

Sold in the following stores in this area

THE HUB HENRY C. LYTTON & SONS

State and Jackson, Chicago EVANSTON • OAK PARK • GARY

ILLINOIS

- Alton... Sessel's
Aurora... The Riley Stewart Co.
Beardstown... H. E. Huss & Sons
Belleville... Deutch Clo. Co.
Belvidere... Silverman & Opp
Benton... J. V. Walker & Sons
Cairo... Lee J. May
Canton... Neumann's
Carbondale... J. V. Walker & Sons
Carmi... Jesse Schoemann
Carterville... J. V. Walker & Sons
Centralia... Wm. Hutter Clo. Co.
Champaign... Kaufman's
Chicago... The Hub, Henry C. Lytton & Sons
Chicago... Mandel Brothers
Clinton... M. Gottlieb
Danville... Deutch Bros.
Decatur... Sessel's
Dixon... Boynton-Richards Co.
Du Quoin... J. V. Walker & Sons
Effingham... Weber's
El Dorado... The Nu Way Merc. Co.
Elmhurst... H. C. Hesse & Co.
Evanston... The Hub, Henry C. Lytton & Sons
Fairfield... Ira A. Brown
Galesburg... Continental Clo. House
Geneseo... Lager & Offerle
Harrisburg... The Buckeye
Herrin... J. V. Walker & Sons
Hoopeston... Larson's Clo. Shop
Jacksonville... Myers Bros.
Joliet... Al Baskin
Kankakee... Plant-Kerger Co.
Kewanee... Kewanee Dry Goods Co.
La Salle... Mendel Gordon
Lawrenceville... Wm. Thorn

For other cities in Illinois see St. Louis Globe Democrat

INDIANA

- Anderson... B. L. Bing's Sons
Clinton... Rosenblatt Bros.
Connersville... Leo Kahn Co.
East Chicago... Lewin's, Inc.
Elkhart... W. J. Schult & Son
Evansville... Hoffman's, Inc.
Fort Wayne... Wolf & Dessauer Co.
Frankfort... Oscar Laverty
Gary... The Hub, Henry C. Lytton & Sons
Hammond... Edw. C. Minas Co.
Hartford City... Stein's Clo. Store
Hobart... Nelson Toggery
Huntington... D. Marx & Sons
Indiana Harbor... Lewin's, Inc.
Indianapolis... L. Strauss & Co.

For other cities in Indiana see Indianapolis Star and Detroit Free Press

IOWA

- Algona... The Hub Clothiers
Atlantic... Metcalf's
Boone... H. H. Kruse Clo. Co.
Burlington... Riepe-Peterson Clo. Co.
Cedar Rapids... O'Meara Clo. Co.
Centerville... Parker's Clo. Shop
Charles City... The B. & B. Store
Cherokee... Gildner Sauer Co.
Clarinda... Weil's, Inc.
Clinton... Martin Morris Co.
Council Bluffs... Joe Smith & Co.
Davenport... T. Richter's Sons
Davenport... Simon & Landauer
Decorah... Ben Bear Co.
Des Moines... Frankel Clo. Co.
Dubuque... The Hub, Urbach Bros.
Emmetsburg... Robert Mulrone
Fairfield... Gobble & Heer
Fort Dodge... Walrod's
Humboldt... Lane Clo. Co.
Independence... A. C. Holzer
Waverly... Leuthold-Johannsen Co.

MICHIGAN

- Adrian... Kinear & Huebner
Ann Arbor... Staeb & Day
Battle Creek... Amos H. Stevens Co.
Bay City... Oppenheim's
Benton Harbor... Goodman & Goldbaum
Detroit... Ernst Kern Co.
Escanaba... The Fair Store
Flint... The Flint
Grand Rapids... Herpolsheimer's
Grand Rapids... Houseman & Jones
Imlay City... G. M. Bowen

For other cities in Michigan see Detroit Free Press

WISCONSIN

- Beloit... The National Clo. House
Chippewa Falls... Boston Clo. House
Eau Claire... D'Toggery
Fond du Lac... T. E. Ahern Co.
Green Bay... H. C. Prange Co.
Kenosha... Isermann Bros.
La Crosse... The Continental
Madison... Karstens
Wausau... Helling & Groff Co.

