

Costume - 1916 - Men

SUPPLEMENT
GENTLEMAN
FEBRUARY, 1916 NO. 1
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1916—SPRING & SUMMER—1916

AMERICAN FASHION
PUBLISHED BY
211-219 WEST 34TH STREET



Along the River Front
New Orleans



The "Benjamin" Poole
and Bell Sack Suits

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Among the Everglades
Palm Beach



The "Benjamin"
Norfolk, Front and Back

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GET YOUR WINTER OVERCOAT AT
"THE OVERCOAT SHOP"

51, CONDUIT STREET, W.

A LARGE SELECTION OF

'TOGA'
COATS.

Ready to Wear.

For Town, Country
and
Sporting use.

Price
3 Guineas.

Authentic Style,
Perfect Tailoring,
True Quality.

Golfing and Sporting
Suits
a Spécialité.



The Ascot "Toga"
An elegant New Model.



The "Studington" suit
in exclusive Colourings.

STUDD & MILLINGTON
THE OVERCOAT SHOP | CONDUIT ST. LONDON. W.

CLW DEC 6 1913



Before the Art Institute
Chicago



The "Benjamin"
Double Breasted Carlton

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Costume 1912 - Men

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PICTURE COLLECTION



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.



Biltmore. There is a standard of dignified correctness, by which your solid business or professional man measures the fashion of clothes. The Biltmore is typical of this and is one of a number of such Kuppenheimer styles.

The Book of Men's Fashions



JAMES MURPHY FLEGG

ADLER-ROCHESTER CLOTHES

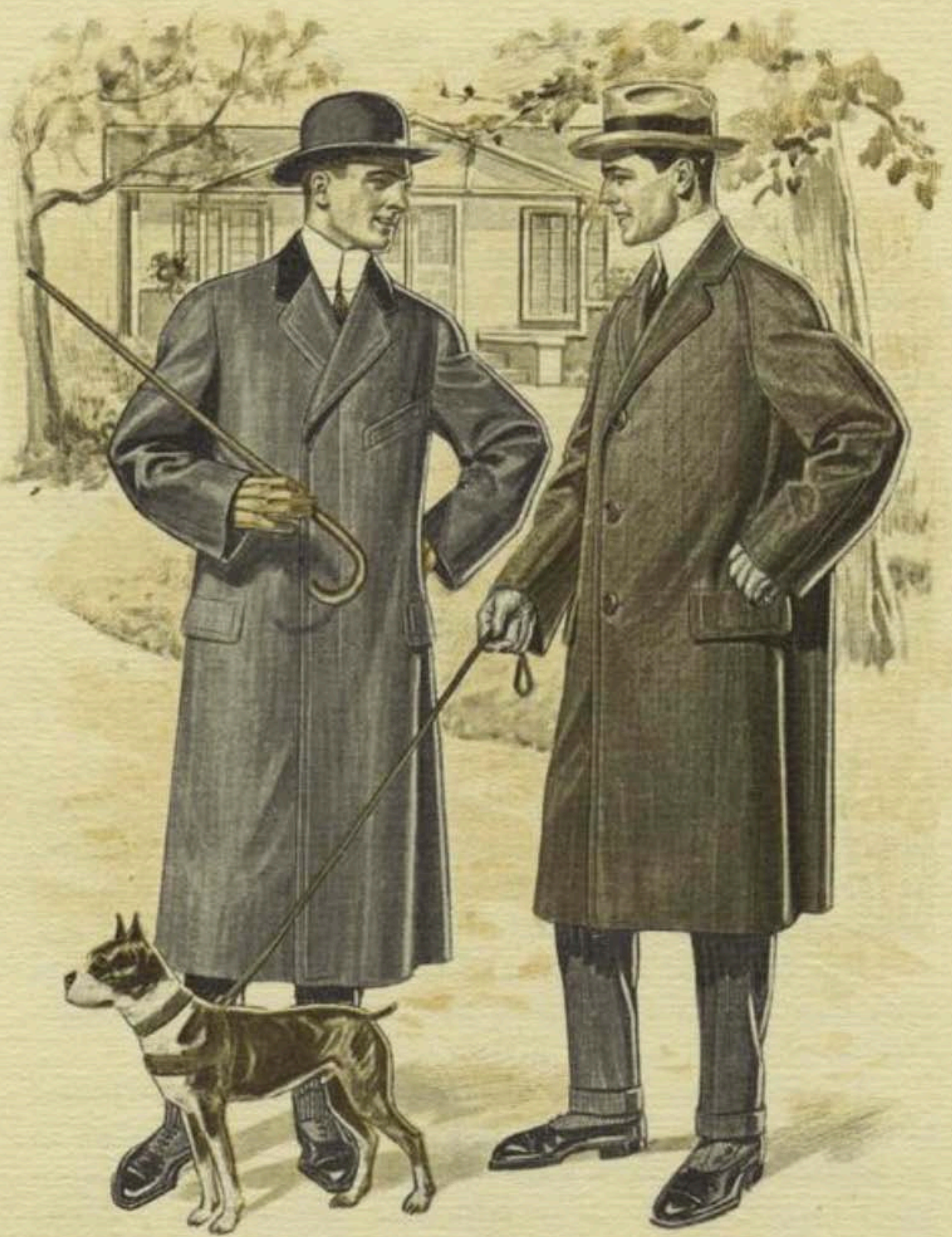
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Costume-1912-Men

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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.



CHESTERFIELDS AND RAGLANS

MODELS 121 AND 122. ADLER-ROCHESTER OVERCOATS ARE RETAILED UP TO \$60.00. FROM THE LOWEST TO THE TOP PRICE THEY REPRESENT 100 PER CENT. VALUE ALWAYS

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E A S T E R



Whos your Tailor?
REGISTERED U. S. PAT. OFF. 1906. BY E. V. PRICKERSON

—the question that is something more than an impromptu utterance—an expression of genuine admiration when you have your Easter clothes made for you—you alone—by our skilled tailors from your own selection of style and fabric.

We manufacture
 no ready-
 made clothing

F. V. Price & Co

Price Building
 Chicago
 U. S. A.



Our local dealer in your own city is ready to send us your correct measure...**TODAY.**

LD MAR 9 1918



Costume 2 - 1918 - Men



Elk

The "Elk" is a three-button straight front sack suit. The vest is cut high with six buttons, the lapels are long and graceful.

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Costume - 1912 - Men

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PICTURE COLLECTION



ENGLISH MODELS

MODELS 118 AND 119 ARE EXTREME STYLES. THEY ARE NARROW, SHORT COATS, AND SPLENDID EXAMPLES OF THE ENGLISH TENDENCY IN CUT

© 1912 Adler Bros, Rochester, N.Y.



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 ASSOCIATED MERCHANT
 TAILORS OF AMERICA.

PLATE A.

Exclusive  Fashions

May, 1910.

ASSOCIATED MERCHANT TAILORS OF AMERICA
 CHICAGO

Costume - 910 - MEN

4/11/10 10.1910

R. J. FUCHS
 PICT.

Gold Medal



Paris Exposition

Kennedy

Maker of Men's Clothes
and Direct Importer

292 Fifth Avenue, N. Y.



The Fashionable Sack Suit of To-day

By Jno. J. Kennedy **COLLECTION**
Sp. Exhib. 1915 AMERICAN

Clothes for all functions for Town and Country
We invite you to call, or will mail you patterns

N. Y. PUBLIC

Will she be proud of you?

NOT unless you are doing your utmost to safeguard your children's future. Saving the things that your country needs is no less a duty than carrying arms.

If you waste the clothes you have or buy more clothes than you need, you are not keeping step.

Be careful about your clothes, and, when you do buy, from reasons of necessity, insist on all wool; it wears well and lasts long.

Hart Schaffner & Marx



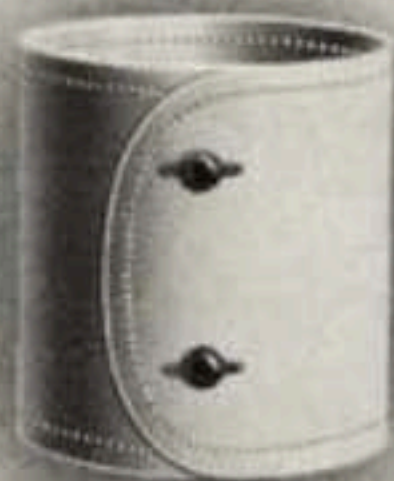
NE PLUS ULTRA



VULCAN
Front 1 7/8 inches
Back 1 3/4 inches



PERSEUS
Width 4 inches



MERCURY
Width 3 3/4 inches

TRADE "FIBERLOID" MARK

31

©1912 Fiberloid Co. N.Y.

collar and cuffs

COSTUME-1912-MEN

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PICTURE COLLECTION



Copyright Hart Schaffner & Marx

©1915 Hart Schaffner & Marx, Chicago

Front and back views of our famous Varsity Fifty Five, one of the most successful models ever designed for young men. Coat thirty inches long; three buttons, two to button; soft front. Five-button waistcoat, without collar; English trousers, with turnup and tunnel belt loops.



Try Varsity Fifty Five first

IF you're young, (in years or figure,) this famous suit "model" will interest you. It makes clothes buying quick and easy to ask first for Varsity Fifty Five. You can have almost any lapel or button "variation."

INTERLINED SHIRT BOSOMS



Full Dress Size
Length 16 inches
Width 9 1/2 inches

TRADE "FIBERLOID" MARK

47

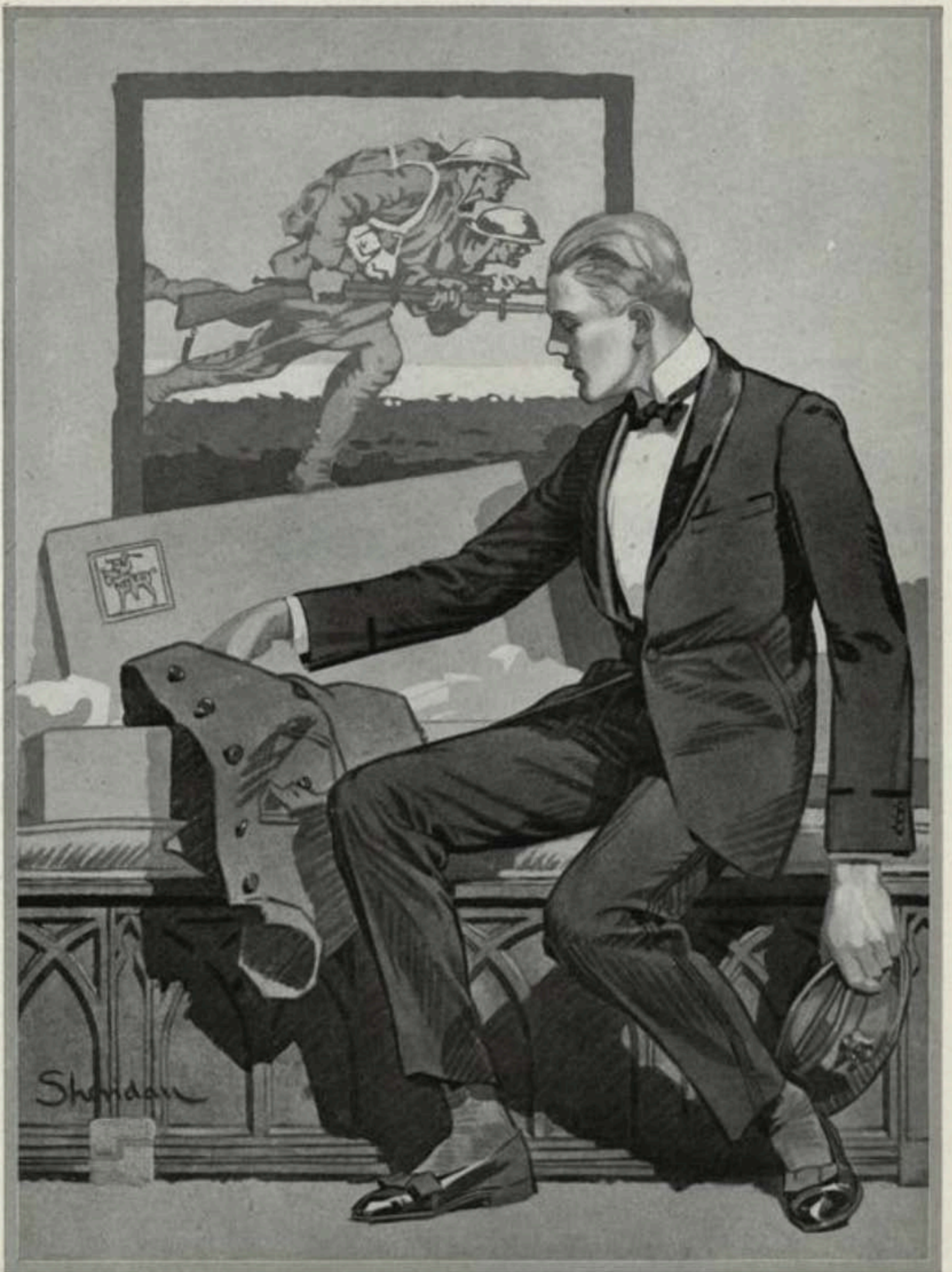
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Costume - 1912 - Men

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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.





