

## GENTLEMEN:

We take great pleasure in introducing to you

## "DRESS-UP WEEK"

SOME people call it "Fashion week." It is the latest national insti tution, and a very worthy one.
Like "Paint-up week" and such events, "Dress-up week" is intended to stir things up; give a man a few thoughts about his duty to himself and his associates.

The purpose of "Dress-up week" is to remind you that maybe you need new clothes and furnishings; that maybe you ought to take more interest in your appearance; that maybe your wife and children are tired of that old suit; that the new spring clothes are ready for you.

Now don't say to yourself, "I am a practical business man, no time for fussing about clothes." If you feel that way, look around at some of the other practical business men of this town; see if some of them don't look more business-like because they do "fuss" a little about clothes.

The day has gone by when men are ashamed to dress well; nowadays we find that most all ages like the confidence given by wearing a well cut, smart looking suit or overcoat.

So take account of stock; look over the "stand-bys" and see if they haven't stood by you too long.

Take a little interest in the "dress-up" idea; we're ready to help you when you do.

The home of Hart Schaffner \& Mar\& clothes


The latest in spring hats, caps and haberdashery

