



## The College Man's Clothes

To the mind of the average merchant who does not know College Men, College Men's clothes are usually associated with everything that is rah-rah and of exaggerated type generally.

This is decidedly wrong, as the college student of to-day is not that sort of a dresser. Not at all. In fact they are very conservative in their attire, and all who make a specialty of catering to their wants unite in saying that college men are dictators of fashion, for after they are seen wearing certain styles for awhile these clothes are adopted to their followers outside of academic walls.

Semi-ready Overcoats in this season's style at \$15, \$20 and \$22.50

## Semi-ready Tailoring

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