

A WORD TO MEN ABOUT CLOTHES



FOR a sound reason—a very sound reason—men today prefer to wear clothes made by an institution they *know*.

For a sound reason they prefer to deal with the clothier who offers them garments—not from a nameless and unidentified source—but from a maker of known and established standards.

Woolen fabrics are scarce—and growing scarcer. More than half the cloth coming from the world's looms is adulterated with cotton. Linen canvas, linings, thread, buttons—every needle's stroke in a suit costs increasingly more than a few years ago.

A tremendous pressure, this! And the clothesmaker who has no publicly recorded pledges of quality to bind him,

may, perhaps, decide it is more profitable to surrender than to resist.

Daily and ceaselessly conditions continue to change in the textile and clothing world—but here in the Kirschbaum shops we know one single code of quality which never changes except to advance.

No compromise with cotton-tainted fabrics. No tampering with the unseen and inner details. No white flag anywhere along the line.

Philadelphians! Visit our shops here at Broad and Carpenter Streets, always open to your inspection—see for yourselves the fascinating processes of good clothesmaking. Visit the stores which sell Kirschbaum Clothes—acquaint yourselves first-hand with the merit of our product.

In Philadelphia at—

Lit Brothers, Eighth and Market
Reid & Fort, 1204 Chestnut Street

A. B. Kirschbaum Co. Philadelphia , , New York