



## Men's Trends

by Lou Schlanger

The big change for '65 will be the re-introduction into men's clothing of the shaped silhouette and stripes. We say "re-introduction" for these two features dominated the fashion scene for many years, and only dropped by the wayside when the traditional, natural-shoulder

trend achieved such acceptance. Time was when nearly every man's wardrobe included one or more striped suits, from the conservative pencil stripe to the bold chalk stripe. Time was, too, when every man's physique was improved by the "shape" put into a garment by the tailor's skill. We will undoubtedly reach—or at least approach that condition again.

TRENDS: According to the American Institute of Men's and Boys' Wear, a highly-attractive fresh color for form-

al wear is a blue that is brighter than midnight . . . So-called "country formals" include tuxedo jackets in fine cords, bold plaids and bright checks—many with black satin facing . . . Lighter-color sportswear and slacks have cried out for more white shoes, in short supply last season. They're now available in many styles, some all white and others in white with black or brown. The availability of these shoes will increase the popularity of white slacks.

think to swab out the linings of shoes and bedroom slippers with a damp cloth and then dry them? It's good for the linings—and for your feet . . . Throw out any plastic or celluloid collar stays that have rough or sharp ends. They can damage the fabric of your shirt . . . Blood stains on shirt collars from shaving accidents will come out easily if ammonia is applied to spots before washing.

denced when a man wears a T-shirt under an open-necked sport shirt—and his underwear is thus on display to the public?" Something has been done. There's a V-neck T-shirt for the man who wants to wear his shirt collar open—and who doesn't want his underwear to be seen. Or he can wear one of the increasingly-popular turtle-neck dickies, or an ascot scarf.

DRESS TIPS: When selecting a hat, the slender man should pick a narrow brim and tapered crown; a heavy

man, a wider brim and full crown. The sharply-rolled and sharp-snapped brim is best for the slender, young man; the flat set brim is better looking for the full face. The tall man should have a wider brim than the short man. And the thin face requires a crown with lots of taper, while the full face requires a full crown (with no front dents).

ODD ITEMS: Quote and Unquote—Designer Oleg Cassini, "You can't find a good bootblack, a good cleaner or

good laundry. There should be—some sort of seal of approval (for specialists)" . . . The Laws—There's actually a statute on the books of Carmel, New York, forbidding men to wear trousers and coats that do not match . . . Origin—The crease down the front of men's trousers was actually an error. Until the time of King Edward VII, the creases were on the sides—but Edward's valet, possibly with a hangover, creased front and backs of his Majesty's breeches, and there it was!

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6 TALL CANS	SAVE 8c	1\$
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2 9 OZ. JARS	SAVE 5c	31¢
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1 1/2 PKG. OF 80	SAVE 30c	69¢
1 1/2 REG. PKG.	SAVE 32c	12¢
6 REG. PKG.	SAVE 6c	1\$

CHECK THESE ITEMS AND PRICES		FOOD FAIR	REG.
C & H Sugar (Superfine, Brown Pow'd.)	1-Lb. Bag	15c	16c
Spreckles Sugar	5-Lb. Bag	51c	52c
Folger's Coffee	1-Lb. Can	77c	79c
Maxwell House Coffee	1-Lb. Can	77c	79c
Maxwell House Coffee	2-Lb. Can	\$1.53	\$1.57
Folger's Coffee	3-Lb. Can	\$2.25	\$2.27
Sanka Instant Coffee	2-Oz. Jar	51c	53c
Sanka Instant Coffee	8-Oz. Jar	\$1.55	\$1.69
Folger's Instant Coffee	10-Oz. Jar	\$1.55	\$1.69
Maxwell House Instant Coffee	10-Oz. Jar	\$1.55	\$1.69
Wheaties Cereal Dry	10-Oz. Pkg.	45c	51c
Cheerios Cereal Dry	10 1/2-Oz. Pkg.	34c	39c
Cheerios Cereal Dry	15-Oz. Pkg.	45c	51c
Kollogg Corn Flakes	12-Oz. Pkg.	29c	33c
Kollogg Corn Flakes	18-Oz. Pkg.	39c	45c
Kollogg Rice Krispies	10-Oz. Pkg.	34c	39c
Kollogg Special K	10 1/2-Oz. Pkg.	45c	51c
Kollogg Sugar Frosted Flakes	15-Oz. Pkg.	45c	49c
Quaker Quick Oats Cereal	42-Oz. Ctn.	48c	53c
Cream of Wheat (Instant)	20-Oz. Pkg.	42c	45c
Gold Medal Flour	5-Lb. Bag	59c	63c
Best Foods Mayonnaise	Quart Jar	59c	62c
Miracle Whip Mayonnaise	Quart Jar	55c	61c
Chicken of the Sea Tuna L.M. Chunk	8 1/2-Oz. Can	29c	33c
Ster-Kist Tuna L.M. Chunk Style	8 1/2-Oz. Can	29c	32c
Heinz Vinegar-Cider	Quart Bottle	29c	31c
Giorietta Tomato Juice	40-Oz. Can	3/89c	31c
V-S Vegetable Juice	40-Oz. Can	38c	41c
Appletime Apple Juice	40-Oz. Can	35c	39c
Dole Pineapple Juice	40-Oz. Can	32c	37c
Del Monte P-A-Grapefruit Drink	40-Oz. Can	33c	37c
Sunsweet Prune Juice	Quart Bottle	43c	49c
Del Monte Peas	No. 303 Can	23c	27c
Del Monte Whole Kernel Corn	No. 303 Can	19c	22c
Niblets Whole Kernel Corn	12-Oz. Can	19c	22c
Tenderloaf Tea	48 Count Pkg.	62c	69c
Gerber Strained Baby Food	Reg. Size Jars	10c	3/31c
Log Cabin Syrup	24-Oz. Bottle	63c	69c
Wesson Oil	24-Oz. Bottle	39c	44c
Gaines Meal Dog Food	2-Lb. Bag	37c	41c
Friskies Meal Mix Dog Food	5-Lb. Bag	65c	83c
Purina Dog Food	5-Lb. Bag	77c	83c
Purina Dog Chow	10-Lb. Bag	\$1.33	\$1.47
Gaines Gravy Train Dog Food	10-Lb. Bag	\$1.33	\$1.47
Purina Dog Food	25-Lb. Bag	\$3.09	\$3.39
NBC Medium Milk Bone Dog Food	20-Oz. Bag	39c	45c
Speaks Dog Food	Reg. Size	89c	93c
Kal Ken Burgers Dog Food	10-Oz. Bag	44c	49c
Gaines Primo Dog Food	Reg. Size Pkg.	87c	93c
Nuco Oleomargarine	1-Lb. Pkg.	29c	31c

