JANUARY SALE
OF
MEN'S FURNISHINGS

SOCKS
1.30 Socks now 1.15—6 pairs 6.00
These are the well-known heather mixture
and are all wool.
.50 Socks now .35—3 pairs 1.00
These are heavy cotton socks which we have
been selling to aviators at Technology.

SHIRTS
2.00 Shirts now 1.35—3 for 4.00
These are white negligee shirts with stiff
cuffs.

UNDERWEAR
Two-piece cotton underwear at
25 per cent. reduction.
Have You Joined?

TECHNOLOGY BRANCH

Annual Mark Down Sale
Men's and Young Men's
Overcoats—Ulsters
Ulsterettes

There is a wide choice of models and fabrics; the type of
garments you expect to find here: tailored and trimmed according
to Hovey standard. Some of the overcoats are full satin lined, some quarter lined. Most of the ulsters are full lined with
satin yoke; a few have satin quilted yokes.

Every Coat in this sale was Originally
Marked at a moderate price, which makes
our present mark down the more radical

ONE OF THE SPECIAL ITEMS
Double and single breasted Overcoats;
also double and single breasted Ulsters
and Ulsterettes, that were $37.50; now
Direct Entrance Summer Street
Elevator to Second Floor

C. F. Hovey Company
Shop by Mail
Summer, Chasey and Avon Streets
Boston, Mass. Tel. Beach 3860

WHY BELONG TO A COOPERATIVE STORE
SUCH AS THE TECHNOLOGY BRANCH?

An extract from an article in Printers Ink in the issue of May 16, 1918:

"These are the advantages which cooperation has had. First of all it is honest. Not that cooperators are normal-
ly superior to the common run of humanity, nor that pri-
\nvate trade is characteristically dishonest. But under co-

operative enterprise the incentive to fraud is entirely re-

moved. The store manager, the wholesale director, every
official is on a salary basis and were he to increase the in-

come of the business through deception or overcharging,
the surplus would only go back whence it came, into the
pockets of those who had been defrauded, in the form of
the rebate on purchases.

"Thus the cooperative store members' mind is at rest
in his own store. He knows that the man behind the
counter can gain nothing by misrepresentation.

"The second advantage cooperation had over private
business is the cash rebate. Cooperative stores probably
find it harder to get on their feet than private stores. But
once successful, the cooperative is able to return its whole
profit, minus the tax for expansion, to its customers. No
retailer can do that."

Last year's dividend or rebate was 10 per cent.

Browning, King & Company
407-411 Washington Street, Boston

SUITs and OveRCoATs FOR COLLEGE MEN
$20.00 to $40.00
Full line of Hats and Furnishings
At reasonable prices

SIMPLEX WIRES AND WIRES
INSULATED WITH RUBBER, PAPER OR COTTON
Send for THE SIMPLEX MANUAL

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