



# Our Famous Stylethrift Line of High School Suits

Full Descriptions and Colors of these Students' Suits will be found On Opposite Page Sizes 31 to 36 Only for Larger Sizes See Young Men's Suits Shown On Page 178

Be Sure to Give All Measurements When Ordering

Newest Weave All Wool Cassimere



Wide Bottoms

**C**

All Wool Diagonal Navy Blue Cheviot or Fine Weave Serge  
4 H BI424

\$13.98

**B**

Our Finest Suit Collegiate All Wool Cassimere Extra Tailoring  
4 H BI468

\$18.95



**G**

All Wool Serge  
4 H BI412

\$13.95

Navy Blue Serge  
4 H BI410

\$10.89

**D**

4 H BI473

\$12.98

**H**

Special Three Colors  
4 H BI447

\$9.75

With Extra Trousers  
4 H BI450

\$11.98

**F**

All Wool Latest Weave  
4 H BI461

\$12.49

With Extra Trousers  
4 H BI463

\$15.49

**A**

All Wool Latest Collegiate  
4 H BI465

\$13.75

**E**

All Wool  
4 H BI471

\$12.98

Complete Outfit of Coat, Trousers and All Wool Worsted Slip-Over Sweater

Wide Bottoms



IF you find  
than  
clothes cost  
less labor  
to learn t

In the center  
is another new  
are Varsity F



Day Wear 1900-1907









F·X·L·

















***Klavicle Trench.*** A Great-Coat with the snap and set-up that go with military lines, combined with the freedom of the comfortable kimona sleeves. Distinguished Great-Coats of many kinds are a Kuppenheimer specialty.



**THE WAYNE.** On the avenue, at the boat races, at the track meets—wherever young men gather—you will see the Wayne. The smart pocket effect, trim waist, the well bred lines, mark it one of the season's achievements.

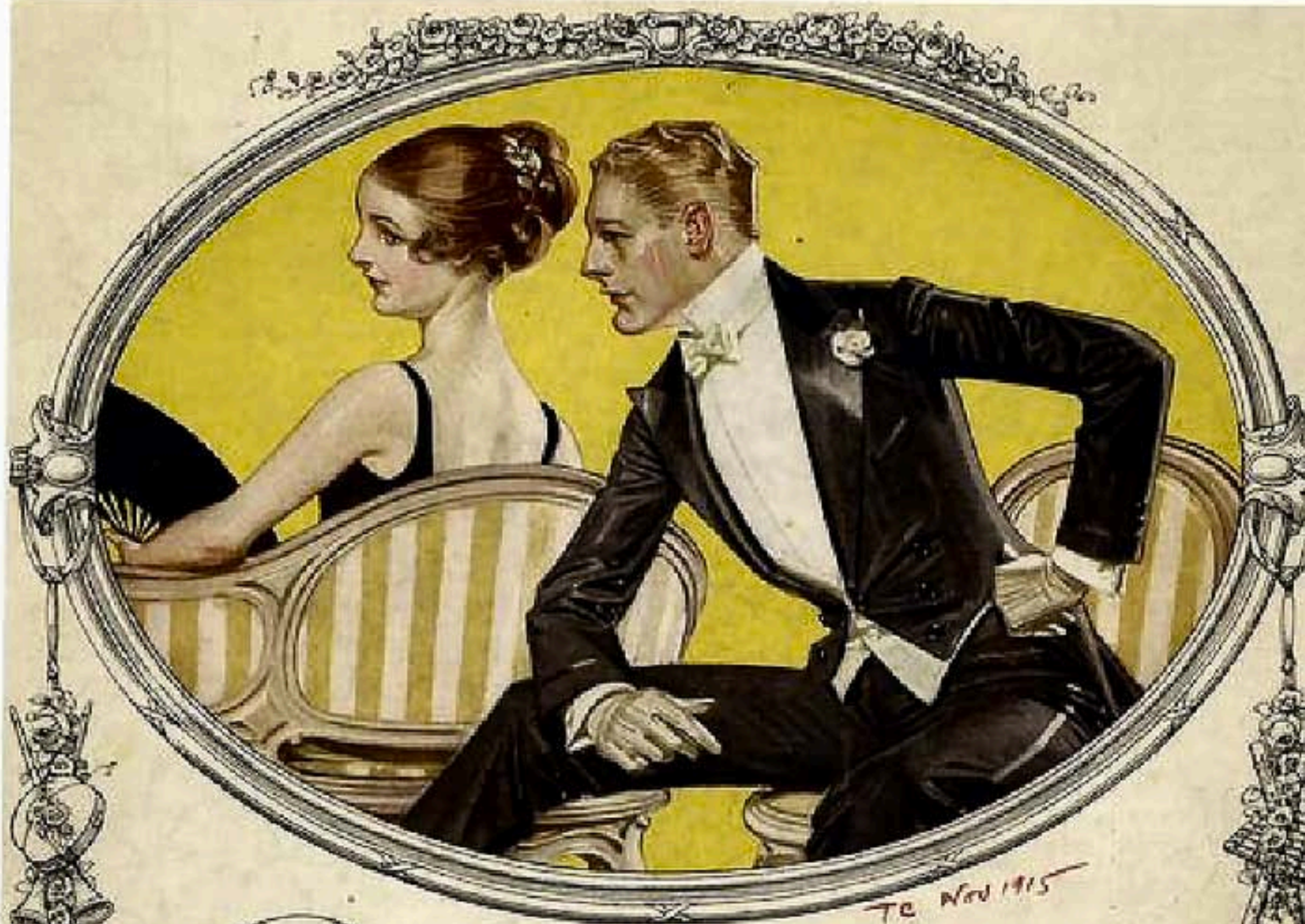




**Cavalier.** The call of winter outdoors is a call to the Belted Ulsterettes. Your vigorous young man feels ready for any weather when he pulls together the snug, all-round belt. A variety of yoke and plaited backs and a choice of pockets as well.



**Beltsac.** For freedom and comfort and all-round usefulness, they have no equal. Single or double-breasted—pockets slashed or patch—backs yoked or plain—belts worn inside, front or outside, or removed entirely.



