For the Finest in Men's Clothing SHOP AT LOU'S See ad on Page 8

LOUPOT'S

5,000 Aggies Can't Be Wrong

At The North Gate

blazer jacket...smarter than a phi bete! Want to be on the ball and get your social life off to a head-start. It'll pay you to study the classics . . .

a.M. Waldrop & Co.

MENS CLOTHING SINCE 1896

it's yours in luxurious imported or domestic fabrics, Superb color selection \$25.00

like this patch-pocket black, navy & cranberry Blazer, beautifully tailored and casually styled by h.i.s

Tradition built into every stitch. Perfectly balanced, light on the shoulders, easy on the budget. And

All-Weather Coat Almost Stable Item An almost staple item with warm outercoat for blue northIvy League, Continental

tinental styles have been com- and standard length jackets is You'll find this fall's clothes bined to show the best liked still in vogue. The minor chang- more comfortable because of the points of each. There will not be es are slightly wider lapels and shift towards softer fabrics. any sharp changes in men's a moderately slimmer outline. The sports jacket look will be

to add to or build your wardrobe tinctive the newer one- and two- smooth, hand-finished material to because the vested three-button button suits are the answer. rugged, manly finishes. Large suite, reflecting regular Ivy tail- Suit colors are livelier; lighter patterns will show up in almost

oring with various Continental blues, grays, and browns are the every combination from checks modifications remains almost the most popular but dark olive is to plaids, but even more noticeout. Last year's bold patterns able will be the unusual patterns

> Of particular notice to college men are blazers, better known on campus as college blazers. The classic navy-blue blazer will be challenged this year by the popular camel tones; rich burgundy of showing up often.

> tionally tailored slacks will remain in force. Some more venturesome trousers will utilize stretch materials. Last year's darker pants will still be around, but you might want to add a pair in one of the new clay tones.

> terested in the introduction of suede trim both on pockets and belt loops, while the more conservative will see the return of vertical, on-seam pockets.

The sport-outer wear is seeing its most active season this year. It will remain close to last year's style except for brighter, wilder colored linings. The knee-length and three-quarter outer - garments will feature detachable hoods, patch pockets, cleanly defined yokes; jackets will also have bold plaid, striped or pile linings, and will include removable fur collars and a choice of buttons or zippers.

favor upon the return of the traterns, the neat herringbone designs will be predominate.

(See Fashions, Page 7)

garment allows the university man to get a raincoat plus a has put this coat in reach of the

This year Ivy League and Con-| The trend for natural shoulders are expected to be more subtle clothing but there is enough va- showing up in the trimmer jacket generally rough in fabric, light riety to suit any personality, waists and narrower trousers. in color and in bold pattern. The You'll never have a better chance If you want something dis- big news is the change from

AS SEEN IN PLAYBOY

with black and white combina-

maroon shades show promise The recent trend in trim, func-

The "avant garde" will be in-

The urbane dresser looks with iitional topcoat. Although in a wide variety of fabrics and pat-

Subdued patterns and dark colors will be the standard, with unadorned fly fronts and slightly padded shoulders for the squared-off outline.

Last year's boldly styled rainwear will give way to conservative colors and classic tailoring. Both the single-breasted and recently revived double-breasted trench coats will be knee length. They will primarily be sand color or the new muted London tan folowed closely by last year's popular black holding up the rear.

On the sweater scene brushed surfaces and bulky knits are surging back strongly. The fleecy look will be seen in patterns and solids, in coat models and pullovers, while the bulkystyle will be keeping active men in front. You'll find both in light-

The turtlenecked sweater is perfect for wearing under an open-neck sport shirt. The skistyled sweater will appear not only in the well known multicolors, but in new double-hued combinations as well.

You will note with pleasure the increasing acceptability of knitted outer garments in places

Page 6 Friday, November 8, 1963 THE BATTALION

Fashions

more formal apparel. In this are of the buttondown and tab promise to be popular.



Professionally designed for top-flight tennisand just as right for campus and casual wear. Made with all of Keds exclusive comfort features, plus rugged toe guard, and a special traction sole that stops on a dime! With the multi-stripe in back that's your sign of quality! Pick up your pair today.

The Exchange Store

Serving Texas Aggies Since 1907

collar size. It has none. It will in black, deep maroon and buract sleeve length.

Shirts will be tapered but a 2% inches. word of caution on tailoring. Be Belts, on the other hand, will sure to have it taken in only at be 14 inches wide. Plain and the waist because if it is taken in exotic-grain leathers with simple pull the shoulder seams out of school, business and most casual place. Depending on your size a wear. suppression of five or six inches | Shoes this year will be brown should do the trick.

still preferred. Leave the tabs colors will be a 50-50 proposifor your teenage brother.

to a more formal sport shirt will ters will be stepping out in stylbe readily filled by the wide va- ish tassel loafers. Socks will conriety of cotton knits available in tinue to appear in dark solid every color. These sporty gar- colors. lace-to-toe style | er length and less spread.

a staple, and black on white and wear. For the fashion wise man and times formerly reserved for If most of your dress shirts black in combination with red there is the bold stripe on stripe pattern. The more conservative line sweaters with suede elbow patches and pocket trim will appear prominently on many coatstyle sweaters.

The sport shirt will merge man will look for simpler designs tastefully and functionally with a lot of background color the dress shirt. The casual number will resemble its more formal be in harder counterpart in every way expected. Sleeveless sweaters will show signs, from bold to the subtle counterpart in every way except Knit ties will of course work fine utilize the same fabrics and ex- gundy with striped shirts. Tie widths will vary between 21/4 and

the full length of the shirt it will buckles will be the standard for

whereas black shoes only recent-Buttondown collars which are ly made up 75 per cent of the available in traditional styles are shoes on the street. This season tion. All the regular styles will The void left by the change still be around but the pace-set-

ments can be found in turtle neck | Tradition, combined with a va-COURT KING and button-down models. The col- riety, promises to be the thing Top grade ors this year tend toward great- for men's clothes this fall and winter

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LOUPOT'S

5,000 Aggies Can't Be Wrong

At The North Gate



A Relaxed Look

Sweaters, pullover or buttoned, lend a casual, relaxed look in the collegiate style. Ideal for classwear or a casual date, they compliment continental or ivyleague shirts, worn with tie or open-collar.

Colors

(Continued from Page 4) button down collar (the most opular) or the dressy tab. The British influence in stripes is very noticable.

All Weather Zip-In Liner **COATS \$1795**

Sizes 36 - 44 Longs and Regulars



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We offer a cash discount on our complete line of suits, sports coats, and plain front pants.

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