- Macomb... Ray's Clothing Store
Marion... J. V. Walker & Sons
Mattoon... Frank & Montie Spitz
Moline... G. S. Fitz Gibbon
Moline... Mayer & Johnson
Mokena... R. E. France (The White Front)
Monmouth... Model Clo. Co.
Morrison... Blass Clo. Store
Mt. Carmel... Stansfield's Dept. Store
Mt. Vernon... J. V. Walker & Sons
Naperville... B. B. Boecker
Newton... Kaufmann Bros.
Oak Park... The Hub, Henry C. Lytton & Sons
Paris... R. G. Lehman
Paxton... P. Larson Co.
Peoria... The B. & M.
Pontiac... C. A. Swygert
Princeton... Peterson's
Quincy... Model Clo. Co.
Robinson... The Hub Clo. Store
Rochelle... Carney & Longenecker
Rockford... Albert Anderson
Rockford... C. V. Olson Co.
Rock Island... Mosenfelder & Sons
Roseland... Raymond Levine
Salem... F. A. Dietrich
Savanna... Parker & Cromer
Springfield... Myers Bros.
Spring Valley... Abraham's
Sterling... Bradley's
Streator... Morris Iskovich
Sycamore... Anderson Bros.-Rosene Co.
Taylorville... Broverman's
Watska... Plankael-Goetz Co.
Waukegan... Durkin & Durkin
West Frankfort... J. V. Walker & Sons



The Art of Illusion

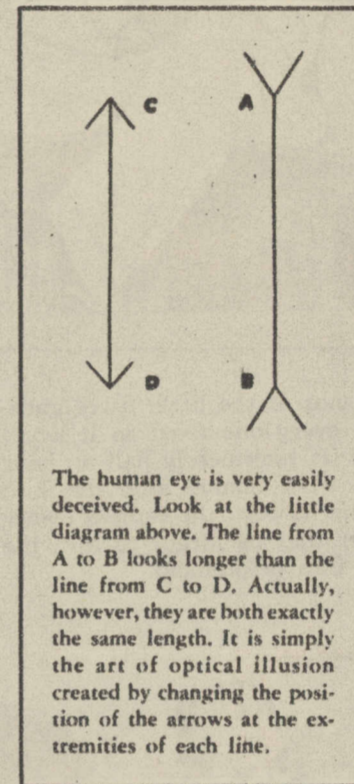
in the Worsted-tex British Lounge Model*

(Lined with Super Celanese Rayon)



An Ordinary Suit

This man looks shorter than the other although both are exactly the same size.



The human eye is very easily deceived. Look at the little diagram above. The line from A to B looks longer than the line from C to D. Actually, however, they are both exactly the same length. It is simply the art of optical illusion created by changing the position of the arrows at the extremities of each line.



The British Lounge Model*

This man looks taller than the other although both are exactly the same size.

In the same way that the eye has been deceived in the above diagram by making line A-B appear longer than line C-D, this art of illusion has been similarly applied in designing the British Lounge Model* in men's clothes. In creating the drawings of the two men above, the artist has made them twins. They are identically the same height, same breadth and exactly equal in physical proportions.

But the man on the right looks taller, fuller-chested and slimmer at the hips than the man on the left. The man on the right is wearing a Worsted-tex British Lounge Model,* the man on the left an ordinary suit. The elements of designing that create these illusions are:—

In the British Lounge Model* the coat is longer, the buttons and waistline lower, the lapels longer and broader, the

collar sets lower on the neck showing more linen, the shoulders look wider than the hips, the sleeves and trousers are tapered and there are extra folds of fabric at the chest.

There is nothing extreme about the British Lounge Model.* It is a gentleman's suit which brings out the good points of your body and hides your defects.

If you are too stockily built, the broader chest and slimmer hips give you a clearly defined waistline and a more athletic figure. If you are too thin, the chest and shoulder designing fills you out. If you are too short, the upward symmetry of this model adds to your appearance of height. It is a type of suit that is flattering to almost every type of man and is made in double breasted and single breasted models.

\$40

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State and Jackson, Chicago

EVANSTON • OAK PARK • GARY

Tailored by Cohen, Goldman & Co., 45 West 18th Street, New York, N. Y.

*Reg. App. For

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