



IT STAYS  
GOODLOOKING

## *The Triangle Hook Improves the Look*

**T**O fit the soft collar for more fastidious wear; to make it fit the neck snugly, show the tie gracefully, and stay stylish,—the Triangle Hook.

The Triangle Hook (two small metal hooks joined by elastic tape patented) catches in the sides of the collar underneath the tie,—thus holding the points down in position and the knot of the tie well toward the top.

It is starch for soft collars.

Ask your haberdasher for Triangle Soft Collars. There are over ninety styles. Style illustrated is Barrington Beach—an Art Silk. A practical Christmas gift. \$2.00 for six at the factory if your dealer does not carry Triangle.

VAN ZANDT, JACOBS & CO., TROY, N. Y.

# Triangle Soft Collars With Triangle Hook

TRIANGLE HOOK-PAT.OCT.16.1917

*Actual Size*