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H. Kurpenhelmer & Co.

NoClure's -
1910

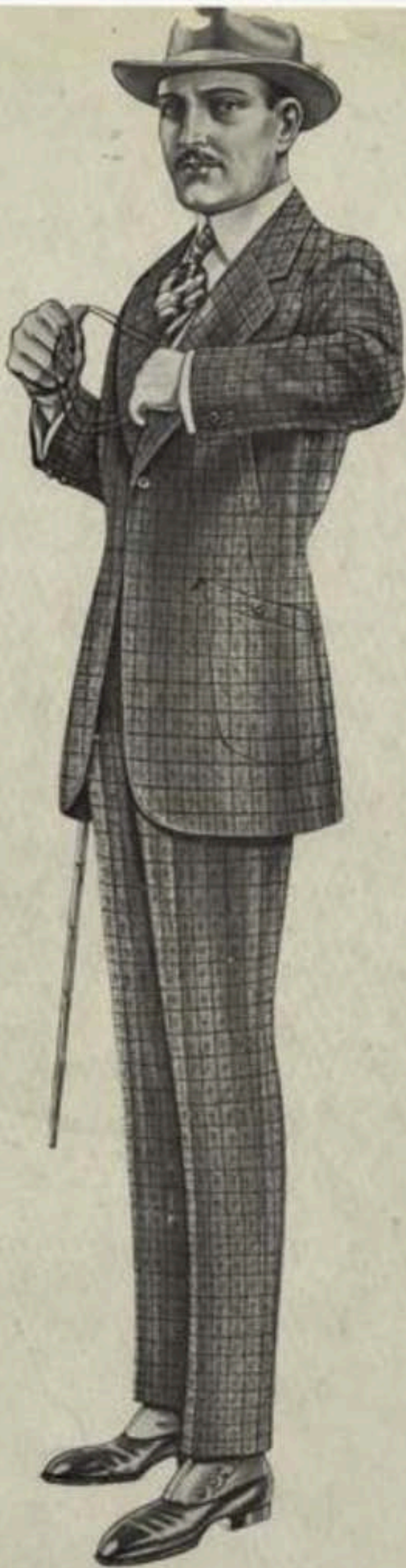
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FASHION COLLECTION

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FASHION COLLECTION



Costume 1910, m. n.

NOY 21 1910 BINGART
FRONT & CO. LONDON



1918—^{American} SPRING AND SUMMER—1918

SUPPLEMENT

AMERICAN GENTLEMAN

VOL. XVII

FEBRUARY, 1918

No. 1

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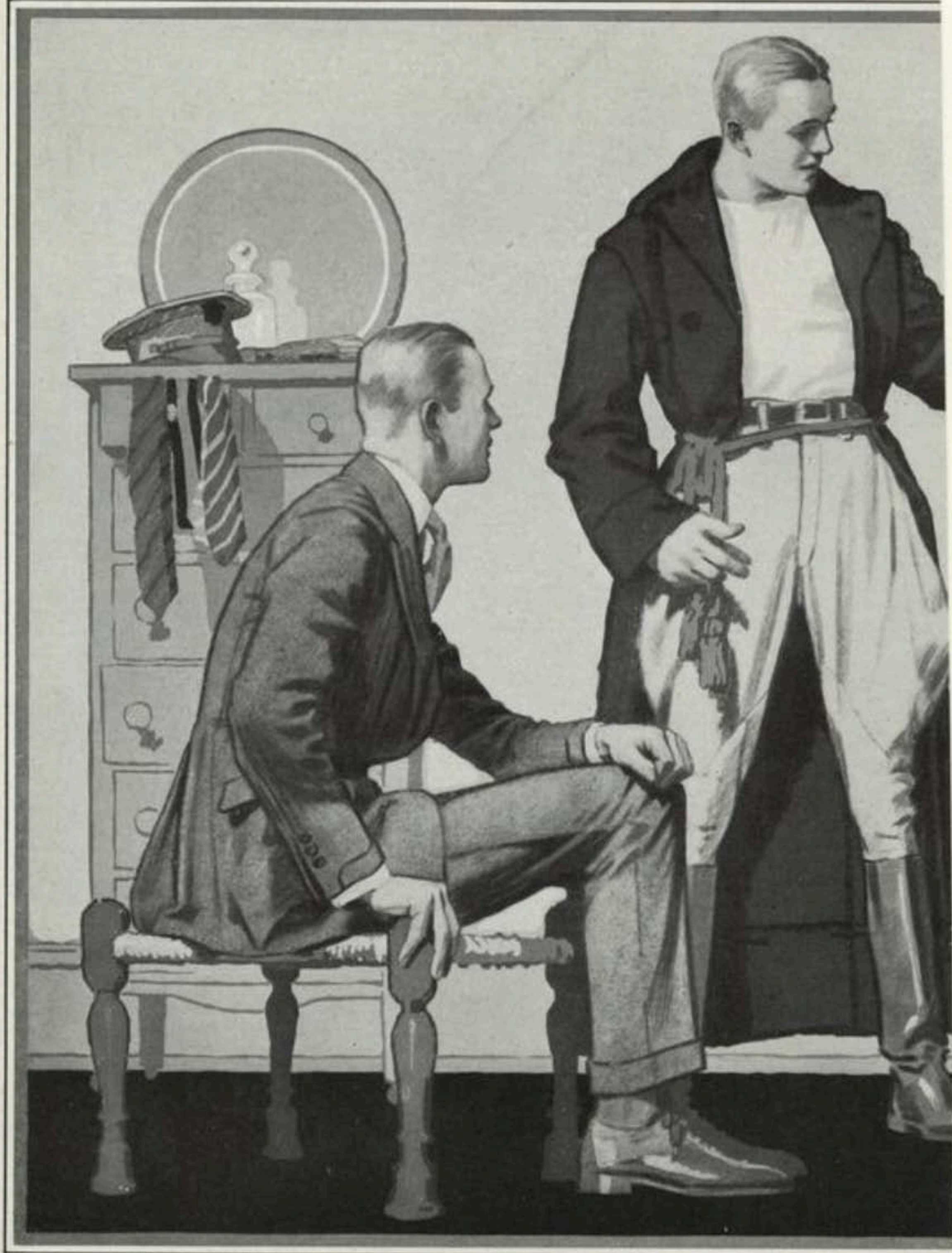
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FIDELITY COLLECTION

AMERICAN FASHION COMPANY

PUBLISHERS

314-326 WEST 30th STREET

NEW YORK



Cable Address: ALFREDARE No Other House or Connection

Alfred Nelson Co.

GEORGE KRAMER

261 Fifth Avenue New York

Near 29th Street



English Tailors and Practical Breeches Makers

Clothes of Every
Description

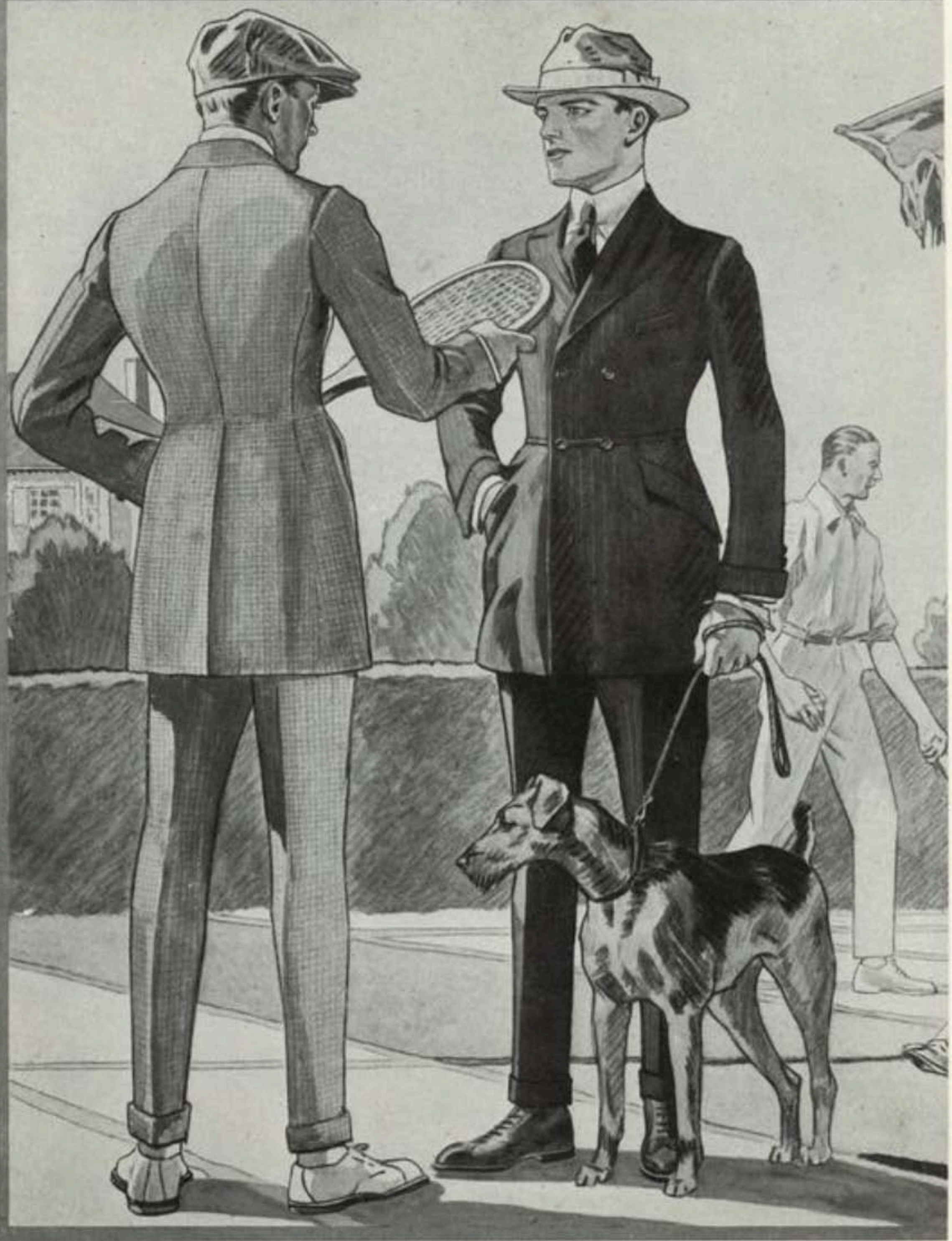
Our Models and Materials
for Fall and Winter are
now being shown.

Patterns and Forms for Self-
Measurement on Application.

Our Breeches Are Acknowl-
edged by Expert Riders Su-
perior to Any Other Make in
the Country.

GOLD MEDAL
PARIS EXPOSITION

SP May 1, 1915





1918-19

9496

English





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Copyright Hart Schaffner & Marx

THE young man in the center of the picture wears our Model 61, a 29-inch coat, three buttons; with five button notch collar waistcoat. At the right our Model 340, a 40-inch overcoat for young men, body tracing, soft front, three button through. Patch pockets put on a slant; welt breast pocket. The young woman has our Model W 3, a 34-inch skeleton coat with adjustable collar.



