

MEN ARE NOT JUDGED BY INCOMES AT MONTGOMERY'S

Your income, whether large, small, or none, plays no part in your selection of clothing. It is the quality of the clothing that counts. You are a man of modest income, but you want to appear correct and well posed in your garments of distinction. You may come here with the assurance that your expenditures need not be extravagant. It can be made to come within your means.

What is most of the part of most men in every walk of life is to get a definite value in clothes.

Every practical man realizes that the purchase of a reputable clothing store, who supervises the designing and carrying of his clothes, is to gain a sure warrant of service.

Every man should consider our aim and endeavor to understand just why our basis of profit is lower than ever before. Every man should take the time to form a true understanding of the economical soundness of our method of working direct with the best manufacturers, and the advantages of seven large stores buying in one, in great volume.

SUCCESS POSSIBLE ON SMALL PROFITS

Joseph refers to Montgomery's as the "miracle of the clothing store." Mr. Montgomery has demonstrated that small profits on a large volume of business is the only way to success.

Even today many people cannot understand why this principle should hold true. Now many firms are trying to catch up with the Montgomery Company, but they themselves confess by the moment in which they realize how they have failed.

The late Frank Woodworth told the following episode. In an elevator one day he told a friend that he had just received the plans for the new York building and was ready to let the contract.

"It will be a fine one. It will go back a little of being the tallest building in the world." His friend answered "Fine, but why don't you build your building the tallest in the world?" Mr. Woodworth's keen mind caught the point.

He went back to the architect, but the plans changed and the Woodworth building became famous by a margin. Many of the country's largest institutions have been developed one way or the other by practicing small margins, not only financially, but in many other ways that enter into the making of a successful business.

A famous sculptor rejected a fine block of marble because he detected a tiny red line in it. He said, "It is good but not good enough for the best." In these strenuous times no one can afford to stop short of the best.

It may be the margin that spells success. The business house that does not realize, as the Montgomery Company has, that right now is the opportune time for small margin of profits will overlook the golden opportunities of its existence.

Romo Scarves

From J. S. Blank & Co., are

Ties That Bind You to

MONTGOMERY

And strengthens the tie between Montgomery & Co. and the discriminating men of this vicinity.

During Montgomery's Opening celebration select one of these new, Non-wrinkable Romo Scarfs—they will add a touch of color to your makeup and give a new value to your whole appearance.

\$1.50

Montgomery & Co.

CLOTHES MAKE SHIEK BELIEF OF VALENTINO

Rudolph has only 150 suits in his wardrobe, 20 topcoats, 50 shirts, 20 pair shoes, 40 neckties and many neckties.

Clothes may or may not make the man, but it's an undisputable fact that they do make the shiek. That goes on the work of Rudolph Valentino himself.

When asked about his wardrobe, Valentino said: "I have only 150 suits of clothes. You may think that a large number, but clothes to me are just like a pick and shovel to a laborer—they are my tools. I can't appear too often in the same attire or the public will criticize me."

"Twenty topcoats and overcoats are also included in my wardrobe."

The Shiek admitted he was a little shy on shirts, neckties and shoes.

"Thank goodness," he said, "It isn't necessary to buy large quantities of shoes, shirts, and ties, because all three of them look alike on the screen and, consequently, there is no criticism if one wears the same shirt or shoes twice."

"I have only about fifty shirts, which is just enough to get by on, because one can never tell when one's shirt will rip while doing a heavy scene on the movie lot."

Valentino said it takes about twenty pairs of shoes and forty neckties to keep a shiek in condition.

Incidentally, he said he had 30 suits of underwear, 5 pair of suspenders, 45 pairs of hose and 22 suits of silk pajamas, including the suit he had on.

W. H. Montgomery Tells of The Personality in Men's Clothing

According to Montgomery, dean of Montgomery's clothing salesmen, the "style" in men's clothes is that indescribable "something" by which all clothes are judged. Not merely the little changes that make this year's coat lapel differ in some minute particular from last, but the subtle sense of distinction in refinement of line.

Montgomery goes on to say, "Should be the outward expression of the personality of the wearer. A perfectly good garment may be acceptable to the personality of the person and very bad for another. It is the matter of judgment in the service of Montgomery's clothing department in carrying out the customer's order, that which is best suited to his own individuality that enables us to serve as well the most particular clientele in State College, 'No matter' Mr. Montgomery continues, "what the dressed man in the world is wearing in New York, London or anywhere else, the fact remains that truly correct style means cutting the piece and tailoring it to the individuality of the wearer. This of course

25 Yards Cloth Required to Make Negro's Overalls

Twenty-five yards of material have been put into the biggest pair of overalls ever manufactured in this country, according to a statement issued by the American Overall Co.

The "jeans" were cut out on a special order from Memphis, Tenn., and were designed to fit a Negro of that city. Ten feet is the length of trousers from suspender buckles to the bottom, girth measure is 19 feet 6 inches, each pocket is fitted to the measure of a mammoth watermelon, whether by design or chance, was not stated. The negro who will wear the overalls is said to be nine feet four inches in height, tipping the scales at 340 pounds.

requires highly specialized service men, a sufficiently large stock to allow ample latitude for personal preference after all other considerations have been disposed of."

SECRET PHILOSOPHY IN BUYING CLOTHES

A man must win his own approval before he can hope to inspire confidence in others. If, for any reason, he lacks a true sense of economy, a fault of this nature gives a man the feeling that he is not dressed for his part, he is certain to falter and to get his lines out of the young man. If his clothes misrepresent him, he feels it subconsciously at least, and loses part of his power as a result. In providing for this particular demand, the Montgomery Company is specialized to the utmost degree. From texture of woollens to strength of the thread used they are sure of the quality and they are equally sure of their ability to do the individual tasks and preferences in the matter of distinctive styles. There is a secret philosophy in buying clothes that is understood by every wearer of correct dress. It is understood in buying clothes that is understood by every wearer of correct dress. It is the philosophy of dressing the part.

ADLER ROCHESTER

Suits and Topcoats

Designed Particularly for College Men

It's not only smart to have Clothes you want, but it's mighty good business to have both. In other words we are selling value, leaning your way to lighten the load with good clothes at prices that defy comparison. New Styles, New Patterns, New Colors. Anything you want, at any price you want to pay. That's Montgomery's in a nutshell.

\$40.00

\$45.00

\$50.00

Montgomery & Co.

A Grandstand Collection of Spring Suits

And Not a Grandstand Price In the Collection

FROM SOL GLASER

Tailors of Men's Popular Priced Suits



There are thousands, aye there are millions of ball players, yet how few are the Cobbs and the Mathewsons.

There are thousands of clothing manufacturers but most of them are ordinary, of the common garden variety--and only a scant few have achieved fame and prestige.

\$35.00 to \$40.00

Montgomery & Co.