



THE YOUNGER MAN is dressing up again, but he insists on an easy, comfortable look. This three-piece suit sports a brown and confetti flecked donegal tweed. Cinched with an elasticized waist, the jacket has suede elbow patches and a half belt in the back. The slacks are platted and cuffed. Against the background of a discon and cotton tattersall check shirt is a plaid wool bow tie.

The Male Wardrobe... For Each His Own

Now that fashion is an important part of the life of the aware American male, he is looking for his particular fashion expression when he fills out his wardrobe each season.

This expression of personal taste can extend to every area of his wardrobe, for fall-winter 1973. Depending on his particular needs, he will find fashion to suit him when he shops this fall.

A considerable part of a man's wardrobe concerns the personal man. This includes those items such as underwear, sleepwear, robes, hosiery, handkerchiefs, and in a true sense, extends all the way to sports-wear and at-home wear -- actually, those clothes a man wears for his own pleasure.

Underwear is no exception in the fashion scene this fall. Traditional white is still in demand, but colorful, patterned underwear is very much in evidence in briefs and streamlined boxer models, some with matching or coordinating tops. In cottons, blends and synthetics, underwear joins the fashion spectrum.

Hosiery continues in its place as a fashion accessory this fall. The traditional blacks and browns are relegated to more formal occasions, chance to wear more organized patterns as well as cable knits and argyles will also find their way into the wardrobe of the fashion-aware man.

Traditionally, pajamas and robes have been thought of as utilitarian. Now they encompass a much wider range, from the most casual to

semi-formal at-home wear. Comfort is a must, and now, coupled with fashion, they make up a definite part of a man's personal wardrobe.

The knit sport shirt has taken its place in the casual life of the American man, and this season, combined with knit pullovers, cardigans and particularly sleeveless sweaters, it is a part of the sweater sets so much in fashion. The great variety of looks possible in combining, mixing and matching these different knit tops, give diversity and interest to a wardrobe.

The shawl-collar sweater is the freshest look in-knit tops for fall 1973. Usually in a bulky knit, they add still another fashion layer to the already popular layered look. Worn as outerwear, they give the warmth of a jacket but are more casual and informal. Some are reminiscent of campus sweaters of the 30's, some are cashmere or belted, and others are pullovers in the style of an English military sweater.

The long coat of past season is definitely out of the picture this fall and winter. The shorter coats and outerwear have an important look about them, and give the man a chance to sport the new, straight legged trousers he will be wearing.

Thigh-length outerjackets in wools, tweeds, suedes, leathers, and even knits, some belted, some with elasticized waists, will be fashion news this fall. Again, they are generally casual wear, used when a



A belted wrap coat... in a gun-club check.

man is relaxing away from his day-to-day business life.

Leathers and suedes in coats have taken on a new look with a great variety of colors. Although subdued, the colors range from the familiar tans and browns to pale ochre, bottle green, navy, and burgundy. The length is "around the knee," and many are belted or ash-tied. Leather outerwear is also part of a man's more leisurely wardrobe, although this year, a rather luxurious feature.

Trenchcoat styling is most evident in rainwear this fall and winter. Either with set-in sleeves or the newly popular raglan sleeve, the raincoat length is also "around the knee." Knits play an important part in this area because of their practicality and durability.

Tailored casual wear has always been a favorite part of most men's wardrobes. In many a closet it isn't difficult to find that favorite sport jacket or suit that a man refuses to part with. The fabrics are usually corduroy, tweed or perhaps flannel, and somehow, one associates the smell of a pipe and cool brisk days with that familiar and very personal article.

This fall the corduroy or tarran jacket or suit, sometimes with leather trim or patches, is part of the updated classics so much in evidence. And of course -- the blazer. It would be difficult to imagine a well-dressed man without a blazer in his wardrobe. It is the most versatile of all jackets. It can be dressed up or down to fit the occasion and the mood of the man. And a blazer no longer means navy. There are tarran blazers, plaid blazers and blazers in a variety of solid colors. The blazer suit is now a most valuable and functional element in any man's wardrobe.

The new English spread collar, slightly shorter and wider than the long pointed collar of past season, is the fashion news in shirts for fall. This collar along with button-downs and tab collars in more organized patterns and stripes will be in keeping with the slightly relaxed feeling of the English country look.

The bow tie is again the fashion tie this fall in wools, flannels, challis, tartans, reps, and club prints. The "four-in-hand" in similar fabrics is more classic, and the patterns are neater and more organized.

The narrower belt continues in its popularity. With less hardware, buckles are smaller and more classic in keeping with the general trend in classic and tailored clothing.

Hats and caps will look right once more this fall in keeping with the classic look of fashion. In flannels, tweeds, suedes and classic patterns the casual cap or hat belongs in the wardrobe of the well-put-together man.

The shoe for fall 1973 will be more streamlined and classic with less of a bulky look. Tans, browns and blacks in smooth leathers and suedes will be the fashion shoes; and the crepe sole returns in casual shoes. For the mature man the heel will be only slightly higher than in past seasons, avoiding the exaggerated high heel that is in favor with younger boys.

Finally, in order to be well-dressed, a man has to be well-groomed. That makes toiletries an important adjunct to his wardrobe. He will need good quality shaving and after shave lotions, hair grooming aids, deodorants and colognes for that finishing touch.



The sweater set... a versatile look for fall.



THE ENGLISH COUNTRY LOOK readily adapts itself to the relaxed American way of life. This hip-length, double breasted and belted jacket of wool and nylon is patterned in a bold herringbone of confetti tweed, and styled with an oversized collar and lapels and flapped patch pockets. The carpet-color, ribbed wool-knit turtleneck and brown wool cap complete the look.

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