

Wrangler thinks Americans should get what they pay for.

Every time you spend a dollar for clothes, you should get a dollar's worth of fashion, fit, quality and value. What's more, everything you buy should be guaranteed. That's your right. And that's our responsibility.



Wrangler Sportswear. Wremember the "W" is Silent.

Shirt Jac \$20. Jeans \$10. Shirt \$14. Prices slightly higher in the west. 350 Fifth Avenue, New York 10001. © 1975 by Blue Bell, Inc.



**You Can
Judge
A Man
By
His Boots**

**NUNN
BUSIE**

Brass Boot

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dallas · denver · houston · milwaukee
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sausalito · san francisco · washington d.c.



Lusty, Wild, Trim & Trendy.

Getting a little bored with tradition? Take a new look at yourself in Riviera Slacks. The accent is on up-tempo touches. Like abstract prints. Bright whites. Awning stripes. Frontier pockets. All this plus the greatest fit in slacks. This spring, let Riviera light your fire at any self-respecting men's shop or department store.



Riviera

The end of dull slacks people



Nightshirts . . . naturals for sleep and comfort

1 Striped knee-length Nightshirt of 50% polyester, 50% acrylic knit. Solid-color rib-knit crew-neck with horizontal stripes. Long sleeves. Side vent. Machine wash, warm, tumble dry . . . never any need iron. Chest sizes M(38-40 in.); L(42-44) and XL(46-48). To order, state letter size M, L or XL, not number size.

33 G 12846F—Red, white stripe
33 G 12841F—Blue, white stripe
Shipping weight 12 ounces \$5.99

2 Solid-color knee-length Tennis Nightshirt of 100% Acrilan® acrylic knit. V-neck and sleeves with contrast rib-knit trim. Side vents. Short sleeves. Easy-care fabric never needs ironing . . . just machine wash at warm temperature and tumble dry. Chest sizes M(38-40 in.); L(42-44) and XL(46-48). State letter size M, L or XL, not number size.

33 G 12601F—Blue
33 G 12606F—Red
Shipping weight 1 pound \$5.99

3 Solid-color calf-length PERMA-PREST® Nightshirt in soft blend of 50% Kodol® polyester, 50% cotton. Checked accent piping. Cuffed long sleeves. Chest pocket. Side vents allow freedom of movement. Machine wash, warm, tumble dry . . . no ironing. Chests M(38-40); L(42-44); XL(46-48). State letter size M, L, XL, not number size.

33 G 12811F—Blue
33 G 12819F—White
Shipping weight 15 ounces \$5.99

4 Patterned calf-length PERMA-PREST® flannel Nightshirt . . . priced 40c less than our Fall/Winter General. 65% cotton, 35% polyester. Chest pocket. Cuffed long sleeves. Side vents. No iron . . . machine wash, warm, tumble dry. Chest sizes M(38-40); L(42-44) and XL(46-48). State letter size M, L or XL, not number size. Shpg. wt. 1 lb.

33 G 12861F—Blue pattern
33 G 12866F—Red pattern
Fall/Winter General price \$6.29 . . \$5.89

the before or after anything suit.

by
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LTD.

Their heads are together. He cares for the good things of life. He's an achiever. He's confident. He likes his clothes smooth, sexy, comfortable — masculine.

The "Do Anything"™ jump suit goes to party, bistro, patio or pad.

She makes the right decisions about her man, about her looks, about her clothes.

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THE GUY	Regular	Tail	THE GAL	CITY
\$70.00	38 40 42 44 46 48	42 44 46	\$60.00	5 6 7 8 9 10 11 12 14
SLATE			SLATE	
CHAMOLS			CHAMOLS	
SPICE			SPICE	

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Boots are his thing.
They're part of his image.
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He knows when to wear them too.
Whenever he feels like it. But don't try to con
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#72

#72 TOUGH STUFF

Tom cats become tigers in super-sheer nylon comfort. Strut your stuff in cool ease while you shave. Black, White or Nude.

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\$3.99

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Sizes S-M-L

\$8.99

For C.O.D. order enclose 25% of purchase price.



#444

REGENCY SQUARE Dept. P-5624

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(F) WIDE BOTTOM TROUSERS.
24-inch bottoms with cuffs 3-
inches deep, and wide waistband with
8 buttons! Sanforized-shrunk cotton
sulting in contrasting striped pattern.
Brown, navy, or green. Sizes, 30 to 42
waist; 30 to 34 inseam. **\$2.98**
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The original Keds® sneaker.
They were made in 1916.
You still see them today. In fact,
you'll find them everywhere.



There's nothing worse than wearing 1972 clothes with 1960 shoes.

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The only look we like see things. Or if you prefer, some toes. The point is, if you're going to invest in clothes, you'd better wear today's shoes. And as you can see Knockarounds go with the clothes of today. They come in fabric and leather. In all kinds of styles and colors. Because you come in all kinds of styles and colors.



Introducing the 1972 Keds' Knockarounds









Scenic Print Bodysuit™

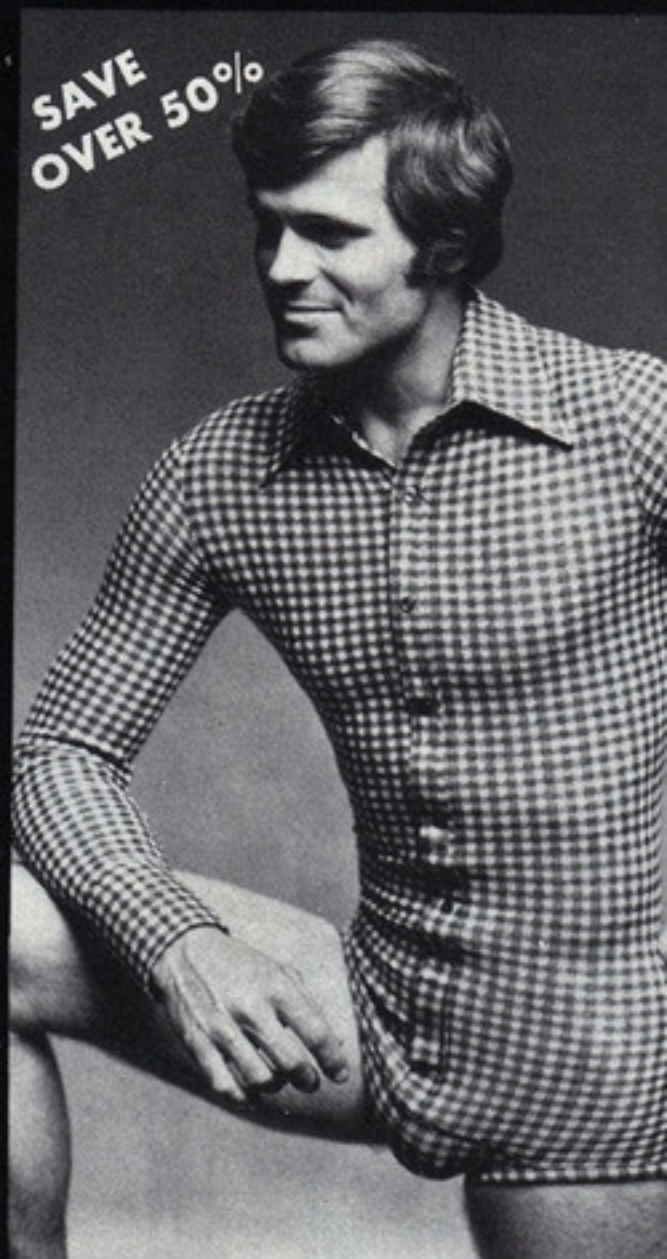
The sport shirt that can never pull out of your pants . . . because it is all one perfect fitting piece. Styled with high, long-point collar, 2-button cuffs and full length front zipper closure concealed by a button placket. Lined pouch has zipper fly opening. Drop seat back. Imported from Spain. 100% acrylic in assorted colorful designer prints. Sizes S-M-L.

648 SCENIC PRINT BODYSUIT™

. . . was \$24.95

NOW \$10.85

2 for \$21



Gingham Check Bodysuit™

One-piece styling means perfect fit and a sport shirt that will never pull out of your pants. Long point collar and 2-button cuffs. Button-front placket conceals a full-length zipper closure. Pouch has zipper fly opening. Drop seat back. Imported from Spain. 100% washable, stretch-knit cotton in Blue, Brown or Red Gingham Checks. Sizes: S-M-L.

861 GINGHAM CHECK BODY-SUIT™

. . . was \$22.50.

