



Across the Bay.  
M. G. Schneider.  
New York, N.Y.

Costume - 1908 - Men



This label on every  
garment



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DAVID ADLER & SONS CLOTHING CO.

## Adler's Collegian Clothes

are unlike any other clothes this entire country produces. They really are the only garments in America which are distinctly for the young man. If you'll take the time to ask the clothier of your town to show you an Adler Collegian suit or overcoat at \$15.00 to \$35.00 you'll say that you never saw clothes with so much "dash" to them.

Our book of correct clothes for autumn and winter mailed free on application. Write us and we'll tell you where to buy Collegian Clothes in your city

### David Adler & Sons Clothing Co.

*Nobby Clothes Makers*

Milwaukee



Collegian  
Suits  
\$15 to  
\$35

BE SURE



OF THIS LABEL

**Adler's Collegian Clothes**

# Adler's Collegian

## Clothes



Are the garments for collegemen and all the other good dressers who appreciate the kind of dash and style that have made **Collegian Clothes** world famous. There are no other clothes with so much character to them—there are no other clothes so becoming to young men. You ought to wear such clothes as these, especially when the cost is no more than the common-place sort.

**P R I C E S**  
suits and overcoats  
\$12.50 to \$30.00  
at most **first-class**  
stores.

See that the Collegian Label is on your clothes. Look twice. There are some imitations.



COPYRIGHT 1907 BY DAVID ADLER & SONS CLOTHING CO.

Our style book will post you on fashions and values. **Sent Free.**

## David Adler & Sons Clothing Co.

NOBBY CLOTHES MAKERS

MILWAUKEE

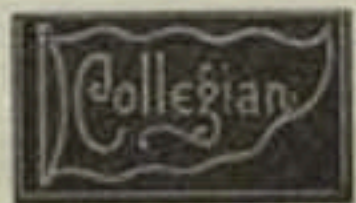
# ADLER'S COLLEGIAN CLOTHES

ARE the clothes of style and quality. We are the exclusive makers of Collegian fashions — recognized in every style center as the best fitting, best looking and best wearing clothes ever produced. The illustration of our raincoat is a faithful picture of the garment—no exaggeration—it's just like the coat. Prices, \$12 to \$30. We make all styles in Spring coats and suits, ranging in price from \$12 to \$35. If you are a man of high ideals in the matters of fit, style and quality, we want you to go to some first class clothier and ask him to let you try on an Adler Collegian suit or overcoat. We'd like you to compare it critically with the clothes you've previously bought at the same price. You need not be an expert to see the value of our productions. After you've worn our goods for a season you'll be ready to say that you never before had clothes that kept their shape and fresh appearance so permanently.

Our modern tailoring system enables us to give you a class of workmanship that you will never see excelled, even though you may be a patron of some high-priced merchant tailor.



COPYRIGHT 1907  
DAVID ADLER & SONS  
MILWAUKEE, WIS.



This label identifies Collegian Clothes

**COLLEGE POSTERS** We will send you free our latest book of correct Spring and Summer Clothes—illustrated. And if you wish to enclose fifteen cents to show you are interested, we will include some beautiful reproductions of drawings by Harrison Fisher and Edward Penfield, done in six colors on heavy paper—attractive and appropriate for framing. Send for the Style Book in any event—it's educational.

**David Adler & Sons Clothing Co.**  
Nobby Clothes Makers, MILWAUKEE

# Adler's Collegian Clothes

The Collegian Label is a guarantee of style, quality and fit.



It appears on the only garments this country produces which are distinctly young men's clothes. We give them all the little touches of style which count for so much, and best of all, the wearing qualities are decidedly of the highest order. You see two typical Collegian suits in this illustration. How do you like them? Get your clothier to show you the latest Spring suits and topcoats at \$12.50, \$15.00, \$18.00 and up to \$30.00.



COPYRIGHT 1907 BY DAVID ADLER & SONS CLOTHING CO.

Our Style Book will post you on values and fashions. **Sent FREE.**

**David Adler & Sons Clothing Co.**  
NOBBY CLOTHES MAKERS MILWAUKEE



This label on every garment



COPYRIGHT 1908 BY  
DAVID ADLER & SONS CLOTHING CO.

## Adler's Collegian Clothes

appeal strongly to young men because of the exceptional character these garments possess. They're right up to the minute in style; at the same time contain no ridiculous extremes. They're the kind of clothes gentlemen should wear and they attract the favorable notice of a very smart element of college chaps in all the great educational centers of this country. The new spring styles are now at all leading stores. Suits and overcoats \$12.50 up to \$35.00. Let us send our style book showing the nobbiest clothes of this season. *Mailed free on application.*

**David Adler & Sons Clothing Co.**

*Nobby Clothes Makers*

**Milwaukee**



This label on every  
Garment



## Adler's Collegian Clothes

have every trait of refinement; the fabrics, the patterns, and the cut are typical of the clothes of the "gentleman." For the "younger" men especially, the suits and overcoats we make are the type of clothes which add that certain character to one's appearance which is really worth much more than money can pay for. The new styles are at all leading clothiers, \$15 to \$35. Our latest style book—illustrated—mailed free.

**David Adler & Sons  
Clothing Company**

*Nobby Clothes Makers* **Milwaukee**



*American*  *Fashions.*  
March London, Paris, and J. & W. MITCHELL CO. London, Paris, and 1908  
New York.

CHAS. HOK - ALEX.



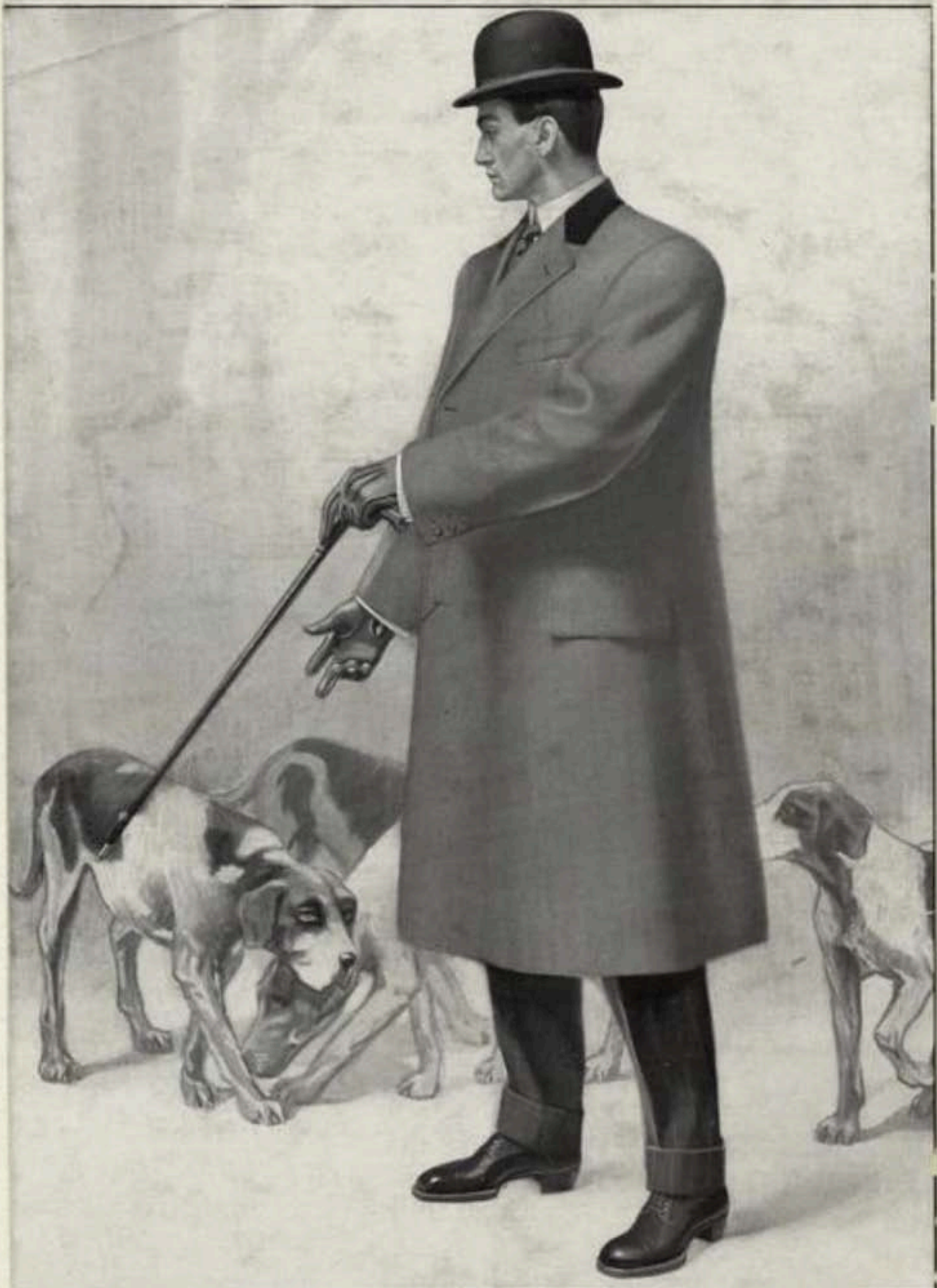
The Architects Office

S H Abbott

New York City

*Costume - 1907 - Men*



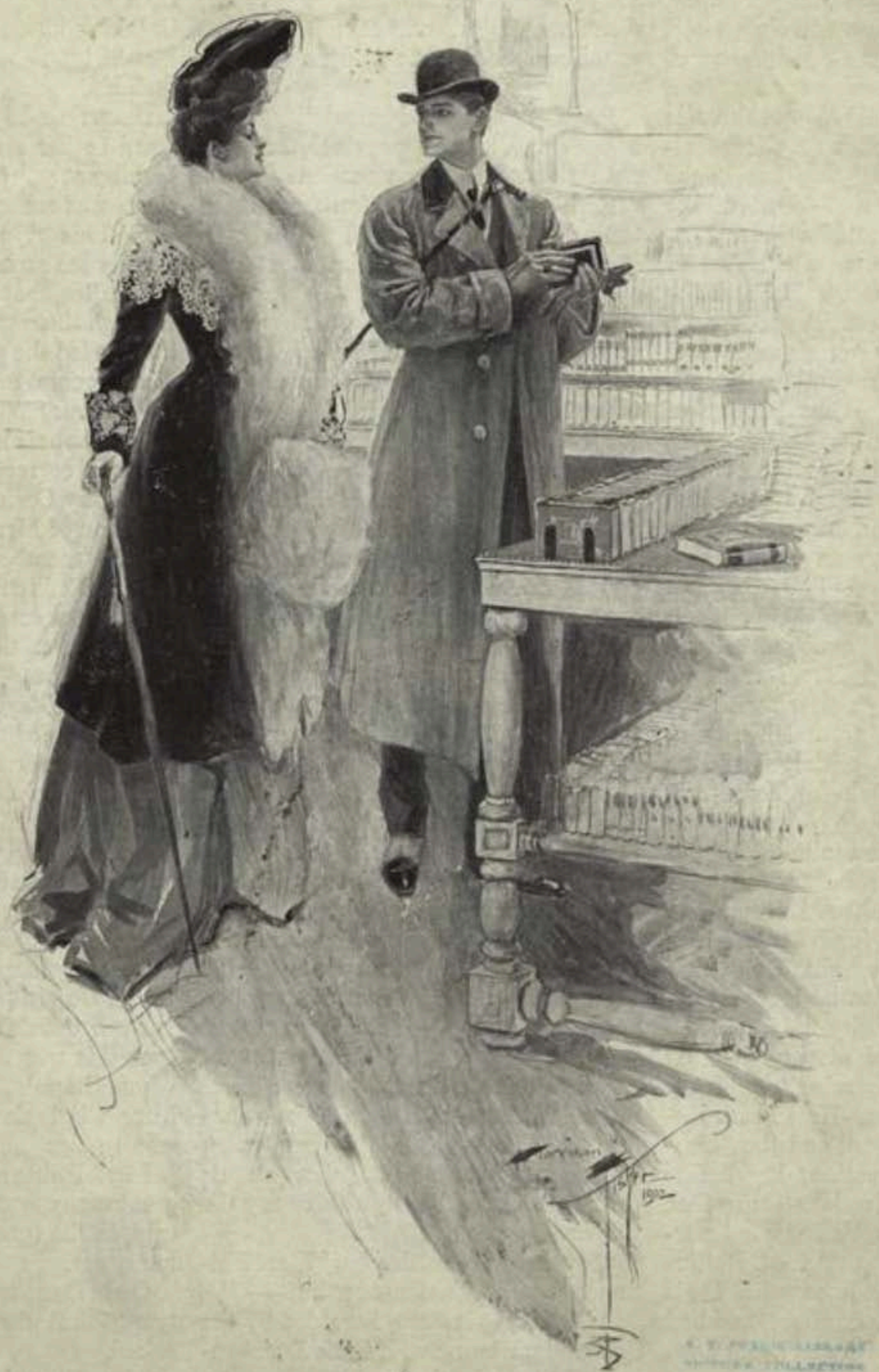


11,001 © 1908.

At the kennels

Arthur Schneider

New York City



Costume - 1902 - Men

By Harrison Fisher, 1902

A BOOKSTORE ROMANCE

C. Y. PUBLIC LIBRARY  
ASTORIA, OREGON

N. Y. HISTORIC LIBRARY  
ARTIST COLLECTION



2121

2121 Suits, both single- and double-breasted \$7 00-20 00

We use in our clothing for boys and children a higher grade of material than is general and can guarantee that small garments will be stylish, will wear and hold their shapes. We offer these advantages at only slightly higher prices than are asked for so-called cheap clothing.

