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If you want to know what smartly dressed men will wear
this season, ask BEN SELLING about it.

## The Yoke, Long Overcoat

Is an extremely fashionable garment thisseason. But, don't forget one thing: Unless this coa is properly tailored, it will detract rather than add to your personal appearance. The shoulders must be broad and well balanced; the drapery must hang clean, smooth and full; the cuff on the sleeve must be of just the proper width; the vertical pockets must be placed at just the right point, if it shall be the stylish Overcoat that its originators designed it to be. If you will step in and examine ours, you will find that they fulfill all the above requisites. We have every other desirable shape in all the newest fabrics.

## OVERCOATS $\$ 10$ - $\$ 50$




|  | Rugby Football mod Roller Skates <br>  |
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