



## We Announce—

As is our custom each season—that the Spring and Summer Styles, as authorized by The House of Kuppenheimer and accepted by the best-dressed men everywhere, are now being displayed by the better clothiers.

**W**E realize the responsibility attached to the use of the word "authoritative," but we have no hesitancy in assuming that responsibility, as we feel that our acknowledged leadership in the clothing world gives us the right to apply that term to our new models. You'll find they deserve it.

While they reflect the smartest decrees of fashion, they are not innovations, but sane and authentic forecasts of the coming styles—in truth, creators of styles themselves.

We know that we have made an advance each season—we're not entitled to any particular credit for that—but we have done much more this season, and the unsolicited compliments that are pouring in from enthusiastic customers, convince us that this Spring's production is the crowning effort of thirty-two years of endeavor.

Kuppenheimer styles and Kuppenheimer fit match up with the proper pride of the man who insists upon looking his part in life as well as playing it. One good proof that a man sets proper value on himself is the fact that he wears our clothes.

You can, easily enough, pay more, but—as a man of sense and balance—why should you? Even if you did, it's doubtful whether you'd get as much.

*Our book, "Styles for Men," sent upon request.*

# The House of Kuppenheimer

CHICAGO

NEW YORK

BOSTON

