The STORE FOR MEN

Psychology of Clothes

THAT dress and good grooming are essential to the morale of a people never were so strikingly illustrated as in the Branch. For instance, the Canadians cling so closely to the belief that cleanliness is next to Godliness. Under face practically continuous he will insist on shaving each morning, while his clothes must present a dress parade appearance. His psychology is that good clothes and immaculateness are conducive to the elevating of morale. By the same token the American civilian should at all times dress with homogeneity, but not with extravagance. Just as the Canadians' spirits attain a high mark by knowing that he is well groomed, so should the American at home wearing dress against acrocity and imperialism realize that good clothes are morally necessary to victory.

Welding Quality Into Clothes

HAVE you ever tried to sew a button on your coat or overcoat so that it would remain there permanently? It's a pretty difficult task for most bachelors. Yet, simple as it may seem, the average of sewing buttons is only one of the 49 specifications we exact of manufacturers. We demand that all buttons be sewed with strong thread, thoroughly waxed and twirled, thrust well down, and finished with three easy stitches.

Quality Essential in Shoes

QUALITY in shoes never was of more importance than today. Clinging to our high standards of other years we have installed in the face of many handicaps to maintain quality for us, as well as you. We have found the best shoes are the cheapest in the long run. Right now when good shoes are scarce there is a real advantage in buying in the store not in the door. For Autumn and Winter wear we have manufacturers for every preference, including black calf, black calf, kidskin, and long grain $7.50 and up.

Hats For All Heads

Hats! Every body has its own style preferences; and hat-making is so exacting, a shade too much or not a shade too much, that it must be exact. We have a large selection of felt hats made to our specifications and all hand-sewn by the most skilled of our workmen. In fact, the best part of all about our hats is the way in which we display them. Our Felt Hats, $6.95 to $12.50. Our Felt Cloche, $1.50 to $3.50.

For Cool Nights

What we think of as the essential garment for the cool nights is the extra heavy weight English Wool Felt Panama. Tailored in our own factory they are cut and pressed to the most exacting of our specifications, representing the most distinctive style of our house in years. In fact, all the best of our English and Italian made clothes are being displayed now. Hats, $4 to $28. Cloche Hats, $1.50 to $3.50.

Imported Wool Hose

WOOD HOSE that can be worn with entire confidence in any home are the proper thing for the seasons of the year. These have been adopted by the English merchant men and worn on the deck of their freighting ships. They are made in many colors, ranging from the most beautiful, deep, gray and brown, to the more popular shades, $2.50 to $15.00.

Neckwear for Discriminating Men

NECKWEAR in the largest display we have shown in years. This season's distinctive patterns. We have had the most elaborate of all neckwear: the most unusual and darkest of all neckwear, the most beautiful of all neckwear. We offer a large selection of all sorts and qualities, all at a most reasonable price, $2 to $15.00.

Shirts for Autumn

THOSE men who are not afraid to stand out in a shirt of modern design will find them here. We have a large selection of all sorts of designs, from the most conservative to the most modern.

Buy Underwear Now

When the time comes to buy underwear, the sooner you buy it the better. We have a large selection of all sorts of quality and design, from the most conservative to the most modern.

EDUCATIONAL LEADERS

St. Viateur College
Kanata, Ithaca
Student Army Training Corps
High school students
18 years old
13 credits may vary
Charles R. Weis, President
605 Addison Street
Phone Irving 890
J. F. Ryan, C. S. V.
Principal

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610 W. Monroe St.
Phone John 1310
J. D. L. Regan, Registrar
B.S. and M.A. degrees
School of Medicine, Education, Business, Science, Arts and Letters

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EDUCATIONAL LEADERS

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Law School, School of Business and the Graduate School
The University of Illinois
Graduate School, College of Agriculture, College of Commerce and Business Administration
The University of Minnesota
College of Business Administration
The University of Wisconsin
College of Business Administration

MARSHALL FIELD & COMPANY

MEN'S DEPARTMENT

Blockstone Shop
Gowns of Distinction
210 W. Madison Street

The Autumn Exhibition
Gowns, Suits, Maps, Millinery
and Furs
Beginning Monday, the twenty-third of September
One thousand nine hundred and eighteen

We direct attention to the greatly increased facilities of the Custom Tailoring and Dressmaking departments.