## STRAUSS MAGAZINE THEATRE PROGRAM for the Spring of 1916

What the Man Wear

Evening.

TWELVEMONTH ago, the war

had sobered "le monde ou l'on

s'amuse" like an icy douche. Europe rang with the clump of tramping feet. Forked lightning seemed to lurk in the sky. In club cars of limited trains and smoke rooms of trans-Atlantic liners heads were put together and the air was as tense as a fiddle-string. Jeremiads were sung and one mumbled darkly of this, that and the other, lump in throat and heart in mouth. Fashion tipsters, with

long ears and short sight, said that the world would put on black, and style was knocked in the head, and look for the deluge, and so on "ad nauseam." Well. the Palm Beach Season 1916 has been the most brilliant in



American Society. a more It drew notable gathering of fashion practitioners than our homeland has seen at one time in one place, and it gave a fillip to more styles and new fads than ever within memory. All these will be pictured and described here betimes. Afternoon. Time was, when if you wore a double-breasted mufti jacket, you felt almost as lonely as a coral island in the South Seas. Quite three years ago, this type of garment, never out-

the chronicles

moded, came to be readopted by the generality of us, until this spring one sees it on smartly turned out men

everywhere, and, of course and inevitably, on those who parrot them. However, gone are the hock-bottle shoulders that used to spoil this jacket and make it a pinched-andhunched absurdity. Shoulders natural, waistlines are natural, skirtdrapery is natural, naturalness is the key in which all contemporary fashion is pitched.

The double-breasted affair por-

trayed in the accompanying sketch,

is only one of the modish jackets of

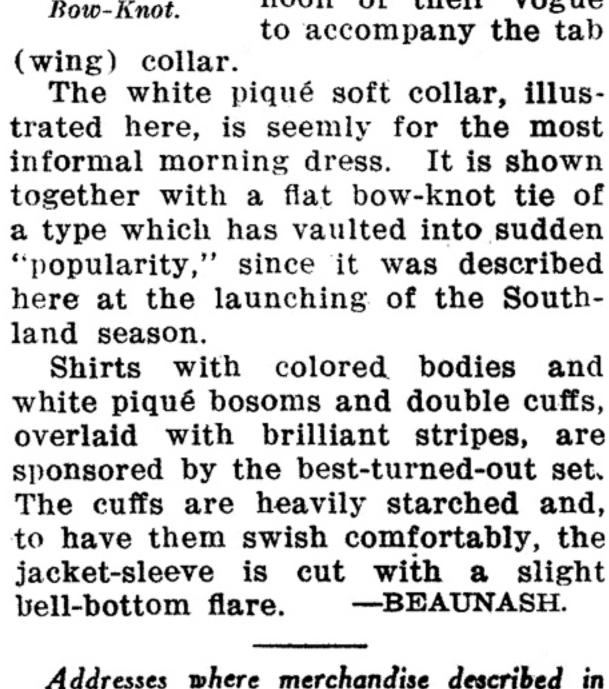
the season. The collar is wide and low-notched; the lapels are unflattened, broadish and peaked; the pockets slant; the waist is curved over the arch of the hips; the cuffs are plain and the bottom corners are rounded off. Such a jacket is very becoming to the spare, tallish, upstanding figure, nor does it misbecome the thicker-set man, if it be cut by a tailor who

Morning. Though there is supposed to be a pinching shortage of foreign cravattings, you see no end of Spitalfields, Macclesfield, French and Italian silks in spring scarfs at the smart Avenue shops. To be sure, the patterns are a bit dull and one

sons.

shapes.

knows what he's about.



"popularity," since it was described here at the launching of the South-Shirts with colored bodies and white piqué bosoms and double cuffs, overlaid with brilliant stripes, are sponsored by the best-turned-out set. The cuffs are heavily starched and, to have them swish comfortably, the jacket-sleeve is cut with a slight -BEAUNASH.

the foregoing can be obtained may be had

from Frank V. Strauss & Co., 108-114

Wooster Street, New York.



White Piqué Soft

Collar with Flat

ish size, with a goodly spread of apron. Bow-knot (batwing) ties are in the high noon of their vogue to accompany the tab The white piqué soft collar, illustrated here, is seemly for the most informal morning dress. It is shown together with a flat bow-knot tie of a type which has vaulted into sudden

misses the prismatic

colors of former sea-

here, are edging to-

ward narrowness,

though this doesn't

m e a n niggardly

sailor scarfs (four-

in-hands) are of fair-

Knots

Cravats, as foretold