

Novelty Treatments Distinguish Men's Fashions for SPRING and SUMMER

Of the styles in vogue for the Spring season in men's suits and overcoats there is no easy graduation from conservative to novelty styles. The two fashion thoughts are sharply defined, and no compromise is offered. The garments thus far observed are either sedately conservative or spiritedly unique. No half-way measures have been provided for. In the class defined as novelty styles are included various conceptions in fanciful designing. These include the pinch back

and belted styles, with minor details of attractiveness that are flagrantly indicative of a trend toward distinctive ornamentation. These garments show pinch back effects in shirt treatments, inverted plait arrangements, box plaits, yoke backs, mock belts, half belts, detachable, and belt all around effects. These define the novelty styles in a general way, but the variation in minor details are carried to a point that is only bounded by the inventive resources of the designers. For instance, there is

a riotous employment of button treatment. The belt all around coats usually have button decorations at the front, and some of the more extreme models substitute buckles for buttons in the attaching arrangement. Then, also, on the half belts, attached belts and two-piece belts, buttons are employed. The half belts that are detachable have buttons on both side seams, and other belts are stitched on at the sides and brought together at the centre of the back with a button. Most of the mock

belts have no ornamentation, and are merely stitched on at the sides. A great many of this season's pinch back models have no belt treatment at all, and these are classified above as to the nature of back details, whether shirred effects, yoke effects or plait effects. Pockets, too, this season evidence more novelty schemes than for many seasons past. On some the decoration is in the making of the pockets, such as box or inverted plait effects, and on others it is the flap arrangement that

is distinctive. Some of these flaps are cut on the bias with the flap fairly wide at one side of the pocket and narrowing across to a fine acute angle at the other side. These are usually made button-through in the middle. There are other pockets that have a semi-circular flap also buttoned through. Cuff treatments also show conspicuous button arrangements and novelty schemes. There are shown several suit models with a button link effect, in which the second button hole is connected by two buttons and a loop in much the same manner as the cuffs on your shirt are connected. What, this season, we may call the conservative styles are by no means lacking in distinctiveness, but they are called conservative in a comparative sense, based on the extreme aspect of the novelty styles.

The dominating notes in the conservative styles are of English characteristics. Natural shoulders, soft roll lapels and high-waisted lines. The distinguishing attractions in these styles will be noted rather in grace of modeling than in any high lights of detailed originality. Most of these models have patch pockets, and they are shown in one, two, three and four-button effects.

Quite a few double-breasted styles are shown for early spring wear, some with plain backs and most with belt or novelty backs. Many of these belted effects employ the tunnel belt treatment. The overcoats shown for Spring adhere very closely to the style details prominent in the suits, with special reference to back treatment. Aside from these, the Raglan and Chesterfield shapes are featured. In both suits and overcoats for Spring, compromise is made to the men who eschew extreme styling, as many of the most exclusive dressers do, especially in a season when the majority run toward emphatic effects. The sedate dressers seem to delight in intensifying their dignity when the trend is pronounced in startling effects. There are very slight changes noted in vests or trousers; the latter are a trifle wider than heretofore. Vests are mostly collarless and button high. In patterns two-tone stripes have the call, and next to these flecked mixtures and small checks. Wide stripes are shown to some degree, but plaid effects are not strong enough to demand any special mention in a resume of the popular patterning. In textures, flannels seem strongest, and next to these tweeds, homespun and

Scotch weaves. Worsteds are not shown to any great extent excepting in the higher priced garments. This is because of the scarcity of wool and the higher price of fabrics. A worsted texture to be impressive and serviceable must be of extra good quality and closely woven, and the grade that would necessarily have to be put in popular priced suits is not of sufficient reliability to make it a safe investment. Cassimeres are exceedingly prominent in the lower priced suits, because this fabric can be manufactured most economically, and even in the cheapest grades presents a good appearance. In the midsummer clothing the styles are the same as noted above, and the textures are for the most part patterned weaves of cotton and linen mixtures under new brand names, such as "Keep Cool" Cloth, "Sunbuck" Cloth, "Palm Beach" Cloth, etc. In past seasons the midsummer textures were largely acid colors, but since last summer patterned effects have been introduced, and so many really attractive weavings and color combinations have been produced that now patterns really have the call. In silk suits, too, patterns are introduced. These in pongees, battons, shantung and heavy crepes.

