

# HATS PLAYED TAG WITH MEN'S VANITY YEARS AGO

## Origin of the Present Hat Fashions Can Be Traced Here and There to Individual Conceits and Inventions or Sovereigns.

In Biblical days hats were worn chiefly by men and later became exceedingly ornate—far more magnificent than any hats worn by women today. They were of queer shapes and sizes and colors, being decorated with plumes, silks, gold and silver ornaments. Insignia of every kind and description occupied a prominent place on the hats of that day. The jeweled hats of royalty were famed, and often so costly that when not in use they were kept in heavy iron boxes in special hat rooms in palaces.

### Curious Hats.

There were wonderful horned hats, reminding one of the headgear of a bull, and gloriously draped; there were hats built after the fashion of a corkerow worn with garnish embellishments; heavily feathered hats designed to be carried in the hand; in courtly fashion; headgear like the modern silk hat but twice as high, and sometimes shaped like a church spire cut off near the top.

Medieval people were indeed gay in that day. They were scarcely content two days at a time with their hats, colors or fashion. It was nothing unusual to see men parading a new hat every other day. Six hundred years later men were known by their hats. Hats made of beaver were the most common; the modern silk hat, though not of beaver, is a relative of that old style.

The origin of the present hat fashions can be traced here and there to individual conceits and inventions or sovereigns or perhaps the nobility. One tradition has it that the forerunner of the derby first appeared on the head of a fashionable young English bachelor. He had ordered the hatter to make him a toppiece that would draw the arch eyes of more girls than any hat known, and yet be severely plain and outstanding among

the silly-ribbon head trash of the early day shells. According to Mr. Montgomery, the hat styles of past ages have been indicative of caste; the peasant would not have dared to wear headgear of the gentry. Here in America the most lowly man wears the everyday hat of the millionaire, so far as general appearance is concerned. The people today follow pretty much one vogue, yet in many sections of the country variation of style is in evidence. The hat of a western ranchman does not fit on Broadway.

### Roads Conceit in Hats.

Many of the fairer sex are so subtle that they can stand on a street corner and check the hats worn by men and associate the style of hats with types of men. In their hats and the way they wear them many women are able to read dignity, frivolity, conceit or vanity. Oftentimes they are able to divine the various occupations and pursuits of men by the headgear they wear.

### Silk Hose That Saves Profanity.

A merchandising triumph was achieved when the buyer of men's furnishings, secured a huge consignment of men's exceptionally high quality silk hosiery that will be offered during Montgomery's Opening at the remarkably low price of 50c. This item will go down in history as one of the big leaders when it comes to Opening offerings. Strongly reinforced at toe and heel, absolutely free from runners or defects, Montgomery's officials are justified in asserting that you will derive extraordinary satisfaction from this hosiery special at this unusual price. They are full cut, will render maximum comfort to the most sensitive foot and the management can well be proud of this value.

## EXTERIOR REFLECTS BEAUTY OF INTERIOR

The pleasing appearance and the radical change which has been made on the front exterior of the building reflects in only a small degree that which has taken place within. Visitors on Friday evening will find space which formerly served as a salesroom for various retail enterprises, have been combined into a large, well lighted, airy and finely equipped salesroom in which merchandising aides as well as conveniences for the public have been incorporated.

The new store in its entirety is a testimonial to the ability of the artisans to whom drafting of the plans and consummation of the architects' ideas were entrusted, and is in keeping with the spirit of leadership on the part of State College business men which has contributed concretely to State College's advancement from the ranks of a "four front settlement" in the stage coach days of long ago to a front rank among Pennsylvania's municipalities of medium size in the day of six-cylinder automobiles and airplanes.

## SERVICE TYPICAL OF MONTGOMERY'S MEN

The real, rare retail salesman is not a salesman at all—he is an expert assistant who gives the customer professional service. To serve means to make friends, to win confidence, to please, to satisfy—even after the customer has taken the goods home. Having faith in your store and your goods is the biggest idea in business. Montgomery's salespeople have a red hot faith in Montgomery and Company, their styles, values and satisfaction giving principles. As one of the salesmen puts it "It's a pleasure to serve the public when you know values are the best possible, prices reasonable and the same to rich and poor alike and you can say to your customer: "If it doesn't give satisfaction, return it and we'll replace it with new merchandise free of any charge."

## OFFICIAL OPENING OF MONTGOMERY'S NEW STORE FRIDAY

Service, the ultimate of human happiness, is the motivating impulse of both large and small enterprise which attain their highest possible success. Far-seeing captains of industry and commerce, and even of politics, have discovered that disregard of the public sooner or later leads to disaster. They have found on the other hand, that in serving the best interests of the public they are serving their own; that they are building for the future on a substantial foundation of public esteem, which has far greater business value than any temporary rewards of trickery in quality of materials or performance.