*Donchester*—an  
**ARROW**  
*Evening* **SHIRT**

THE MOST IMPORTANT REQUISITE OF A DRESS SHIRT IS GOOD APPEARANCE. A SHIRT THAT FITS BADLY AND THAT HAS A BOSOM WHICH CREASES AND BULGES CANNOT BE CALLED A DRESS SHIRT. THE "DONCHESTER" HAS A PATENT BOSOM WHICH IS ATTACHED TO THE SHIRT IN SUCH A WAY THAT IT ALWAYS REMAINS FLAT, IMMACULATE, AND IN ITS PLACE

CLUETT, PEABODY & CO., Inc., MAKERS

*The New 1915*  
\$1.50, \$2.00 AND \$3.00



# ARROW

DRESS &  
COLLARS  
& SHIRTS





ARROW





Copyright 1914, The House of Kuppenheimer

**The Bellaire:** an overcoat of distinction. You admire a dressy coat on other men. Try on the Bellaire. Shapely waist, slanting pockets, converging buttons, knee-length, slightly bell-shaped at the bottom. Your Kuppenheimer dealer has the season's smart overcoats. Price \$20 to \$50.

Specialty of Dressmaking since and the foremost model, originated by this House.  
Send your name for our Book of Styles for Men.

**The HOUSE of KUPPENHEIMER**  
CHICAGO



# Kuppenheimer

GOOD CLOTHES



*An investment in good appearance*



## The Klavicle Overcoat

"Klavicle" Copyright

(By the House of Kuppenheimer)

THE last word in the loose, buttoned-through overcoat, cut in the new manner. An adaptation of the Cavalryman's Cape—full back and full sleeves from one piece of cloth without a seam. Wide velvet collar, full soft-roll lapel, patch pockets with flaps, sleeves finished with a cuff. Front closes with half-ball buttons of buffalo horn.

You should get into the KLAVICLE to appreciate its effect at shoulders and collar: its clean drape and generous lines.

In loose overcoats this is the coat of the hour. With a swing and style becoming to most men, it is warm, easy, comfortable, suitable for the street, for all-round wear and for driving your car. Free play for the arms: no seam to bind or make the shoulder ache.

The KLAVICLE is authoritative—a definite overcoat achievement—that should not be confused with the welter of indiscriminate slip-over coats that flood the market this season.

Kuppenheimer Overcoats are sold by a representative dealer in nearly every Metropolitan center of the United States and Canada.

If you will give us your name on a post-card we will be glad to send you our Book of Fashions.

THE HOUSE OF KUPPENHEIMER  
Makers of Clothes for Men and Young Men  
Chicago

# Kuppenheimer





# Kuppenheimer



This topcoat, according to a recent survey made by a prominent fashion authority, is the outstanding favorite of college men. It is the famous Kuppenheimer

# The House of KUPPENHEIMER

*The  
Tourist*

**Y**OU can see half-a-dozen of the season's smartest top-coats at your Kuppenheimer dealer's. This one is a bit unusual; a most practical coat, serviceable in all weathers. Wear the belt outside as illustrated, or inside with the coat buttoned over it. Has slanted pockets of the new saddle-bag type. An all-round utility coat—yet see how it sets up a man's figure. Write for our new book, "Styles for Men."

