

The

BANNER TAILORING COMPANY

Green & Adams Sts.
CHICAGO



*Fall and
Winter
1918-19*

We Can Still Offer You Fine Goods

**A Splendid Selection—A Great Saving in Money—
But You Must Order Promptly—TODAY If You Can**



ALL of you know how scarce goods have become. Everybody realizes how prices have advanced. In many kinds of goods it is no longer a question of how much money is asked—not a question of price—it is a question of getting the goods **at all**—many things are out of the market entirely. The whole world is short on materials. But in tailoring we are in a wonderful position. We are strongly entrenched—marvelously fortified. We started out a long, long time ago, accumulating materials, storing up goods, buying heavily, contracting right and left for future deliveries—we did this all before most concerns in our line woke up—before they realized the conditions, when we could clearly foresee a tremendous shortage and scarcity of goods and a terrific advance in prices—though many people were blind to what was happening.

We not only loaded up early—long ago—before others were fully awake, but since then, from time to time as opportunity offered, we filled in our huge stocks by fresh purchases—we lost no chance to make advantageous deals, we took advantage of every turn.

What is the result today? Though we have enjoyed a splendid volume of business, we find ourselves still in the first place among all the tailoring firms as regards complete stocks—good assortment—best values—lowest prices. We find by careful investigation and comparison that we can still save you the **most** money—give you the best selection—the best service. We find that never in our entire history were we in such strong position to do so much good for our agents and customers.

You Should—You Must Take Advantage Of This Good Fortune

You should not delay—you should not flirt with trouble—you should not put off ordering. You should place your order with us today. You should get all your friends and relatives to order from us as quickly as possible. Take no chances—make your selection and get your order in to us at once. Assure yourself of this great saving—at least \$5.00 to \$10.00 on a suit—guarantee yourself a choice from this splendid assortment—take your benefit from our remarkable advantages.

We have done wonderful things for you in the past. But never, never in all our career, considering the unheard-of war conditions, have we been able to offer you such unprecedented values—such astounding advantages—such unrivaled supremacy in the tailoring world.

Mail us your order today.

The Banner Tailoring Co.

Chicago's Finest Wholesale Tailors

Green and Adams Streets

CHICAGO, ILL.



1400 Striped Worsted



1410 Hunt's Herringbone



1418 Allen Mills Suiting



1425 Gray Serge



1403 Fancy Check



1411 Rich Brown



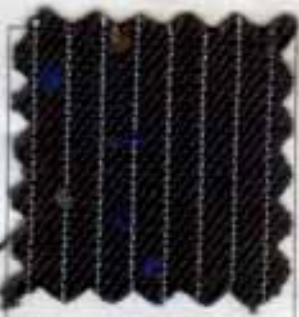
1419 Popular Fancy Blue



1427 Brown Check



1406 Overman Mills Suiting



1412 Pencil Stripe Worsted



1420 Ashley's Suiting



1428 Fancy Blue Check



1407 Salem Mills Worsted



1417 Andrew's Fancy Blue



1424 Waverly Worsted



1429 Manhattan Brown Suiting

SEND US YOUR ORDER WITH FULL CONFIDENCE. This great tailoring company is known everywhere as "Chicago's Finest Wholesale Tailors." We have been in the fine tailoring trade for many years and have hundreds of thousands of pleased customers extending into every state. You can ask any bank, any railroad line, any express company, or any business man in Chicago about us, and they will tell you this is a reliable company in every respect, doing a big business and giving full satisfaction to every customer. You can send us your order and money with perfect safety and confidence.



Style 46

Chicago and New York young men are wearing this style. Two button, nearly square cut, nifty high chest effect, fine peak lapels and long soft roll. A style that Banner can turn out to perfection.