BOYS' AND CHILDREN'S SACK SUITS (2121-2), SINGLE- AND DOUBLE-BREASTED, made in a variety of plain cheviots, and fancy Scotch mixtures, with either knickerbockers, long or short trousers; also Knickerbockers reinforced, for riding, Fancy Vests, Scotch Stockings, etc.



2126-7

BOYS' AND CHILDREN'S ETON SUITS, of the well-known conventional pattern; used for dress purposes, and worn with long trousers.

2126 Eton Suits \$14 50-20 00  
2127 Extra hair-line Trousers 4 00- 5 00



2123-5

TENNIS SUIT, of white, gray or fancy flannels or serges; made single- or double-breasted. Coat can be worn with trousers of the same material or duck.

2123 Men's \$17 00-27 00  
2124 Young Men's 15 00-25 00  
2125 Boys' 8 00-17 00



2122

2122 Suits, both single- and double-breasted \$7 00-20 00



2128-9

BOYS' AND CHILDREN'S SAILOR SUITS, made of blue serge, cheviots, etc., with separate collar of wash goods; trimmed in a variety of ways.

2128 Sailor Suits \$6 50-10 00  
2129 Long Sailor Trousers 2 00- 4 00

Costume - 1901s - Youth

CAT BOOKS BROS NY 19013



Buying fruit.

W. S. Schneider

New York, N.Y.

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PICTURE COLLECTION

Costume - 1908 - Men



©1908

Buying Fruit,

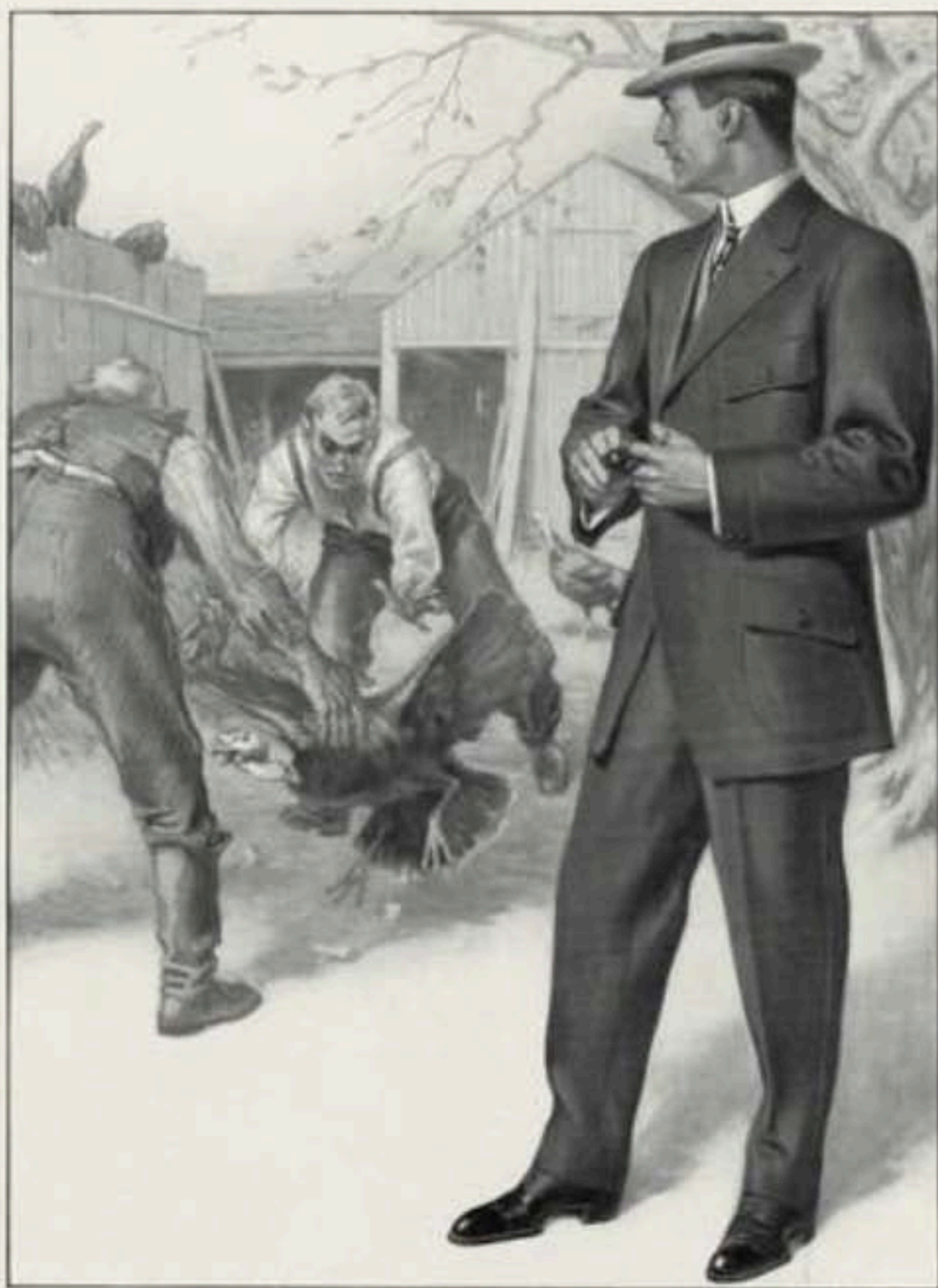


The Caller,

A. B. Pitney

New York City

*Costume - 1908 - Men*



The Capture.

S. N. Abbott,

New York, N.Y.



10A1290

10A1291

10A1292

10A1293

*A well fitting overcoat lends to a man a feeling of personal satisfaction and secures the approval of friends.*

**CHEVIOTS AND VELOURS CORRECTLY TAILORED.**

*Sizes 30 to 44 inches chest measure. Samples free. State whether single or double-breasted style is wanted.*

*A man's overcoat is a conspicuous garment and distinguishes his taste and appearance wherever he goes. Macy's Men's Clothing Department has studied the overcoat question for years. We study it for months in advance of each season. We study the materials and new styles and details of tailoring and finishing. We invite you to visit our store, but if you did you would very likely select the same coat we offer you in this book. The prices and qualities can't be duplicated in New York or elsewhere. Read our Free National Delivery Offer on Page 3.*

**10A 1290. Men's Spring Overcoats**, in fancy worsteds and cheviots, made with cloth or velvet collar; cut average length 44 inches; colors include brown, gray, green and mode shades, fashioned in models in either extreme or conservative. . . . \$12.75 to \$24.75

**10A 1291. Young men's Fancy Spring Overcoats**, in large variety of up-to-date models, fabrics and patterns; average length 42 inches; perfect in fit and style and are suitable for dress or business; fabrics include cheviots and velours. Lined with good quality serge or Venetian. . . . \$9.94 to \$19.75  
32 to 38 chest measure. Finer grades up to . . . 24.75

**10A 1292. Men's Cravenettes**, can be worn at any time as a light-weight overcoat without in any way suggesting it as rainproof. Priestly stamp insures the best rainproof fabric; cut 52 inches long, has deep center vent, broad peak lapels with yoke and sleeves trimmed with Venetian. Special value. . . . \$11.75  
Sizes 34 to 44 chest. Finer grades up to . . . 24.75

**10A 1293. Men's Light-Weight Overcoats**, suitable for Spring or Fall wear in black or oxford gray; cut 44 inches long and made of a soft finished cheviot; new long wide lapel and deep center vent; princess serge lining and astin sleeve lining. . . . \$9.94

Not Illustrated.

**10A 1294. Young men's Cravenettes**, cut 76 inches long, with full sweep at bottom; has deep center vent; fabric of smooth surface cassimeres, suitable at any time as a light-weight overcoat. Coloring in serviceable shade of gray; yoke and sleeves lined with Venetian. Size 30 to 36 chest. . . . \$8.49

**10A 1295. Men's Cravenette**, made of good quality solid worsted in serviceable neat gray stripe effects; have silk sewed double stitched seams, deep center vent and is cut 52 inches long; this garment bears the "Priestly" stamp and label; sleeves and yoke trimmed with Venetian. Size 34 to 44 chest. . . . \$9.94

*Catharine - 1909 - Men*

*M. H. May 1909*





*The Comrades.*

*Arthur Schneider*

*New York, N.Y.*

*Costume - 1908 - Men*

M. Y. PUBLIC LIBRARY  
PICTURE COLLECTION



Down on the farm.

S. N. Abbott,

New York City.

Costume - 1909 - Men

# The House of Kuppenheimer



## THE DRESS of SPRING

Easter, summoning nature, commands a change from the gloom of winter to the sunlight of Spring. Material man, gathering inspiration from nature, petitions The House of Kuppenheimer to clothe him in keeping with the hour.

Throughout this broad land, we are responding to the call of man and the decree of nature with the bright fancies and colorings of Spring. We submit them confidently, for we know they represent the truest skill and most refined taste of which human hand and mind are capable.

**B. Kuppenheimer & Co.**

America's Foremost Clothes Makers  
New York Chicago Boston



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THE CHAS. J. STONE CO.

104



105

Exclusive  Fashions

SUPPLEMENT TO  
SARTORIAL WORLD  
CHICAGO

LONDON THE CHAS. J. STONE CO. NEW YORK  
CHICAGO

SEPTEMBER 1904



108

103

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Exclusive  Fashions

SUPPLEMENT TO  
SARTORIAL WORLD  
CHICAGO

LONDON THE CHAS. J. STONE CO. NEW YORK  
CHICAGO

OCTOBER 1908



FIG. 122. 1900

EXPOSITION DE 1900. — LA RUE DES NATIONS



*A faithful friend,*

*S. W. Werner,*

*New York, N.Y.*

*Costume - 1908 - Men*



A Fall morning

W. G. Schneider

New York City

Costume - 1908 - Men





The fancier

Arthur Schneider

New York City.

Costume - 1928 - Men



Fido on the job.

Arthur Schneider.

New York City.

Costume - 1909 - Men



Fly Casting.

S. N. Abbott,

New York City.

Costume - 1908 - Men



For the Cause,  
S. H. Abbott,  
New York, N.Y.

Costume - 1908 - Men



The fun maker

S. H. Abbott

New York City

Costume - 1908 - Men



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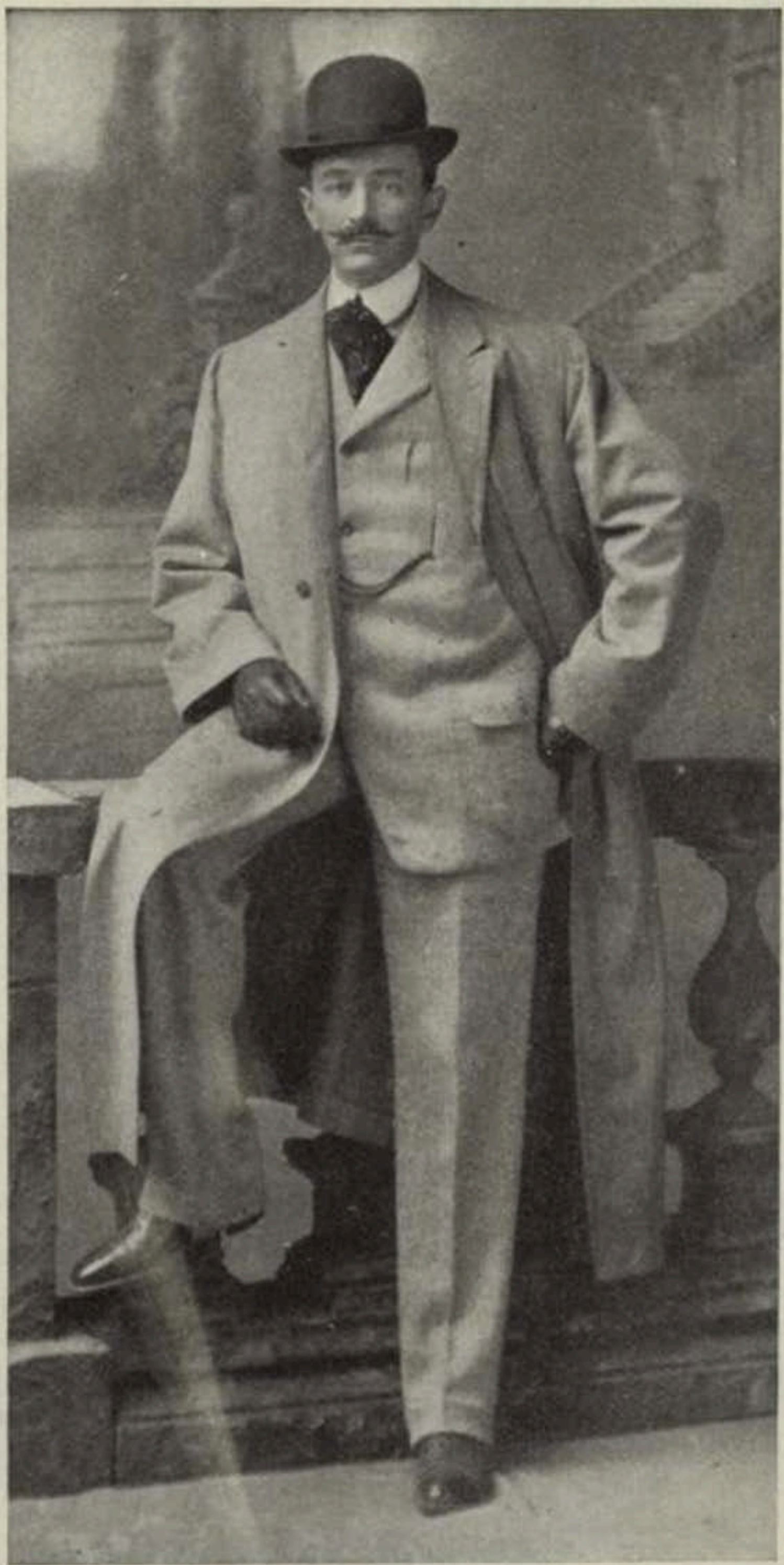


The Harvard Club

S N Abbott

New York City

*Costume - 1902 - men*



Horace White.