Copyright Hart Schaffner & Marx

MODEL 66, shown at left, is a young men's 30-inch double-breasted coat, two buttons; one of our "just-enough" coats; very light; cool; no padding or extra material of any kind. Five-button waistcoat, athletic shoulders. Model 58, at right, is a young men's 30-inch three-button sack; soft front; a very smart, dignified style.





Copyright 1914 by Hays Schaeffer & Mary

COL Sep 19, 1914



MEN AND YOUNG MEN

MODELS 101 AND 112. THE LATTER FOR ATHLETIC FIGURES—THE FORMER FOR THE FIGURE MORE ROUNDED. THE PROPER MODEL ALWAYS FITS

© 1912 Adler Bros, Rochester, N.Y.



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COL Sep 19, 1914



MEN AND YOUNG MEN

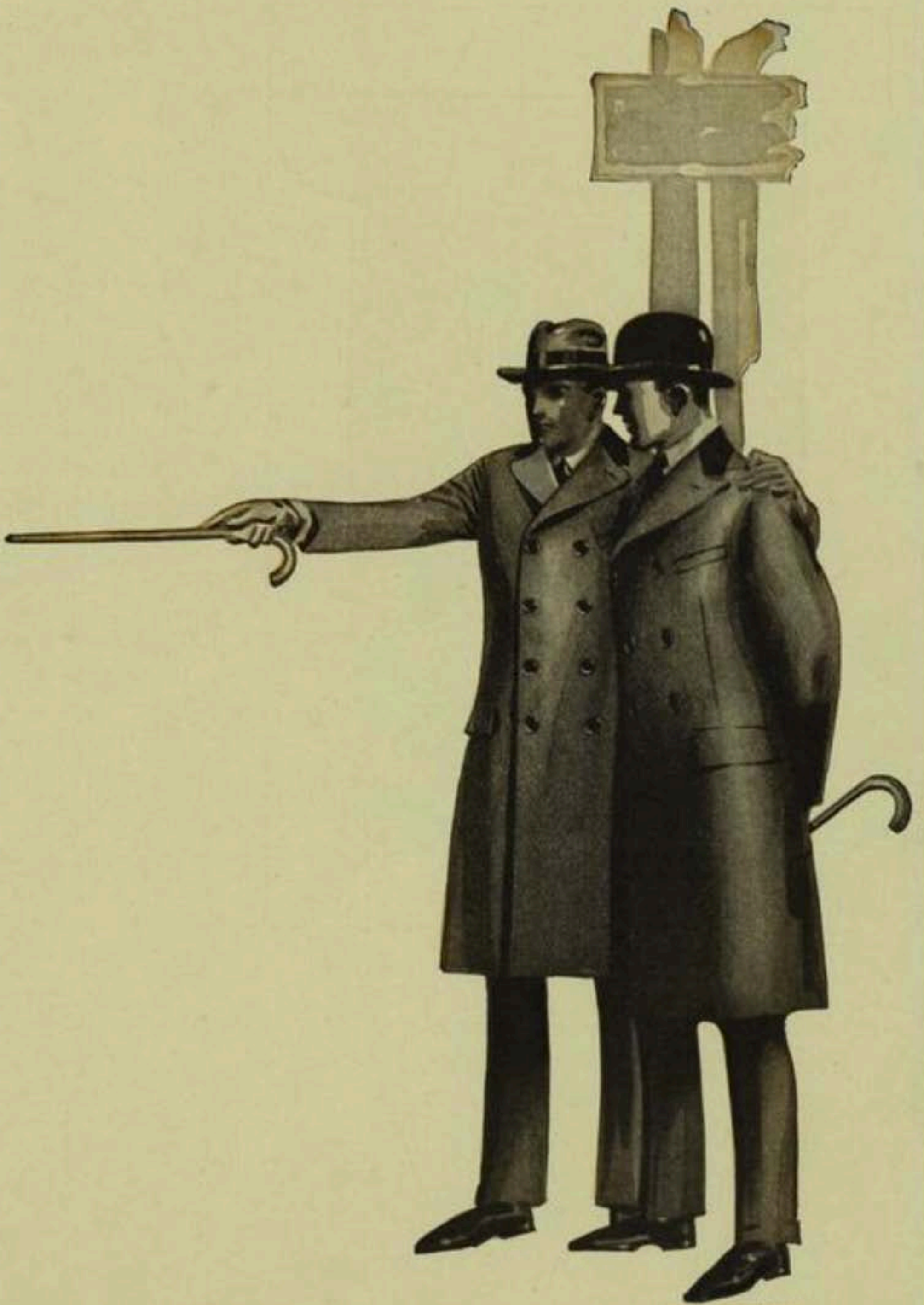
MODELS 101 AND 112. THE LATTER FOR ATHLETIC FIGURES—THE FORMER FOR THE FIGURE MORE ROUNDED. THE PROPER MODEL ALWAYS FITS

© 1912 Adler Bros, Rochester, NY



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COL Oct 10, 1914



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Costume - 1919 - Men

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from McClure's Magazine, September, c1911



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ASSOCIATED MERCHANT
TAILORS OF AMER.

PLATE A.

Exclusive  *Fashions*

ASSOCIATED MERCHANT TAILORS OF AMERICA
CHICAGO \$11.00

April, 1910.

H. V. TORRES LINDAKI
PICTURE COLLECTION

Costume 4911-Man



©1912 B. Kuppenheimer & Co. Chicago

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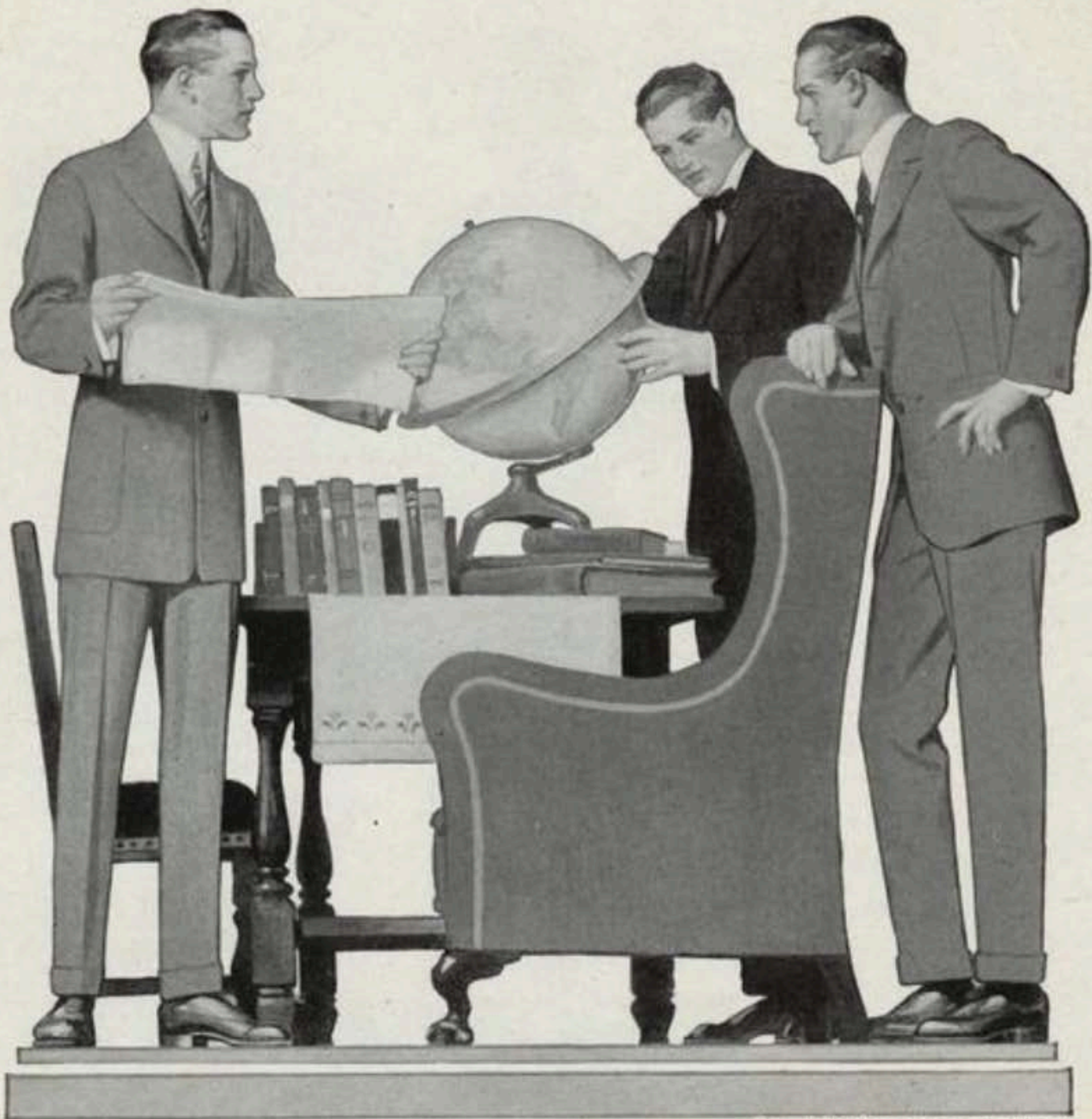
THE Chester, shown here with regular lapels, is one of the most popular models tailored; the Essex, on the right, holds a high place in the favor of young men.



COSTUME - 1918 - Men

American, 1918
Kuppenheimer

Kuppenheimer



Copyright Hart Schaffner & Marx

AT the left of the picture see our Model 57, one of our special styles for young men; a 29½-inch coat, three buttons, soft front, with patch pockets. At the right, our Model 55, a 30-inch coat, very soft front, with just as little interlining as possible; the lower pockets slanting a little. Has a six button athletic waistcoat. These two models will be much favored by young men.

11. CAT Hart Schaffner & Marx
c1914



Costume-1911-Men



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HERE are two ideal business suits in excellent good taste. The Suffolk is probably the most popular sack suit made; the Chester to the left is slightly body-tracing with soft roll lapels.



You Country Needs
You Get Aboard!