HOUSE OF KUPPENHEIMER  
Chicago



# The House of Kuppenheimer

*The  
Beaufort*

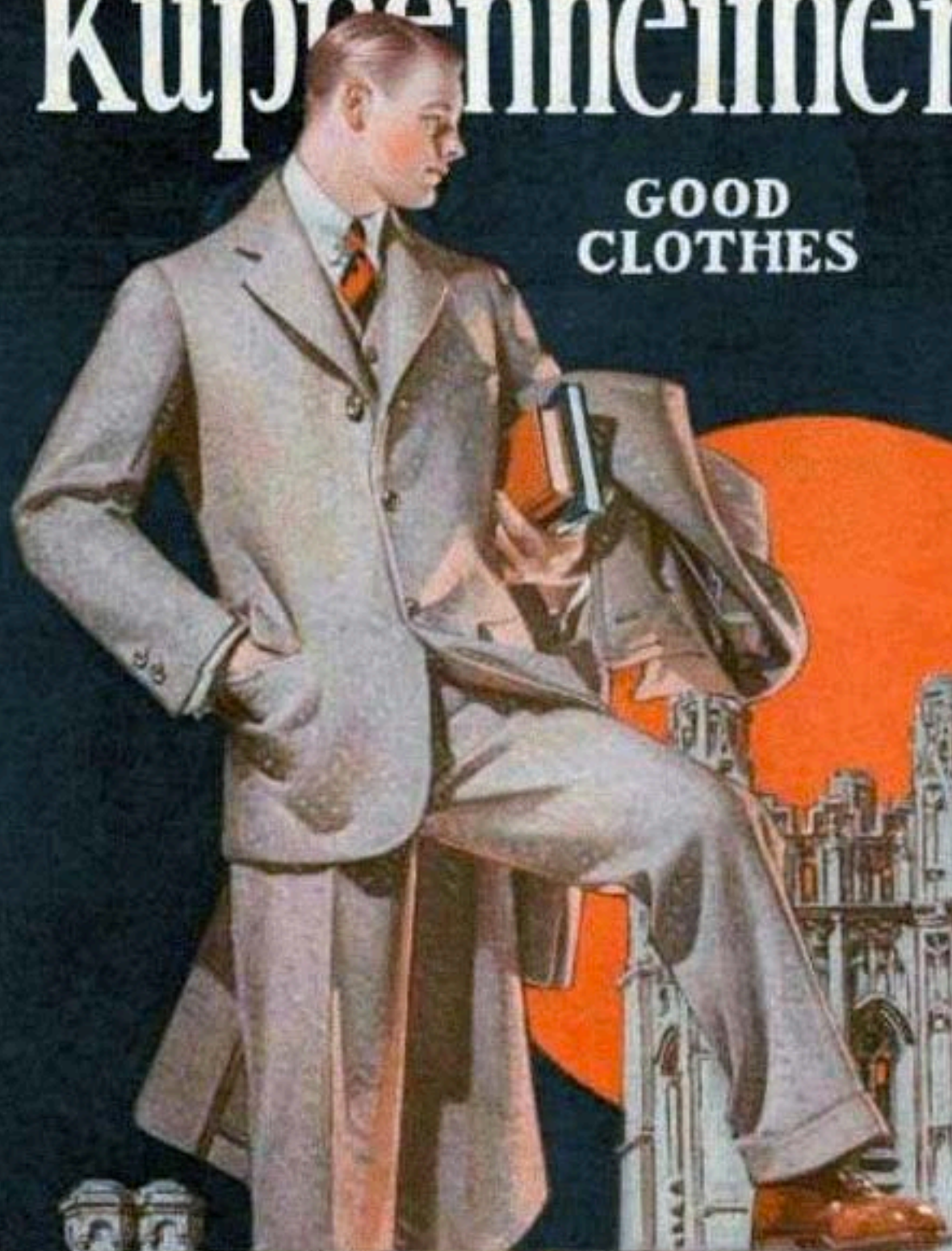


Copyright 1916, The House of Kuppenheimer

**J**UST picture to yourself the effect of the new Saxons, Flannels, clear-cut and demi-finished Worsteds, made up in this modish Lounge Suit for young men. One of a score of our models

# Kuppenheimer

GOOD  
CLOTHES



The Modern Style Idea—to be well dressed without trying—that free and easy air—loose, graceful sack coats that swing clear of the body—others that indicate the waist-line and slope smoothly over the hips. You'll admire these styles in Kuppenheimer Good Clothes.



**L**OOK sharp to the fabric in your clothes this season. Wool is scarce. It's a time when Kuppenheimer Clothes mean more to you than ever before. For half a century the reputation of The House of Kuppenheimer has rested on the unequalled quality of its fabrics. \$22.50 to \$45.

*Our new book "Styles for Men" is ready. A postal will get it.*

*By*  
**The House of  
Kuppenheimer**  
Chicago



# THE SATURDAY EVENING POST

Illustrated  
No. 1728 by Benjamin Franklin

APR. 15, '16

5cts. THE COPY



 *Franklin*

MORE THAN TWO MILLION A WEEK

*Concord* an **ARROW**  
**COLLAR** *for* Summer



# The Roland

(By the House of Kuppenheimer)



**T**WO thoughts about your next overcoat:

*Don't* be too easily satisfied!

Make up your mind that this Winter you will have all the generous overcoat luxury your money will command.

The ROLAND shown here is a double-breasted Box-back overcoat, with a style of its own. It has roomy patch pockets, cuffs on the sleeve and a collar that can be turned up for warmth.

Go where the good overcoats are!

There are coats and coats. As with everything else—the most are ordinary. They just about get by.

Know the Make of your overcoat. Ask to be shown a few Kuppenheimer coats. Just slip into one and you'll find yourself saying—“Some Overcoat House—that House of Kuppenheimer.”

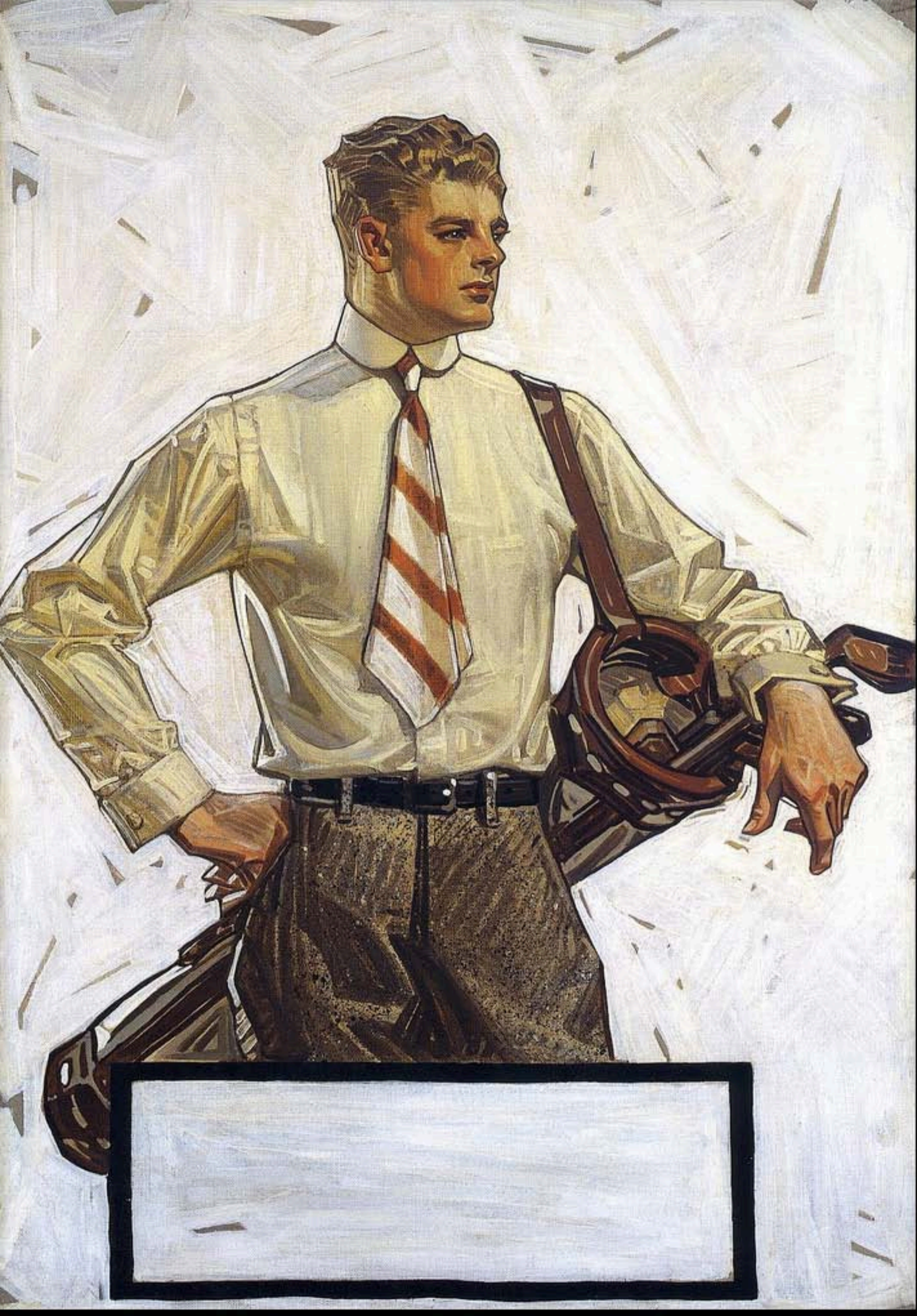
Why, man, it's known everywhere as the Great Overcoat House, and has been for years. See the coats. *You* can tell.