OTG 12120 1904





**T**HE man who already knows the value of "personal appearance" in reinforcing his other good qualities, appreciates the perfection of Kuppenheimer Clothes.

You will always be in good company if you wear Kuppenheimer Clothes. Let our Guarantee Label be your guide. Go to the merchant in your city who advertises Kuppenheimer Clothes. A booklet, *Styles for Men*, volume 39, sent upon request.

**THE HOUSE OF KUPPENHEIMER**

MAKERS OF GENTLEMEN'S CLOTHES

CHICAGO

NEW YORK

BOSTON

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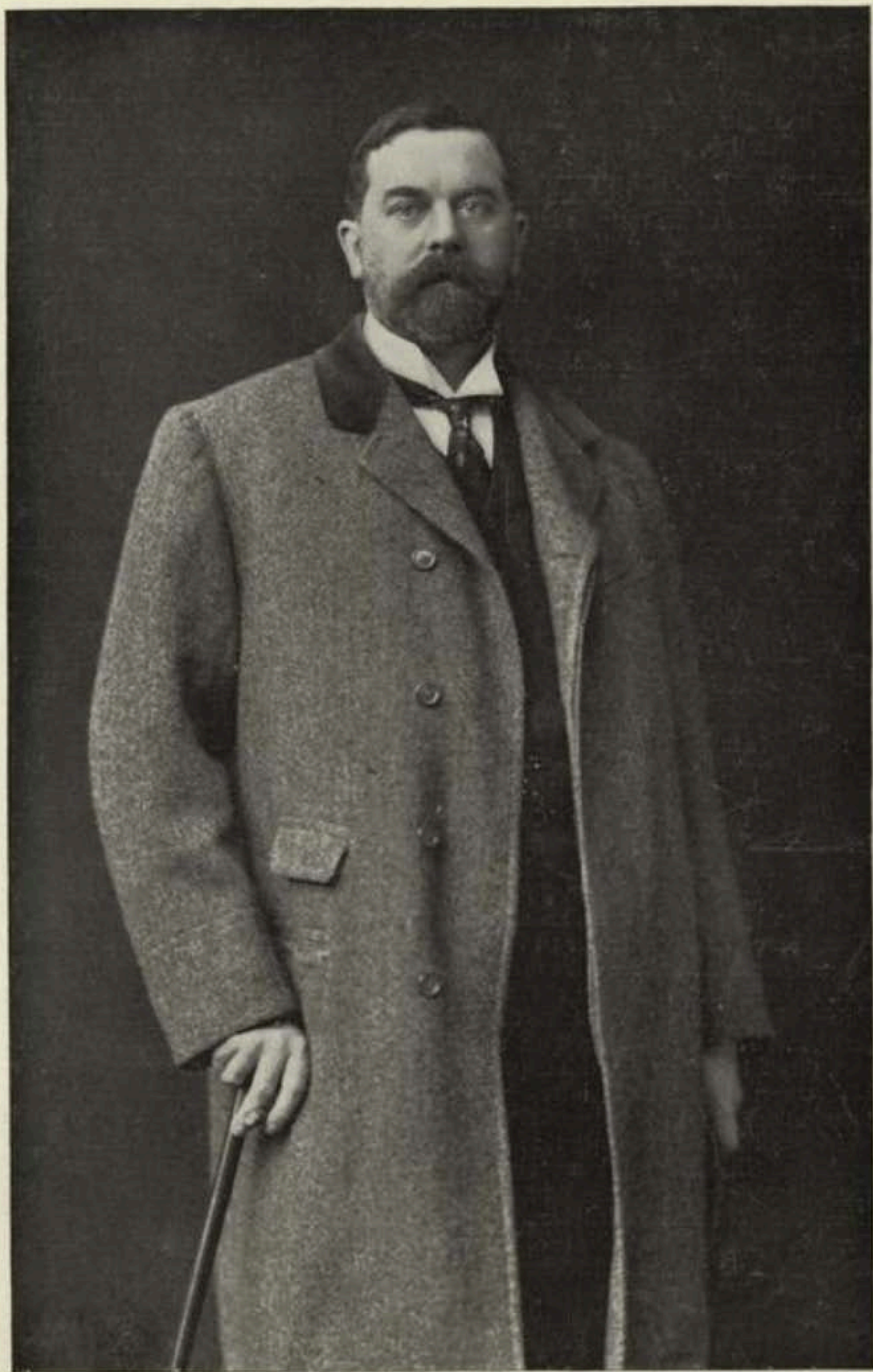
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J'ai perdu la Key

W G Schneider

New York

Costume - 1906 - Men

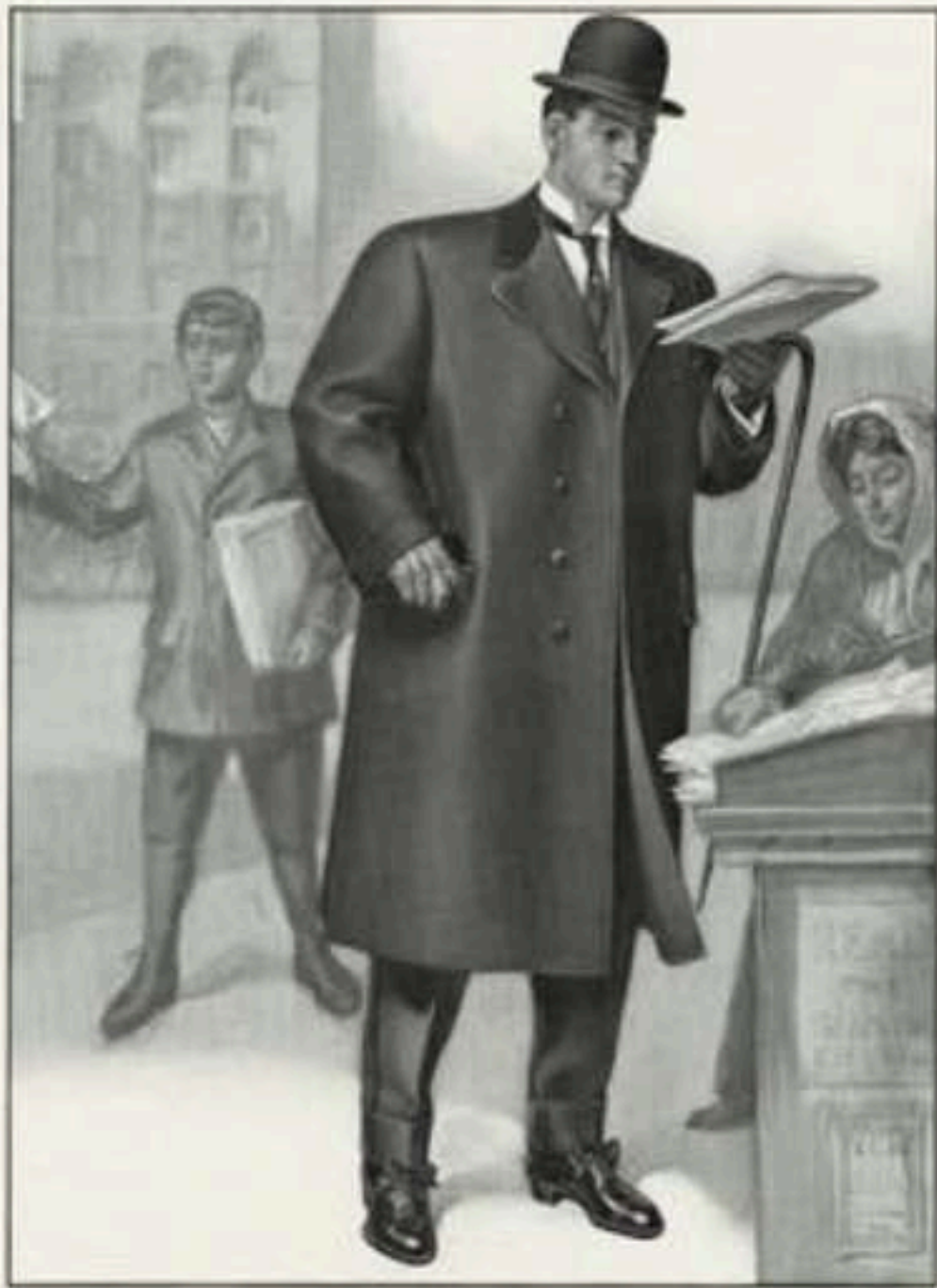


*Copyright, 1903, by J. E. Purdy, Boston.*

John S. Sargent

Costume - 1903 - Men

H. V. PUBLIC LIBRARY  
PICTURE COLLECTION



The latest News

W. G. Schneider

New York City

Costume - 1908 - Men



THE "LONG SHORT COAT"

Made of Danish Leather

The left row of buttons is held in place by a strap of stitched leather, and to prevent twisting the cuffs and the skirt are also stitched, and heavily. The long and ample skirt has something to do with the individuality of this coat, which has a very handy equipment of five outside and two inside pockets. The storm-collar with tabs makes the coat almost as useful as an oilskin outfit for sitting out showers at the wheel. These garments will be found to be especially acceptable for just such a tour, and not only will the leather match beautifully, but the Norfolk style of the ladies will find its counterpart in the long short coat of the gentlemen.

A day's journey should take you through the heather-clad and healthy-looking Jutland, where fat, sleek cows and strong horses browse in the fields, and where the peasants give you a quiet, reliable sort of

sample of Sarah Bernhardt and weep upon that grave, even if the violets do bloom there and the old beggar-woman swears the thing is so! The trip from Copenhagen to Elsinore—a mere thirty-mile jaunt—is one of the most delightful in all Scandinavia. Some prefer it to the Riviera. So would you if you prefer an apple to an orange.

Hundreds of American motorists will tour southern Europe this summer. The route, Marseilles-Genoa, picking up Monte Carlo, San Remo, Mentone, Villa Franche, etc., on the way, will be as popular as the flower-fragrant Riviera ever was. Genoa is a good place, with its massive, marble-walled hotels, to sit down and plan a trip through northern Italy including, in a circuit, Florence, Venice, Padua, Verona, Milano, Turin, or a long straight-away trip down into the Roman



THE THREE-QUARTER COAT

of Corduroy

nod in greeting. Evening finds you with flashing lamps and dust-covered hood before the embankments of the town of Fredericia, where a magnificent monster of the Royal Danish ferry-fleet, almost as big as a battleship, takes you across the Little Belt to Middelpørt, only a fifteen-minute tussle with a thirty-mile undertow. You are now in Fyen, the second of the three main islands that make Denmark. The ancient town of Odense (the town of Odin) is passed through, probably most remarkable to you as the birthplace of Hans Christian Andersen, and before you know it you are in Nyborg, where another ferry monster takes you on another and more pretentious voyage—two hours and a half across the Store Belt, landing you safely in Korsør. You will enjoy the Danish luncheon, "*Koldt bord med varm ret,*" on the ferry, to be sure. From Korsør to Copenhagen is a day's easy run, with a string of small but interesting towns to vary the poplar-lined highways and the carefully tilled farms. You must stop at Roskilde and take a peep at its big cathedral, the most ancient in Scandinavia, and pay your respects to the old Viking kings and fighting men who slumber there in pillar and coffin, from Harold Blue-Tooth, down. Copenhagen, which the Danes insist is *Kjøbenhavn* (the harbor of merchants), can be described in a word: it is the Paris of the Danes. The real "melancholy Dane," to your mind, the imaginary Hamlet of Shakespeare's volume, is found further north in Elsinore. Or rather, his grave is there, and even that is imaginary since no Hamlet ever was. Do not emulate the ex-



THE NEW LONG COAT FOR MEN

With Elastic Rubber Yoke

TC APR 29, 1911

splendors of the "Boot" may be engineered from here.

For touring in these latitudes, during the summer, the new styles contain an improved pattern of a duster for women that possesses the quality not hitherto combined in dusters, namely, style. A series of plaits extend from the shoulders, compelling a very desirable fullness of the skirt. There is a half-belt of leather, and the cuffs, collar and pockets are trimmed with leather to match the goods, which is either shower-proof cravenetted cloth, in tan or gray shades, or flexible Italian silk, in gray, brown or tan.

You are liable to encounter cool evenings, however, when the modern long coat for women, fitting the shape of the figure, will be found—just the right weight and style. It is a single-breasted model with plaits on either side of the buttons, and this very distinctive feature combines harmoniously with the collar, cuffs and pockets, which are appliquéd with stitched leather.

In the new styles for men there is much to choose between, but no more belittling models exist for the requirements outlined than the three-quarter coat and the improved long-coat. The former is made of wide corduroy of a heavy-weight grade to keep out the rain, and of a light gray shade. It is a double-breasted English box model of almost knee-length, with a notched collar and wide lapels. The pearl-button front and the flaps, with button on the pockets add character to the garment, which is an exception to the time-worn dictum that corduroy

(Continued on Page 48.)

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J. H. W. & C. O. N. Y.

Half-tone plate engraved by G. F. Smith

"I SHALL HAVE TO ASK YOU NOT TO WALK WITH ME"

H.M. Aug 1905



1900  
MODES  
D'ÉTÉ

# BELLE JARDINIÈRE

PARIS. 2. rue du Pont-Neuf. PARIS

Seules Succursales : PARIS, 1, place Clichy, — LYON, — MARSEILLE, — NANTES, — ANGERS,  
SAINTES, — LILLE, et à BORDEAUX, Printemps 1901.



Drill ye tarriers! Drill!

Arthur Schneider.

New York City.