NAVY



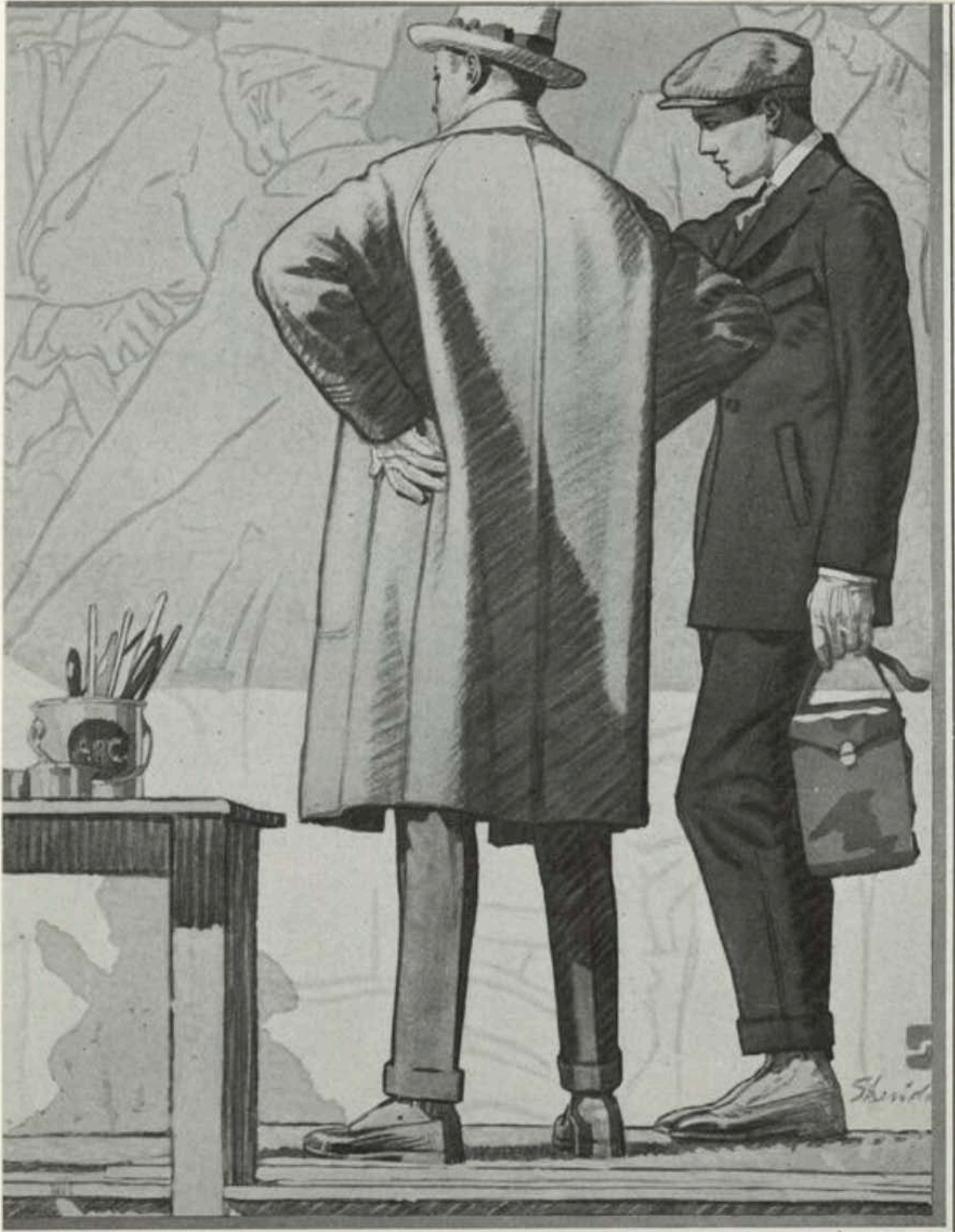


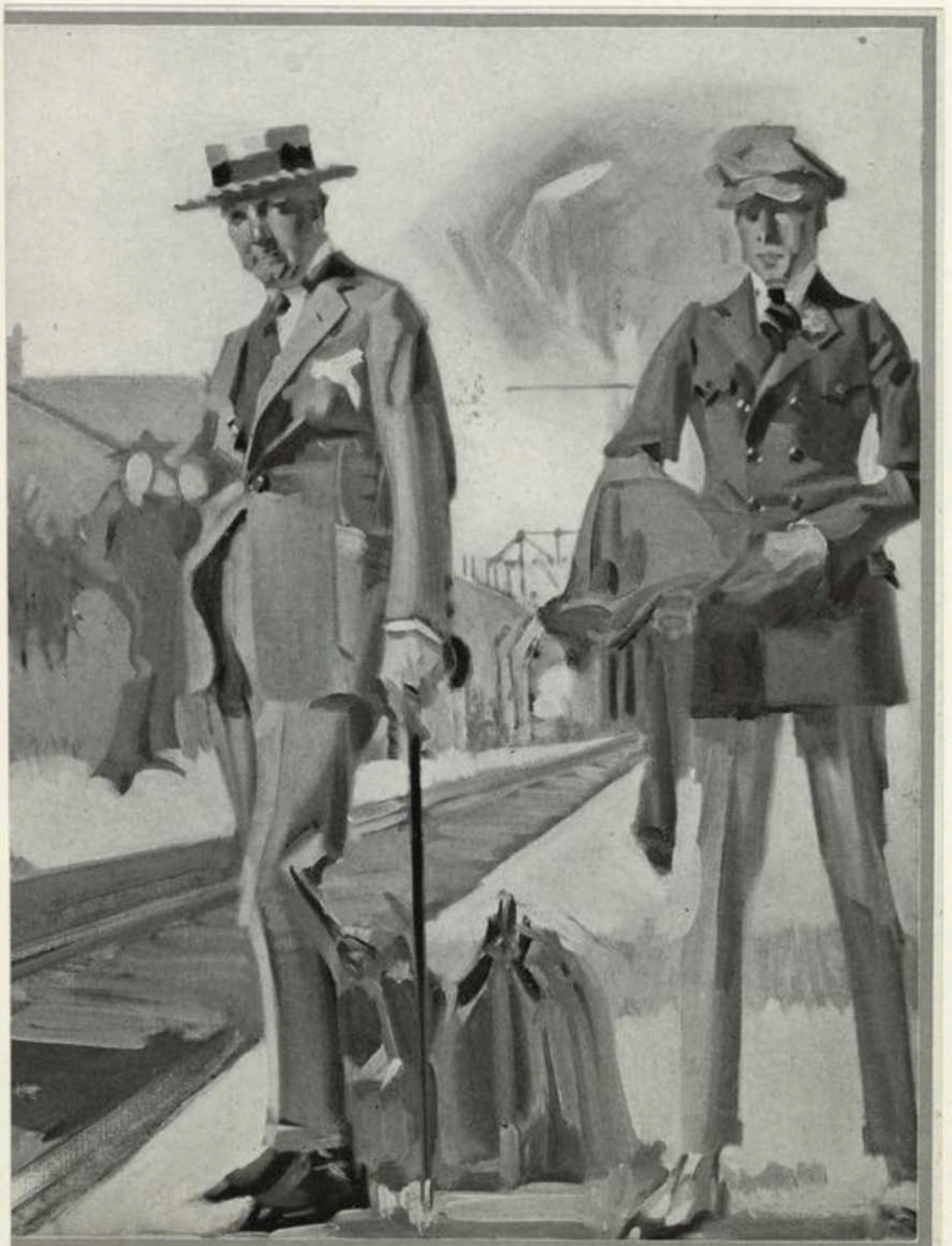


Copyright Hart Schaffner & Marx

THESSE young men are showing the front and back of one of our ulsterettes. It's a most favored style in winter overcoats; ulster comfort, with a more dressy appearance than the usual ulster. We make it with shawl or adjustable collar; fly front or button through; and with or without belt in the back. A very useful overcoat.

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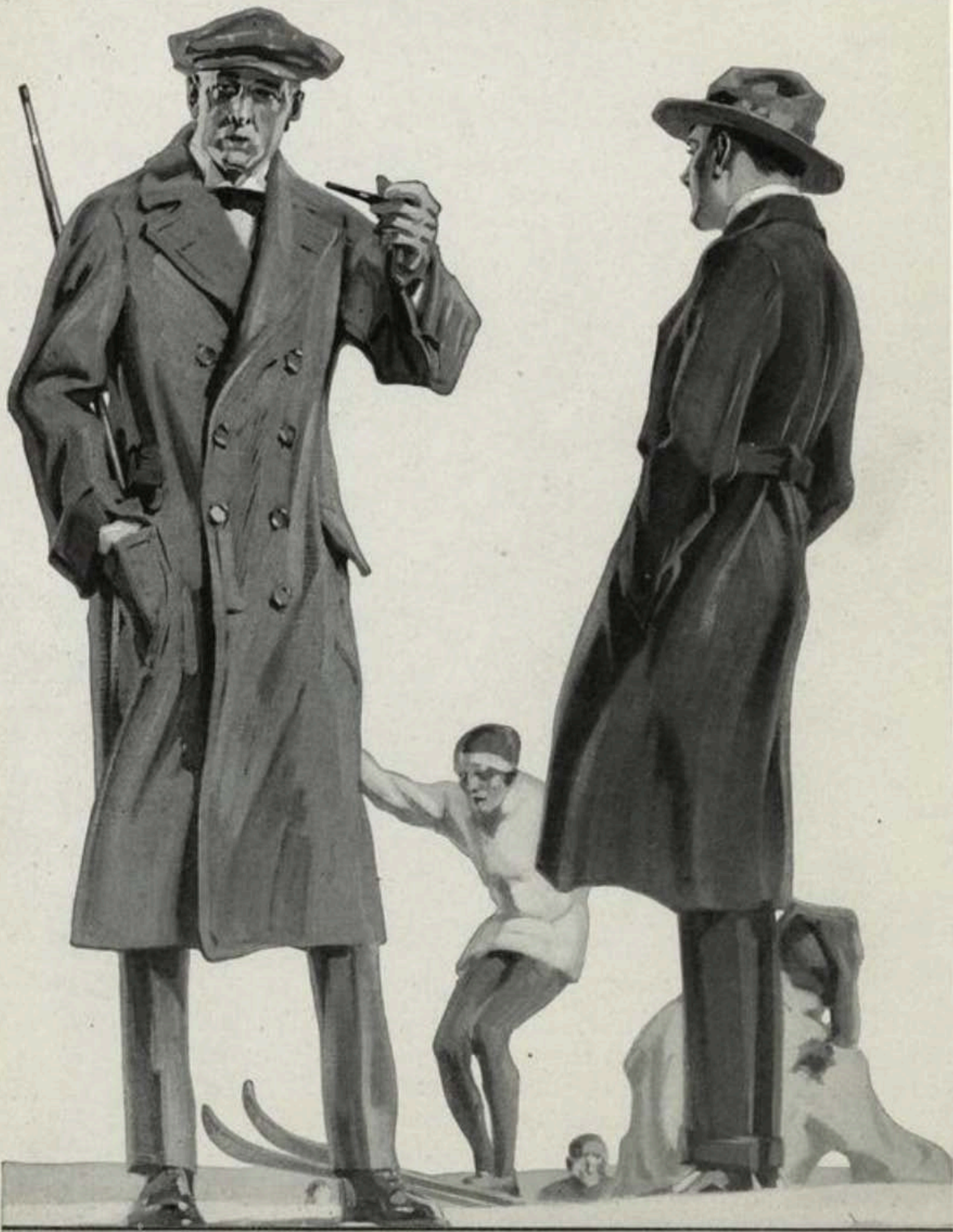


Copyright Hart Schaffner & Marx

IN this illustration you see the back of one of our best models, Model 58; a 31-inch three button coat for young men; soft front. It's a good idea to know how your back looks in clothes. At the right our Model 65, a 30-inch double-breasted coat, two buttons, soft front. These are both good styles for young men and will be much demanded.

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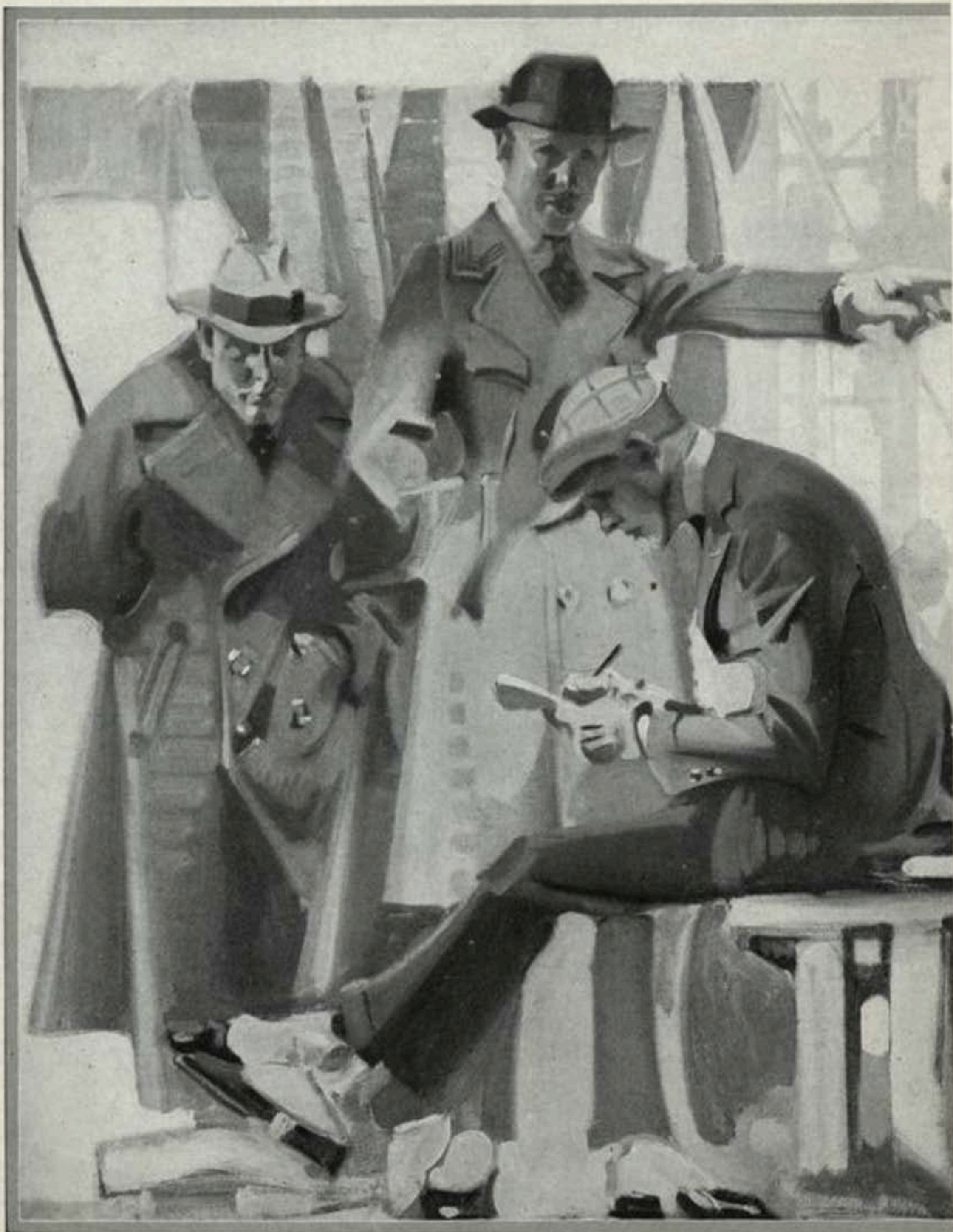