NOW \$9.85

2 for \$19



mens 70's shirts



Tooth
neck chain
sold p. 182

1
Knit Print
Shirts
12.99 ea.

Her choker
sold p. 74

2
Suspender
Slacks
21.99
each

Super-
Slack
21
ea.

Shifting... with the smoothest

1 FLORAL-PRINT KNIT SHIRTS. Get w...
that move as smoothly as you do. S...
ings in a soft acetate and nylon blend...
tom. Machine wash, dry. Color: Green...
His. Neck Sizes: S(14-14½), M(15-15½),
M64 B 8058—State S, M, or L. Wt. 6 oz...
Hers. Bust Sizes: 32, 34, 36, 38. State...
M64 B 8059—Shipping weight 5 oz..

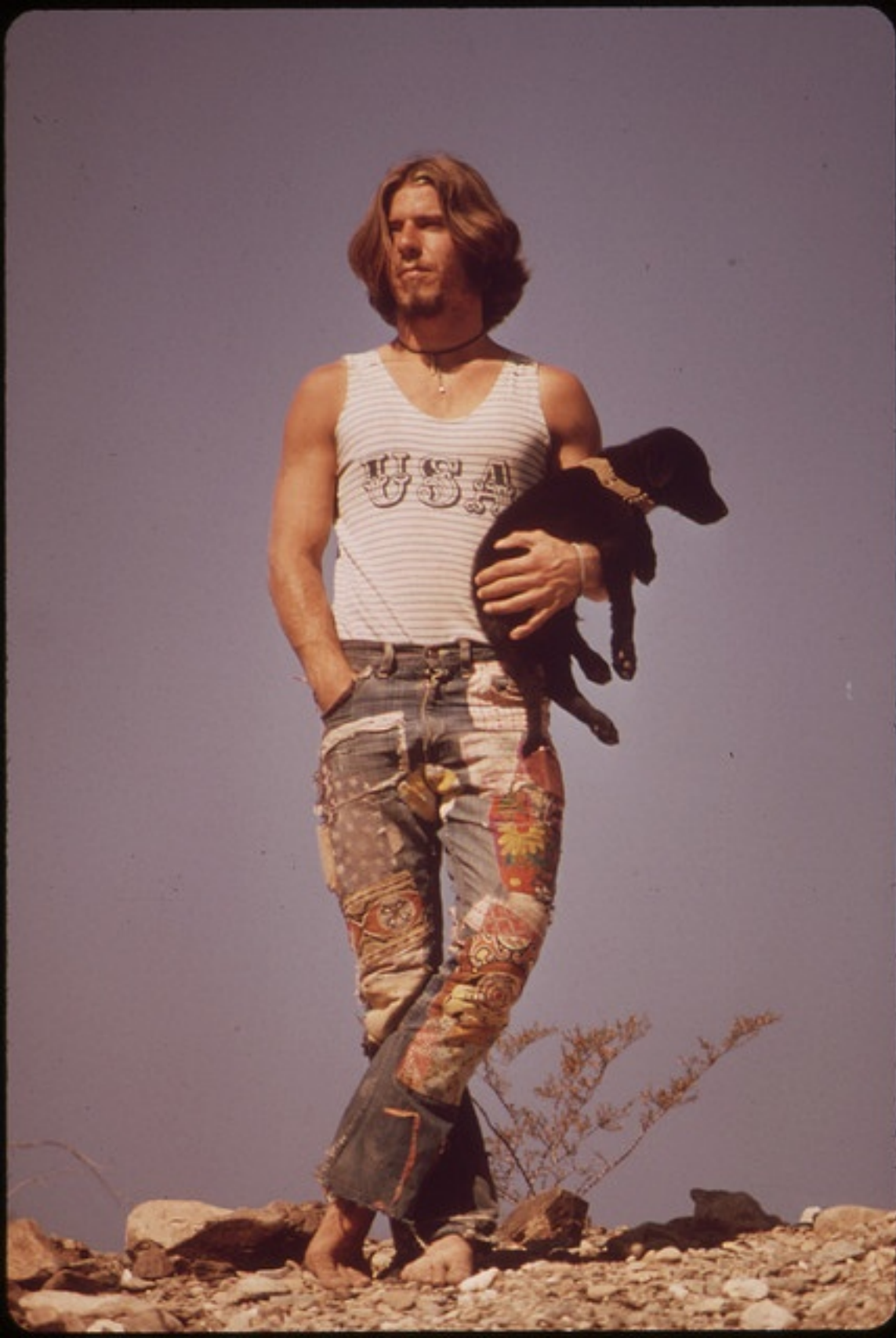
2 SUSPENDER SLACKS. Polyester K...
your natural inclinations. 2-button h...
slacks have adjustable, removable su...
front and 1 hidden back pockets. Machin...
His. Waist Sizes: 28, 30, 32, 34, 36. Sta...
Inseams: 29, 30, 31, 32, 33, 34, 35, 36...
M64 B 8060H. Color: Green. Ship. wt...

A
Platform
Shoe
24.99

184

PlaidStallions.com







6

7



If you need a rest, stay home

It happens almost every night in the Copper Room. The music throbs away 'til midnight and the dancers swirl and sway in their own particular style. And everybody loves it. Afterwards, you might feel like a dip in one of the heated pools. And tomorrow, maybe a round of golf on our mountain-rimmed course. Or cycling. Or curling. But you get the idea: The Harrison offers a great choice of active fun. Plus all the amenities you'd expect in a distinguished resort. And it's an easy getaway . . . only 3 hours driving time from Seattle. Come up and join the fun soon. You can always text after you get home. For reservations, see your travel agent. For more information, phone our Seattle representative at Mutual 2-1081 or write: Max A. Nargl, Managing Director.

THE HARRISON

Harrison Hot Springs, British Columbia

Winters in Seattle
Sunny West



TOMMY NUTTER

SUITABLE FOR ANY OCCASION

by Geoffrey Aquilina Ross

photos by Justin de Villeneuve

Tommy Nutter is a tailor. He may not look typical of that profession, but that's what he is. He is also what Bertie Wooster is going to look like in the new musical, *Jeeves*, being prepared by the *Superstar* duo, Tim Rice and Andrew Lloyd Webber. They have taken P.G. Wodehouse's original, updated it to the seventies, and made Wooster a contemporary man-about-town. As Tim Rice points out: "It seems only natural. If other men-about-town are dressed by Tommy, then Wooster should be, too."

Tommy Nutter is probably London's most famous tailor. His clients (many of whom are personal friends now) are a widely varied group, the sort of people whose names litter *Who's Who*, *Burke's Peerage*, and the *Celebrity Service* bulletins. When best-dressed lists are published, it is an even bet that half the men have had some suits made by him.

Mind you, Tommy can't sew. Or cut



MILLER RODEO SHIRTS



A
KEN MAYNARD
\$2.25



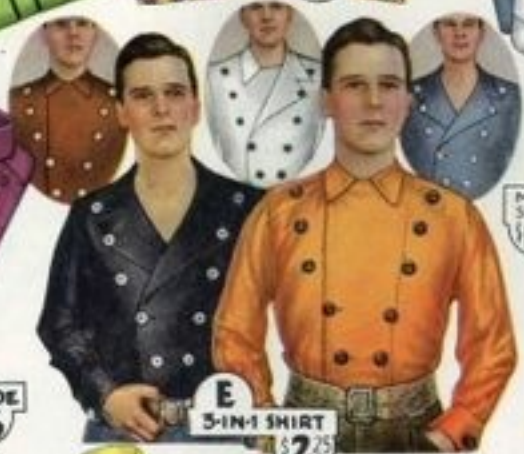
B
PLAID SILKETTE
\$1.75



C
BUCK JONES
MENS SIZES \$1.65
BOYS SIZES \$1.50



D
BLOCK BROCADE
\$3



E
3-IN-1 SHIRT
\$2.25



F
TWO-TONE SATEEN
MENS SIZES \$1.45
BOYS SIZES \$1



G
JIM DOSS
\$1.75

WE PAY POSTAGE



H
FLOWERED SATEEN
\$1.75

DESCRIPTION ON OPPOSITE PAGE 47

Body Work™ by Haggard® is stepping out. With slacks, sport coats and vests that are meant to move—off the racks and into the action. Worn by sharp young men who can boogie a disco needle dull. So play a fast one. And get your Body Working!

BODY WORKING

Sizzle! Chino slacks at left are polyester and cotton. Belted, with a Body Work™ buckle. At right, texturized stretch GAB with Comfort Give™. Both hot items.