EASTER MODES FOR MEN

INTERESTING DISPLAY OF THE NEW SPRING STYLES

Easter marks the first complete display of Men's New Spring Apparel, accurately depicting the styles as they will be worn during the seasons of spring and summer by men who give some importance to dress. Men are all more or less interested in new clothes—and every man knows what an important factor good appearance is in the business life of the present. Certain type of dress is demanded in business, sport and other activities which no man can afford to ignore. You will notice many little detail features that mark the very smart new apparel, the new shoulder, the correct slant of a pocket, the proper length, etc. There is an idea—a big, broad idea—back of this men's store. It is bigger than seems possible to most clothing buyers who are educated to the idea that selling clothing was just a matter of so much clothing marked for so much money. The old clothing idea of barter and trade has no place in this new organization of ready-for-service tailors. We buy with a vision of our customers before us.



NEW SPRING CLOTHES FOR MEN AND YOUNG MEN

Styles that please, qualities that satisfy, prices reasonable. For the young man we are showing a very special Blue Irish Serge Suit, made up pinch-back, peak lapels, two-button, soft roll; vest single-breasted; trousers, cuff bottom; smart, well-cut and well-tailored suit, that will give good serviceable wear; sizes 33 to 40. Price \$18.50

Spring Suits for older men, button sack, waistcoat single-breasted, without collar; trousers cut in medium width; well tailored and finished. These suits will give every penny's worth of their price; sizes 36 to 44. Prices, per suit

\$22, \$24 and \$25

YOUNG MEN'S NEW SPRING OVERCOATS

Spring Overcoats for young men, in mixed tweed, made up in pinch-back style, peak lapels, also slip-on style, made up with shield lining, piped seams, in shades of brown, grey and green mixtures. These are the two popular styles for young men this season; sizes 34 to 42. Prices

\$13.95, \$15, \$20 and \$25

MEN'S EASTER WEAR

Silk Shirts promise to be very popular this season. Our lines are very attractive; all the new stripes and designs; some very pronounced colors are shown; sizes 14 to 16½. See our Easter display. Prices range from \$5.00 to \$8.00 each

MEN'S NEW SPRING HATS

Men's Soft Felt Hats are shown in brown, steel grey, pearl grey, sumatra, black and green shades, with wide or medium brim; very smart styles and of extra fine quality, in English, Canadian and Italian makes; size 6¾ to 7½. Prices, each \$3.00 to \$5.00 Also Black Stiff Hats of quality, English manufacture, extra fine fur, popular styles. Prices \$3.00 to \$3.50