Costume - 1912 - men

©1912 B. Kuppenheimer & Co. Chicago

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THE Double-Breasted Fur Collar Coat is popular again this season. The other figure pictures the Beacon, a commendable coat, straightforward and unaffected; made with or without velvet piping on pockets and edges.





Copyright, 1913. The House of Kuppenheimer

EITHER one of these splendid, big overcoats—both of them decidedly right in style—will keep you warm all over—all winter through.

Comfort—that's the big thing in an overcoat—warmth comfort—style comfort—fit comfort—wear comfort. You'll find all these at a price you'll find comfortable to pay.

Many other styles to select from in both suits and overcoats at the stores of the leading clothiers throughout the United States and Canada

The Rossmore on the left is shown in a new Scotland effect fabric.

Our Book Styles for Men sent upon request.

THE HOUSE OF KUPPENHEIMER
CHICAGO



Copyright Hart Schaffner & Marx

© 1915 Hart Schaffner & Marx, Chicago

MODEL 248, in the center, is a 42-inch single-breasted Chesterfield; soft front; three-button fly front; a dignified dress overcoat. Model 228, shown at right, is a 39-inch double-breasted overcoat; a young man's style. Body-tracing back; soft front; two buttons.



Copyright, 1913. The House of Kuppenheimer

EITHER one of these splendid, big overcoats—both of them decidedly right in style—will keep you warm all over—all winter through.

Comfort—that's the big thing in an overcoat—warmth comfort—style comfort—fit comfort—wear comfort. You'll find all these at a price you'll find comfortable to pay.

Many other styles to select from in both suits and overcoats at the stores of the leading clothiers throughout the United States and Canada

The Rowmore on the left is shown in a new Scotland effect fabric.

Our Book Styles for Men sent upon request.

THE HOUSE OF KUPPENHEIMER
CHICAGO



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Costume - 1911 - Men.

English
Societal Gazette 1911

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Copyright, 1912, B. Kuppenheimer & Co.

THE facing figure shows the front view of the King George, an extremely dressy, stylish coat for young men; the Adjutant is an ulster effect with Prussian collar—loose, warm and roomy.



©1912 B. Kuppenheimer & Co., Chicago
Copyright, 1912, B. Kuppenheimer & Co.

KUPPENHEIMER overcoat superiority is acknowledged. If you prefer either one of the garments illustrated above you may feel sure of their quality and style. The Kupp on the left and the Rossmore on the right.



Copyright Hart Schaffner & Marx

AT the left, our Model 370, a 40-inch double-breasted, soft front overcoat; one of our young men's styles. In the center, our Model 570, single-breasted 46-inch, four button through; French faced, yoke lined, seamless back, raglan shoulders, Prussian collar, vertical pockets. At the right, our Model 350, 44-inch double-breasted Chesterfield overcoat, soft front, with three buttons, two to button.

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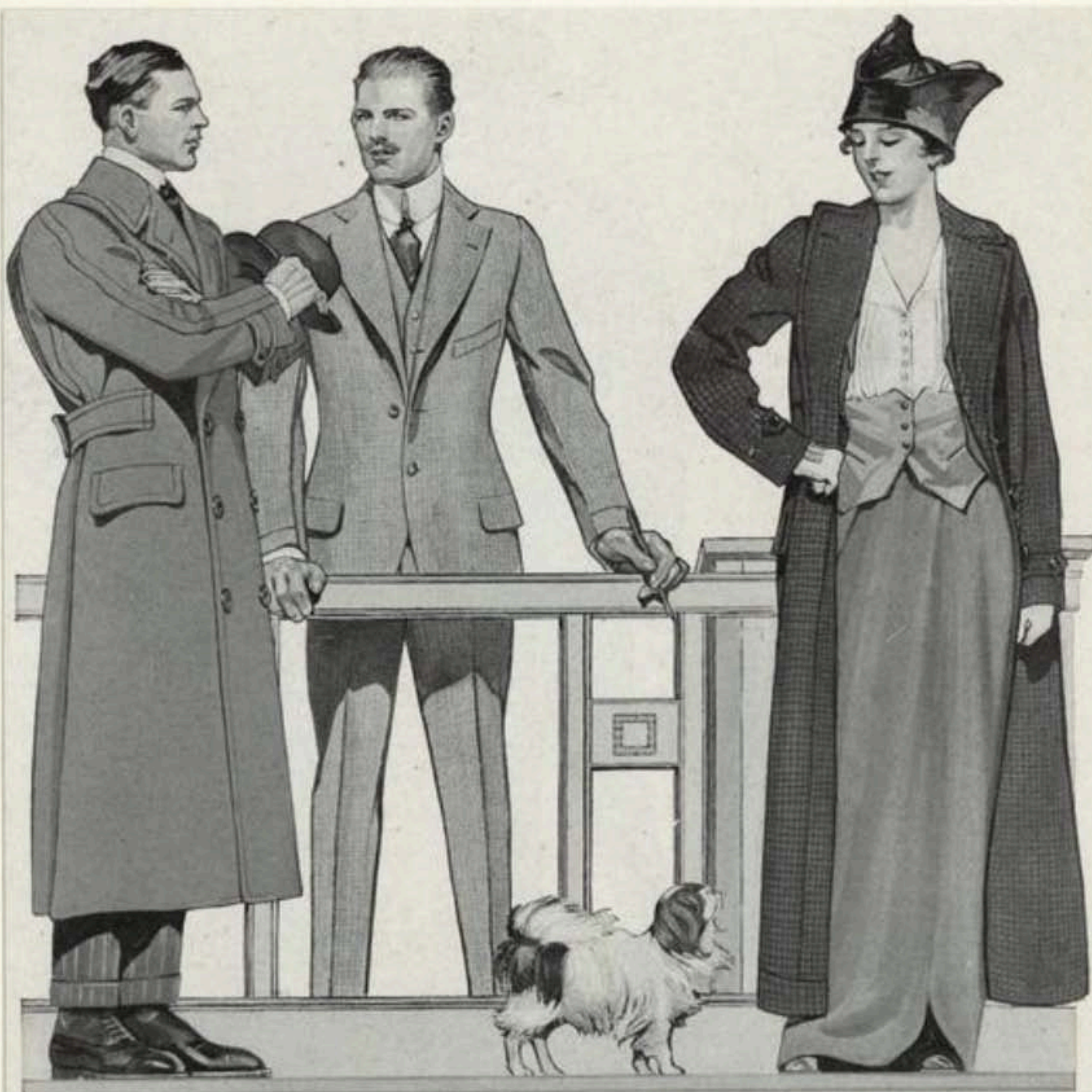
Illustration 21

Copyright 1909 by Hart Schaffner & Marx

THE new single-breasted ulsterette, at the left, has a special collar, to lie as shown or button high around the neck; very useful.

© 1909 Hart Schaffner & Marx Chicago

Costume - 1912 - men



Copyright Hart Schaffner & Marx

AT the left you see our overcoat Model 394, a double-breasted, 52-inch greatcoat; roomy, warm; soft front, with big adjustable collar; belt back; wind shield sleeves. It's a fine coat for wintry days, for driving, for any cold weather service. The suit shown on the central figure is our Model 63; single-breasted 30-inch, soft front sack. The young woman wears our Model W 14.

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BAY STATE RUBBER



MARACAIBO
Width 4 inches



PERNAMBUCO
Width 3 3/4 inches

TRADE "FIBERLOID" MARK

25

© 1912 Fiberloid Co. N.Y.

cuffs

Costume - 1912 - Men

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The Junior

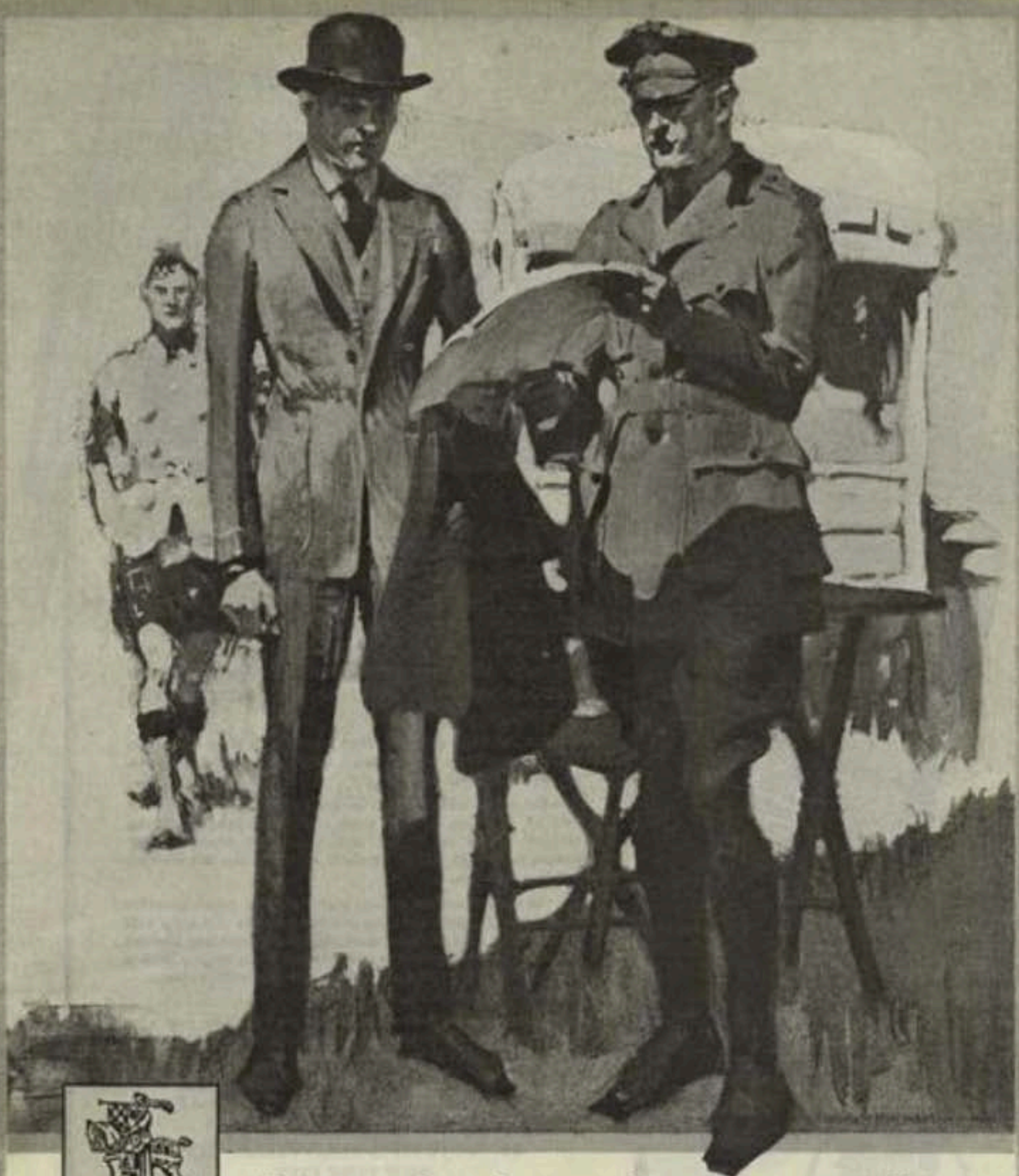
The Strand

MEN'S SACK SUITS

The Junior is a suit for men who wish to retain the physical and athletic appearance of the young American type. It is made with natural shoulders and without padding, and is free from all exaggerated effects.