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Suit
\$69.95



Slacks
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Shirt
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Rush me your FREE full color catalog
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Style 3652
White



Style 5339 White

①

M

N

Plaid Stallions

Safari for him and her.







What's rich in wool, light in weight and right in style?

Bucks trousers carrying the Woolblendmark.

Bucks are an elegant blend of new wool and polyester.

Bucks feel comfortable, look good and wear well. They shed wrinkles and keep the crease.

Bucks are available in a very wide range of styles, patterns and colours, all with the Woolblendmark symbol of quality.

So step into wool-rich Bucks trousers and look good all year round.

Bucks



85% NEW WOOL
15% POLYESTER



Levi's

the way you see of style

Bottoms Where Today's Fashion Action Is

Looking for the latest
fashion? Then see your
local dealer's selection of
high-heeled, thick-soled
Jarmans. They're designed
to go just right with your
wide-bottomed slacks and
jeans.

J

Jarman
The Shoe of the 20th



Left to right: 12755, 12145, 12173. Most styles \$19 to \$71.
JARMAN SHOE CO. 1400 W. 14th St. • Chicago, Ill. 60607 • (312) 343-1100. For company information,
write to Dept. 10 • One World Plaza • New York, N.Y. 10036

Douglas Bull is an unsung hero...

He's one of the unknown men who perform dangerous stunts in films, standing in for the stars; and he's got the scars to prove it. As a relaxation from movie mayhem, he buys his clothes from Hornes. We've fitted his 46" chest with this matching beach set. The shirt costs £8.75 and the shorts, £3.20. It's an easy outfit for an active man...



HORNES

WHERE 2 YEARS CREDIT IS EASIER THAN YOU THINK

Menwear branches in London · Bath · Birmingham · Bournemouth · Brighton
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Liverpool · Manchester · Nottingham · Plymouth · Reading · Sheffield · Southampton
Southend-on-Sea · Sutton Coldfield · Watford · Wolverhampton · Woking



B







THE JARMAN JAZZ AGE

The season's swaggiest shoes — in one tone, two tones, all the very new tones. Heavy-duty high shoes, lacy and brogue low shoes. They're the berries, the bee's knees and the cat's meow, all rolled into one, Jarman's very own Jazz Age styles, from \$55 to \$85 at cooperative stores everywhere.



Jarman
The Step-ahead Style

Let us help you step ahead — JARMAN SHOE CO., NASHVILLE, TENN. — A DIVISION OF GIBBSBROOK — THE ORIGINAL COMPANY

When you step off — We — RECALL — Call — Page 76

THE TRAVELKNIT FOURPIECE. 4 PIECES THAT MAKE 4 OUTFITS, ALL FOR \$110.



FEBRUARY MENSWEAR REPORT

You can wear the Travelknit fourpiece as many different ways as Tom Seaver does: as a business suit, a sport suit and as either a solid or contrasting leisure suit.

The color choice includes the fashionably new spring shades of blue, green, tan and rust. The fabric is a favorite to wear: comfortable, crisp-looking double knit.

Everything about the Travelknit fourpiece says "Style." The \$110 price speaks for itself.

Available during February in larger Sears stores.

Sears

The Men's Store

Sears, Roebuck and Co

DU PONT
Dacron

**Wrangler thinks Americans spend too much for clothes
(And we're doing something about it.)**



The Wrangler Wrelaters.

Every single shirt goes with every single pair of pants. (And vice-versa.) Tops \$7.50 to \$8. Pants \$14 to \$17.

Wrangler Sportswear of Celanese Fortrel polyester. Wremember the "W" is Silent.

Wrangler Sportswear, 350 Fifth Avenue, New York 10001. Fortrel is a trademark of Fiber Industries, Inc. Prices slightly higher in the west. © 1974 Blue Bell, Inc.

...MEN IN VOGUE

take the romantic lead in evening clothes



THE COOLEST gangster brand, above. It is Mr Fish looking dangerous in his own brave new white brocade jacket. With slight drape, wide revers sliced whip thin, two buttons, £35. You can see another shining example, specially made by Mr Fish for Mr Fox, in the new film, *Duffy*. He designed all James Fox's wardrobe in fact: rollneck and ruffled shirts, a spectacular red glacé nylon beret, super paratrooper style, with initials, to wear in the

shower. Black voile rollneck shirt with shadow satin stripe, £8. Shady black cashmere fedora, 5 gns. All at Mr Fish, Clifford St, who can add authenticity with long black coat, 38 gns, final flourish of white silk scarf, white kid gloves. Elegant state of dress, top right. Bitter chocolate velvet suit of Beau Brummel splendour. Fitted jacket, tight high waistcoat, sparking special antique buttons. By Rupert Lycett Green, 85 gns to order; 60 gns with brass buttons and ready to wear. Coffee cotton shirt foaming with lace, best fixed with antique dress studs too. About 17 gns made to measure. Brown velvet bow-tie to match, 3 gns. All at Blades, 8 Burlington Gardens.



Scintillating evening decorations will be worn, above left and right, as a handsome change from rollnecks and ties. One, an antique gold pendant, the other, a dulled silver buckle. Or try a Lalique Art Nouveau brooch. The shirts, white poplin with large deep collar, 6 gns, from Mr Fish. Gleaming new evening shoe, above centre, black patent with broad grosgrain edging and bow. By Morandi, 12 gns, at Russell & Bromley, New Bond St. **Compulsory reading**—*Dress Optional* by Rodney Bennett-England (Peter Owen, 47s. 6d). A fascinating textbook of men's fashion covering the past, predicting the future, with information on everything contemporary, too.

100% cotton screened print "Horoscope" fun slacks and 80% Dacron Polyester/20% cotton Flares. Styled for action.

178 cc 4-stroke OHV twin-cylinder. Top speed 80 mph.

100% female. Spirited performer. Runs cool. Quick response.



Carsuals®

Get into high gear. Scramble into a pair of "Horoscope" fun slacks with popular stove-pipe legs. Or green flares with woven stripes and rounded Western front pockets. Wide range of other patterns. Cuffless—permanent press. All better selected stores. About \$3.00.



If you only have one tuxedo, we have 113 ways to wear it.

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Six
ACCESSORIES

A division of After Six Inc., 1290 Avenue of the Americas, New York, N.Y. 620 Conson St., Norristown, Pa. 19404.

