



2% in. PEMBROKE

28/16 in. KENSETT

CHATHAM

Sheridan realized that one must not only be well-dressed, but feel welldressed.

dressed.

The newest collar of today for the well-dressed is the Pembroke. It has the improved buttonhole for the closed-front collar—the LINOCORD "SNAP-ON," which is so worked into the band that it will neither stretch nor break in laundering. Will not spread, pull apart nor slip off the button.

Simple to adjust, the "SNAP-ON" holds the collar together in front and assures the desired straight-closed-front effect every time you wear the collar.

The Pembroke (2% in high) Kensen (2% a in high) and

The Pembroke (23% in. high), Kensett (23/16 in. high), and Chatham (identical in shape, 2 in. high) is the latest closed-front shape. Ask to see this desirable collar—with the new, strong, practicable "Snap-On" buttonhole in front and LINOCORD buttonhole in back—at your dealer's.

GEO. P. IDE & CO.

HERIDAN, brilliant playwright, author of "The School for Scandal," had a keen wit—a keen mind. He understood mankind well.

Himself a great dandy in his time, Sheridan truly "held the mirror to nature" when he laid stress on the gair in having one's neckdress correct.

dress correct.

Today to have yours so, wear



Have Ample Scarf Space 1/4 Sizes—2 for 25c In Canada 3 for 50c

They have unusual smartness, which they

keep throughout a long life.

No collar can retain fit or style if the buttonholes stretch or tear. Ide Silver Collars have Linocord Buttonholes that neither

stretch nor tear.

Hundreds of impartial laundry tests have proved that IDE SILVER COLLARS last longest and keep their shape best.

Send for our STYLE BOOK

and the name of the nearest IDE SILVER COLLAR dealer. A postal will do.

257 River St., TROY, N. Y.





Misplaced pride rides a moneyeating monster. Is your position sufficiently secure to warrant the spending of twenty cents a mile for automobile travel—when you may drive a Ford in comfort, security and record time for less than a tenth that sum?

Every third car is a Ford. Nearly 180,000 have been sold and delivered. New prices -runabout \$675-touring car \$750-delivery car \$775-town car \$1,000-with all equipment, f. o. b. Walkerville, Ont. Get particulars from Ford Motor Company of Canada, Limited, Walkerville, Ont., Canada.

COSGRAVE'S Pale Ale For Christmas

a a a a a a a a a

The best beer for the family table and the Christmas festivities.

The Christmas brew is now ready and on sale at all dealers.

In pint and quart bottles.

The Cosgrave Brewery Co. of Toronto, Limited

