about the city in a smart black worsted suit flecked with white; a plain white shirt with Macclesfield silk tie spotted inconspicuously with white dots; his dark grey socks bear the only color-touch of this dark ensemble—dark wine-red clocks; and the sheers of cambric.

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