Prices—\$20 to \$50

Kuppenheimer Clothes are sold by a representative store in nearly every Metropolitan center of the United States and Canada. Your name on a post card will bring you our Book of Fashions.


**THE HOUSE OF KUPPENHEIMER  
CHICAGO**

Copyright, 1911, The House of Kuppenheimer



# KUPPENHIMER



A black and white illustration of a man in a dark suit, a light-colored fedora with a dark band, and a dark bow tie with white polka dots. He is holding a newspaper in his left hand and a closed umbrella in his right. The man has a mustache and is looking towards the right. The entire scene is framed by a large, thin-lined oval.

*The  
Biltmore*

**YOU** men of position in business or the professions—should take note of certain styles now shown by your Kuppenheimer dealer. The Biltmore illustrates the point—correct and current; but expressing fashion's happy medium, not its extreme. Men who are critical about the fit of their clothes appreciate our wide range of special sizes. Get our new book "Styles for Men."  
**HOUSE OF KUPPENHEIMER**  
Chicago

# Kuppenheimer

GOOD

CLOTHES



*—an Investment in Good Appearance*



# The Club-Fellow

& WASHINGTON MIRROR  
*The National Journal of Society*







Copyright, 1911. The House of Kuppenheimer

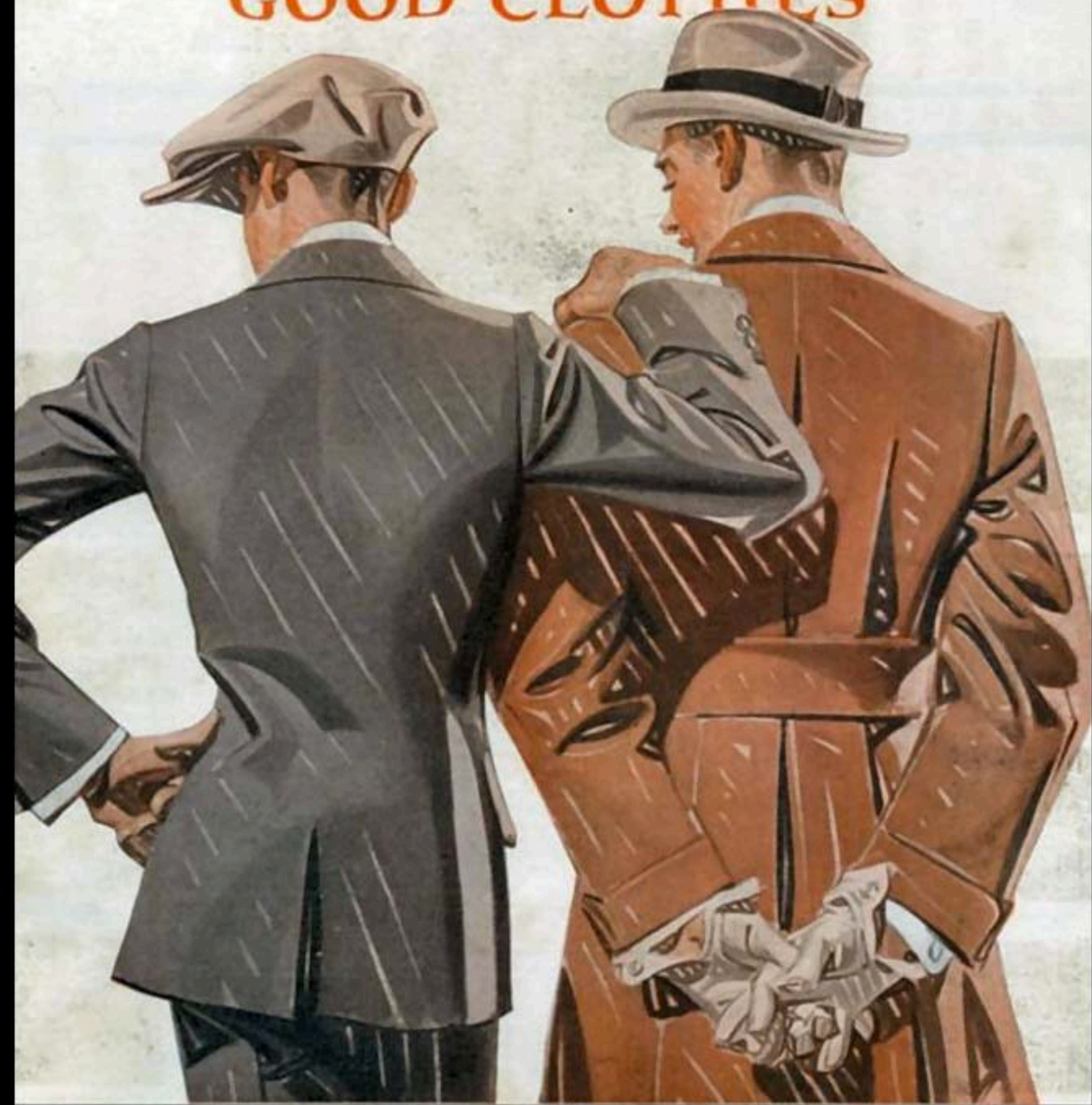
Kuppenheimer Style is based on what good taste has stamped with its approval.  
Kuppenheimer Quality is a truthful expression of the highest standards—in fabrics—in tailoring.  
This Style, this Quality and a certainty of Clothes Satisfaction are yours at prices consistent with all three.

