BOXES AT THE HORSE SHOW

 4 G:ORGE GOULD GETS THE FIRST CHOICE
 NBIV YORK,
sembly of the men


## An Overcoat

# A Price 

First

The overcoat is of brown, auburn melton-melton overcoats are like Chinamen - so many look alike- This one of ours is hard and firmly woven wool-not loose threads of shoddy with a little wool thrown in pressed together-It's goodness is below the surface-where you can't see it-good lining-satin sleeve lining (not glossed cotton)-other good points and plenty of them-honest workmanship-It isn't a short bobbed coat-it isn't an ulster-it is a coat for the man who only has one coat for all occasions and weather-They fit when they are new
and when they are worn out-It isn't so hard to sell an expensive garment-something under current price-as it is to produce these bread-and-butter things of a stock-the staples--so economically.

## (Our

THE NATIONAL CLOTHMG

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