*Costume - 1909 - Men*



*Wallace*



20

Cost. Hugh Wallace Co., Detroit 1903

Costume - 1901 - Men

*Wallace*



20

Col. Hugh Wallace Co. Detroit, Mich

Costume - 1901 - mew

*Wallace*



24

Cat. Hugh Wallace Co. Detroit 1905

Costume - 1901 - Men



Illustration 9

Copyright 1909 by Hart Schaffner & Marx

**F**OR very severe weather, and especially if you're driving or auto-riding, a fur-lined, fur-trimmed coat is almost essential for real comfort.

© 1909 Hart Schaffner & Marx, Chicago

Costume - 1909 - Men

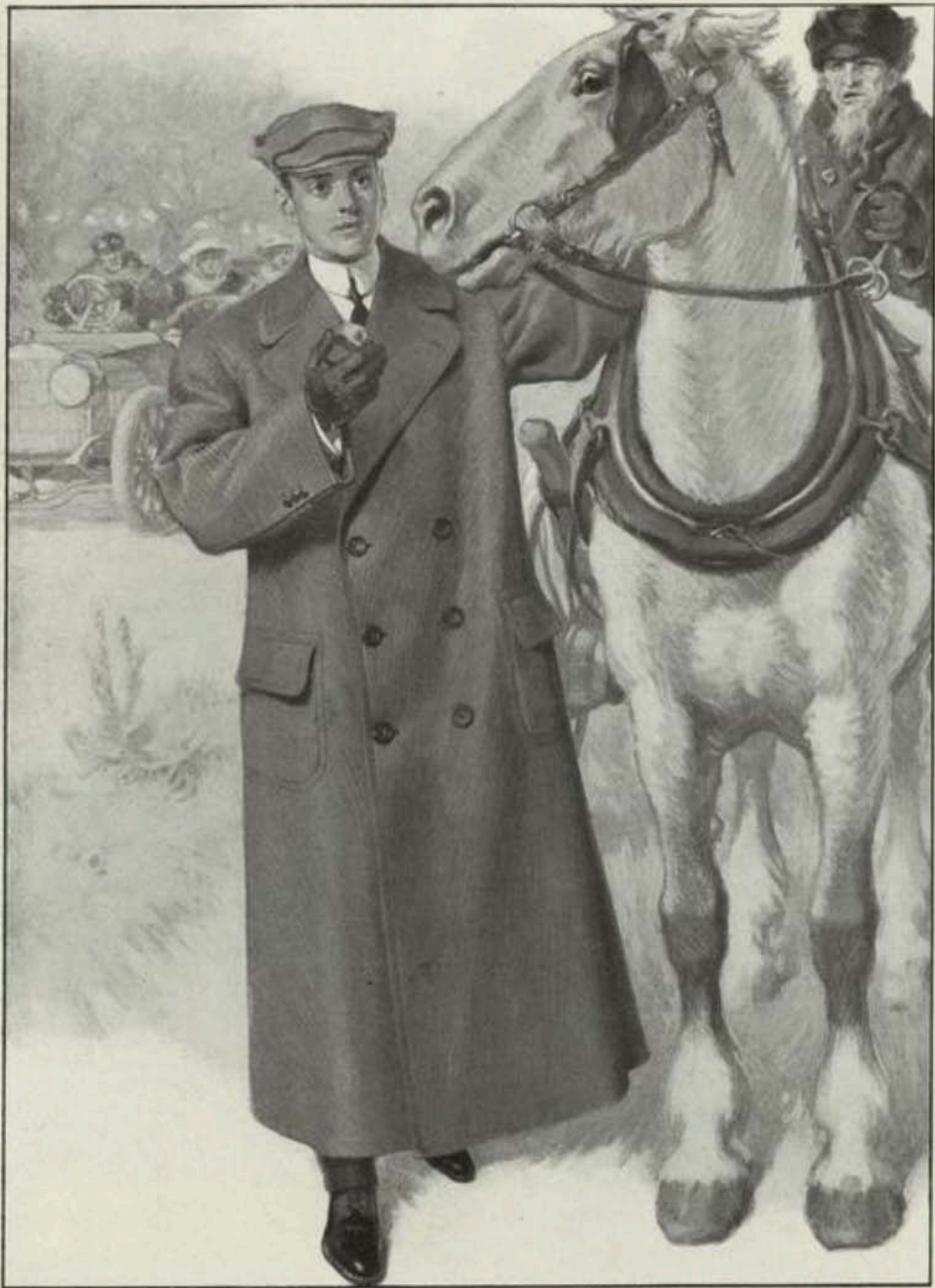


Illustration 16

Copyright 1909 by Hart Schaffner & Marx

**A**NOTHER of the greatcoat family is the double-breasted ulsterette; very long, with big collar to turn up when needed; great for motoring.

© 1909 Hart Schaffner & Marx, Chicago

Costume - 1909 - men





Copyright 1906 by Hart Schaffner & Marx

**T**HE point we want to make is: If you don't know ready-made clothes, as we make them, you don't know all you ought to know about clothes. They're all-wool and all right.

Our label is a small thing to look for, a big thing to find  
Send six cents for our new Style Book

Hart Schaffner & Marx Good Clothes Makers  
Chicago Boston New York

L'Anglon



Copyright 1902  
by Geo. S. Gardner  
& Sons

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Chicago

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COSTUME - 1902 - MEN







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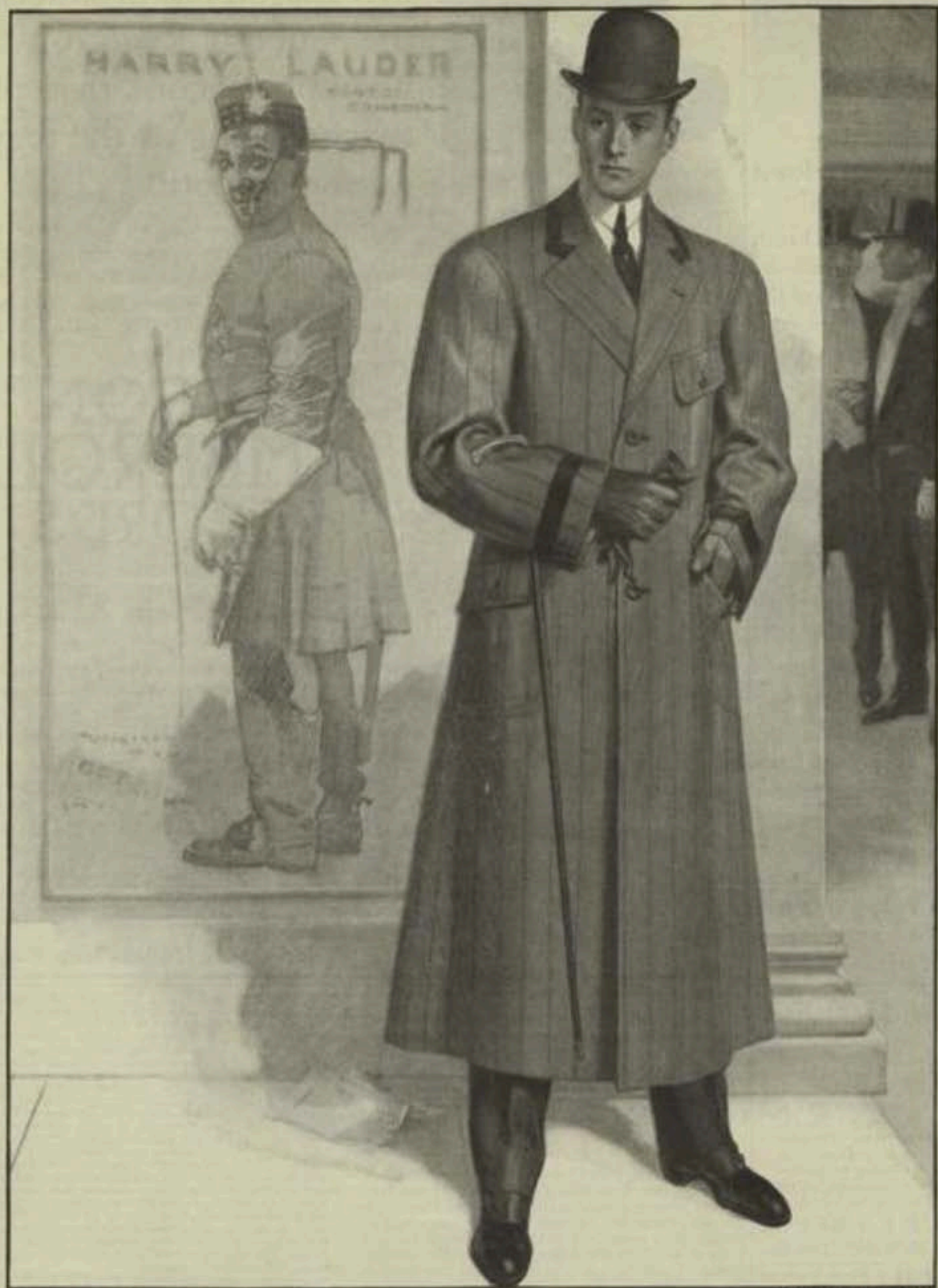
1902

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ASTOR LENOX TILDEN FOUNDATION

MINISTER'S GAZETTE OF FASHION

LONDON, DECEMBER, 1902. NO. 4245

English



**H**ERE'S one of the smartest overcoat styles ever offered to you; you can buy it ready to wear.

Our Style Book sent for six cents shows other good models.

**Hart Schaffner & Marx Good Clothes Makers**  
 Chicago Boston New York



**SOCIETY BRAND** Clothes  
are different — yet dignified;  
swagger, but not gaudy. Gen-  
tlemen's clothes in every sense  
of the word. For Young Men  
and Men who stay Young.

Made in Chicago by  
Alfred Decker & Cohn.  
Sold through the better clothiers.

Society  Brand



Made by  
Richard & Co.

Copyright 1909  
Richard & Co.





*Modèles Deposees  
Nachdruck Verboten*

*Copyright 1906  
J. J. Mitchell Co.*

*R. V. F. Co. New York  
100 N. 5th St. New York*

*Consulenti Mod di Men.*

*THE NEW YORK STORE*



Costume for Men

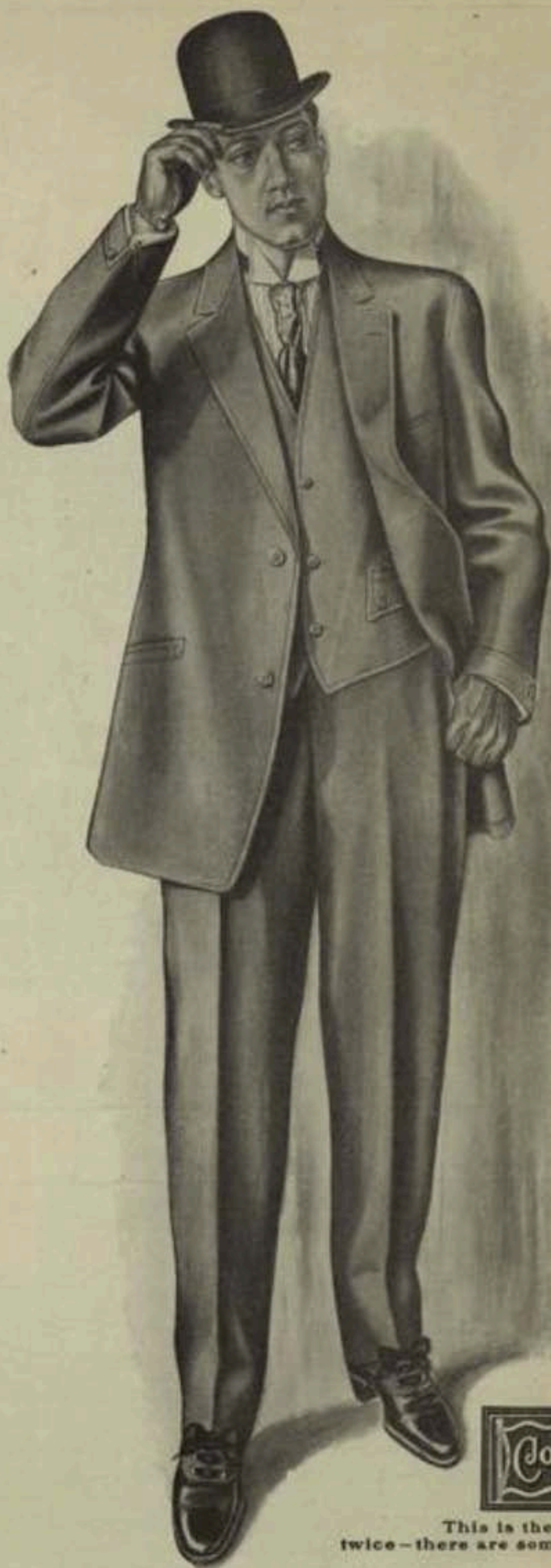


*Wallace*



12  
Ct. Hugh Wallace Co., Detroit, 1905

Costume - 1901 - MEN



This is the label—look  
twice—there are some imitations





**BELLE  
JARDINIÈRE**  
*2, rue du Pont-Neuf*  
**PARIS**



Illustration 4

Copyright 1909 by Hart Schaffner & Marx

**H**ERE'S one of our new Varsity models for young men; it's a good illustration of the distinction which we put into the sack suit.