Our book, *Styles for Men*, will be sent free on your request.  
Sold by the better clothiers throughout the United States and Canada.

**THE HOUSE OF KUPPENHEIMER**  
CHICAGO

# Kuppenheimer

## GOOD CLOTHES



Get acquainted with the new prices for Kuppenheimer good Clothes.  
You will see even finer fabrics, better tailoring, correct styles at lower prices.

*A real investment in good appearance.*

*The HOUSE of KUPPENHEIMER • Chicago*

By *The House of* KUPPENHEIMER

*The  
Beltsac*

**W**AITING your selection: a remarkable range of Kuppenheimer Beltsacs, some full-belted, others with half or three-quarter belts; either single or double-breasted. The latest slant on the good clothes idea with a touch of the easy outdoor feeling. As much sought after for general wear as for sports and the country. Let us have your name on a card so our new book, "Styles for Men," will reach you.

HOUSE OF KUPPENHEIMER  
Chicago

Copyright 1927,  
The House of Kuppenheimer



# Kuppenheimer

GOOD  
CLOTHES



# Kuppenheimer

GOOD

CLOTHES



Copyright 1924 The House of Kuppenheimer

— an investment in  
*Good Appearance*



# Kuppenheimer

GOOD  
CLOTHES



*"An  
Investment  
in Good  
Appearance"*

Walking, standing, or sitting, the man who wears Kuppenheimer good clothes gets the full benefit of style that is tailored into the garment. They drape gracefully with every reach and turn of the body.





AUTUMN  
AND  
WINTER  
1935-6



S 36



S 34A



S 34



S 37



S 38

LATEST  
LONDON  
STYLES

S.P.S., LONDON, E.C.1.

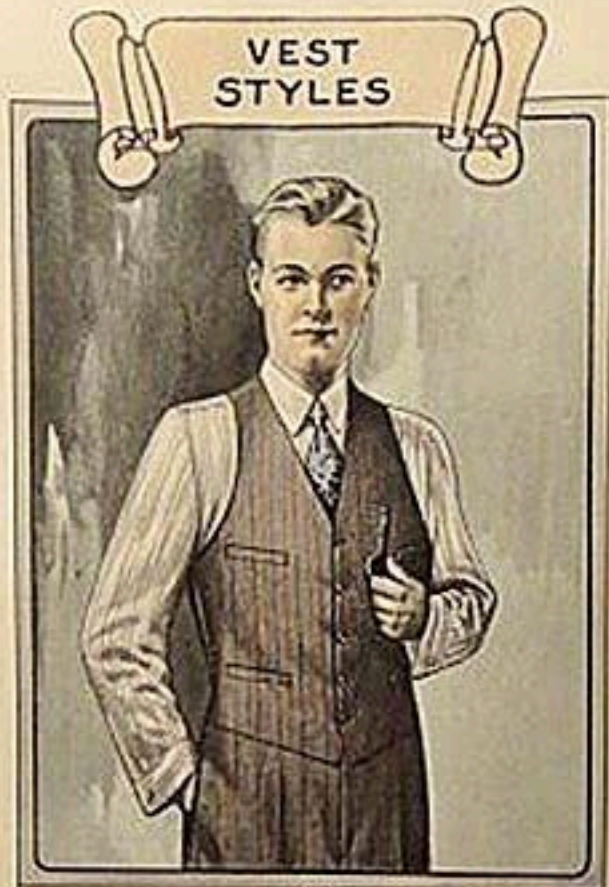
# VEST STYLES



831



832



835



833



834



836



837



838



839



840



841



842

Model 831. Standard single-breasted vest. Regular shoulders.

Model 832. Single-breasted vest. Solid color.

Model 833. Single-breasted vest. Notched collar.

Model 834. Single-breasted vest. Kiviaty pockets.

Model 837. Double vest. No collar.

Model 838. Single-breasted vest. Upper patch pockets.

Model 839. Double-breasted vest with collar and lapels. This vest has 31 buttons.

# Sons ould orn's othes

## Men's Ultra othes 5

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United  
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2 chest; 30  
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**\$18.95**

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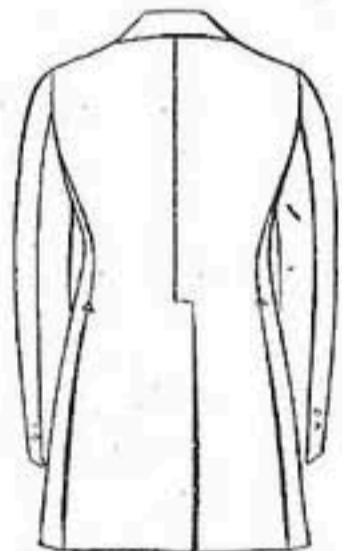
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extra cash  
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4 inseam.  
**\$18.95**