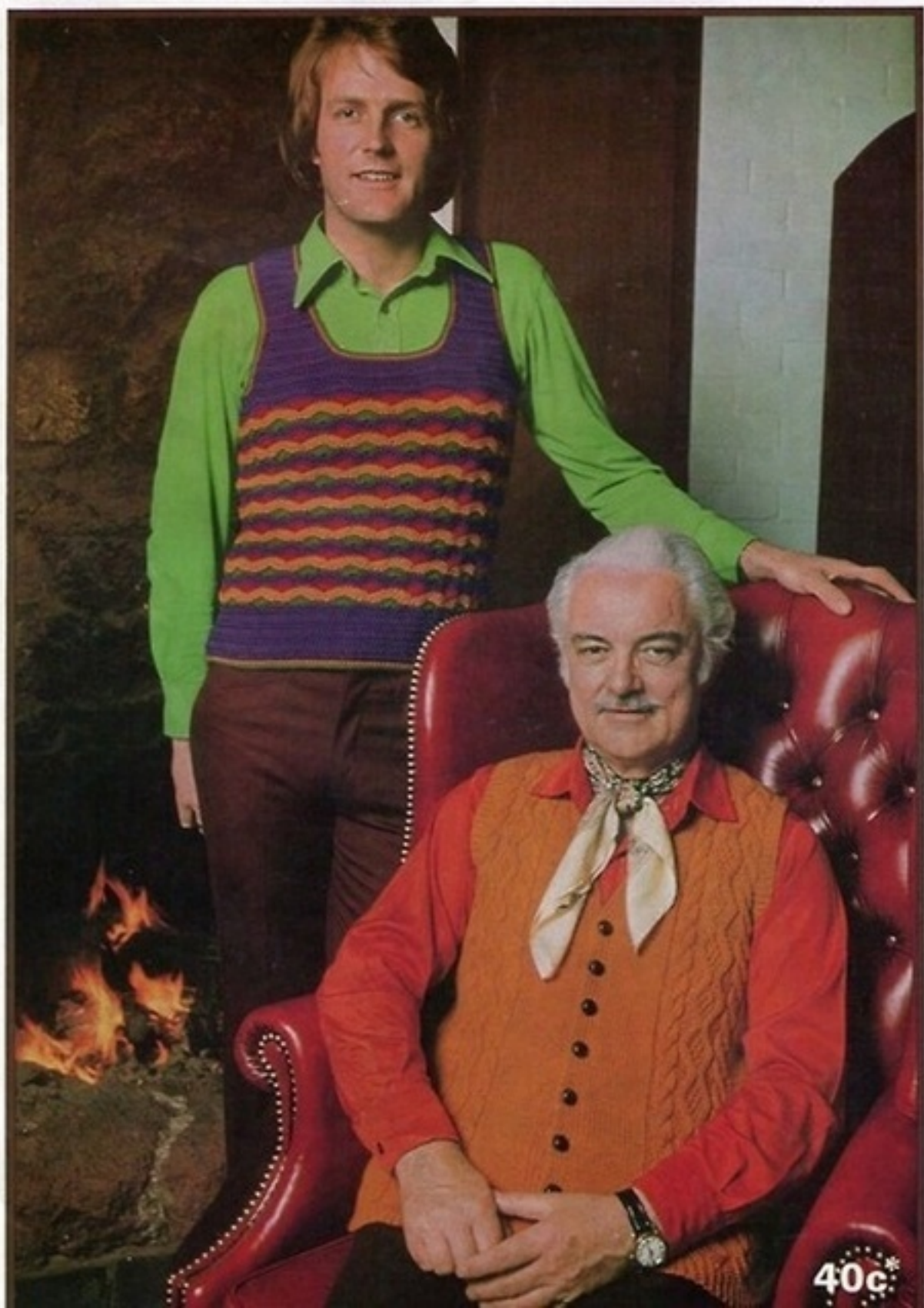
BEST OF THE VESTS

Knitted and Crocheted Vests and Cardigan.

Patons

Book 346

Totem,
Bluebell
and Katie



ENJOY.

As a male animal
you're entitled
to a little enjoyment.
Mr. Hicks Slacks
could well add something
to your triumphs.
Try a pair.
Soon.



ANGELO LITRICO

Rome suits him as
its greatest ruler.
He designs for the world's best
prices, the famous, the rich.
And by a special international
agreement for C&A.
His latest men's wear collection
has just arrived.
Come and enjoy the
genius of this man,
Angelo Litrigo.



Brooklyn, NY

Knitted Suit in Wool 100% 2400
Jacket in Wool 100% 2100
Trousers in Wool 100% 1700

MAN AT C&A

For whom the bells toll.



Ask not. They're for you. Our swinging bells have an ultra-slim fit, low rise and come in a ring-a-ding assortment of colors and fabrics. They're definitely becoming a novel American great. Talon zipper, \$6 to \$12. Apache shirts from \$6. Shoes from \$12. Higher in West. For retailers, write h.i.s., 16 E. 34 Street, N.Y. 10016. Available in Canada. Boys' sizes, too.

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rappers

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He pays a pretty small
price for a lot of
attention.**

**Rappers give you a break.
You can dress with a flair,
enjoy the feel of excellent
tailoring and still know
you're getting your
money's worth.**

**Fun shirt,
\$5.**

**Jeans,
\$17.**

**Rappers Western Suits,
Leisure Suits, shirts,
slacks and other fashions
are manufactured in the
U.S.A. by Washington
Manufacturing Company,
Nashville, Tennessee and
sold around the World.**

He'll Look
so Great His
Grandma
won't
Recognize
Him!

2 pages of spiffy
sets for sizes 3 to 7



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3-pc.
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2-pc.
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Children grow fast!
MEASURE and BE SURE
See Size Charts p. 328



Dazzle! Easy-care plaids of Today's Dacron[®] polyester at left. Right, texturized woven Concorde[™] with a rich look and feel all its own.



Quality tailoring, lean fit and a dress up flair. That's Body Work[™] by Haggard[®]. For disco dates or the daylight, it's dynamite. So get it on!

BIG YANK
LONDON MADE

6

T-Shirt
3.99

CUT 2.11

4

Western
Jacket
Now Only
10.88

5

Western
Jean
Now Only
6.88

*Belt sold in
Fall-Winter
Catalog, p. 266*

**LEISURE
LUXURY
AT
RELAXED
PRICES**

CUT 2.11

PLAIDSTALLIONS



APOLLO

DEL FONICS

COOL & GANG LOVE
INDEPENDENTS ★ UNLIMITED

STEAK

THE MANHATTAN





1. Oriental medallion in woven silk tapestry, 4 1/2", about \$30.
2. Raised white satin stripe on multi-colored silk background, 4 1/2", about \$10.
3. Boldly colored silk moire with bold geometric overprint, 5 1/2", about \$12.50.
4. Textured silk ground with psychedelic overprint, 4 1/2", about \$7.50.
5. Richly woven tapestry geometric stripe effect, 4 1/2", about \$20.00.
6. Brightly colored Aztec silk stripe, 5", about \$10.00.
7. Superb silk tattersall check in patriotic colors, 4 1/2", about \$30.00.
8. Silk foulard print in the style of the 1930's, 4 1/2", about \$7.50.

These designs and other originals from the new Liebert Collection available at fine stores and boutiques in your area.

Liebert

Designer Cravels,
Empire State Building,
New York, N.Y. 10001









Well-developed physiques like those of Buffalo Bills' defensive end Al Corclings (above) and Williamson are just right for many of today's fashions. Corclings' flaming red jump suit with an unusual braided belt and Williamson's custom made knit suit with shirt jacket open to the waist (right) are examples of colors and styles that were taboo several years ago. Below, Williamson models an unusual, ruggedly-masculine leather patchwork jacket which is closed with three loosely tied straps.



Estérel : unisex !



Sears Spring/Summer 1970

groovyreflections.com







Tan

Horizon Blue

Your Search for VALUE
Ends at Penneys

ALSO
IN
TALL
SIZES

Burnt Coral

The JCPenney Fashion Trio

A
Great
Gift
Value

BECAUSE it's a highly detailed leisure jacket with color-coordinated slacks and shirt—all fashion styled in machine-washable 100% polyester fabric

And priced at only

30⁰⁰

LEISURE-STYLE JACKET AND SLACKS woven of 100% texturized polyester. Jacket with shirt-style collar, button front, and cuffs. Front and back yokes, 2 patch chest pockets, inverted back pleat. Slacks with 2 front, 2 back pockets. Tab closure and belt loops at waist. Moderately flared legs. Hemmed bottoms. **SHIRT** of 100% polyester pongee fabric has long-point collar, 2-button cuffs, and square hemmed bottom. Machine wash warm, tumble dry. Imported from Korea. Mailing weight set 2.40 lbs.

Regular Sizes (for men 5'7" to 5'11"): See chart:

X 526-4387 E—Burnt Coral
X 526-2514 E—Horizon Blue
X 526-2522 E—Tan

Order 1 set for 30.00

Tall Sizes (for men 5'11½" to 6'2½"): See chart:

X 526-2530 E—Burnt Coral
X 526-2548 E—Horizon Blue
X 526-2555 E—Tan

Order 1 set for 30.00

TO ORDER: State ONLY jacket CHEST SIZE and slacks INSEAM. We will send slacks and shirt in those sizes in chart directly below jacket chest size you order.

REGULAR SIZES: State Chest Size and Inseam Length					
Jacket (Chest)	38	40	42	44	46
Slacks (Waist)	32	34	36	38	42
Shirt (Neck)	14-14½	15-15½	16-16½	16-16½	17-17½
Slacks (Inseam)	State 29, 30, 31, 32, or 33				
TALL SIZES: State Chest Size and Inseam Length					
Jacket (Chest)	38	40	42	44	46
Slacks (Waist)	32	36	38	41	42
Shirt (Neck)	15-15½	15-15½	16-16½	16-16½	17-17½
Slacks (Inseam)	State 30, 31, 32, 33, 34, or 35				

Charge it—see page 334

Find More Men's Coordinates on pages 152, 158-161, 163, 165.



The Challenge... Rally from Love 40 to capture the game with a backhand smash down the line. **The Sport Coat...** The Bristol in 100% polyester double knit denim-type fabric with contrast stitching. Available in navy, brown and burgundy. About \$52.00

Hardwick **CLOTHES** 

HARDWICK CLOTHES • CLEVELAND, TENNESSEE • 37311



E

F

G

H



JCPenney 455



ON SQUARE GAI

LIFE





Here's Johnny!

...wearing his "Foxx" sport coat of pure wool. Wool, It's got life. In a country squire's kind of look that looks great in the city, too. Johnny Carson shirts and ties and coordinated slacks complete the wardrobe. At fine stores throughout the United States and Canada.



