

The Voice of the Young Men

THERE is a greater awakening for America in the return of the young man than there was in his going to war.

He comes back the same boy perhaps, but a different man.

His ideas are changed. He has reached heights and sounded depths unknown to the rest of us.

He is old in tragic experience, but young in spirit and daring; and with a strangle-hold on a few fundamental truths.

Many of the old things do not matter to him, but he has a new sense of the things that are worthwhile—and he must be right because he has faced stark facts.

Life to him is more sharply accentuated—at once lighter and more serious.

A Truer Sense of Values He has a better measure of men and things. He knows how to gauge a store or a maker. He is a keen judge of motives.

He knows something of the war profiteer and peace-time repentance leaves him unconvinced.

He knows the difference between price and values. There is no lure in the thing he does not want.

He knows the war-record of The House of Kuppenheimer through their service uniforms, as well as their civilian clothes.

He knows "it's steady as does it" and that throughout the whole war period as well as now, Kuppenheimer prices were based on the cost of material and labor with a small profit on an enormous turnover.

A Clothes-change Not Merely a Change of Clothes We know this: The best is not too good for him, and the old ways, the old styles will not do.

He wants all the "dog" he can get and he is entitled to it.

It is not HE that needs readjustment, but America must be readjusted to him.

There is far too little recognition of this in the things offered for his use and wear—a mere continuation or modification of the old rather than the ringing challenge of the new.

His very physique has changed. **A Different Type of Man** He is down in the waist, with short back and full chest. This means entirely new designing of his clothes as well as a new and true interpretation of his mood.

Why don't all the makers see this?

The style restrictions that hampered the genius of design are now removed.

The wanted fabrics in beautiful patterns are here.

Must the war-cloud still darken the sun?

Must one still pad around in "military models" or in clothes cut on the old civilian proportions?

Is there no end to dull monotony?

Must the Spring sunshine reveal nothing in the show-window but a style-name and an alibi?

The dominant note in young men's styles for Spring had to be struck by a virile, living hand. It comes from The House of Kuppenheimer, the fastest growing clothing house in America, the house that has doubled its business in the last four years, and speaks with authority as the designer of styles for young men. **With The House of Kuppenheimer the Lid is Off**

The right of a retail clothier to sign under his firm name the legend—The Kuppenheimer House of New York, or Boston, or Detroit, or any other town or city—is a definite property right, and a powerful asset to a store. It is so recognized throughout the mercantile world. **A Live Issue for a Live Concern**

It means the right to represent the style-creations and tailored product of this house; the right to sell clothes of guaranteed quality and known merit.

It means a franchise unsurpassed by that of any other trade-building, trade-marked specialty in America.

The HOUSE OF KUPPENHEIMER
A National Clothes Service
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Kuppenheimer Clothes in Portland Only at

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A Specialty Store
for Men and Boys