The Strand has high and narrow shoulders. The front is soft and indestructible and is constructed of hair and linen after a manner of our own that makes it both light and pliable. This Suit is made in plain blacks, blues and grays, as well as all fancy materials, suitable for men and young men. Prices \$15.00 to \$45.00.





Buy clothes that wear best

That's the way to save

YOU wouldn't give a wasteful man a job; he's too costly at any price. Same way with clothes; cheapness is waste. All-wool fabrics, good tailoring, correct design, are economy. Our clothes are made that way.

Send for the Style Book

Chicago

Hart Schaffner & Marx

New York

LD Mar 20 1915



OUR CELEBRATED TROPICAL CLOTHING

As supplied to numerous customers in India, Africa, the West Indies, Central and South America.



GENTLEMEN'S TWEED AND SERGE SUITS

READY FOR IMMEDIATE WEAR,
29/6, 31/6, 33/6, 41/6, 51/6
TO MEASURE,
26/6, 44/6, 46/6, 50/6, 62/6



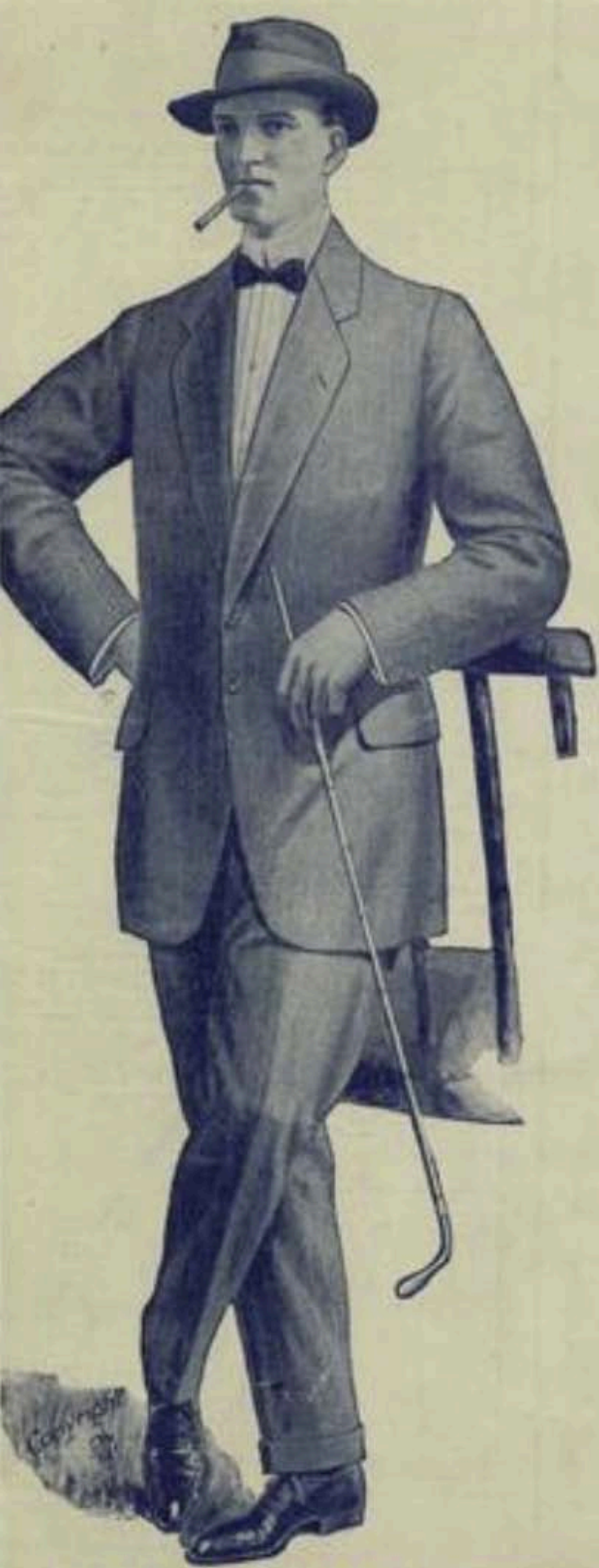
MORNING COAT AND VEST

In Black Serges, Cheviots, &c., for Business Wear.
READY FOR IMMEDIATE WEAR,
29/6, 34/6, 38/6, 46/6
TO MEASURE,
36/6, 44/6, 48/6, 56/6, 67/6



GENTLEMAN'S CHESTERFIELD OVERCOAT

In the Latest Materials.
READY FOR IMMEDIATE WEAR,
29/6, 30/6, 42/6, 52/6
TO MEASURE,
36/6, 34/6, 38/6, 44/6, 48/6, 54/6, 62/6



OUR CELEBRATED TROPICAL CLOTHING

As supplied to numerous customers in India, Africa, the West Indies, Central and South America.

GENTLEMEN'S TWEED AND SERGE SUITS

READY FOR IMMEDIATE WEAR,
 39/6, 41/6, 43/6, 45/6, 47/6
 TO MEASURE,
 51/6, 53/6, 55/6, 57/6, 59/6

MORNING COAT AND VEST

In Black Serges, Cheviots, &c., for Business Wear.
 READY FOR IMMEDIATE WEAR,
 39/6, 41/6, 43/6, 45/6
 TO MEASURE,
 51/6, 53/6, 55/6, 57/6, 59/6

Costume - 103 - Men

11/21/1903



The Athlex

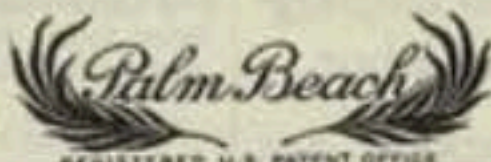
The Hurlingham

OUTING SUITS

The Athlex is a Norfolk model with a yoke back and front and with three small pleats at each side. The skirt of the coat is cut in a separate piece. There are two breast pockets under the pleats and inside breast and cash pockets.

The front of the Hurlingham Norfolk is finished with four large, Patched Pockets with flaps. The back, which is made in one piece, is drawn into the waist with a belt cut in two parts, forming four small open pleats. Prices \$15.00 to \$30.00.

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REGISTERED U.S. PATENT OFFICE

THE GENUINE CLOTH
MFD. BY GOODALL WORSTED CO.

*This label means the Genuine. It's
your Safeguard against Imitation.*

A Lesson in Practical Economy

Inventive Science gave the world Palm Beach Cloth. But Fate decreed that it should be born in time to meet today's need for Economy and Conservation. Its delightfully porous coolness—its wonderful washing qualities—its happy blend of smartness and comfort—may all be had for a fractional part of the cost of a woolen or worsted. The clothier who specializes in the Genuine

PALM BEACH SUIT

is a good man to know. Evidently his platform is Quality and Money's Worth. In his suits you'll find the trade-marked label—your assurance of the Genuine.

THE PALM BEACH MILLS
Goodall Worsted Co., Sanford, Me.
Selling Agent, A. Rohaut Dept., 229-4 Ave., N.Y.

PLATO

L.D. June 29, 1918



Prep suits

THIS is his second "long pants" suit and he's showing it off. His other one was a Prep, too, but he likes this one because it's double breasted and has the belt all 'round. It's very mannish.

The Prep wears a double-breasted sport suit; left, a sport model, with belt thru slots, fastened with the coat open; right, Varsity Fifty Five. Silk linings, in yoke and sleeves, are smart features of many sport suits and overcoats.



SHORT AND LONG OVERCOATS

MODELS 140 AND 131. 140 SEMI-DRESS. SHORT AND SNAPPY. THE ULSTERETTE 131. BELT AND CONVERTIBLE COLLAR. COMFORT AND STYLE.

©1912 Adler Bros, Rochester, N.Y.

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Postume-1912-142M

Society Brand Clothes

FOR YOUNG MEN AND MEN WHO STAY YOUNG

SOCIETY BRAND CLOTHES cost more than ordinary clothing because the ideal to maintain superior quality is not sacrificed to meet price. Workmanship and style form the true basis for classifying grades of clothing.

No garment is a genuine Society Brand model unless the inside pocket bears the label. Go to "Style Headquarters"—where Society Brand Clothes are sold.

ALFRED DECKER & COHN, Makers, U. S. A.
In Canada, SOCIETY BRAND CLOTHES, LIMITED
Chicago New York Montreal

Society Brand models lead in exclusiveness. They are stylish yet conservative and there is a model to satisfy the tastes of men of every age and proportion.



© A. D. & C.

Society Brand Clothes

FOR YOUNG MEN AND MEN WHO STAY YOUNG

FOR the satisfaction in appearing well dressed, and for that comfortable feeling and personal pride that accompany well-tailored apparel, let your next suit be Society Brand.

Bond values are determined by the security back of them. Clothing values—by the integrity of the makers. Look for the Society Brand label.

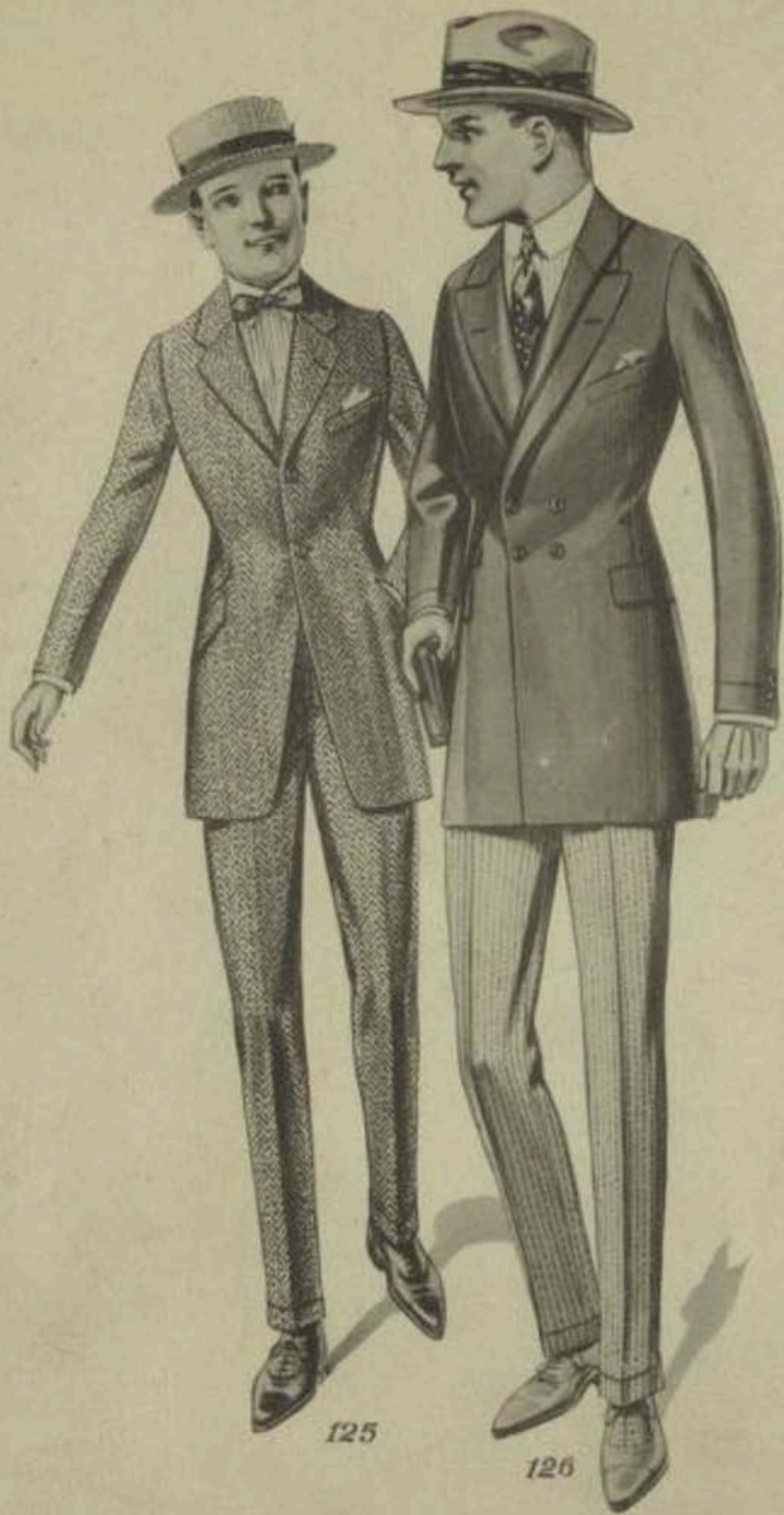
ALFRED DECKER & COHN, Makers
In Canada, Society Brand Clothes, Limited
Chicago New York Montreal

Clad in Society Brand Clothes, Father and Son appear like brothers. They lead men's ages.



