

Overcoat Week

Enthusiasm fills the Continental. Our sales last week were the largest we ever recorded—enthusiastic customers pronounce our Overcoat Stock the best in New England—enthusiastic salesmen show you the newest models with the confidence that they are showing the best clothing in the city.

We modestly believe we show the largest and best stock of overcoats ever assembled under one roof in New England. By best, we mean best for style, best for quality and best for the money.

You'll agree that we have reason to be enthusiastic when we show you the feast of overcoats we spread before you. There is everything you can ask for, and then some.

The Fine Overcoats of
Hart Schaffner & Marx

Lead our showing. They are the best in the world.

\$20 \$25 \$30 \$35 up to \$60

Other good overcoats at \$15 and \$18, down to \$10 and \$12.50

BOYS' OVERCOATS—BOYS' MACKINAWs
\$5.00 \$6.75 \$8.40 up to \$15.00

The Best Overcoat Stock in New England

OPEN SATURDAY EVENINGS

The Continental Clothing House

651-657 WASHINGTON STREET CORNER BOYLSTON



Copyright Hart Schaffner & Marx