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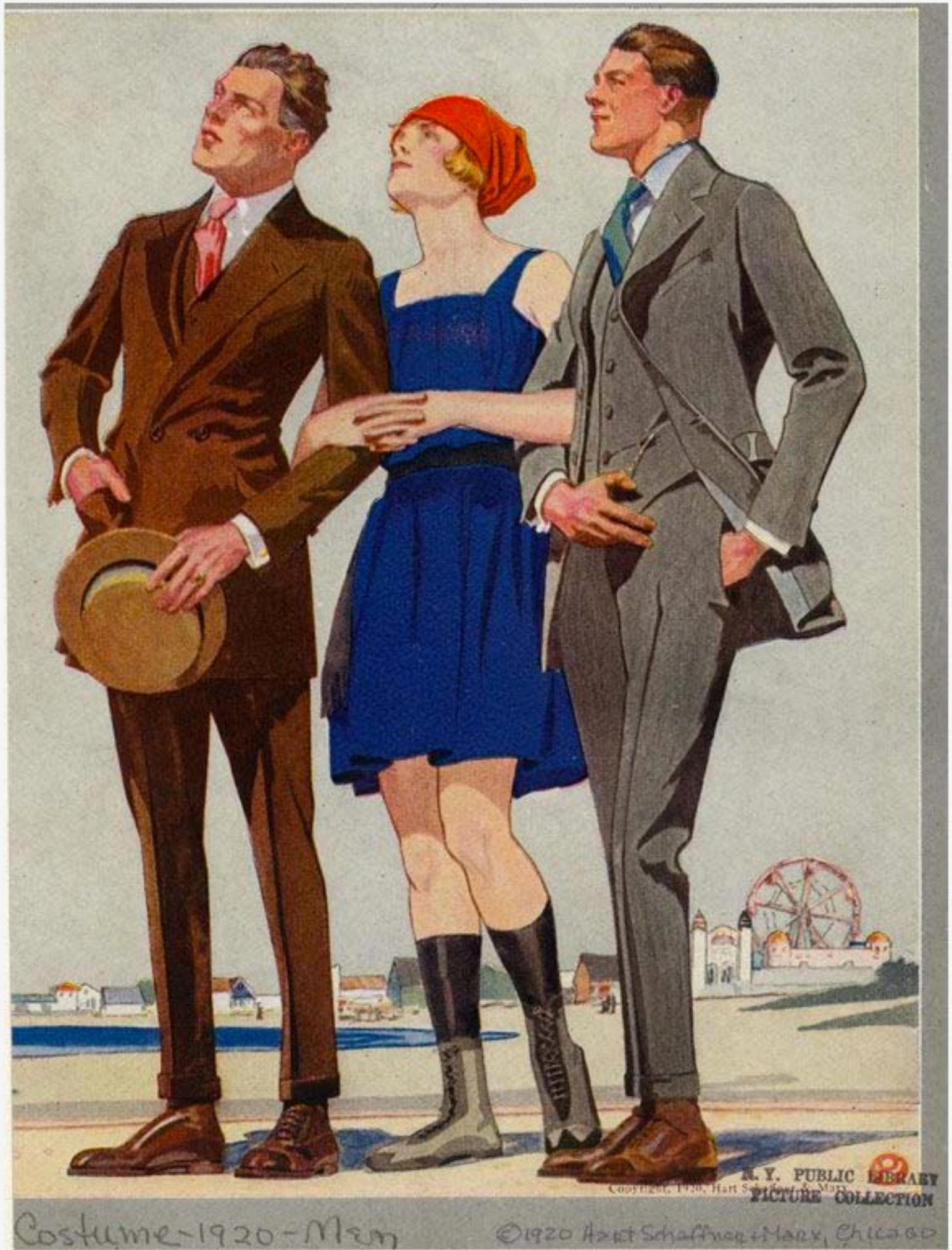
2 ↑  
BUTTON  
SINGLE  
BREASTED  
MODEL

↙  
2K4406  
2K4407  
2K4408



← BACK VIEW

2K4409  
2K4410  
2K4411



Costume-1920-Men

©1920 Hazel Schaffner & Mary, Chicago

N. Y. PUBLIC LIBRARY  
ASTOR LENOX TILDEN FOUNDATION  
PICTURE COLLECTION



For Descriptions See Opposite Page



Improved Tailoring Correct Styles Newest Fabrics Real Values



Model G  
4 H A1542  
\$21.50

All Wool Fabrics

The NEW DANF BLUE

Model E  
4 H A1537  
\$21.75



Model D  
Suit of All Wool Cassimere  
4 H A1536  
\$16.95

Model H  
4 H A1522  
\$24.95

with Extra Trousers  
4 H A1528  
\$29.95



Model C  
All Wool Worsted  
4 H A1525  
\$19.50



Model B  
All Wool Worsted  
4 H A1510  
\$23.50



All Wool Fabrics



New York's Snappiest

Model F  
All Wool Flannel  
4 H A1535  
\$23.50



Model A  
Suit of All Wool Flannel  
4 H A1505  
\$18.95



# Wards Young Men's Shop Has All the New Styles

**HOW TO ORDER AND MEASURE:** . . . Send us all information and measurements as shown on Page 187. Sizes for all men except stouts . . . we do not recommend these styles for stout men. See last page of book for Order Blank. All suits mailed from Chicago but you pay postage only from Wards nearest Mail Order House. Allow 3 days for necessary alterations. You may buy Men's Clothing on Wards Budget Plan. See back of book for details.

## HARD FINISH ALL WOOL WORSTEDS SHOWN BELOW

Long Wearing . . . Holds Press  
Oxford Gray or Brown

\* Two-Button Single  
Inverted Model **\$13<sup>95</sup>**  
\* Six-Button Vest

A crisp hard-finished Worsted that holds its shape and is extremely hard to wear out, in a popular, always correct model. The smart fit of the coat is tailored in—this Suit will hold its shape! The full body and full sleeve linings of lustrous Rayon add to the wear. You'll like the neat check pattern, the rich colors and 20-in. trouser cuffs—and Wards price!

**COLORS:** Dark brown or Oxford gray. **State color. REGULAR, SHORT OR TALL SIZES:** Chest 34 to 42 in. **State chest, waist, trousers and sleeve length measures as shown on Page 187, also height, weight and age. Ship. wt. 5 lbs. 12 oz. \$29 A 1501 . . . \$13.95**

Styled For Young Men  
Dark Blue or Dark Brown

\* Specially "Fitted"  
Waist and Broad  
Huge Shoulders **\$17<sup>50</sup>**

Men who are careful about their appearance will appreciate the style. Men who demand long wear will get it in the hard finished, cross-holding All Wool Worsted. And at this price—you save! Two-tone check pattern. Regular 6-button vest and wide 22-inch trouser cuffs. Lustrous Rayon half lining in coat and full lining in sleeves.

**COLORS:** Dark blue or brown. **State color. REGULAR, SHORT OR TALL SIZES:** Chest 34 to 42 in. **State chest, waist, trousers and sleeve length measures, also height, weight and age. See How to Measure Page 187. 5 lbs. 12 oz. \$29 A 1501 . . . \$17.50**



### WOOL WORSTED Dark Blue or Brown . . . This Suit Has All The New Style Features

**\$16<sup>95</sup>**

- \* Two-Button Notch Lapel Model
- \* Shirred Yoke Sports Back With Inverted Center Pleat, Half Belt and Smart Small Pleats
- \* 3 Pleated Patch Pockets on Coat
- \* Regular 6-Button Vest
- \* 21-In. Cuff Bottom Trousers

New model in a basket weave, hard finished fabric. Men call this the "all-purpose" Suit. You have a regular Suit . . . or you can wear the sports coat and vest with slacks . . . or the trousers with a jacket. Plain colors—suitable for business, and sportswear. Coat half lined, sleeves fully lined with silk-like Rayon.