Johnny Carson Apparel, Inc.

For names of nearest dealer write to 2000 Riverside Ave., Buffalo, N.Y. 14203
Canadian addresses write to 407 Lakeshore Blvd. W., Toronto, Ont. Canada



The lining and buttons of Johnny's "Foxx" sport coat are emblazoned with an exclusive fox head design for just the right sporting touch.



photography by Howell Green

Beat the straight-laced shoe habit!

We did!

Sure they're different. Just like you. Because that's what boots are all about. Being your own man. Kick, rugged boots.

Boldly buckled and zippeded. Cut handsomely high and higher.

At most larger Sears, Roebuck and Co. stores. Some or similar styles in the catalog.

The Shoe Place at

Sears

the man's store





7

6

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7

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8

8

Actual size
of jean pattern





THE DINGO MAN. HE REALLY LIVES IN THOSE BOOTS.



He's No Ordinary Joe.

dingo

From Acme® (A) The World's Largest Bootmaker

Acme Boot Co., Inc. Dept. FL 112 Clarksville, Tenn. 37040. A Subsidiary of Northwest Industries, Inc.



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2.77
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2.66



B
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COTTON AND SILK

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5.77

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3.97



Reversible Trunk







Shirts
and Slacks
that don't cost
an arm and a leg.

MIRDEE

with **PORTRELL**
Colony® Fortrell® is a trademark of Fiber Industries, Inc.

flagg Bros.

ONE GOOD THING LEADS TO ANOTHER.

Flagg Bros. Fashions, 492 Craighead Street, Nashville, Tenn. 37204



SUIT
A016
\$32.99



HAT
H90
\$2.99

COAT
C719
\$64.99

SHIRT
S578
\$15.99

KNICKERS
K997
\$17.99



"BLACK STAY"
Z734
\$26.99



"DOLLA DANCER"
Z130
\$26.99



"ACE DUKE"
Z605
\$26.99



SWEATER
S606
\$24.99



S453
\$12.99

Send for FREE CATALOG!

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
SATISFACTION GUARANTEED
STYLE NUMBER _____ SIZE _____
STYLE NUMBER _____ SIZE _____

SHOES: Styles 6-12. Regular sizes 10 with only. COATS, SUITS, SWEATERS & JACKETS: S-24-26; M-28-30; L-32-34; XL-36-38. SLACKS: Order by waist size: 27-28, 29-30, 31-32, 33-34, 35-36, 37-38. All coats shipped with unlined trousers. SHIRTS: S-14-16; M-16-18; L-18-20; XL-20-22.

*FOR PAID-IN-FULL ORDERS, add \$1.00 for postage, fees and insurance.

TWO DOLLARS (\$2.00) DEPOSIT is required on all C.O.D. orders. Orders cannot be filled unless the \$2.00 deposit is received. Merchandise ordered C.O.D. will be shipped for the balance of the merchandise plus C.O.D. charges.

INVOICES ORDERS can be shipped by A.P.O., F.P.O. or any foreign country. Orders to these addresses must be paid in advance. Tennessee residents add 5% sales tax.



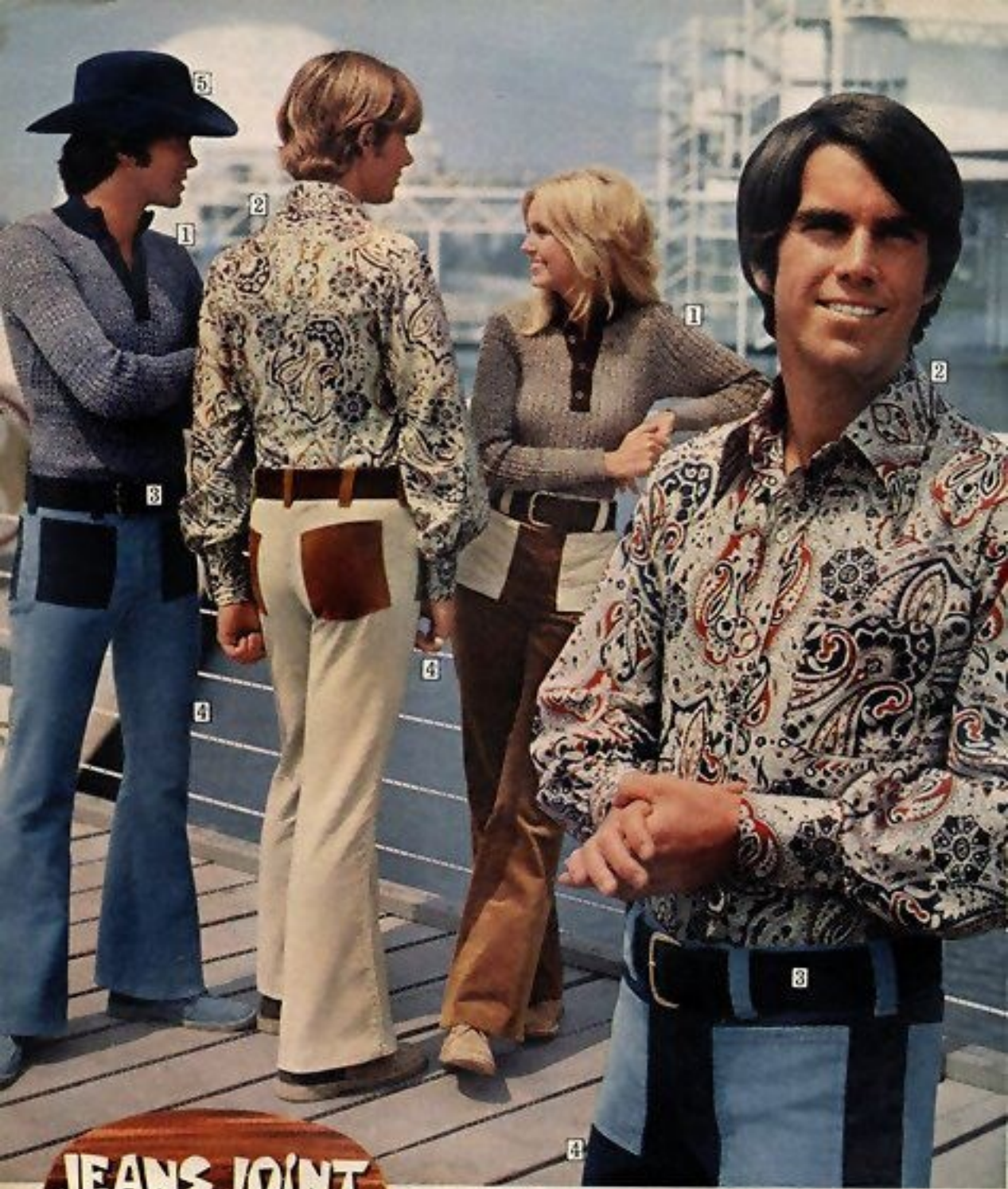
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flagg Bros

MAIL ORDER FASHIONS, 492 Craighead St., Nashville, Tennessee 37204



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JEANS JOINT

532 Sears

Where you'll find the newest looks
in jeans *plus* tops to go with them . . .
it's the young man's shop girls love, too

B

Vest

A

F

Shirt

Camel

C





Chambray Shirt
and Bandana Shirt
sold on page 488

D

100% Cotton

E

Shirts sold on page 325.
Shirts sold on page 477.



Denim shirt
sold on page 477

100% Cotton Indigo-Dyed Denim Jeans and Coordinating Jacket

D NAVY BLUE DENIM WAIST-LENGTH JACKET. Short-sleeve collar and cuffs, flap patch pockets on chest. Two work-enzyme fls. Front and back yoke and contrasting-color stitching. Machine wash warm, line dry (NY)-wash separately. Sizes: 36, 38, 42, 44, 48-in. chest. State chest size when ordering.
A 525-0749 B—Mating weight 1.25/16a 12.95

E 100% COTTON FLARE-LEG DENIM JEANS. Tight-fitting for the young man with a 3-in. waist. Wide belt loops, yoke-back, 2 front pockets, 2 back patch pockets. Reinforced at stress points. Heavy-duty brass zipper. Machine wash warm, line dry (NY)-wash separately. Sizes: Waists 28 with inseams 28, 30, 31, 32, 34; Waists 30, 31, 32, 34, 36, 38 with inseams 28, 30, 31, 32, 34. State waist size and inseam length when ordering.
A 525-0741 J—Heavy blue A 525-0800 E—White
A 525-0802 E—Blue chambray. Mail wt. 1.50/16a 8.95

100% Cotton Denim His 'n' Hers Bib Overalls

F INDIGO-DYED BIB OVERALLS. Cut from 100% 16-oz. western-style denim. Low back styling with 2 front, 2 back patch pockets. Reinforced seams. Machine wash warm, tumble dry—wash separately.
SIZES: Waists 28, 29, 30, 31, 32, 33, 34, 36 with inseams 32, 34. State waist size and inseam length when ordering.
A 525-0764 E—Mail wt. 2.25/16a 13.95

Here's What the Sizes Mean for
Men's Jeans: Men's Waist Sizes: 28
In. J. Size 8, 29 In. J. Size 7, 30
In. J. Size 9, 31 In. J. Size 11,
32 In. J. Size 12.

