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Let Us Show You Tucker-Shean 1123 50" SL

WE JUST NOW THOUGHT of a comparison between a build-ing and a suit of clothes. Sounds far fetched—but see if it isn't true. You can build of wood, brick or stone, can't your But if the architecture is poor it's going to be a homely building in any case, isn't it? Just so a suit of clothes can be made up in worsted, flannel or cheviot. But if it is poorly cut, it's going to be a poor suit, even though the fabric's a fine one. Right?

> Meral: Buy Society Brand Clothes. They're famous for their correct cut. And they come in wonderful exclusive fabrics too. (Here now in the smart styles for Spring.)

MAYER BROS. CO. ELI SHIRE, Pres.

CLOTHES

The college man has his own ideas about clothes. He follows the general style trend closely, but the variations he favors set his own styles apart from the field.

The talented Kirschbaum designers have served the college man's needs perfectly in this season's productions. Not through guess work, but by a careful, critical stylestudy in university centers.

One of the new models is here pictured. It is happily named the "College." Developed in rich virgin wool fabrics - presenting the newest pattern effects and color tones - many of them exclusive.

Other Spring Suits, \$38 and \$48