© 1909 Hart Schaffner & Marx, Chicago

*Costume - 1909 - Men*

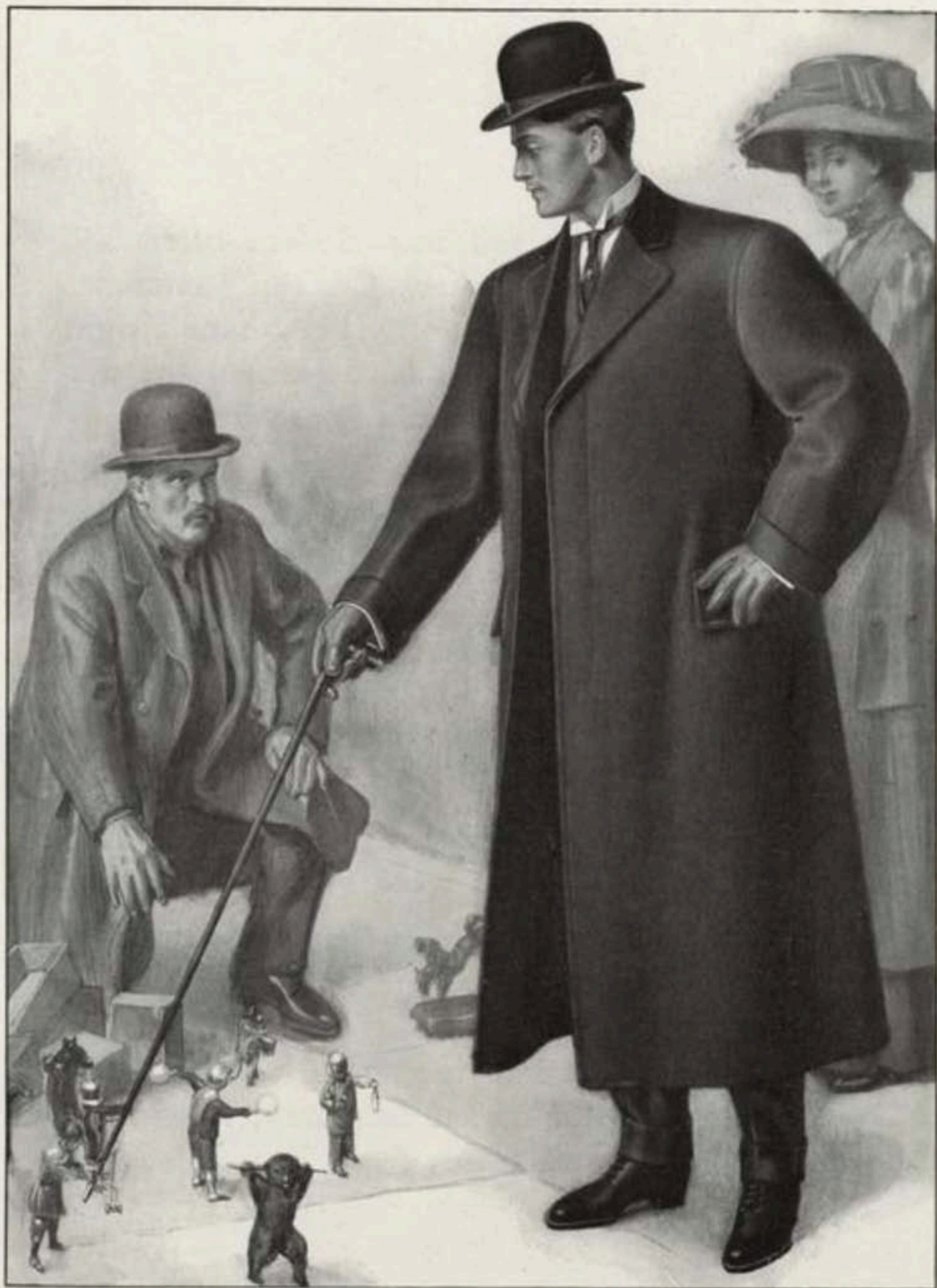


Illustration 6

Copyright 1909 by Hart Schaffner & Marx

**F**OR general wear you will like this overcoat; long roomy, with broad long lapels; rather full in the back. It's a very dressy overcoat.

©1909 Hart Schaffner & Marx Chicago

costume - 1909 - MEN



Made in France  
New York City

Copyright 1888  
The J. Mitchell Co.

Norfolk



Copyright 1908  
by J. J. Schaffner & Sons

©1908 Hart Schaffner & Marks  
Chicago





**S**UMMER clothes may as well be good clothes; all-wool as well as right style. You'll find the two-button Varsity just the thing; many pleasing fabrics to select from.

Send for Style Book showing many other styles; we send it for six cents.

**Hart Schaffner & Marx Good Clothes Makers**

Chicago

Boston

New York



Illustration 7

Copyright 1909 by Hart Schaffner & Marx

**F**OR traveling, automobiling or any place or weather where protection is wanted, here's the coat; long loose, buttons through; with military collar.

© 1909 Hart Schaffner & Marx, Chicago



Sartorial Fashion - 1909

5414

English

W. V. [unreadable]



The meeting

W G Schneider

New York City

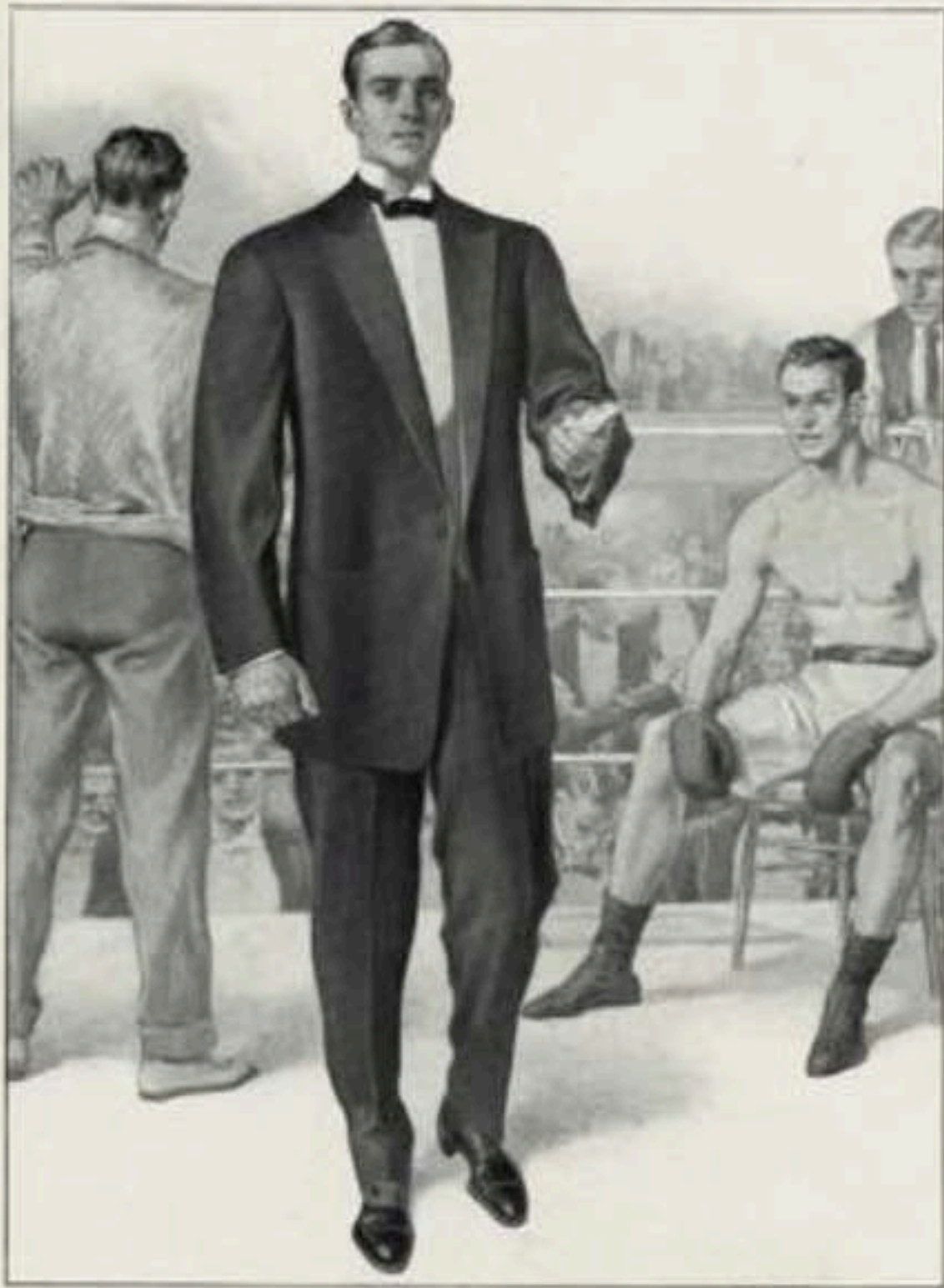
\*11,001 c.1908

Costumez - 1908 - Men

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PICTURE COLLECTION



The most substantial of our tailoring lies beneath the surface.



Fair play.  
P. H. Abbott,  
New York, N.Y.

Costume - 1908 - Men



**M**ANY men — the majority, in fact — dress well ; that is, ordinarily, moderately well ; but men who are particular about every detail of style, of quality and of workmanship, are still few enough to be noticed with favor. Be guided by the Kuppenheimer label and be this kind of man.

There is a merchant in your city who has Kuppenheimer Clothes and advertises them. He will supply you with any style you desire.

A book of authentic styles for men will be sent upon request.

**THE HOUSE OF KUPPENHEIMER**

CHICAGO

NEW YORK

BOSTON

Copyright, 1906, B. Kuppenheimer & Co.

*COL Nov 1906*

IN ANSWERING THESE ADVERTISEMENTS PLEASE MENTION COLLIER'S



Copyright 1910 by Hart Schaffner & Marx

**T**WO of our best—the English walking frock, and the Ryton overcoat. The former has frock coat dignity and length, with sack coat utilities; \$18 to \$40 the suit. The Ryton is long, loose, comfortable—and very stylish; \$18 to \$50.

Get them of your clothier; ready to put on. Our label means all-wool, and no "mercerized cotton" adulterations; it's a small thing to look for, a big thing to find. The Style Book sent for six cents, shows many other styles.

**Hart Schaffner & Marx**      **Good Clothes Makers**  
Chicago                                      Boston                                      New York





*Wallace*



22

Co. H. H. Wallace Co. Detroit, Mich.

Costume - 1901 - MEN





Making Men in  
London, England

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1911 J. P. Mitchell & Co.





G. H. ... 1906 - 1907

N.Y. ...

# THE HOUSE OF KUPPENHEIMER

AMERICA'S FOREMOST CLOTHES MAKERS



If you have been thinking of a double-breasted Sack Suit and a Top Coat for your fall clothes' needs, the above picture will prove your good judgment—good taste—and our ability to anticipate your wants with well made stylish clothing.

Top Coats . . . \$15 to \$30 Double Breasted Portland . . . \$15 to \$35

There is a Kuppenheimer label—a guarantee—on every garment. It's our reputation—your protection.

The best informed clothier in your city has a complete assortment of Kuppenheimer clothes.

Our new book, "Styles for Men," Volume 30, may be of some assistance; free if requested.

**B. KUPPENHEIMER & COMPANY**

CHICAGO

NEW YORK

BOSTON

COL SEPT 1905



Many a jeweler can build a watch—but the best watches,  
like the best clothes, are made by the great makers.





Our clothing is designed to emphasize the manly qualities of gentlemen.



Words are weak things unless backed by facts. You can know the facts about our clothes, if you will. Ask the dealer.



© 1909 Adler Bros., Rochester, N.Y.



Illustration 13

Copyright 1909 by Hart Schaffner & Marx

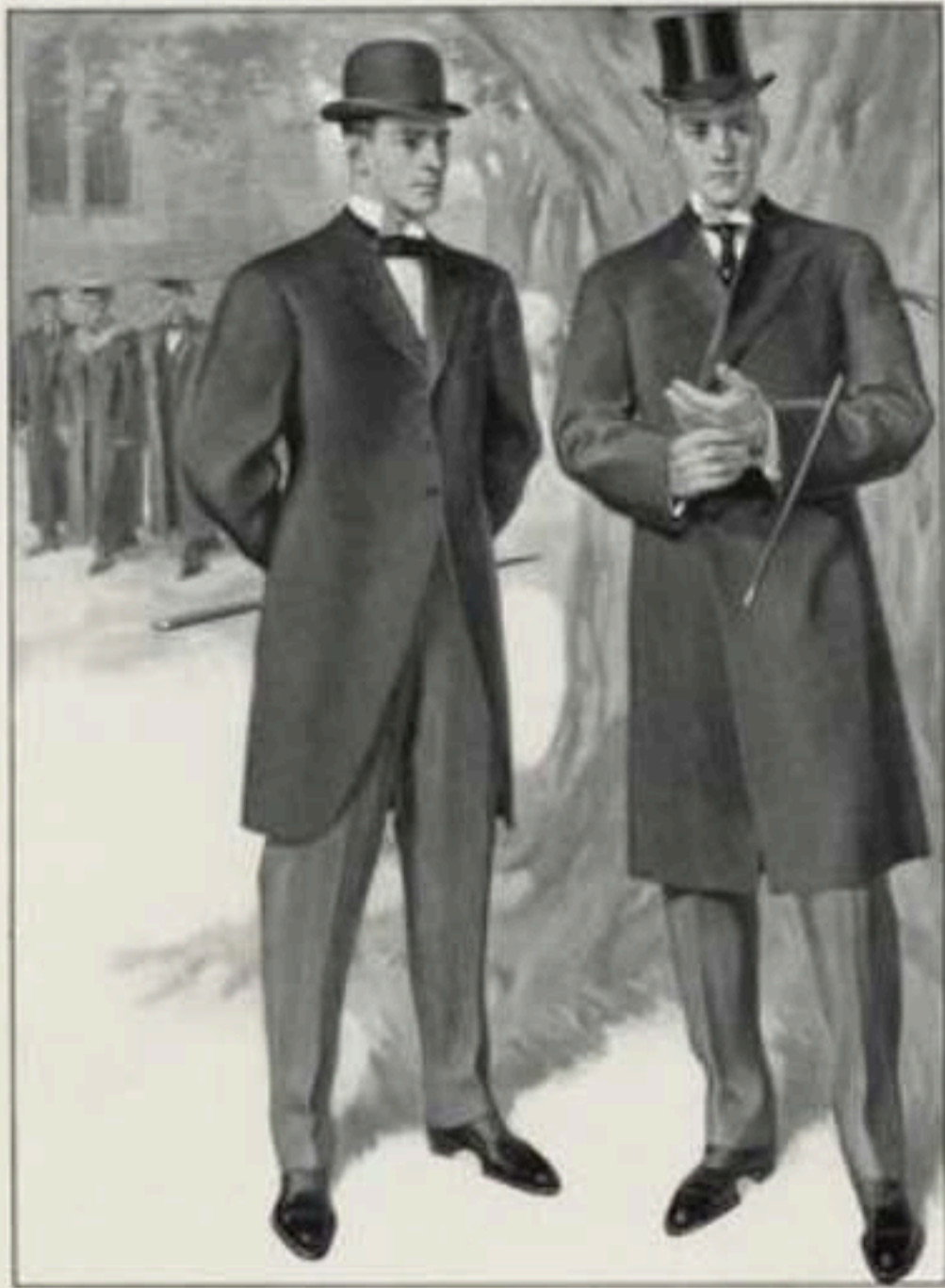
**A**n interesting feature of recent style-development is the variety in treatment of pockets. Here are the roomy patch pockets; very swagger looking.