© A. D. & C.

LP June 15, 1918



125

126

1919
American

SPRING AND SUMMER 1919

New York & Fashions

Published by
L'ROONBERG PARSONS CO., LTD.
Chicago

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PLATE

2

Copyright 1919

Costume - 1919 - Men



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*The Students,
Edward Penfield,
New York, N.Y.*



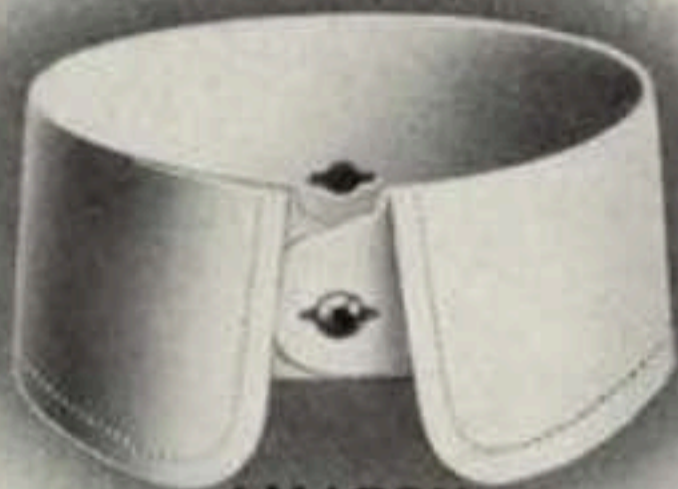
ULSTERS AND TOP COATS

MODELS 129 AND 147. GREAT LOOSE GARMENTS FULL OF COMFORT AND SWING.
ALTOGETHER 30 MODELS OF ADLER-ROCHESTER OVERCOATS FOR 1912-1913

Costume - 1912 - Men

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BAY STATE RUBBER



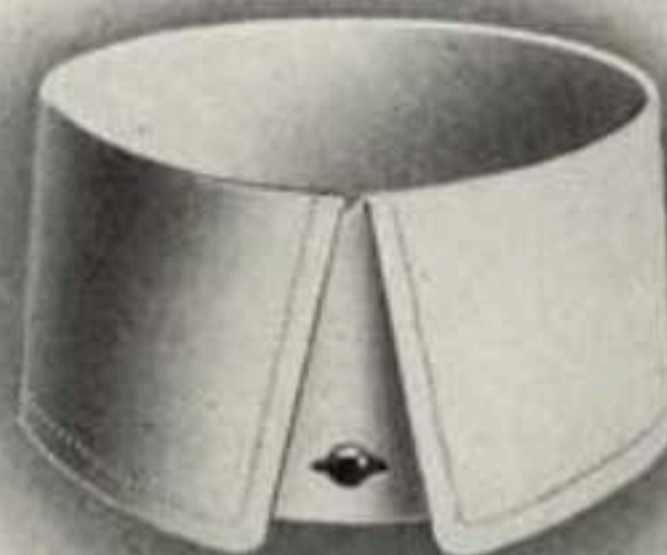
AMAZON
Front 2 inches
Back 1 1/2 inches



SALINA
Front 2 1/8 inches
Back 1 1/2 inches



BLANCO
Front 2 1/8 inches
Back 1 1/4 inches



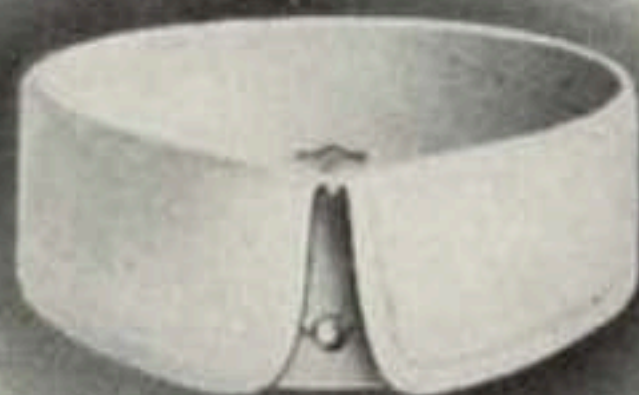
ROSARIO
Front 2 1/2 inches
Back 2 1/4 inches

TRADE "FIBERLOID" MARK

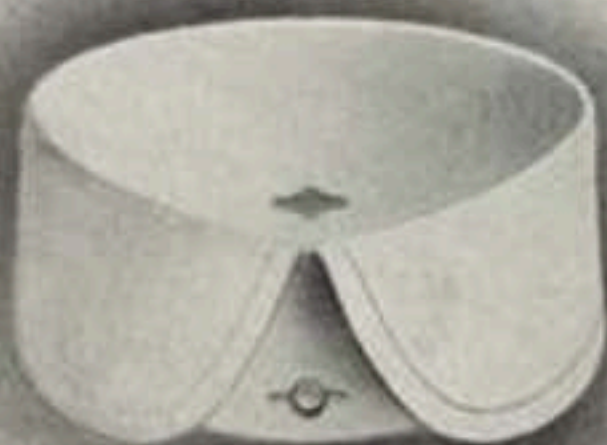
LITHOLIN



COLUMBIA
Front 2 1/8 inches
Back 1 7/8 inches



HARVARD
Front 1 3/4 inches
Back 1 1/2 inches



PENN
Front 1 7/8 inches
Back 1 5/8 inches



PRINCETON
Front 1 5/8 inches
Back 1 1/4 inches

TRADE "FIBERLOID" MARK

11
© 1910 Fiberloid Co. N.Y.
Collars

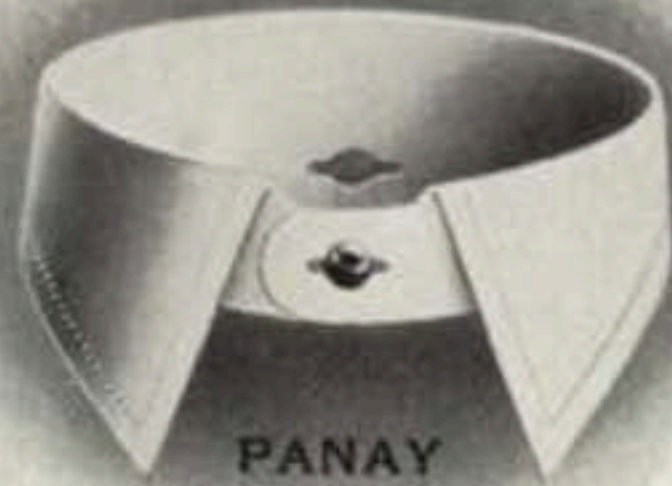
Costume - 1910 - Men

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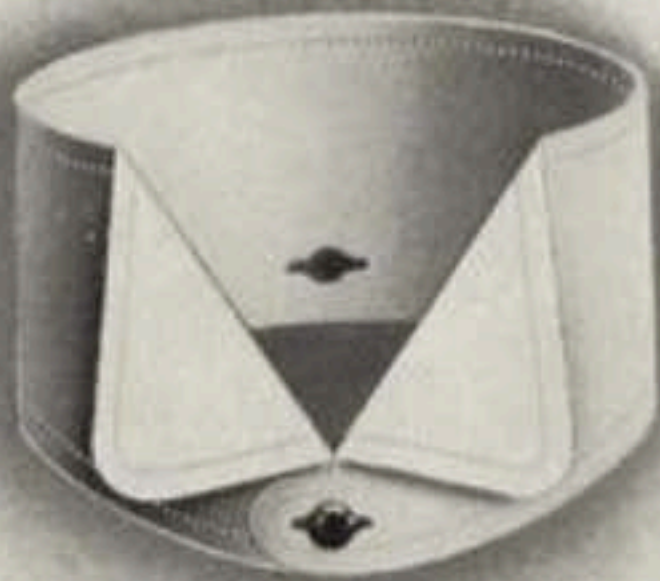
NEW ERA



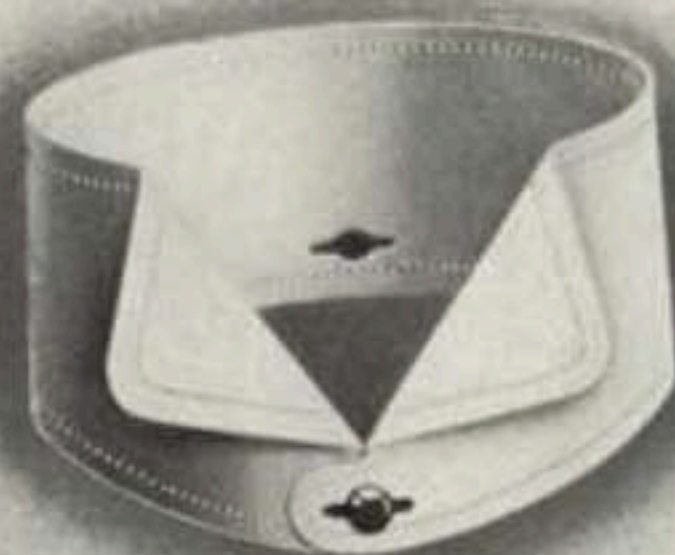
ZEBU
Front $2 \frac{3}{8}$ inches
Back $1 \frac{3}{8}$ inches



PANAY
Front $2 \frac{1}{8}$ inches
Back $1 \frac{1}{4}$ inches



SANTA CRUZ
Front $2 \frac{1}{2}$ inches
Back $2 \frac{1}{8}$ inches



SAMAR
Front $2 \frac{1}{4}$ inches
Back $1 \frac{7}{8}$ inches

TRADE "FIBERLOID" MARK

LITHOLIN



CULVER
Front $1 \frac{7}{8}$ inches
Back $1 \frac{1}{2}$ inches



DARTMOUTH
Front $2 \frac{1}{4}$ inches
Back 2 inches



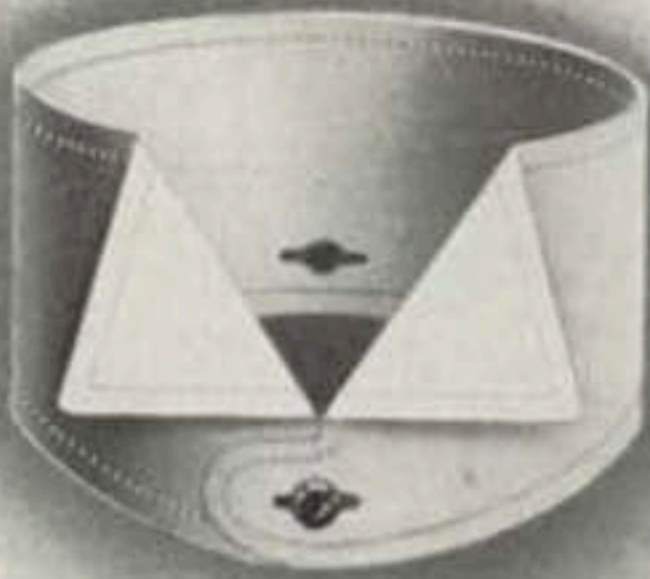
WEST POINT
Front $1 \frac{7}{8}$ inches
Back $1 \frac{3}{4}$ inches