HOW TO WASH AND DRY—
Read labels on page 542.

CHANGE IT—
See page 484.

JCPenney

SEE HOW TO FIND MEN'S SIZES ON PAGES 484 AND 481.





FLASH!

*shining examples of
clothes to brighten
your fashion outlook*

attire

By ROBERT L. GREEN

Menswear has seen plenty of razzle-dazzle in the past few years, but nothing like this, a casually elegant look that's brilliant both in concept and in appearance. Outfit includes: crepe-back satin shirt, from Eugene Reimen for Male, by special order, \$65; satin flared-leg slacks, by Male, \$55; painted leather belt, by DDDominick, \$10; silver-plated star pins, by Tempo, \$2 and \$3; and silver brogues, by Fantasia, \$33.





2

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The mask is the same

THE

SIZES 8 TO 24



Items 1 and 3 contain
ORLON®

1 Casual knit Sport Coat with the "great-rip" look. Orlon® acrylic bonded to 100% nylon. Herringbone jacket has two flap patch pockets with button trim. Full wide belt with large rectangular buckle. Full lustrous lining. Coat teams up smartly with solid-color and herringbone slacks (5) below. Dry clean only.

Color	Boys' sizes.	Students' sizes.
	State 8, 10 or 12.	State 14, 16, 18, 20, 22, 24.
Brown...	.40 C 52126F...	.40 C 58126F
Beet...	.40 C 52127F...	.40 C 58127F
Navy...	.40 C 52125F...	.40 C 58125F
Shpg. wt.	...12 ounces...	...1 pound 4 ounces
Each	...\$12.99...	...\$15.99

2 PERMA-PREST® Turtleneck knit Shirt of polyester and cotton. Raglan sleeves and ribbed cuffs for freedom of movement and a neat fit. Hemmed bottom. Machine wash, med., tumble dry for no iron.

Color	Boys' sizes.	Students' sizes.
	State 8, 10 or 12.	State 14, 16, 18, 20, 22-24.
Brown...	.43 C 41113F...	.43 C 43383F
Beet...	.43 C 41115F...	.43 C 43385F
Navy...	.43 C 41111F...	.43 C 43381F
Ivory...	.43 C 41117F...	.43 C 43387F
Shpg. wt.	...7 ounces...	...9 ounces
Each	...\$3.49...	...\$3.99

3 Artec-patterned knit Sweater Vest. 100% Orlon® acrylic vest looks great with slacks (5) below. Wear open or close vest with the gold-colored metal clasp. Machine wash at medium.

Color	Boys' sizes.	Students' sizes.
	State 8, 10 or 12.	State 14, 16, 18, 20, 22-24.
Brown, gold...	.43 C 21093F...	.43 C 23093F
Blue, beet...	.43 C 21091F...	.43 C 23091F
Shpg. wt.	...8 ounces...	...14 ounces
Each	...\$7.99...	...\$9.99

4 PERMA-PREST® Western-style knit Shirt is blended of long-wearing polyester and cotton. Shirt has long-point collar with a button placket on the contrasting-color front yoke. Long sleeves with 2-button cuffs. Hemmed bottom. Machine wash, med., tumble dry for no ironing. So easy to buy when you just use the phone.

Color	Boys' sizes.	Students' sizes.
	State 8, 10 or 12.	State 14, 16, 18, 20, 22-24.
Brown...	.43 C 41555F...	.43 C 43395F
Beet...	.43 C 41553F...	.43 C 43393F
Navy...	.43 C 41551F...	.43 C 43391F
Shpg. wt.	...7 ounces...	...9 ounces
Each	...\$4.99...	...\$5.99

5 Bonded knit Slacks with flare legs. 100% acrylic bonded to nylon tricot... a great PERMA-PREST® fabric for comfort and shape-retention. Herringbone slacks have 2 front Western pockets, 2 back set-in pockets and zipper fly. Solid-color slacks are a corded rib-look knit and have 2 front set-in pockets, 2 back set-in pockets and a fake button front with concealed zipper fly. All slacks have wide belt loops and are bartacked at stress points for greater durability. Machine wash at medium and tumble dry for no ironing. Sharpen center crease with a light touch-up with a warm iron.

Color	Boys' sizes. REGULAR AND SLIM. State size 8, 10 or 12.	
	REGULAR	SLIM
Brown herringbone...	.40 C 70156F...	.40 C 70656F
Beet herringbone...	.40 C 70157F...	.40 C 70657F
Navy herringbone...	.40 C 70155F...	.40 C 70655F
Brown solid...	.40 C 70152F...	.40 C 70652F
Beet solid...	.40 C 70153F...	.40 C 70653F
Navy solid...	.40 C 70151F...	.40 C 70651F
Shipping weight	13 ounces.....\$5.99	

Students' sizes. State waist, then inseam from following chart. Note: Flare-leg slacks are about 1 inch longer than stated inseam size to fit neatly over boys' shoe-tops.

	25	26	27	28	29	30	31	32
Waist	25	26	27	28	29	30	31	32
Inseam	27	28	29	30	31	32	33	34

40 C 72797F—Brown herringbone
40 C 72796F—Beet herringbone
40 C 72795F—Navy herringbone
40 C 72793F—Brown solid
40 C 72792F—Beet solid
40 C 72791F—Navy solid
Shipping weight 1 pound 8 ounces.....\$7.99







A man for each mood . . . Three piece green suit, £38. Pink thick cotton shirt, £6. Printed scarf, £3 from Just Men. White suit, £30 at Way In, Knightsbridge, London, S.W.1. Green self-stripe shirt, £4, Sydney Smith. Striped schoolboy tie, 16s. 6d., Take Six. Brown patent shoes, £11 11s., Elliott. Grey fitted velvet suit, £18 18s., from Take Six, London. Patchwork silk shirt, £9 9s. by Mother Wouldn't Like It, from Kings, London, S.W.3.



No black tie black tie.

Besides allowing you to leave your black tie at home, our new Nehru Formal also allows you to dispense with something else you may find confining these days: your inhibitions.

blacktieguide.com

after
Six

Wrangler thinks Americans should get what they pay for.

(That's your right. And that's our responsibility.)



Jacket \$19. Jeans \$12. Shirt \$14. 350 Fifth Avenue, New York 10001. ©1976 by Blue Bell, Inc.

PAVED/ MIA '76
B 7

Wrangler Sportswear
of Quintess* polyester. Wremember the "W" is Silent.

Jeans that turn a dude into a stud.



Jeans from \$7 to \$21. Talon Zippers. Available in Canada. Boys' sizes, too. Western shirts from \$7 to \$12. For retailers, write h.i.s., 16 E. 34 St., N.Y., N.Y. 10016.

h.i.s

Jeans and Western Shirts

HUGE lapels

A mannequin is shown from the chest up, wearing a bright blue suit jacket with exceptionally large, wide lapels. Underneath, a light-colored dress shirt with a small, repeating pattern of nautical symbols (like anchors and flags) is visible. The jacket's buttons are a contrasting yellowish-gold color. The background is dark, making the blue of the jacket stand out.

DressThatMan.com



NEW LAS BRISAS BELLS BY MR. HICKS

Choose from eight different coordinated color combinations. \$9.00.

Mr. Hicks Casuals • El Paso, Texas 79999

D
Shirts



E
Slacks

Match-ups that Never Need Ironing

D-E FASHION LOOK that's hard to beat. Fitted and flared slacks have a dressy look and feel that's great with shirts. Machine wash, med.; tumble dry.