**COLORS:** Dark blue or dark brown. **State color. REGULAR, SHORT OR TALL SIZES:** Chest 34 to 42 in. **State chest, waist, trousers and sleeve length and all measurements as shown on Page 187.**

**\$29 A 1501—Ship. wt. 6 lbs. \$16.95**



### VIRGIN WOOL Latest Double Breasted Sports Model . . . Dark Blue or Gray Herringbone

**\$15<sup>95</sup>**

- \* Yoke Back with Large Inverted Center Pleat, Small Shoulder Pleats and Smart Half Belt
- \* Pleated Patch Pockets
- \* Popular Wide Rope Shoulders
- \* Regular 6-Button Vest
- \* Trousers Have 2 Pleats on Each Side of Waist Front
- \* 21-Inch Cuff Bottoms

A double breasted Suit has many advantages. It makes slender men look heavier and if it's a sports model like this, you can wear the coat with odd slacks. Coat half lined, sleeves fully lined with lustrous Rayon.

**COLORS:** Dark blue or Oxford gray. **State color. REGULAR, SHORT OR TALL SIZES:** Chest 34 to 42 in. **State chest, waist, trousers and sleeve length measures, also height, weight and age. Before you order see How to Measure on Page 187. Ship. wt. 6 lbs.**

**\$29 A 1503 . . . \$15.95**



### WOOL WORSTED A Popular Model in a New Plaid Pattern . . . Dark Blue or Oxford Gray

**\$15<sup>95</sup>**

- \* Two-Button Peak Lapel Model With Broad Rope Shoulders
- \* Coat Half Lined, Sleeves Fully Lined With Lustrous Rayon
- \* Regular 6-Button Vest
- \* Wide 22-In. Cuffs on Trousers

Note the new cash pocket just above the right hand coat pocket. It's convenient and is the latest style idea. Look at the All Wool Worsted in the next subtitled plaid pattern. We copied it from an expensive woollen. It's long wearing, holds its shape and keeps a crease.

This Suit is an outstanding value at Wards low price—a suit you'll be proud to wear anywhere. The dark shades are rich, practical and suitable for your "second wear."

**COLORS:** Dark blue or Oxford gray. **State color. REGULAR, SHORT OR TALL SIZES:** Chest 34 to 42 in. **State chest, waist, trousers and sleeve length measures; also height, weight and age. See How to Measure on Page 187. Ship. wt. 5 lbs. 12 oz. \$29 A 1500 . . . \$15.95**

# Our Famous Stylethrif Line of High School Suits

Full Descriptions and Colors of these Student Suits will be Found On Opposite Page  
 Sizes 31 to 36 Only for Larger Sizes See Young Men's Suits Shown On Page 178