Style 47

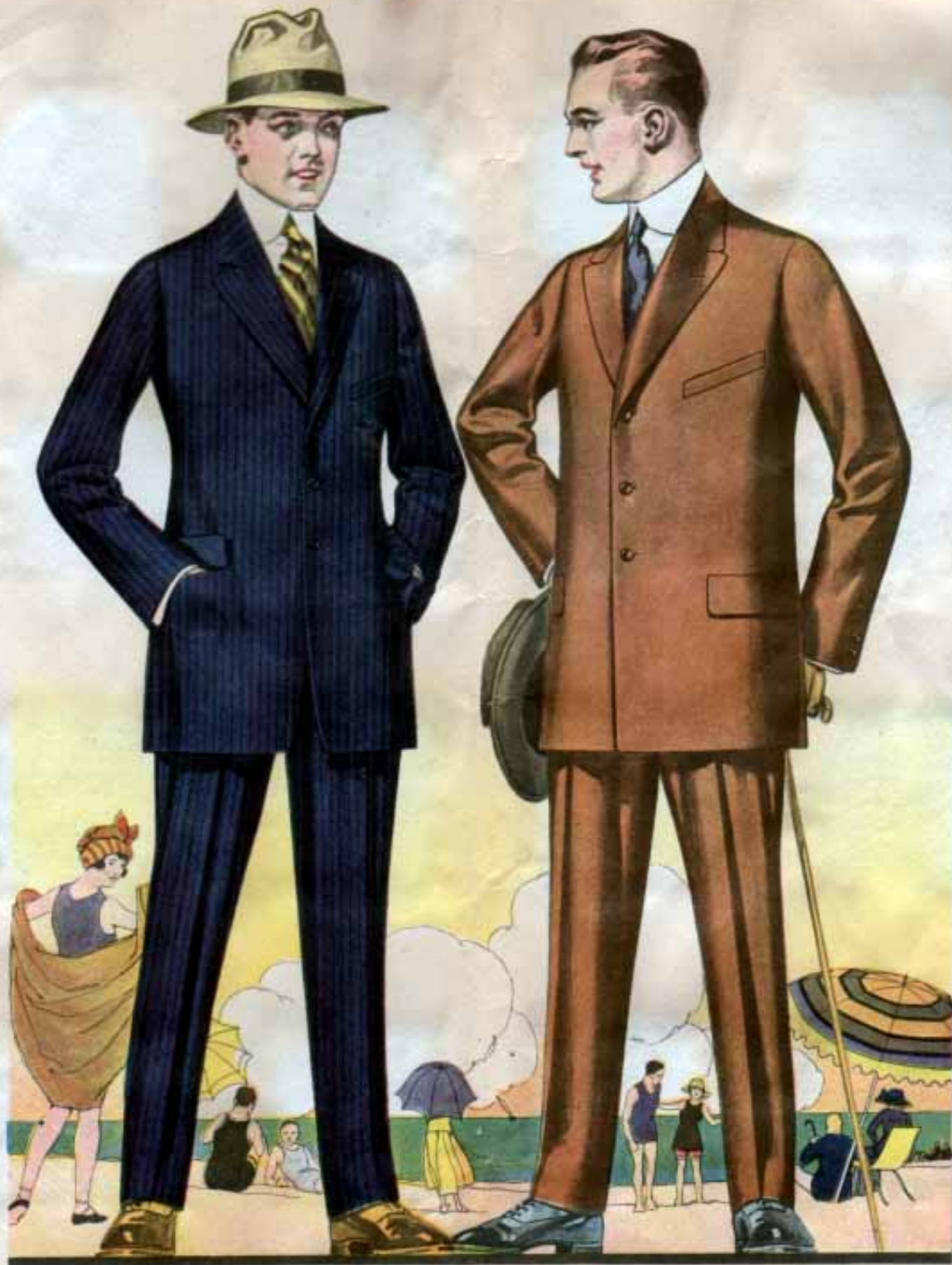
You men of vigor and red blood, see the catchy swing to this fascinating two-button style. It looks good AND IT IS GOOD. Please remember that we have a reputation for never, never disappointing a customer.

Style 48

The latest conservative English effect as interpreted by us. Not extreme, yet correct in every detail. Dressy lapels, beautiful soft roll, a three-button style that will please the most particular dresser.

LATEST CHICAGO AND NEW YORK STYLES AT ROCK BOTTOM PRICES—genuine low prices that save you money. We show you the latest and most up-to-date styles, absolutely the choicest and best goods to be had, and make every suit or pants to order to your own individual measure (we have no ready made clothes.) WE GUARANTEE YOU THE LOWEST PRICES OF ANY TAILORING HOUSE THIS SEASON, quality and fine workmanship considered. Let us have your order and we will convince you.

The Banner Tailoring Company, Green and Adams Streets, Chicago



Style 41

See the snappiness, the life and charm to this perfect modeled style. It is one of our two big leaders, the kind most of our customers order. Made in three button with notch lapels and blunt corners. Style, fit and satisfaction guaranteed in every line. We know we can please you with our fine tailoring.