D APACHE SHIRTS are the newest way to dress up flared slacks. Wrinkle-free blend of Kodol® polyester and cotton. Long pointed collar, contrast stitching and button-thru flap pocket all spell a fashion look of today. Bold printed scarf coordinates with shirt colors. *Colors:* 72 blue, 48 gold. Shipping weight ea. 4 oz. **B 31 T 7039**—*Sizes:* 3, 4, 5, 6, 7. *State color no., size. 2 for 5.88; each 2.99*

E FLARE SLACKS—striped and styled with a wide waistband for a fashion look that's internationally popular. Tapered and flared as you like them in long-wearing rayon and nylon blend. Practical touches include zipper fly, belt loops and 2 front pockets. *Colors:* 72 blue, 97 brown. *Reg. waist sizes:* 3, 4, 5, 6, 7. **B 31 T 7417**—Shipping weight ea. 10 oz. *State color no., size. 2 for 7.88; each 3.99*

F SOCKS. DuPont Orlon® acrylic and stretch nylon. Reinforced nylon heels and toes. Machine wash, med. *Colors:* 97 brown, 74 blue, 48 gold, 84 green, 89 heather gray, 87 white. Shipping weight 3 pairs, 6 oz. *Sizes:* M (fits 5½-6½), L (fits 7-8), XL (fits 8½-9½). *State color number, size M, L or XL.* **B 31 GT 2537**—6 prs. 3.12..... 3 prs. 1.59



KNIT WESTERN JEANS and KNIT SHIRTS

... both with a knack for fit and no-fuss care



6

Navy, red

6

Green, red

Double-knit Jeans
in small Boys' sizes
sold on page 294

6

Berry, gold

5

7

Navy, stripe

8

7

Berry, stripe

7

Gold, stripe

8



3

4

5

ALSO IN
TALL
SIZES

PERMA-PREST® Never-iron Sport Shirts in tapered styles

Layered Look \$799

3 Knit mock turtleneck insert peeps from an Oxford cloth shirt. Long-point collar, permanent stays. Slightly tapered body, straight bottom. 50% polyester, 50% cotton. Machine wash, warm, tumble dry. Sizes S(14-14½), M(15-15½), L(16-16½), XL(17-17½). State size S, M, L or XL.
33 N 79134F - Gold 33 N 79131F - Blue
33 N 79138F - White 33 N 79139F - Black
Shipping weight 1 pound.....\$7.99

SIZE DIMENSIONS FOR TRIM REGULAR SHIRTS 1, 2, 4, 5				
Neck	14-14½	15-15½	16-16½	17-17½
Sleeve	32½	33½	34½	35½
Waist less than	32	36	40	44

Print \$599^{Reg}

4 Pattern matches horizontally and vertically on placket. Long-point, banded collar with Dacron® polyester lining. Long sleeves, 2-button cuffs. Matched pocket. Tails. 65% Fortrel® polyester, 35% cotton. Machine wash, warm, tumble dry. Trim Regular.
Sizes S(14-14½), M(15-15½), L(16-16½), XL(17-17½). State size S, M, L or XL.
33N79171F - Blue, berry 33N79172F - Green, gold
See Chart, left Shipping weight 1 pound.....\$5.99
TALL SIZES for men 6 feet to 6 feet 3 inches. State size M, L or XL only. See Chart, left.
33 N 79181F - Blue and berry
33 N 79182F - Green and gold
Shipping weight 1 pound.....\$6.99

Stripe \$447

5 Long-point collar. Dacron® polyester lined with permanent stays. Modified bell long sleeves with 2-button cuffs. Matched pocket. Tails. 50% Fortrel® polyester and 50% cotton. Machine wash, warm, tumble dry. Trim Regular.
Neck sizes S(14-14½), M(15-15½), L(16-16½), XL(17-17½). State size S, M, L or XL. See Chart at left.
33 N 79166F - Red 33 N 79162F - Green
33 N 79161F - Blue 33 N 79163F - Gold
Shipping weight 1 pound.....\$4.47
*Reg. DuPont T M

NOVEMBER 25, 1968

Newsweek

50c

MALE PLUMAGE '68

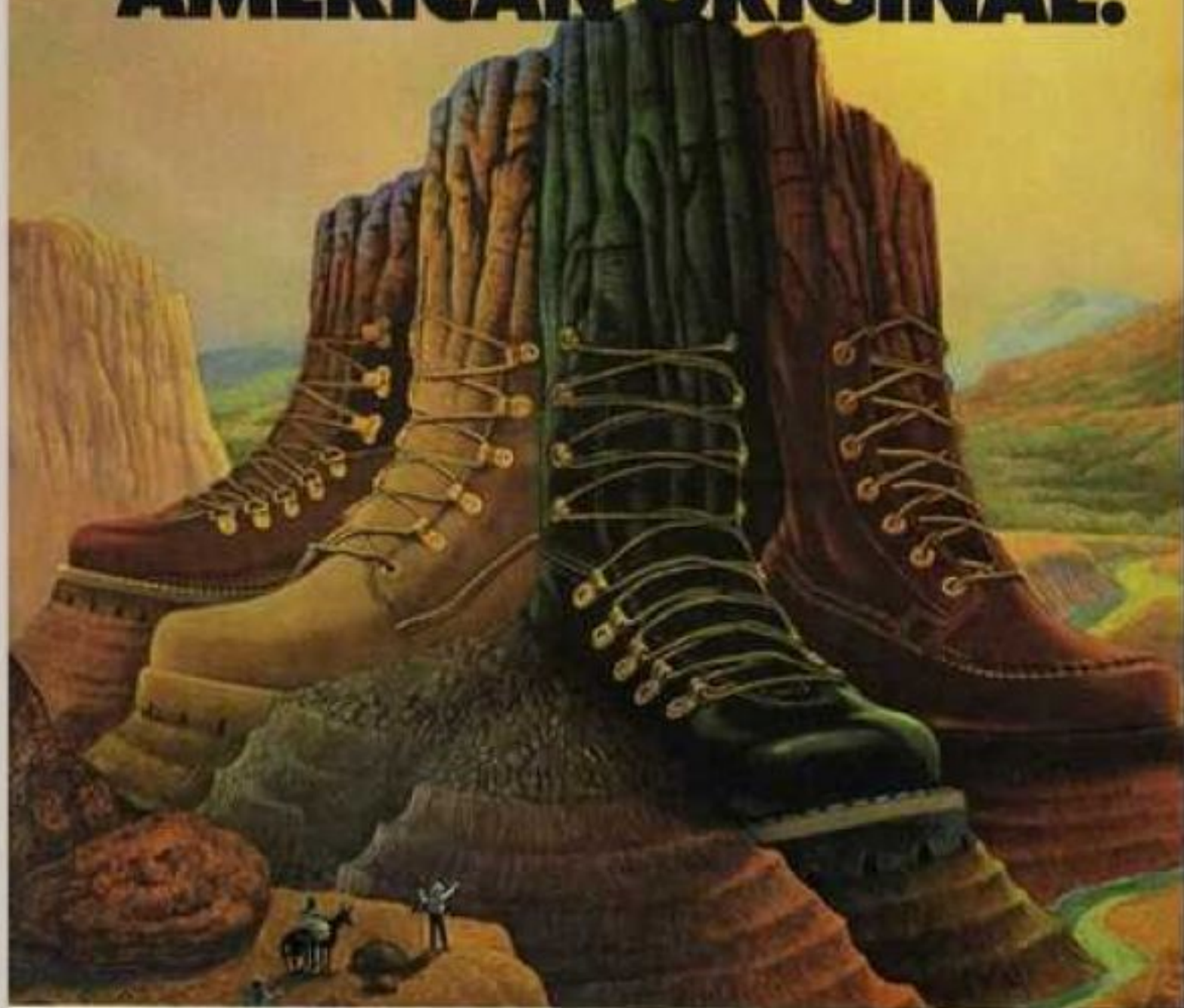




HIS IS HERS

GETTIN' it together means sharing things with your man like his laughter, his worries and his own special way of 'doin' a thing,' as brother Isaac Hayes puts it. In the world of fashion, the black man has traditionally had his own way of 'doin' a thing' and even when the rest of the male world went conservative, the black man retained a distinguishing flair and excitement in his dress. These exciting his is hers fashions from Jerry Magnin's hip new Beverly Hills men's boutique will provide the means for the black woman to also share her man's taste in clothes.

SURVIVORS. AN AMERICAN ORIGINAL.



Tough. Rugged. Good-looking. These are the boots that have what it takes to survive in America: the original Herman Survivors®. And, like most originals, they're often copied but never duplicated.

We think that's because, after 101 years of boot-making, we're still paying attention to the little things.

