

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK  
**Herausgeber:** Federation of Swiss Societies in the United Kingdom  
**Band:** - (1932)  
**Heft:** 542

**Artikel:** Fashions for men  
**Autor:** Pritchett, W.  
**DOI:** <https://doi.org/10.5169/seals-690282>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 16.04.2026

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

## FASHIONS FOR MEN.

By W. PRITCHETT.

At this time of the year, some idea of the correct formal day wear, and formal and informal evening wear, together with the latest styles and cloths, would not be amiss to men readers. Possibly it will be also amusing to female readers who may never have appreciated how men folk are so tied to convention.

Formal day dress is used at Royal, Government and Official receptions, Weddings, Funerals, Luncheons, Afternoon Parties, at Ascot and such like occasions. The suit used is what is generally known as the Morning Coat Suit, and comprises a tail coat made from fine black or grey worsted cheviot or vicuna cloth. A single or double breasted waistcoat to match the coat or of a washing material or cloth in white, grey or buff colours. The trousers will be chosen to suit the occasion when they will be worn and will be of striped effects in neat narrow or wide patterns, checks or herringbone designs in black and white or grey. The smart coat is cut with a broad chested effect and fits well into the waist and over the hips, and has one bone button to the front, and the cuffs fairly narrow and finished with three smaller bone buttons. The waistcoat must be well fitting and sharply defining the waist. The trousers will be long and full, with plain bottoms and finished with four pleats at the tops. This suit can make or mar a man's appearance, especially as it is worn when he should be looking his very best, so particular care must be taken to see that it is well tailored and cut. The position of the fashionable waist-line as applied to each individual is one of the chief factors a clever cutter has to consider.

The Frock Coat is very seldom seen nowadays, although the King still favours it, and its return to popularity is very remote.

On those formal occasions in the evening such as Balls, Dances, Dinners, Government and Official Receptions, House and Theatre Parties, the tail coat suit is the correct wear. On such other occasions as in your Club, Bachelor Dinner Parties, at the seaside or on board ship, when ladies are not present or other informal times, the Dinner Suit is worn.

A rule that can be generally applied is, if in doubt don the tail suit for it is always correct.

The tail suit is a particularly pleasing garment, if well made, and during the last few years many improvements have been made in its style to increase its smartness. This year, broad shoulders, short square fronts, longer tails, broader lapels, all tend to give that appearance of height and breadth which is characteristic of masculine fashions at the present time.

The white waistcoat has received more attention at the hands of "Dame Fashion" than any other article of evening dress. The latest styles of waistcoats are cut with a slightly wider opening than formerly and have a square shaped collar in both the single and double breasted styles. The double breasted model is cut with two or three buttons and come to one or two points at the centre, and the bottom of the waistcoat is cut sharply away to conform to the fronts of the tail coat.

The white waistcoat should be always worn with a tail coat and the black waistcoat with the dinner jacket. White or black dress ties also corresponding to the waistcoat worn. The Prince of Wales, however, has worn a white waistcoat with a dinner suit on a number of occasions but he is a "Law unto himself."

The trousers which are cut on moderately long and full lines should be finished with four pleats at the tops and two narrow rows of braid down the side for the tail suit and one wider row for the dinner suit.



### HAVE YOU ORDERED YOUR NEW SUIT YET?

Before deciding, pay us a visit and see the cloths we can offer from

**3½ Gns. to 8 Gns.**

Mr. Pritchett is well known to the Swiss Colony. Ask to see him.

**A SPECIAL DEPT. FOR HOTEL, CAFE & RESTAURANT UNIFORMS**  
Compare our prices.

**W. PRITCHETT**  
183 & 184 TOTTENHAM COURT RD., W.1.  
2 mins. from Swiss Mercantile School.

## FOOTBALL (Continued)

## Groupe 2

Black Stars.....0	Brühl .....	2
Chiasso .....	Luzern .....	2
Oerlikon .....	Winterthur .....	3
Wohlen .....	Locarno .....	2

In Groupe 1 the interest centres in the relegation candidates the champion being Lausanne-Sports unless a miracle happens. Solothurn go to 6th place, 11 points, followed by Fribourg 9, Stade Lausanne 7, and Monthey 4 points.

In Groupe 2 all clubs except the leaders, Concordia, were engaged. Wohlen did Brühl a good turn by unexpectedly beating Locarno. Brühl goes to second place with 15 points from 10 games, Concordia first, 18 points from 12 games and Locarno third, 15 points from 11 games. There is no other club within distance. Who will gain promotion? Only one, remember! Of the remaining 6 clubs, four have 9 points each, one 8 and the last, Winterthur 6 points. As 3 Clubs are to be relegated, it may be any three of those six. They are all enumerated above, in the results; try and pick the three! (No prizes offered for correct solutions. Ed.)

## FRIENDLY MATCHES.

Young Boys .....	Chaux-de-Fonds .....	2
St. Gallen .....	Aarau .....	2

M.G.

A printers error in our last week's report about the Corinthians—Grasshoppers Match gave the attendance as 6,000, the official return is, however, round about 3,000.