Style 42

This is our great style leader, the style which becomes any age, young and old, the style which is ordered more than any other we show. Three button, square cut, made to a perfect fit. No other tailoring house can hold a candle to us in the splendid fitting garments we are turning out this season.

The Banner Tailoring Company, Green and Adams Streets, Chicago



1434 Conservative Check Suiting



1438 Substantial Blue Serge



1446 Oakley's Fancy Brown



1454 Ayer Mills Bright Blue



1433 Fancy Blue Worsted



1439 Williams Select Suiting



1447 Johnson's New Weave



1455 Select Gray Serge



1436 Stover Mills Brown



1444 Ardmore Fancy Mixture



1448 Hudson Mills Worsted



1456 Patterson's Select Brown



1437 Othello Mills Suiting



1445 Choice Black Tibet



1450 Haslinger's New Weave



1457 Special Blue Serge

BUY THE BEST GOODS YOU CAN AFFORD, it is cheapest in the end. War conditions have cheapened quality in every line. A dollar now won't buy more than 75c before the war. Cheap trashy goods are not worth the price asked. Our prices are not as low as before the war, but we do guarantee them the lowest in our line today, considering the extraordinary conditions. WE URGE YOU TO SELECT THE HIGHER PRICE GOODS, the best you can afford, as being true economy.



1458 Handley Mills Woested



1469 Fine Blue Serge



1474 Latest Fancy Brown



1482 Fancy Blue



1463 Choice Blue Woested



1470 Select Brown Dubbin



1478 Hay's Fancy Blue



1486 Famous Mills Fancy Brown



1464 Strous's Choice Wears



1471 Eureka Mills Select Woested



1477 Choice Black Thibet



1488 Select French Back Blue Serge



1465 Shaw Mills Fancy Brown



1472 Calumet Choice Mistee



1481 Weaver's Best Brown



1489 Choice Black Desein

THE Government does not allow us or any other tailoring house to make DOUBLE-BREASTED or NORFOLK styles this season. This is a War rule, to save cloth goods for our soldiers and sailors and Government employes. The styles shown in this book are the only styles the Government permits us to make. Do not ask for DOUBLE-BREASTED or NORFOLK styles, because we cannot make them this season.



Style 49

Many customers ask for a four-button sack and here's one that answers the call. Notice the stylish appearance, the careful modeling, the skillful tailoring. Let us make your suit and we will please you.



Style 50

Fancy style, no extra charge. A style that looks rich and showy, trimmed with real pearl buttons. Two button, square cut, with golf bottoms.



Style 51

Dip front style, slight flare to the coat—another dandy fancy style with golf bottoms. We do not charge extra for fancy styles. Send the Banner your order now.

WE HAVE THESE GOODS—the very choicest to be found anywhere today, and we strongly urge you to place your order at once, while our present stocks are complete, and before prices take a big advance. Goods are scarce, very scarce, and hard to get at any price. It will pay you well to give us your order now. No extra charge for any style shown.



Style 43

Striking athletic effect, three button, straight front style, the kind that is so popular. We are beating all others hollow with the fine tailoring we are turning out.

Style 44

This new style with slight slanting pockets will gladden the hearts of the young men and those who intend to stay young. Snappy lapels, beautiful shape, made just right by "Chicago's Finest Wholesale Tailors."

Style 45

A new two button square cut style with dandy peak lapels and long soft roll. The slant top pocket sets it off nicely. This dandy model should prove a popular style this season.

WITH UNUSUAL FORESIGHT AND MASTERFUL MERCHANDISING SKILL, together with immense financial resources, this great tailoring Company has bought in this splendid line of fabrics—the pick of the choicest selections to be found in the whole goods markets. In view of the great goods shortage, and the likelihood of many pieces being sold out early, we request you to place your order **NOW**—while we have the goods, and while our present low prices prevail.

The Banner Tailoring Company, Green and Adams Streets, Chicago



Everyone Needs a Hat Or Cap To Match

Order Yours Now and Get the Very Latest

Style DD

Beautiful model of our standard style cap. Made of same goods as your suit or pants. *See price list.*



Style EE

Our very popular golf cap model. Good for all outdoor wear. *Be sure to give your size.*

Nobby Up-To-Date and Very Stylish

A Popular Hit with the Best Dressers



Style AA

This classy cloth hat is in big demand now. It can be worn as shown or shaped into the regular Fedora style.

