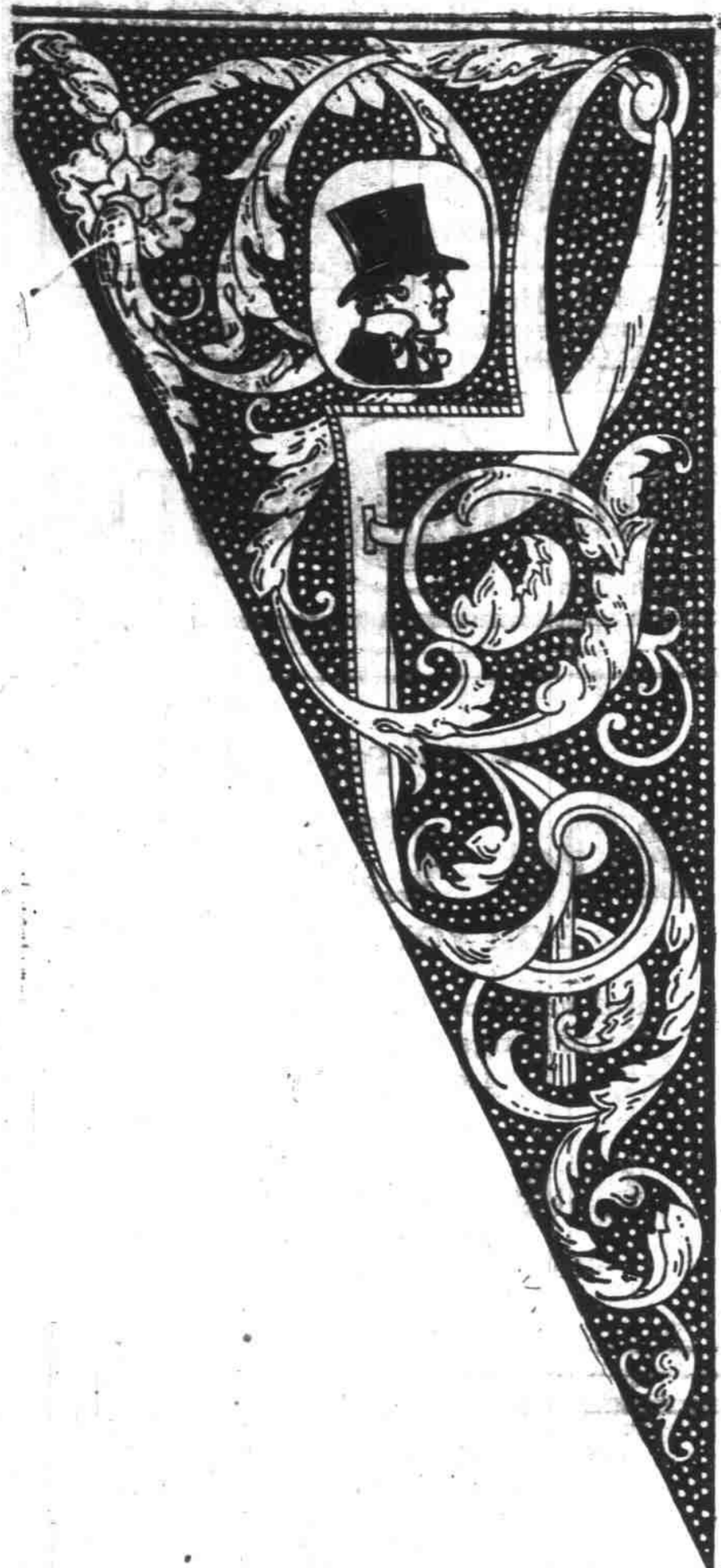


BISHOP'S

Clothing And Woolen Mills Stores, Inc.



MALLORY HATS

MALLORY HATS



The "Century," \$6

The "Cravenette,"
(Aristocrat or Gold Medal)

\$7

The "Classic"
Feature Hat, \$8

The
"Premier,"
\$10



NOTHING like a colored band to "spruce up" your hat. But—all bright colors are not the right colors. We pay close attention to smart and tasteful effects. Most of them are exclusive.

WHAT are the new colors in Spring Hats? The spruce shapes? The correct bands, whether solid or characterfully striped? Are men's hats as large or smaller than a season ago? Are brims rolled or flat-set? Are edges bound or plain? All these questions are answered in two words—Mallory Hats. They are the melting-pot of world fashions.

STYLE cannot be expressed in inferior felt. So, too, skilled tailoring is lavished in vain upon the sleazy cloth of a shoddy suit. The price you pay for a fine Mallory Hat, translated into terms of wear, and style, and personality, and pleasure is the lowest price, calculating, properly, the something you get, instead of, improperly, the sum you pay.



THE wrong hat can change your features completely, distorting their expression. Choosing and fitting a hat is not a trade here, but an art. We bring to it lifelong study of heads and harmony.