Like fastening real brass eyelets on our boots. Lining them with leather that's soft as a glove. Padding them for extra comfort and protection. And vowing that, no matter how high the price of leather, we won't cut down on quality to cut down on cost.

Things like that add up to a boot that's built to stay around for awhile.

And maybe that's why, in an age of fleeting imitations, we're practically part of the landscape.

**HERMAN
SURVIVORS**

Boots that never say die.

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Distributed by Herman Survivors Co., Dept. 75, North, MA 01054

Vintage All Year Use
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LIFESTYLE EYEWEAR BY RALPH LAUREN

Ralph Lauren is a leading designer of men's fashions because he's realistic. "I don't believe in one rigid lifestyle, so I certainly don't believe in just one look for clothes... or eyewear. A man should have a variety of well designed accessories so he can vary his image as often as his mood or activity changes."

Ralph Lauren proves his point with Polo Lifestyle Eyewear, the most distinctive, original (yet masculine) frames ever designed for men.

Some of the styles feature classic, refined lines—the quiet, good-look that's ideal for business hours. Other selections are definitely bolder and more rugged in appearance, in perfect harmony with the great outdoors.

Colors range from crystal clear—to tortoise—all the way to deep-tone striped effects. No matter which styles you choose, Polo Lifestyle Eyewear makes the good life—and you—look so much better.



Polo Lifestyle Eyewear by Ralph Lauren

Presented by

OPTIQUE DU MONDE

168 IRVING AVENUE FORT CHESSER, NEW YORK 10573 1914-937-5700

At your ophthalmic professional

Ask to see the complete Ralph Lauren line
in the Optique Fashion Gallery.

A man in a white trench coat and a woman sitting on a couch in a zipliner cabin. The man is standing and looking towards the woman, who is sitting on an orange couch and holding a martini glass. The cabin has a patterned wall and a window.

The Acapulco

Traveling people select this single breasted trench coat of 100% Dacron® polyester for its traditional styling features and soft pile zip-out liner. A fashion winner from our Winners Circle collection of rain-topcoats. Dupont ZEPEL® protected against rain or stain. About \$87.50. Slacks by Smartair.

**WINNERS
CIRCLE**

by
Rainfair



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Rainfair®

**DUPONT
ZEPEL**
RAIN / STAIN REPELLER

Smug. And for good reason.



If you had a coat like this and you'd paid only ninety dollars for it, you'd be smug, too.

A Smug coat makes you look terrific. And it makes sense. It's an all-weather friend, because it's made of long-wearing, texturized woven DACRON® polyester Cavalry Twill, SCOTCHGARD® treated to repel stain and rain.

So you can look smug whether the sun is reigning or the rain is raining.

Gimbels
New York and New Street

Women sizes 8-18. Colors: Tan, Black Grey, Navy and Green. \$99.95. Color coordinated wool lined check lining and trim. Prices slightly higher on the West Coast. Smug, a division of Cable Industries, 131 Archland Street, Boston, Mass. 02118. Copyright, 1973 by Cable Industries. "Ultra" registered TM PTM INC.

smug

Vintage Ad Service
Security Mark

All of us have the urge, but not all of us have the nerve.

If you want to look different these days you have a choice.

#1, you can look ridiculous.

#2, you can look like you came off an assembly line.

Well, we think the secret to looking different is really being yourself, because that never goes out of style.

And that brings us to #3,
the perfect answer: a Simplicity pattern.

We have our people all over the country, all over the world for that matter, reporting in to us so we can create the latest fashions for you.

But it takes one more person to make them exactly what you want.

That's you.

Because you're the one who says "it should be a jumpsuit, in crushed velvet with fur cuffs." Not us.

If you'd like to keep up with all the latest excitement

in the world of fashions, just keep up with our Simplicity Fashion News.



All the fashions are photographed beautifully in color.

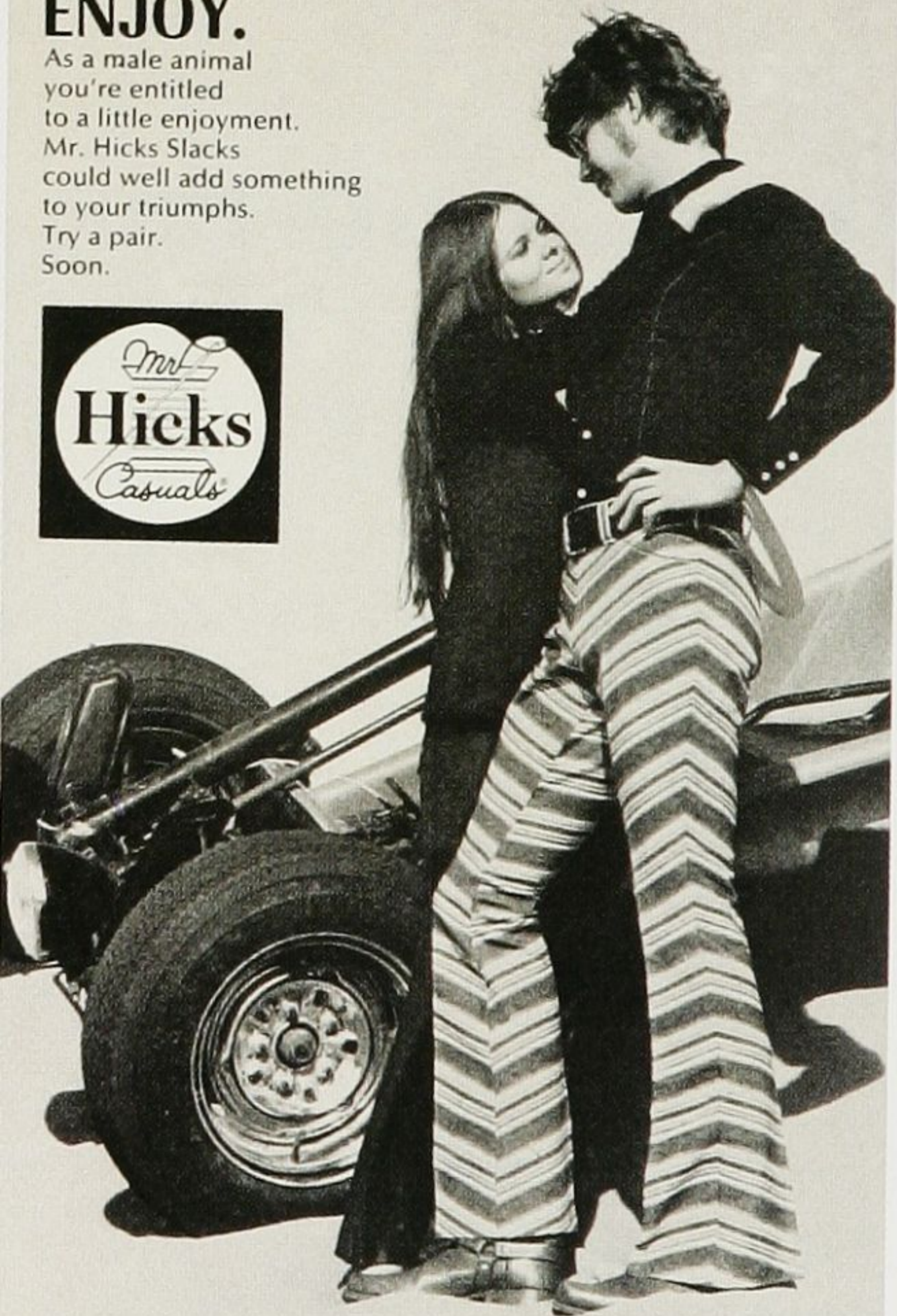
And another beautiful thing is that the Fashion News is free. So make sure you get your copy as soon as you can. With a Simplicity pattern, instead of showing you have a lot of nerve, you'll show you have a lot of taste.


Simplicity.

Being yourself never goes out of style.

ENJOY.

As a male animal
you're entitled
to a little enjoyment.
Mr. Hicks Slacks
could well add something
to your triumphs.
Try a pair.
Soon.



A woman with blonde hair, wearing a white sleeveless dress and white high-heeled shoes, is captured in a dynamic running pose. She is smiling and looking down. The background is a dark, starry night sky with a soft blue glow around her, and there are stylized, glowing plants or flowers in the foreground and background.

**Make your legs look good.
And feel good, too.**

With Sheer Energy® Pantyhose. Our sheer smooth yarn makes your legs look good. Our all-day massage™ makes your legs feel good.

So get into sheer, smooth Sheer Energy. (Now you can get 'em in our Queensize, too.)

SHEER ENERGY