© 1909 Hart Schaffner & Marx, Chicago

Costume - 1909 - men



The seal Dame Fashion places on men's clothing is a copy of our trade mark.



Cambridge.

S. N. Abbott.

New York City.

Costume - 1909 - Men



Illustration 19

Copyright 1909 by Hart Schaffner & Marx

**A**T the right you see the new box overcoat; at the left we show the back of the form-fitting overcoat in illustration No. 5.

©1909 Hart Schaffner & Marx, Chicago

*Costume - 1909 - men*





*Wallace*



11

Cat. H. H. Wallace Co. Detroit, 1901

Costume - 1901 - men

*Wallace*



16

*Cat. Buckle & Co. Detroit 1903*

*Costume - 1901 - man*



Costume - 1904: New

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Illustration 3

Copyright 1909 by Hart Schaffner & Ma

**O**VERCOATS that button through, form-fitting; overcoats with full back and single strap seam; and many other smart styles are ready for your choice

© 1909 Hart Schaffner & Marx, Chic



*Copyright 1900  
by J. P. Mitchell & Co.*

33

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Costume-1909-Men

1909

Metropolitan Library  
FIGURE COLLECTION



*The Message.*

*S. W. Berner.*

*New York, N.Y.*

*Costume-1908-Men*



Minister & Co  
Ltd  
Copyright

1902

H. T. BISHOP LIBRARY  
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English





Moyle & Co  
LTD  
CORFACAT

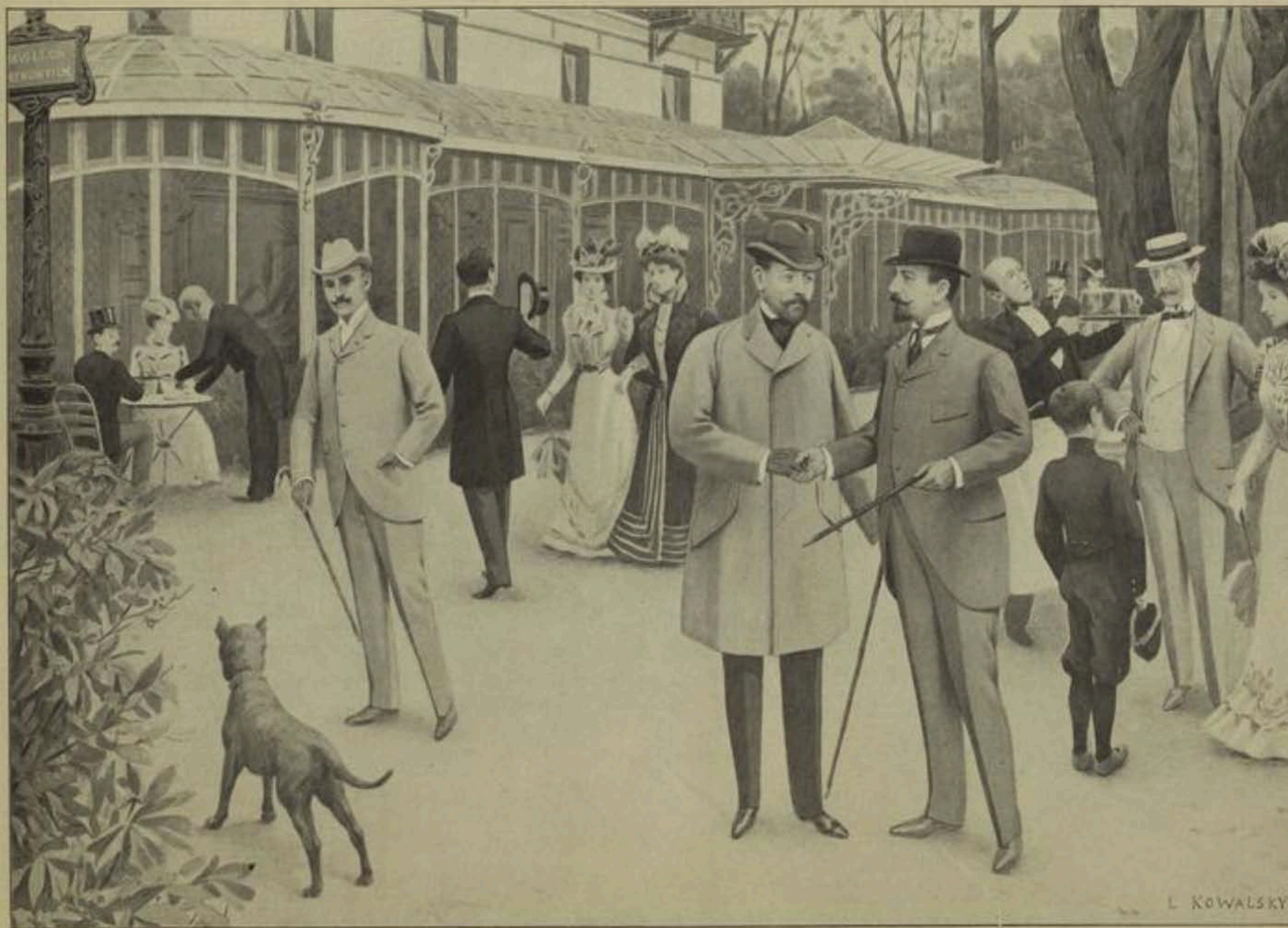
W. T. FORD & CO  
1902

(11007) English  
MINISTER'S GAZETTE OF FASHION

LONDON, DECEMBER, 1902. NO. 4244

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PICTURE COLLECTION

# LA MODE A ARMENONVILLE



Il est de mode, à cette époque de l'année, de mettre à profit le beau temps pour aller festoyer dans les cabarets smart des environs de Paris. C'est se donner rendez-vous la fine fleur de l'élégance. C'est là aussi que nos jeunes et vieux marcheurs les plus select arborant la merveilleuse création d'H...

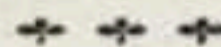


§  
**BELLE  
JARDINIÈRE**

2, rue du Pont-Neuf  
PARIS



*La Mode d'Hiver en 1904*



ENVOI FRANCO DES CATALOGUES ET ÉCHANTILLONS SUR DEMANDE

**SEULES SUCCURSALES :**

Paris, 1, place Clichy, Lyon, Marseille, Bordeaux, Nantes, Angers, Lille, Saintes

*FIG Sept 1904*



*On the Boulevard,  
Samuel Nelson Abbott,  
New York, N.Y.*

Costume - 1908 - Men

18064a99/hook?parent=5ed00e20-c547-012f-6c3d-58d385a7b



On the broad walk

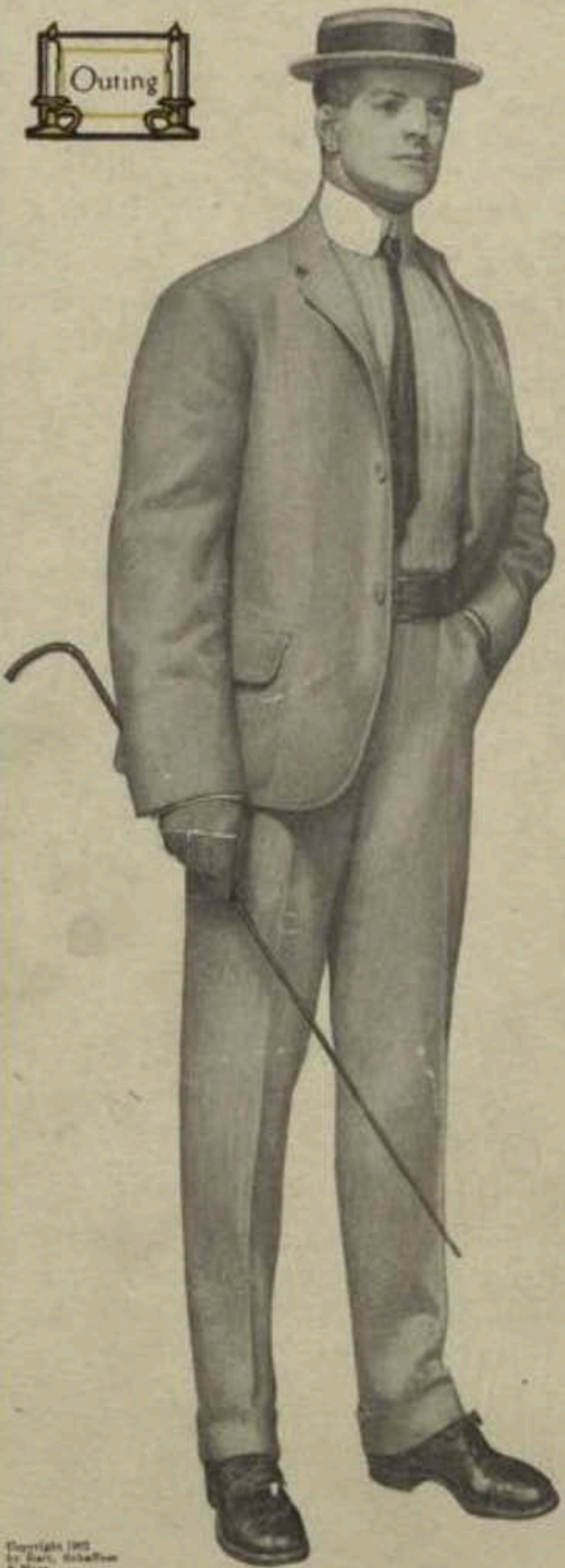
S N Abbott

New York City

Costume - 1907 - Men

U. S. PATENT OFFICE  
DESIGN PATENT

Outing



Copyright 1902  
by Hart, Schaffner  
& Hart

© 1902 Hart, Schaffner, & Hart

Costume - 1902 - M - N N.Y. PUBLIC LIBRARY

PICTURE COLLECTION



**OVERCOATS.** Single-Breasted. For Winter wear (281-3); of beaver, melton, vicuna, lamb's wool, elysian, and other standard fabrics; together with such novelties as the season affords; lined with wool, silk or less expensive material.

For Spring and Fall (286), plain or mixed worsted, vicuna and other light-weight goods.



- 281-3  
 281 Men's Winter Weight \$20 00-55 00  
 282 Young Men's Winter Weight 17 00-40 00  
 283 Boys' and Children's Winter Weight 12 00-25 00

- 286-8  
 286 Men's Spring Weight \$15 00-38 00  
 287 Young Men's Spring Weight 12 00-30 00  
 288 Boys' and Children's Spring Weight 8 00-20 00



**GENTLEMEN'S HUNTING, RIDING AND POLO OUTFITS.** The regulation pink in various weights, suitable for field and dress wear.

White Stockinette, Buckskins, Moleskins and Garbettes for Hunting and Polo Breeches.