Be Sure to Give All Measurements When Ordering

Newest Weave All Wool Cassimere



Wide Bottoms

**C**  
 All Wool Diagonal Navy Blue Cheviot or Fine Weave Serge  
 4 H B1424  
**\$13.98**

**B**  
 Our Finest Suit Collegiate All Wool Cassimere Extra Tailoring  
 4 H B1468  
**\$18.95**



**G**  
 All Wool Serge  
 4 H B1412  
**\$13.95**

Navy Blue Serge  
 4 H B1410  
**\$10.89**

**D**  
 4 H B1473  
**\$12.98**

**H**  
 Special Three Colors  
 4 H B1447  
**\$9.75**

With Extra Trousers  
 4 H B1450  
**\$11.98**

**F**  
 All Wool Latest Weave  
 4 H B1461  
**\$12.49**

With Extra Trousers  
 4 H B1463  
**\$15.49**

**A**  
 All Wool Latest Collegiate  
 4 H B1465  
**\$13.75**

**E**  
 All Wool  
 4 H B1471  
**\$12.98**

Complete Outfit of Coat, Trousers and All Wool Worsted Slip-Over Sweater

Wide Bottoms

BATTLE

No. 229 Full Dress

BATTANY

No. 230 Tuxedo  
Peaked Lapels

BATON

No. 231 Tuxedo  
Open Notch Lapels

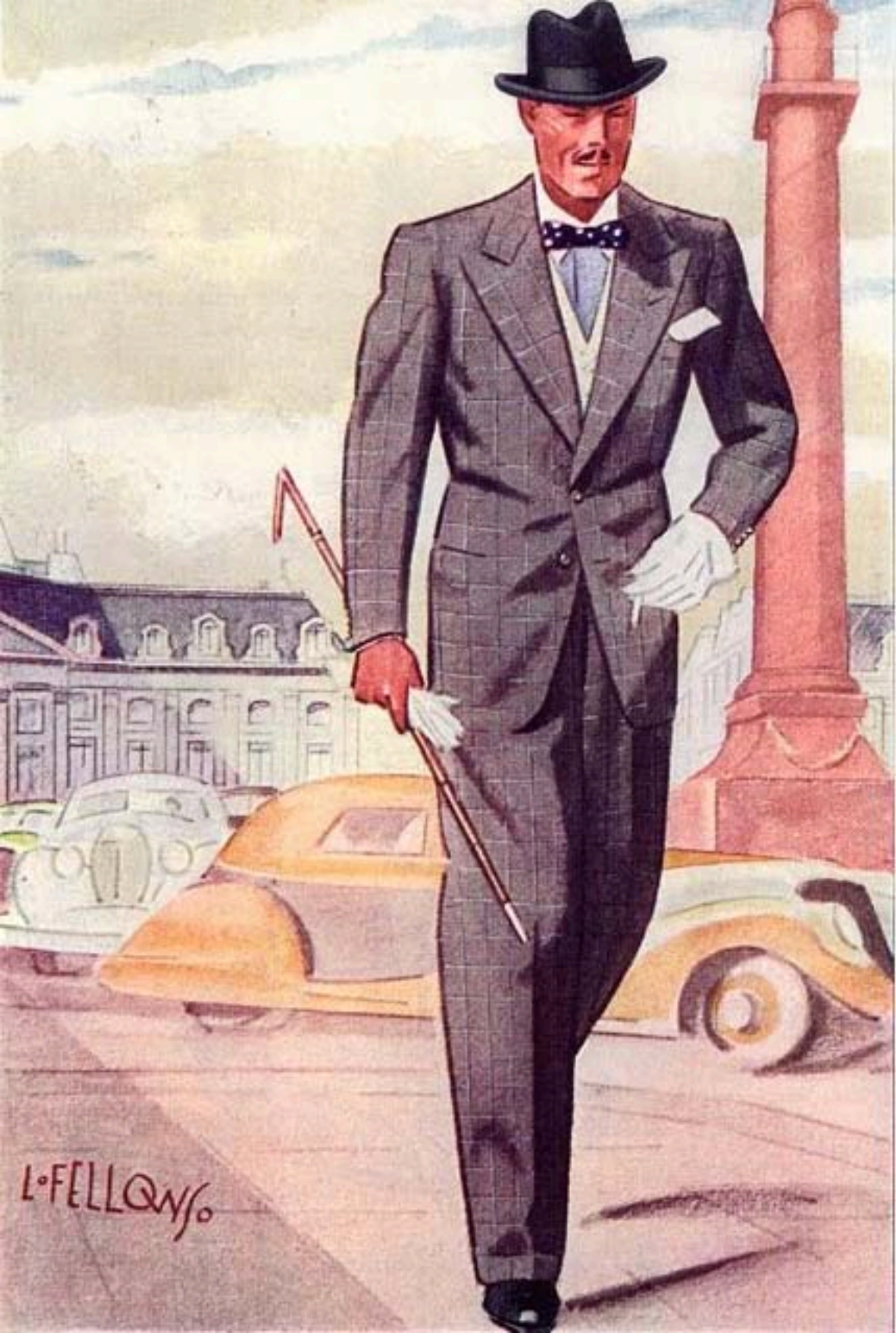






RADIO





L. FELLOWY

















**Model No. 109**

Young Men's Two-Button  
Double-Breasted Style

Correct in style, and very popular  
*Back as shown unless otherwise ordered*



Back of 109  
Center Vent

**Model No. 110**

Young Men's Two-Button  
Double-Breasted Style

(Buttons on lower button only)

The ultra-smart in double-breasted,  
**PIPED LOWER POCKETS—NO FLAPS**

*Back as shown unless otherwise ordered*

**Model No. 108**

Young Men's Three-Button  
Double-Breasted Style  
(Two buttons to button)

Lower patch pockets are featured in this stylish model

*Back as shown unless otherwise ordered*



Back of 108 and 109  
No Vent

*Bostonians*

INTRODUCE

# WALNUT BROWN

*for fall*

A handsome new shade of Brown in a man's way... a complement to the season's colors and fabrics in men's clothing.

Bostonians feature the exclusive Flexmore<sup>®</sup> Process which eliminates breaking in new shoes.

AT THE SMART SHOPS

\$650 to \$850



GENTLEMAN  
GAZETTE

SEND FOR OUR NEW FALL CATALOG NOW READY

REGISTERED U.S. PAT. OFF.

COMMONWEALTH SHOE AND LEATHER CO., WHITMAN, MASS.



SPOT  
RESISTANT  
**69c**  
EA.  
3 FOR \$2.00

COMPARE WITH  
65c TIES  
**44c**  
EA.  
3 FOR \$1.25

Washable Hand Tailored  
*Oceanaire*  
**47c**  
EA.  
NEW FOR  
1936 3 For \$1.35

COMPLETE DESCRIPTIONS ON OPPOSITE PAGE



NEW  
"DON-GRAY"  
BRACES  
**75c**  
A PAIR

COLOR STYLE  
COMFORT  
IN FIVE NEW MODELS  
YOUR  
CHOICE **45c**  
A PAIR

PARIS  
"FREE-SWING"  
SUSPENDERS  
**95c**  
A PAIR

Any  
Order  
of \$10 or  
More on  
Carry  
Payments  
See Page 14



Back of 718  
No Vest



Back of 720  
No Vest



**Model No. 720**

Young Man's Three-Button  
Hot Weather Style

Stylish and popular for summer.  
Notch lapels. Patch pockets.  
Back as shown unless otherwise  
ordered.

**Model No. 718**

Young Men's Two-Button  
Hot Weather Style

Assures well-dressed summer  
comfort. Notch lapels. Patch  
pockets. Plush back with half  
belt as shown unless otherwise  
ordered.



**Model No. 719**

Conservative Three-Button  
Hot Weather Style

Notch lapel model for summer  
wear. Patch pockets.  
Back as shown unless otherwise  
ordered.



**Model No. 721**

Conservative Two-Button  
Hot Weather Style

Combines summer comfort with  
good appearance. Notch lapels.  
Patch pockets.  
Back as shown unless otherwise  
ordered.



**Model No. 717**

Young Men's Double-Breasted Summer Style

Smart hot weather model, two buttons to button. Lower  
patch pockets. Half belt back with soft pleats as shown  
unless otherwise ordered.



Back of 717 and 721  
No Vest



Back of 717  
No Vest

1956



H 394

















Back of 915  
No Belt



Back of 916  
No Belt



**Model No. 915**

Two Button Peaked  
Lapel Sports Style

A distinctive informal  
model. Three patch  
pockets. Stitched  
edges. Yoke back  
with half belt  
as shown unless otherwise  
ordered.

**Model No. 916**

Three Button Notched  
Lapel Sports Style

Latest notch lapels, with tab col-  
lar. Patch pockets, lower ones with  
flaps. Stitched edges. Yoke back  
with pleats and half belt as shown  
unless otherwise ordered.



**Model No. 914**

Two Button Double-Breasted Sports Style

Popular, and very smart. Three patch pockets, stitched  
edges. Sport back with half belt and "Free Swing" pleats  
as shown unless otherwise ordered.



Back of 914  
No Belt



Best-Wishes  
from Sid.  
Whitson '39.