Include In Your Order a Cap Or Hat To Match Your Suit



Style BB

Winter cap, fur lined, pulls down over the ears, good and warm. For moderate weather tucks up inside and looks like a regular cap. *See price list.*

These Winter Caps Are Made of Goods To Match Your Suit Or Pants



Style CC

Can be worn like a regular cap or pulled down over ears. Very necessary for cold winter weather. *Be sure to give your size.*

Leather Belt

Made to order with your own initials on. Handsome gilded metal buckle. Everyone needs a belt, must have one, so be sure to include one in your order.



36 BB—Leather Belt

Do not order cloth belts, the Government does not allow us to make them now.

Print your initials plainly. See price list.



112



109



115
White Corded Edge



102

Vest Styles



Loose Box Back



Form Fitting Back



Medium Fitting Back



65 B—Back

Be Sure To Give Style Wanted For Front Of Coat Also



Style 59

Our latest stout men's style, four button, medium round cut. We tailor this style with expertness and guarantee satisfaction.

Style 60

This conservative four button, round cut style will meet the demand from our customers for this standard style. Tailored with our superior skill.

Style 58

Another very strong square cut style, destined to be in great demand this season. The slanting pockets lend a dressy appearance, the pleasing lapels add to its stylishness. No matter what style you choose, we will give you a splendid fit.

Style 61

Our standard three-button sack, the conservative kind asked for by so many who don't want to wear anything particularly extreme or loud. See the beautiful modeling, the perfect draping in every line. We turn this out to perfection.



"I want to thank you for my beautiful suit. It is a perfect fit and is the best suit I have ever had, though I have often paid more. You have saved me money and I am well pleased."

HENRY W. KING, TEXAS.



"My clothes fit splendid, and every one of my customers is well pleased. Your low prices and fine quality and prompt attention help me. I am doing nicely taking orders and I like the work."

JOHN DOMBLESKY, PA.



Style 55

A pleasing style of unusual strength. Three button, square cut, with fancy pocket flaps. A style that will look good on any age. Made with golf bottoms and no extra charge.

Style 56

Young men who want a classy suit to stand out from the crowd will find in this new style the very thing. Notice the curved pockets, the snappy, wide, peaked lapels, the dashing appearance.

Style 57

This improved fancy style, square cut and creased below the pockets is very nobby. See the strong athletic shoulders, the golf bottoms, the fancy design pocket flaps. We do not charge extra for any style.

A LOW PRICE IS NOT THE ONLY THING TO CONSIDER. The quality of the linings and trimmings and workmanship should be kept in mind. We could easily cut our prices \$2.00 or \$3.00 on a suit if we would be satisfied to use cheaper labor, cheaper linings and trimmings, as some do. **BUT WE WILL NOT DO THAT.** We will not cheapen our prices at the expense of our quality and skilled workmanship.

The Banner Tailoring Company, Green and Adams Streets, Chicago



Style 52

Our customers will like this moderate dip front style we are sure. Made with classylapels, sharp corners and golf bottoms. We turn out an unexcelled quality of tailoring bound to please.

Style 53

This season square cut styles will be very popular, and this new four-button model will help satisfy this demand. We use a high grade quality of linings and trimmings in every suit.

Style 54

Dip front, creased below the pockets, flared coat—a style to please those who wish a strong, striking style of classy appearance. We will tailor you a perfect fitting suit.

WE EMPLOY NONE BUT THE BEST WORKMEN—we use a choice grade of linings and trimmings, we turn out a strictly superior quality of fine tailoring. We guarantee our prices to be lowest of all, quality of materials **THROUGHOUT** and **WORKMANSHIP** considered. A Banner-made suit or pants is the best made—they will wear the longest, and give you the most satisfaction.



Style 62

Young man, look here—see this newest creation. Snappy and up-to-the-minute, a corking design with slanting pockets and fetching waist effect. The coat back design is a winner—see small back view.

Style 63

No extra charge for this dandy fancy style, a style that is justly popular among those who want a strong, full, striking effect. Three buttons; slight dip front, open corners, golf bottoms.

Style 64

A smashing effect—brand new in every respect. Something original that will distinguish the wearer. Notice the back view.

WE REQUIRE A DEPOSIT WITH EACH ORDER. See the price list. Be sure to send us the correct deposit with your order as shown on price list. A perfect fit and complete satisfaction is guaranteed or money cheerfully refunded.

WE POSITIVELY GUARANTEE YOUR MEASURES WILL BE RIGHT. Anyone can take them with our improved order blank. It is plain and simple and very easy now. Remember, we guarantee your measures will be correct and that you will receive a splendid fit or your money back.