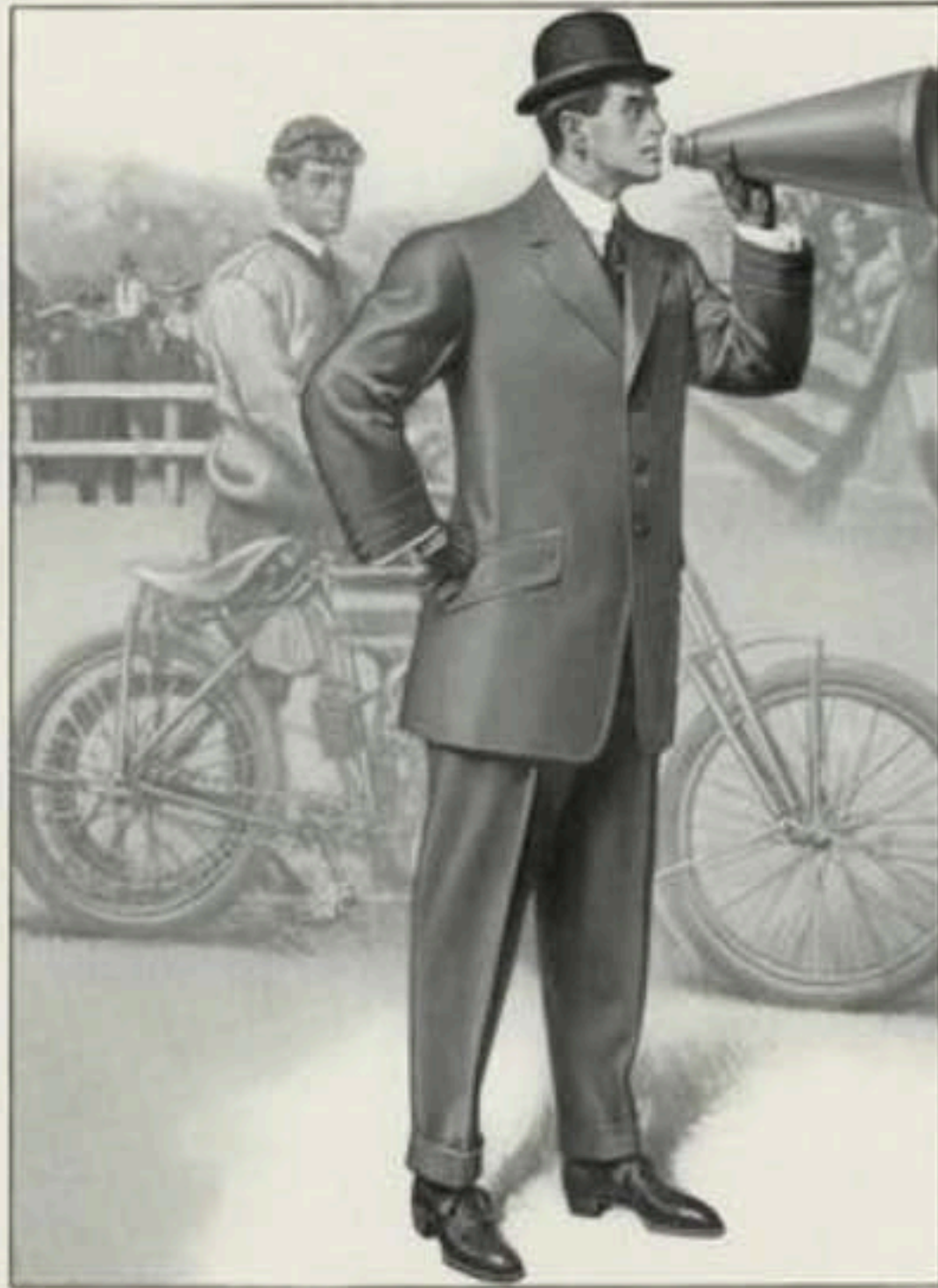
We are the makers of the new evening dress coat recently adopted by the American Polo Association for use at the social functions which may occur during the Polo seasons.



- 284-5  
**SANDOWNS** in heavy weights of chevots, vicunas, friezes, etc., and in light weights of covertas, tweeds and other appropriate materials.  
 284 Men's Sandowns \$40 00-48 00  
 285 Young Men's Sandowns 35 00-45 00

- 289  
**DOUBLE-BREASTED BOX DRIVING COAT.** Made of extra-heavy West of England Devon, lined with silk and wool, with strapped seams; in blues, blacks, drabs, etc.  
 289 Men's Driving Coats \$48 00-60 00





The pacer.

Arthur Schneider,

New York City.

Costume - 1909 - Men



The Pennsylvania Station.

W. G. Schneider.

New York City.

Costume - 1908 - Men



The Polo Game.

S. N. Abbott,

New York City.

*Costume - 1909 - Men*



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BY C. ...



The practice game.

S. N. Abbott.

New York City.

Costume - 1909 - Men



The Rough Rider.  
Arthur Schneider  
New York, N.Y.

Costume - 1908 - Men

Sack

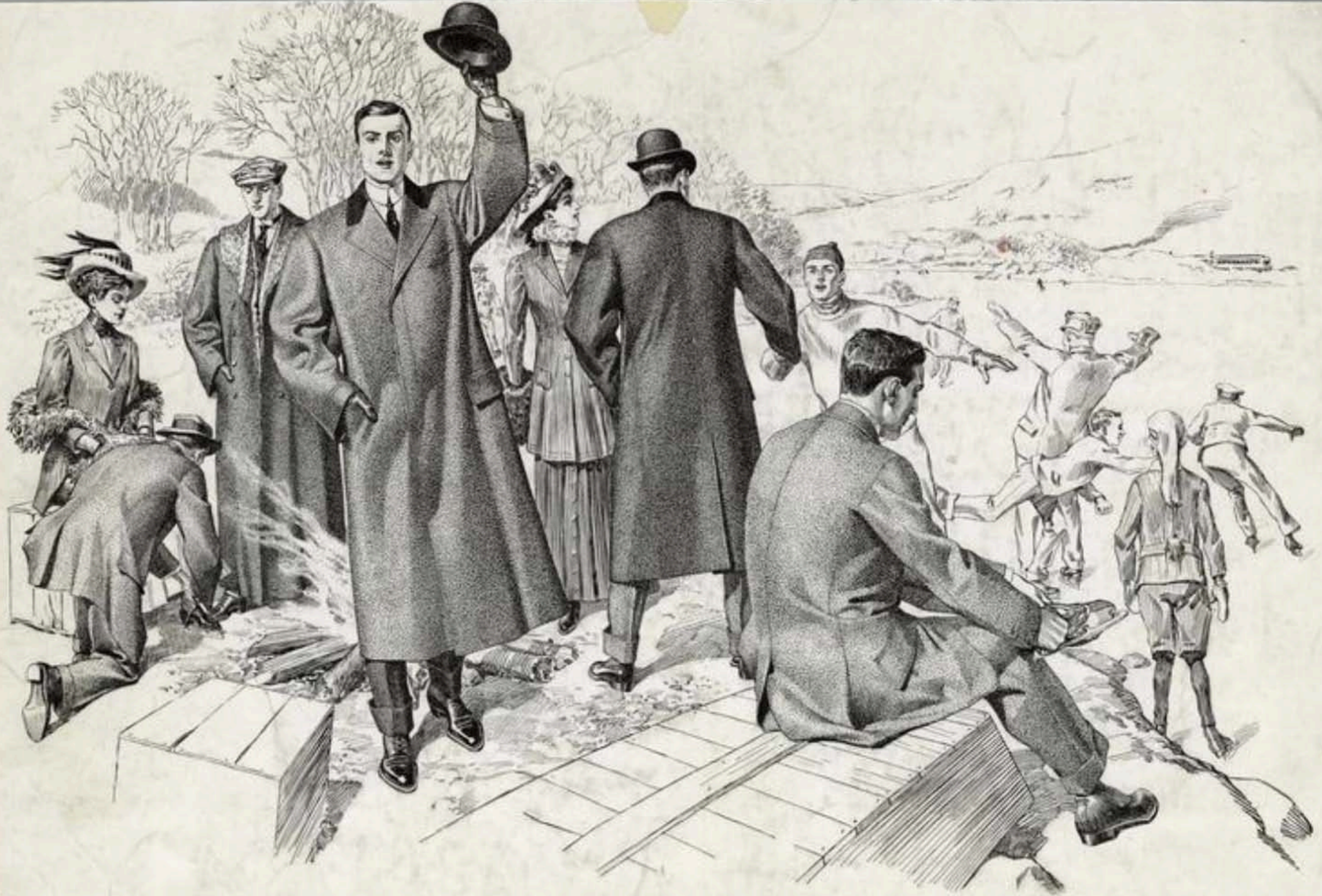


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& Marx

Costume - 1902 - Men © 1902 Hart Schaffner & Marx, Chicago







The Skating Party.  
S. J. Abbott,  
New York, N.Y.

Costume - 1908 - Men

11,001  
1908

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PICTURE COLLECTION



**SOCIETY BRAND** Clothes are different yet dignified. They embody the three essentials of good clothes, Quality, Workmanship and Good Form. Add just a touch of youthful and the result is Society Brand.


Made in Chicago by  
Alfred Decker & Cohn  
Sold through the better clothiers

Society  Brand



**SOCIETY BRAND** Clothes stand forth as the greatest achievement in the art of tailoring ready-made clothing. Attractive, yet dignified; characteristic and yet acceptable to the average dresser. For Young Men and Men who stay Young.

Made in Chicago by  
Alfred Decker & Cohn  
Sold through the better clothiers

Society  Brand

Spring  
Coat



Copyright 1902  
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& Marx

© 1902 Hart Schaffner & Marx  
Chicago

This  
Label  
Identifies



The Typical  
College Clothes

SPRING  
STYLES

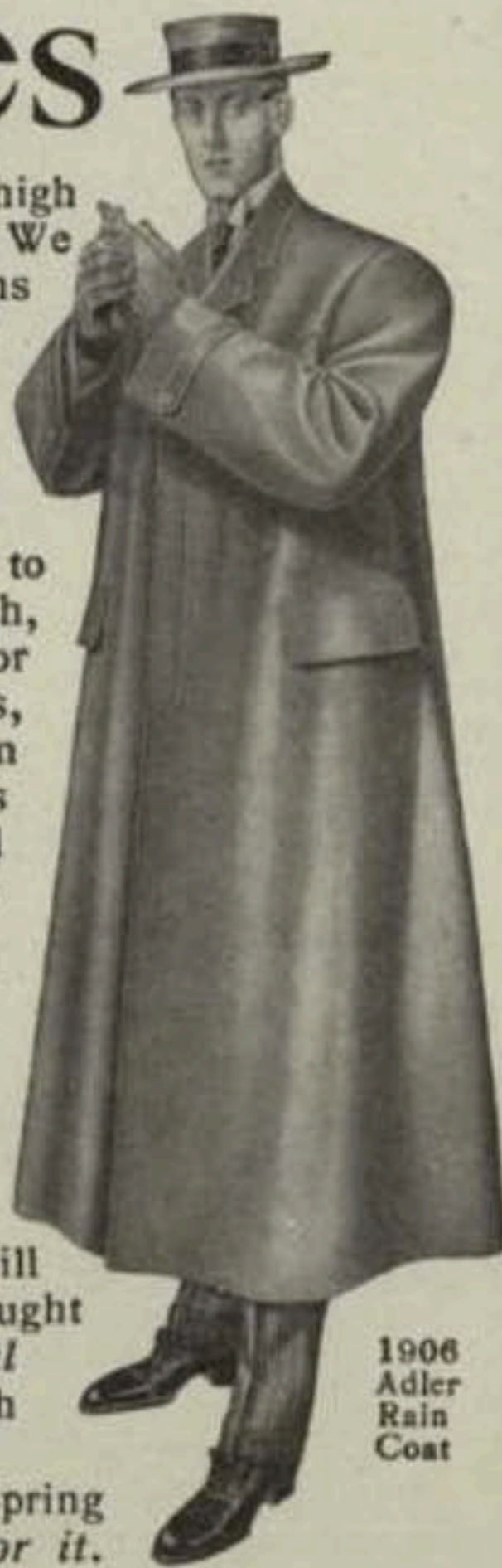
# Adler's Collegian Clothes



Spring  
Sack Suit  
1906

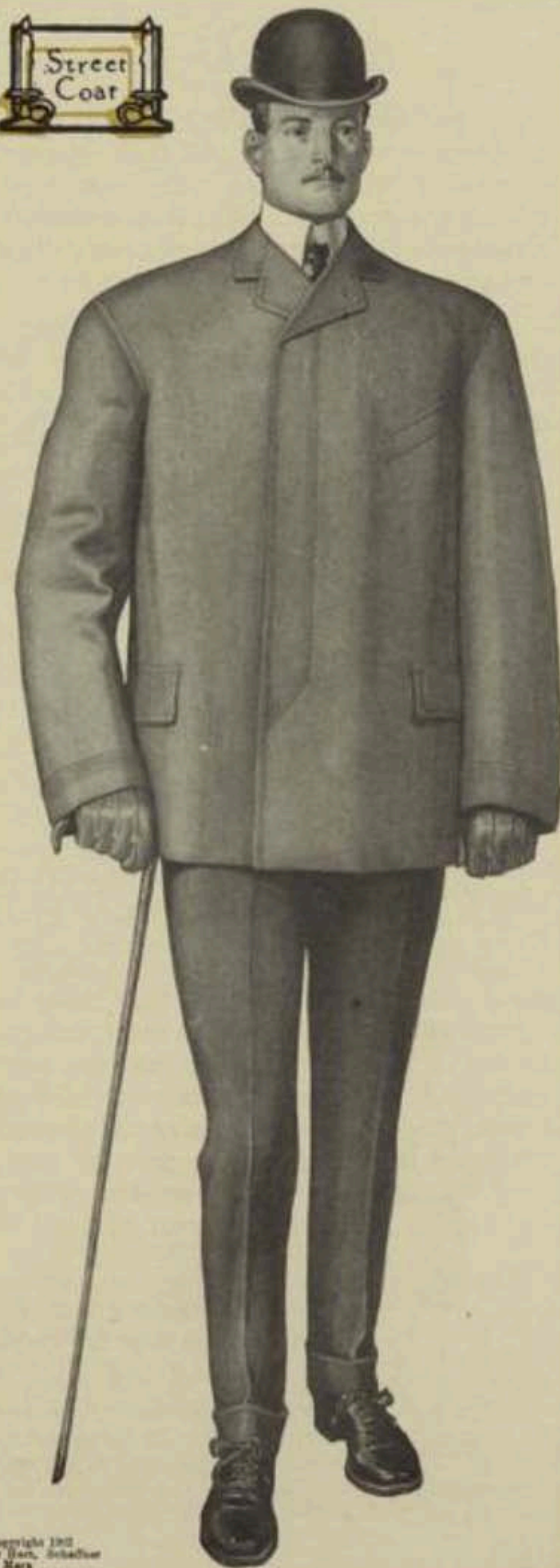
Are ready to be seen at high class stores everywhere. We show in these illustrations our spring sack suit—which we make in single- and double-breasted styles at \$12.00 to \$30.00—and our new model spring rain coat at \$12.00 to \$28.00. It is not possible to describe the vast range of rich, exclusive fabrics which we use for our garments—worsted, cheviots, cassimeres and home-spuns—in all the newest patterns and shades of the hour are shown in plentiful variety. That individuality in the matter of "cut" and "tailoring" for which *Collegian Clothes* have won fame has not been successfully imitated notwithstanding many attempts. When you buy your spring clothes this season ask your dealer for an "Adler Collegian" and you will say that you never before bought clothes with so much *real style* to them and of so high a quality.