This is the idea of today among judges made competent by experience in big affairs over long periods. When W. H. Montgomery began fifteen years ago he was actuated by some motive. He had the purpose of meriting public confidence by meeting the people's needs in an intelligent, sincere and progressive manner. Perhaps he builded better than he knew, for his business has grown naturally into modern conception—reasonable profit accruing through volume, which in turn is reared as a super structure upon the rock of public good will and confidence.

The people of State College and vicinity are Mr. Montgomery's personal friends, and there is something more than a mere business relationship which has grown up between them during all these years of dealings together. He and his family are an integral part of the social and business life of the community. They have acquired through long residence a knowledge of people and of family relationships which gives them an understanding of whatever circumstances may arise.

In order better to meet the expanding needs of the people of this territory for improved service, Mr. Montgomery has extended the facilities of his store and invites all to visit them on the formal opening days or at other times if not then convenient.

## When a Boy Goes to See His Best Girl

When a boy goes on these adventurous trips he doesn't wear the clothes that he has been playing in. Hardly he dresses with great care, for he is looking to create an impression. He wants to make a hit. If he showed up with a suit unpressed and unbrushed he probably would be turned down for the other fellow, even though the other fellow wasn't quite so good-looking or smart, because girls like nice clothes and don't forget that.

When a boy goes to apply for a position what is the first thing he does? He puts on the best suit that he has and is sure that it is well brushed and pressed. Why does he do that? For two reasons, first, for the purpose of making a favorable impression upon his prospective employer; second, because it makes him feel better to be dressed up, it gives him more confidence in himself.

It will pay boys to read of the success attained by the great men of America, and how much these men realized the value of good clothes, and how it acted as a distinct asset to them in their social and business lives. Boys should follow their example and profit by the experience of these great Americans.

## Many a Blue Suit Creates a Case of "Blues"

Of all the fabrics in men's clothing known to the art of fabric making, blue serge better than any other cloth, can be doctored to look like what it "ain't."

But like a chorus girl's makeup, its beauty won't wear for long, all because cotton creeps in where it has no right to be.

Knowing this the expert clothing buyers at Montgomery's see to it that every blue serge that enters their store is certified pure wool fabric, and cotton finds no place in any of them.

Cotton, as Montgomery's clothing buyer expresses it, "fades in the sun and picks up wrinkles, never letting go of them till a tailor and his flat-iron are called into service." Therefore it is perfectly obvious that it's virtually essential when buying blue serge suits to see that they are one hundred per cent pure wool.

## NOVELTY HOSE COVERS A MULTITUDE OF SHINS

A variety of splendid Spring Hose for men that will be the envy of every male ankle will be here for your approval. Lustrous hose of staunch enduring weaves that render long lasting service.

There's a riot of color, happy combinations and distinctive designs worked into the new fashions. Wild colors replace the mild plain colors. But mild or wild you can find plenty of both at Montgomery's.

# BRAEBURN

## Smart Styled Clothes For College Men

### Are Highclass But Not High-Priced!

Featured at

# MONTGOMERY'S

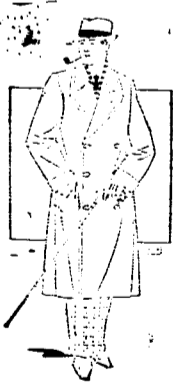
because Braeburn Clothes are designed particularly for young men who are particular about the "Cut" of their clothes, and because they have an enviable reputation of adhering to the Highest Quality Standards at prices safe to pay and low to buy.

## \$40.00

# MONTGOMERY & CO.

# IT'S ALWAYS FAIR WEATHER

## In One of Our Beaumal All-Weather TOPCOATS at \$25 to \$35



If it BLOWS—it will shield you.

If it RAINS—it will shelter you.

If it is SUNNY—it will grace you.

For Topcoats so useful, smart and long-lived the prices are nothing to speak of.

Gabardines, Whipcords, Covet Clothes in Mixtures and Plaids

# MONTGOMERY & CO.

# NECKWEAR

## From The World's Most Famous Maker

T. P. McCutcheon & Bro. Inc.

Montgomery's Neckwear leaps into fame because of a new patented feature which prevents all wrinkling and pulling out of shape. They always have that fresh cut of the band-box look. Countless designs and lively effects, on display during the Opening Celebration.

"The Tie of a Thousand Knots"

# MONTGOMERY & CO.