## The Sixteenth Swiss Industries Fair

will be held at

# BASLE

April 2nd to April 12th 1932.

for Information apply to :

**THE COMMERCIAL DIVISION OF THE SWISS LEGATION,**  
32, Queen Anne Street, W.1.

or to :

**THE SWISS BANK CORPORATION**  
99, Gresham Street, E.C.2.; or at Basle.

Information regarding Travelling facilities may be obtained from :

**THE SWISS FEDERAL RAILWAYS,**  
11b, Regent Street, S.W.1.

## MISCELLANEOUS ADVERTISEMENTS

Not exceeding 3 lines.—Per insertion, 2/6; three insertions 5/-.  
Postage extra on replies addressed to Swiss Observer

TO LET. Small self-contained office on ground floor. Separate entrance, telephone. Apply during office hours at 23, Leonard Street, E.C.2.

BOARD Residence. Comfortable home for Gentlemen. E. Light and Gasfires in all bedrooms, 2 minutes Tube, Tram or Bus, 15 minutes City or West end. Billiards, Badminton. Partial Board week-days, full Board Sundays, from 30/-. Rome, 13, Carleton Road, Tufnell Park, N.7. Phone: North 3806.

## FORTHCOMING EVENTS.

Saturday, March 12th, at 3 p.m.—Demonstration, London School of Dalcroze Eurhythmics at Rudolf Steiner Hall, Park Road, N.W.1. (Tickets 3/-).

Tuesday, March 15th, at 7.30 p.m.—Swiss Mercantile Society Ltd.—Souper Dansant—at the Union Helvetia, 1 Gerrard Place, W.1. Tickets 3/-. (See Advert.)

Wednesday, March 16th, at 7.45 p.m.—Nouvelle Société Helvétique—Monthly Meeting, followed by a causerie by Monsieur W. Rüfenacht, Secretary of the Swiss Legation, on *The New British Customs Tariff*.

Friday, March 18th, at 8 p.m.—Swiss Club (Schweizerbund)—Annual Dinner and Ball. (See advert.)

Wednesday, April 6th, at 7.30 p.m.—Société de Secours Mutuels—Monthly Meeting, at 74, Charlotte Street, W.1.

## SWISS BANK CORPORATION,

(A Company limited by Shares incorporated in Switzerland)

99, GRESHAM STREET, E.C.2.

and 11c, REGENT STREET, S.W. 1.

Capital Paid up £6,400,000

Reserves - - £1,960,000

Deposits - - £43,000,000

**The WEST END BRANCH**  
opens Savings Bank Accounts on which interest will be credited at 2½ per cent. until further notice.

## FOYER SUISSE, 15, Upper Bedford Pl., W.C.1

SUNDAY, MARCH 13th, 1932.

at 4 o'clock.

**PLATONIC FRIENDSHIPS,**  
By MISS DOROTHY GORCH, L.L.A.,  
of the Alliance of Honour.

AT

FOYER SUISSE

Every Swiss Girl Welcomes.

Tea Provided.

## ADVERTISEMENT

IS THE MOTHER OF  
**NECESSITY**

In other words, if you advertise insistently you will **CREATE** a market for your goods. Well executed Printing is essential if your advertising is to possess the necessary "punch." Therefore send along your enquiries for Leaflets, Circulars, Folders, Price Lists, etc., to

**The Frederick Printing Co. Ltd.**

23, Leonard Street, London, E.C.2

Telephone - - - Clerkenwell 9595.

## Divine Services.

EGLISE SUISSE (1762),

(Langue française.)

79, Endell Street, Shaftesbury Avenue, W.C.2.

(Near New Oxford Street)

Dimanche 13 Mars 11h. — "La pierre de l'angle"

Math. XXI, 42. — M. R. Hoffmann-de Visme.

6.30 — Prédication, M. Hoffmann-de Visme.

7.30 — Répétition du Choeur.

## SERVICE FUNEBRE.

Au crématoire de Goldres Green le 3 Mars, Emile Chatenet, Madeleine Chatenet, Paulette Chatenet et Pierre Chatenet.

Pour tous renseignements concernant actes pastoraux instructions religieuses, etc., prière de s'adresser à M. R. Hoffmann-de Visme, 102, Hornsey Lane, N.6. (Téléphone: Archway 1798). — Heure de réception à l'église: Mercredi de 10.30 — 12 h.

## SCHWEIZERKIRCHE

(Deutschschweizerische Gemeinde)

St. Anne's Church, 9, Gresham Street, E.C.2.

(near General Post Office.)

Sonntag, den 13. März 1932.

11 Uhr vorm. Gottesdienst und Sonntagschule.

7 Uhr abends, Gottesdienst.

8 Uhr Chorprobe.

Anfragen wegen Religions-bezw. Confirmanden-unterricht und Amtshandlungen sind erbeten an den Pfarrer der Gemeinde, C. Th. Hahn, 43, Priory Road, Bedford Park, W.4 (Tel: Chiswick 4156).

Printed for the Proprietors, by THE FREDERICK PRINTING CO., LTD., at 23, Leonard Street, London, E.C.2.

ADVERTISE in the "SWISS OBSERVER"

It's Patriotic and it Pays!