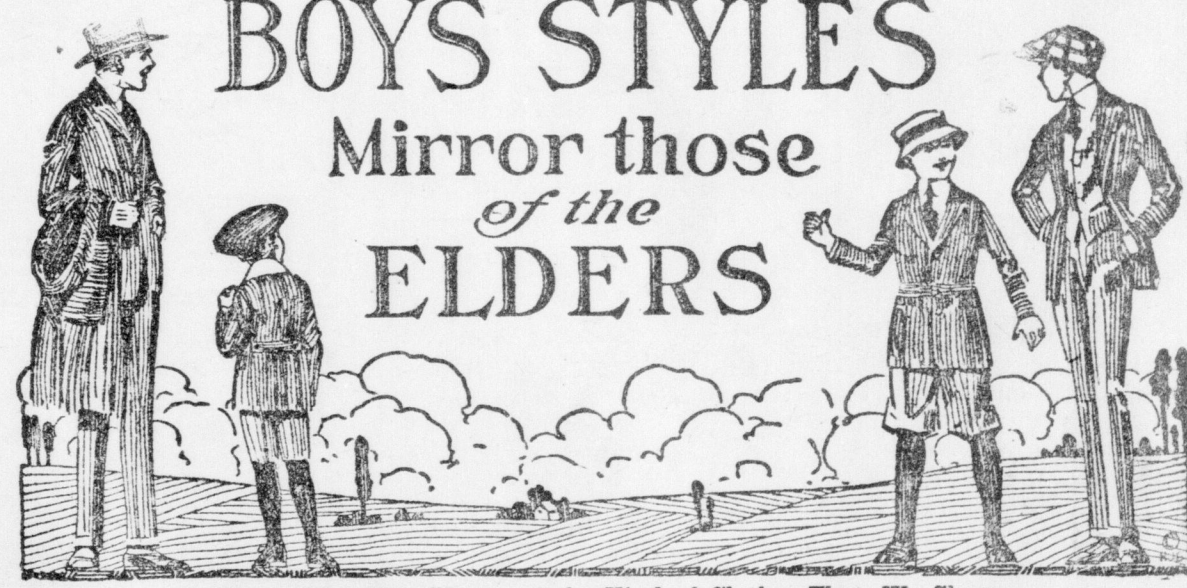
EASTER NECKWEAR FOR MEN

This department is completely filled with the most fashionable and up-to-date Men's Neckwear ever shown, ranging from the nice, quiet tones, to the beautiful stripes and all-over patterns so popular this season. Prices 50c, 75c and \$1.00 each

MEN'S GLOVES

Washable Cape Gloves, in white with black tip and flesh with black tip. Prices, per pair \$2.00 and \$2.50 Grey Suede, in a very fine quality. Prices \$2.25 and \$2.50 pair Chamois Gloves, natural shade. Price \$1.50 And a variety of tan capes at \$1.50 to \$2.50

BOYS STYLES Mirror those of the ELDERS



Boys Like This Store and the Kind of Clothes That We Show.

Because boys are personalities to us. They are not treated as just "selling possibilities." The little men who are entitled to their likes and dislikes and are so regarded by those who serve them are sure to please the boys, and the service given by our apparel will please fathers and mothers, great deal can be said about boys' clothes—our boys' clothes. You have only to look at the new patterns, the new belt effects, the splendid patterns on good materials, and the good ample models admit at once that these clothes are different.

EASTER SUITS FOR REAL BOYS IN THE NEW BOYS' CLOTHING SECTION.

There is nothing especially original about that statement—it has been made hundreds of times. But you have a boy at home who insists that clothes were only made to wear out, you will find a good deal of originality in the making of these suits for service. The boys will be home from school this week, good opportunity to have them outfitted for spring and summer.

SPECIAL SALES THIS WEEK.

CLEARING OF BOYS' REEFERS for ages 5 to 15 years \$2.00 BOYS' SCHOOL SUITS, special \$3.00

A complete range of Boys' Easter Suits, in navy blue Irish serge, fast indigo dye, very strong and durable, made in the very latest yoke, Norfolk, pinch-back styles; sizes for boys 6 to 18 years. Prices, per suit \$10.00, \$12.00 and \$13.50

MODEL SUITS FOR THE LITTLE MAN.

Spring Model Suits for the little fellow, in new junior Norfolk and Tommy Tucker styles; ages 3 to 6 years. Special Easter price \$3.95 suit

Also several complete ranges Boys' Suits, in the very latest styles and patterns, in light colored tweeds and worsteds for spring and summer wear, sizes 25 to 36. Prices, per suit \$5.95 to \$10.00

Grill Service in Restaurant. Allow about 20 minutes for preparing.

SMALLMAN'S INGRAM

Plank Steaks: For one, 75c; double service, \$1.25. In restaurant.