Our illustrated book of correct Spring clothes *mailed free*. Write for it.



1906  
Adler  
Rain  
Coat

DAVID ADLER & SONS CLOTHING CO.  
MAKERS OF NOBBY CLOTHES—MILWAUKEE



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by David Adler & Sons  
Chicago

©1906 Hart Schaffner & Marx  
Chicago

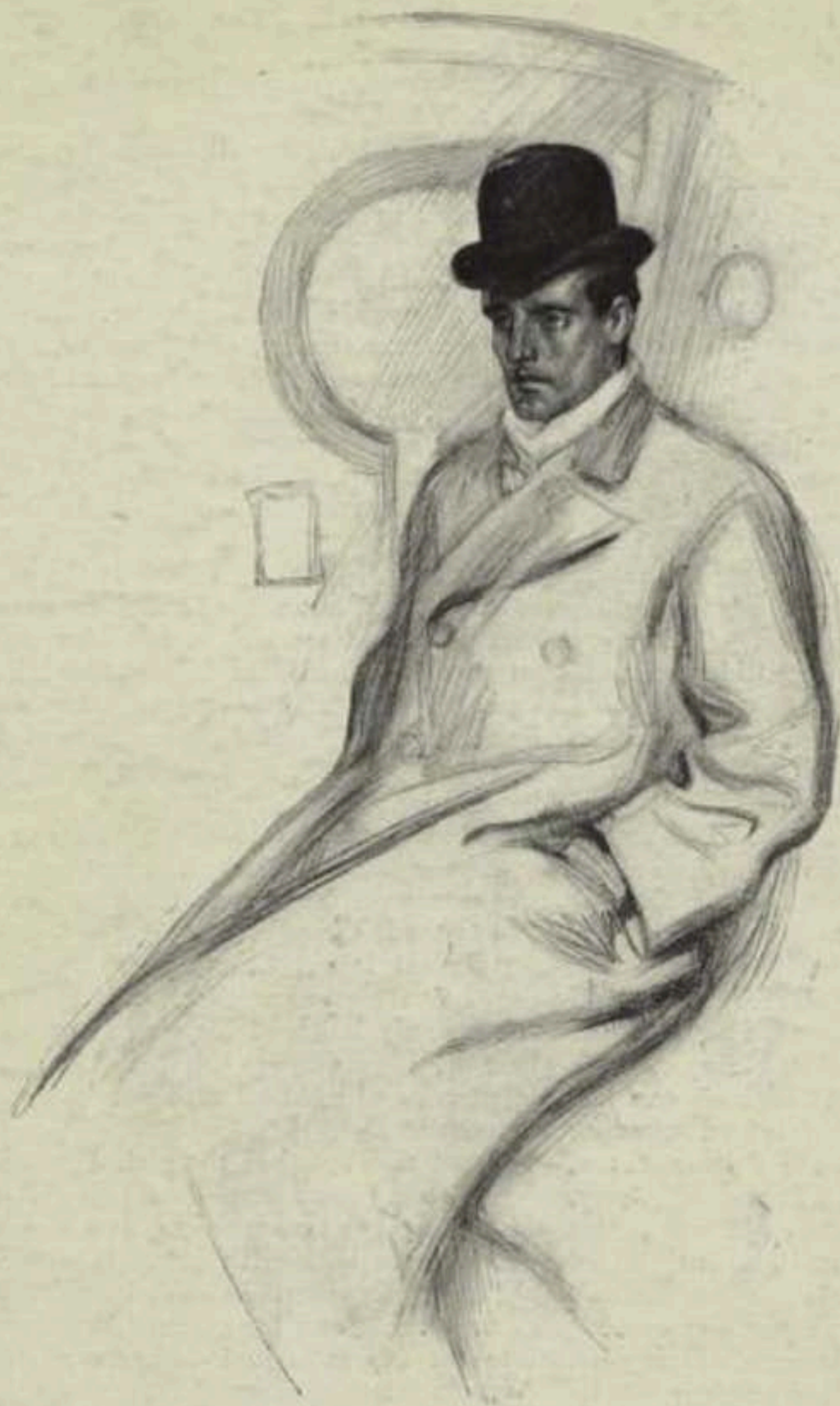


A Stroll in Central Park

S H Abbott

New York City

*costume - 1902 - men*



SUDWORTH GAZED OUT THROUGH THE MISTY WINDOWS AT THE CITY

H. M. Sep. 1902

The gloved fingers still played nervously with the bronze figure in her lap.

"Oh, I see; the—er—law, I suppose?" She said it lightly, but she dared not look round.

"No-o-o; he just went away," answered Warriner from behind his paper.

"Then it was love?" The other smiled.

"No; it was lungs."

"Oh!" said she. "Tell me about it."

"I have told you," said Warriner. "There's nothing more!"

"But who was this Sudworth?" asked the girl, studying her hair in the mirror. Her gloved hands clasped the arms of her chair. Warriner could not see her face.

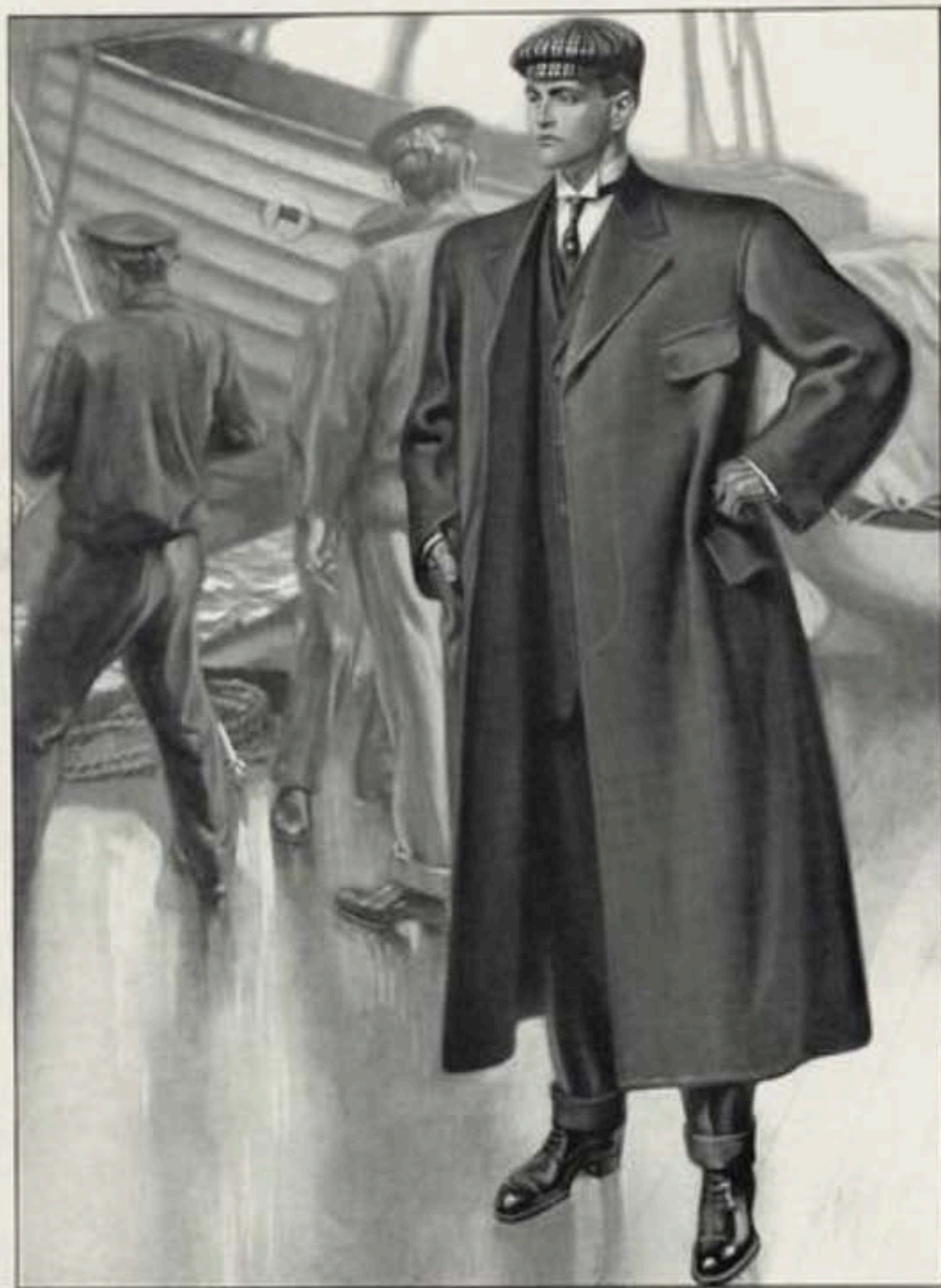
"A good fellow," he said, simply; "an unspeakably good fellow!"

"Oh, then he *did* die!" said the girl, laughing, and turning from the mirror.



Trimming the tree.  
Mr. G. Schneider,  
New York, N.Y.

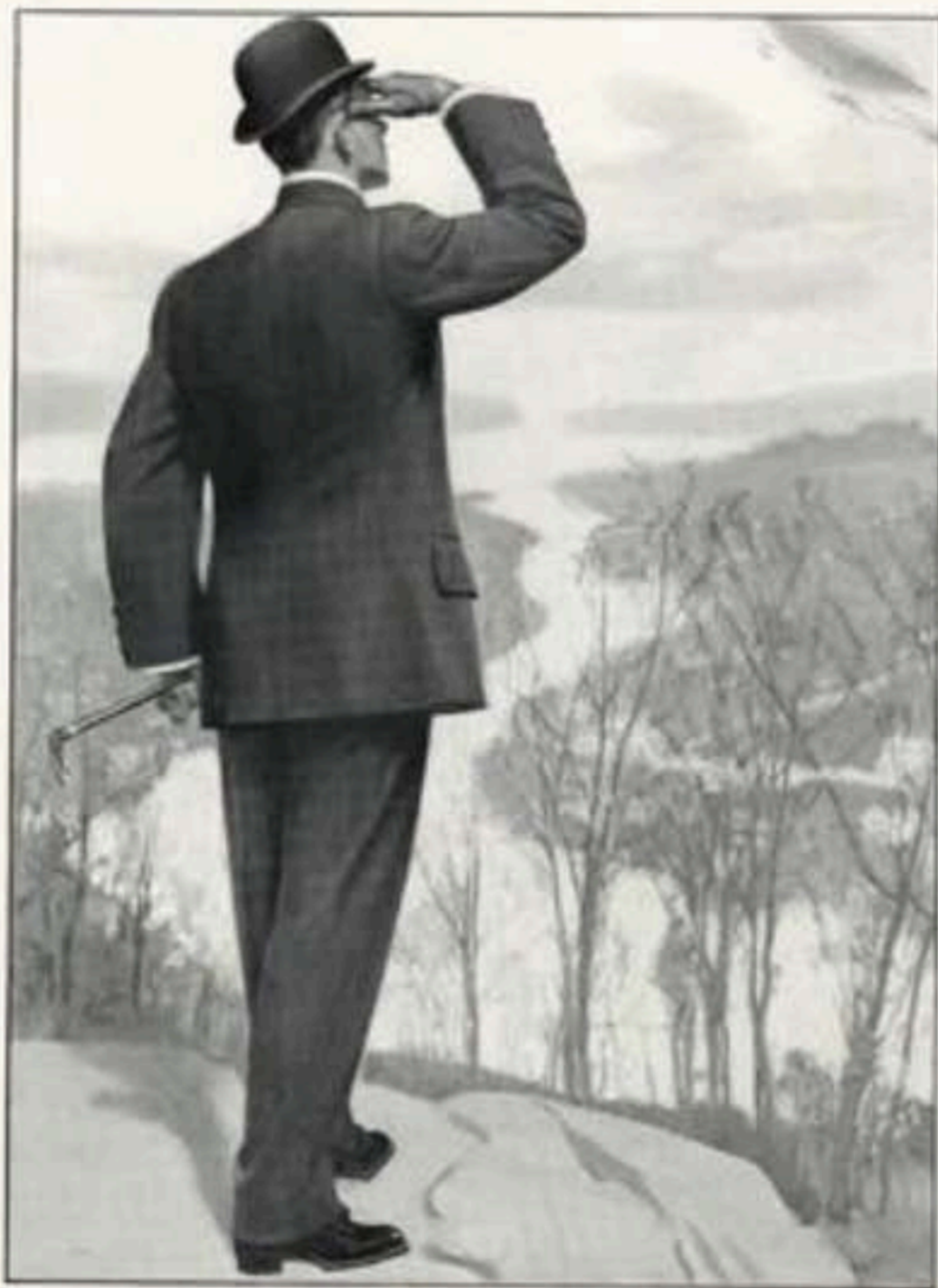
Costume - 1932 - Men



*The Voyager,  
W. S. Schmeider,  
New York, N.Y.  
©1908*

Costume - 1908 - Men





Watching the flight,

Arthur Schneider

New York City

Costume - 1908 - Men



Hand-drawn illustration  
by [illegible]

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1871  
by [illegible]



Modelen Deponees  
Nothdruck Verboten

Copyright 1901  
By J. J. Mitchell



The Winners

W G Schneider

New York City

#11,001 (c.1907)

Costume - 1907 - Men

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With the head coach

S N Abbott

New York City

11,501 (c. 1907)

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PICTURE COLLECTION

Costume 2 - 1907 - Men



Illustration 5

Copyright 1909 by Hart Schaffner & Marx

**Y**OU'LL find variety enough in our overcoats for all tastes. The model at the left is a "button-through," with patch pockets, and very full skirts; very swell.

© 1909 Hart Schaffner & Marx  
CHICAGO

Costume - 1909 - H.S.M.