CHECK THESE ITEMS AND PRICES		FOOD FAIR	REG.
Imperial Oleomargarine	1-Lb. Pkg.	37c	39c
Mazola Oleomargarine	1-Lb. Pkg.	37c	39c
Carnation Canned Milk or Pet	16-Oz. Tall Can	15c	16c
Foremost Ice Cream	Family Pak, 1/2 Gallon	49c	59c
Brentwood Ice Cream	Family Pak, 1/2 Gal.	49c	59c
Minute Maid Frozen Orange Juice	6-Oz. Can	4/95c	3/79c
Banquet & Morton Froz. Dinners	11-Oz. Pkg.	43c	49c
Del Monte Fruit Cocktail	No. 303 Can	22c	25c
Shasta Beverages	12-Oz. Cans	12/51	6/59c
Van Camp's Pork & Beans	No. 2 1/2 Can	22c	27c
Hunt's Pork & Beans	No. 2 1/2 Can	22c	27c
Del Monte Pickles, Dills	22-Oz. Jars	38c	43c
Aunt Jemima Pan cake Mix	2-Lb. Pkg.	39c	45c
Disquick Biscuit Mix	40-Oz. Pkg.	43c	49c
Betty Crocker/Duncan Hines Cake Mix	10-Oz. Pkg.	39c	42c
Smuckers Strawberry Preserves	12-Oz. Jar	37c	43c
Skippy Creamy Peanut Butter	10-Oz. Jar	58c	69c
Skippy Creamy Peanut Butter	20-Oz. Jar	89c	\$1.03
A & H Baking Soda	1-Lb. Box	2/27c	15c
Ground Black Pepper	2-Oz. Pkg.	23c	27c
Globe A-1 Spaghetti or Macaroni	1-Lb. Pkg.	21c	23c
Oreo Cookies	11-Oz. Box	36c	39c
NBC Snowflake Crackers	1-Lb. Box	29c	37c
Foremost Butter	1-Lb. Pkg.	69c	77c
Brentwood Butter	1-Lb. Pkg.	69c	77c
Potato Chips	Reg. 80c Pkg.	59c	69c
Cigarettes, Popular	Carton	\$2.15	\$2.17
Scott Toilet Tissue	2 Roll Pk.	2/25c	15c
Softwave Toilet Tissue	2 Roll Pk.	22c	25c
Scott Paper Towels	Giant Rolls	29c	33c
Sanitary Napkins	12 Count Pkg.	37c	39c
Sanitary Napkins	24 Count Pkg.	69c	75c
Dial Bath Soap	Reg. Bar	14c	3/49c
Tide Detergent	Giant Size	75c	79c
Ajax Detergent	Giant Size	75c	79c
Surf Detergent	Giant Size	75c	79c
Rinso Detergent	King Size	\$1.23	\$1.29
Salvo Detergent Tablets	Giant Size	75c	79c
Vim Detergent Tablets	Giant Size	65c	69c
Chiffon Liquid Detergent	40-Oz. Bot.	62c	69c
Finish Detergent	20-Oz. Pkg.	42c	45c
Brillo Soap Pads	Large Size	27c	31c
Johnson's Oleo-Coat Floor Wax	16-Oz. Can	53c	59c
Ajax Cleanser	Regular Size	2/31c	17c
Ajax Cleanser	21-Oz. Size	2/45c	25c
Clorox & Purex Bleach	Gallon Size	63c	69c
Downy Rinse	Quart Bottle	79c	89c
Windex Glass Cleaner	20-Oz. Bottle	39c	47c
Cut-Rite Wax Paper	100-Ft. Roll	24c	27c
Clorox & Purex Bleach	1/2 Gallon	39c	43c

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MIRACLE SAFFLOWER OLEO — 1-Pound Ctn. . . . .38c	MINUTE MAID FROZEN ORANGE JUICE—6-Ounce . . . . .4/95c	

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