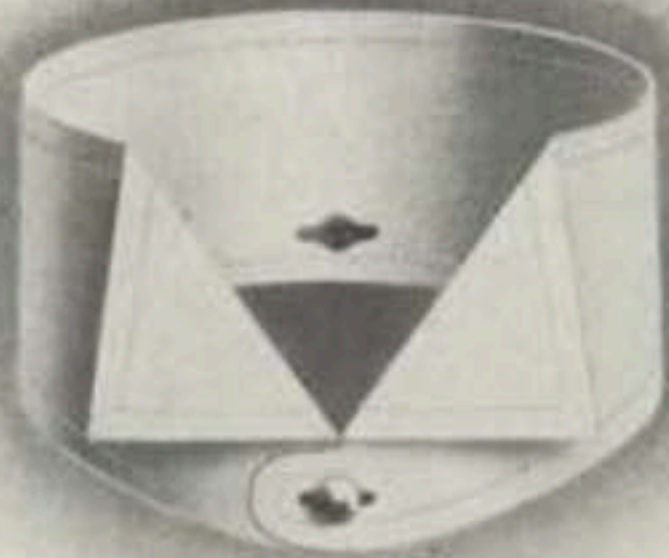
LIVERY
Front $2 \frac{1}{8}$ inches
Back $2 \frac{1}{8}$ inches

TRADE "FIBERLOID" MARK

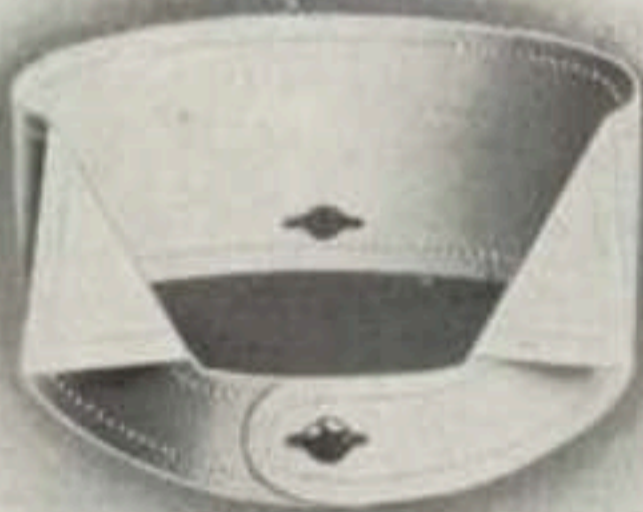
NEW ERA



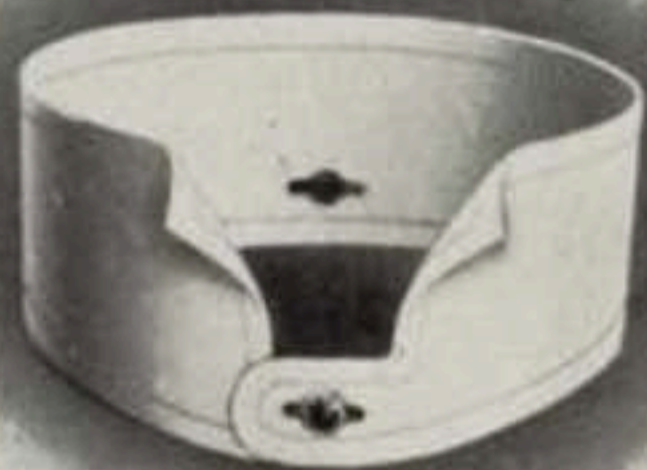
LUZON
Front 2 1/2 inches
Back 2 1/8 inches



CARAGA
Front 2 1/4 inches
Back 1 7/8 inches



SUBIC
Front 1 7/8 inches
Back 1 7/8 inches



BALANGA
Front 1 7/8 inches
Back 1 5/8 inches

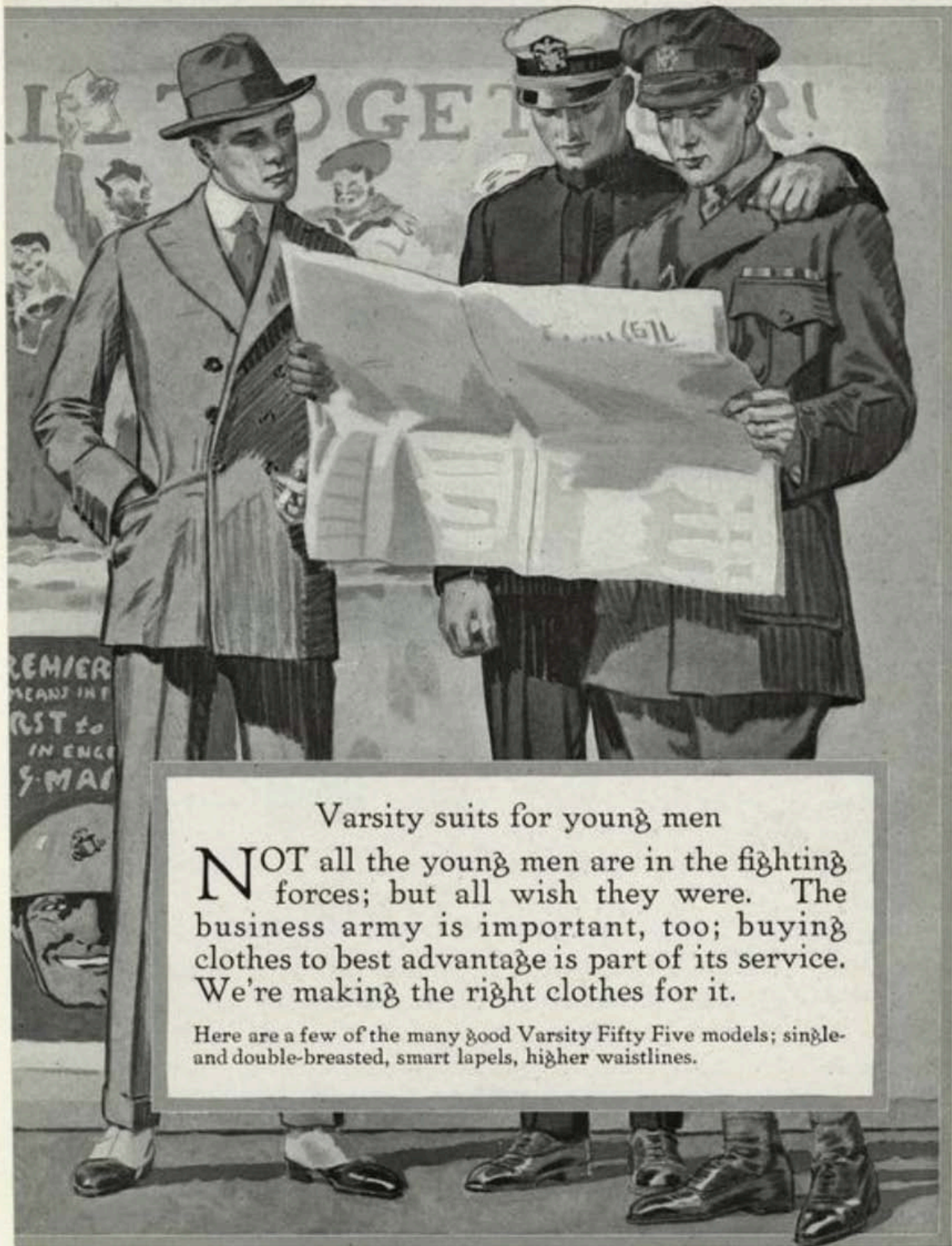
TRADE "FIBERLOID" MARK

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PICTURE COLLECTION

Costume-1912-MEN



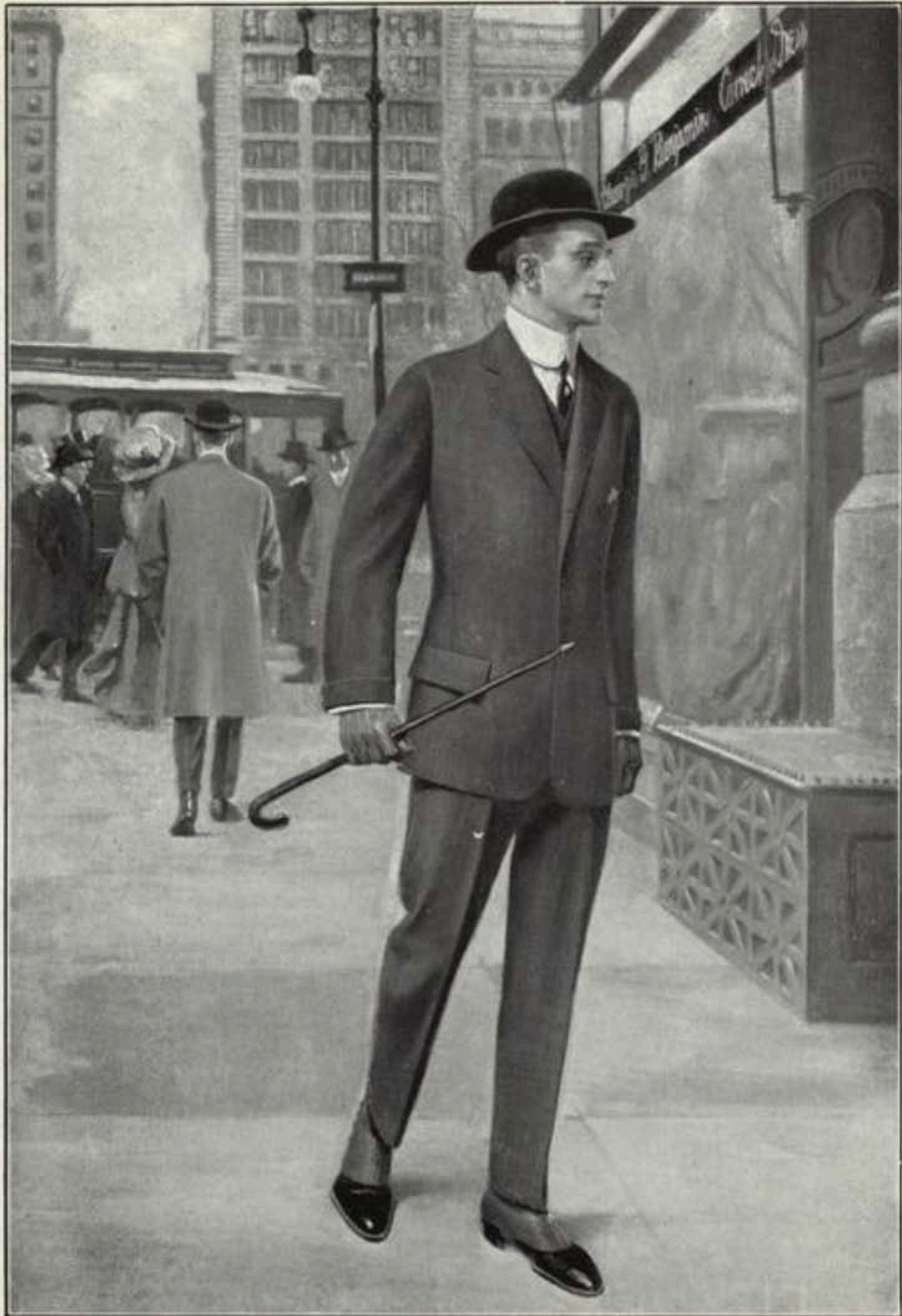
Varsity suits for young men

NOT all the young men are in the fighting forces; but all wish they were. The business army is important, too; buying clothes to best advantage is part of its service. We're making the right clothes for it.

Here are a few of the many good Varsity Fifty Five models; single- and double-breasted, smart lapels, higher waistlines.



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.

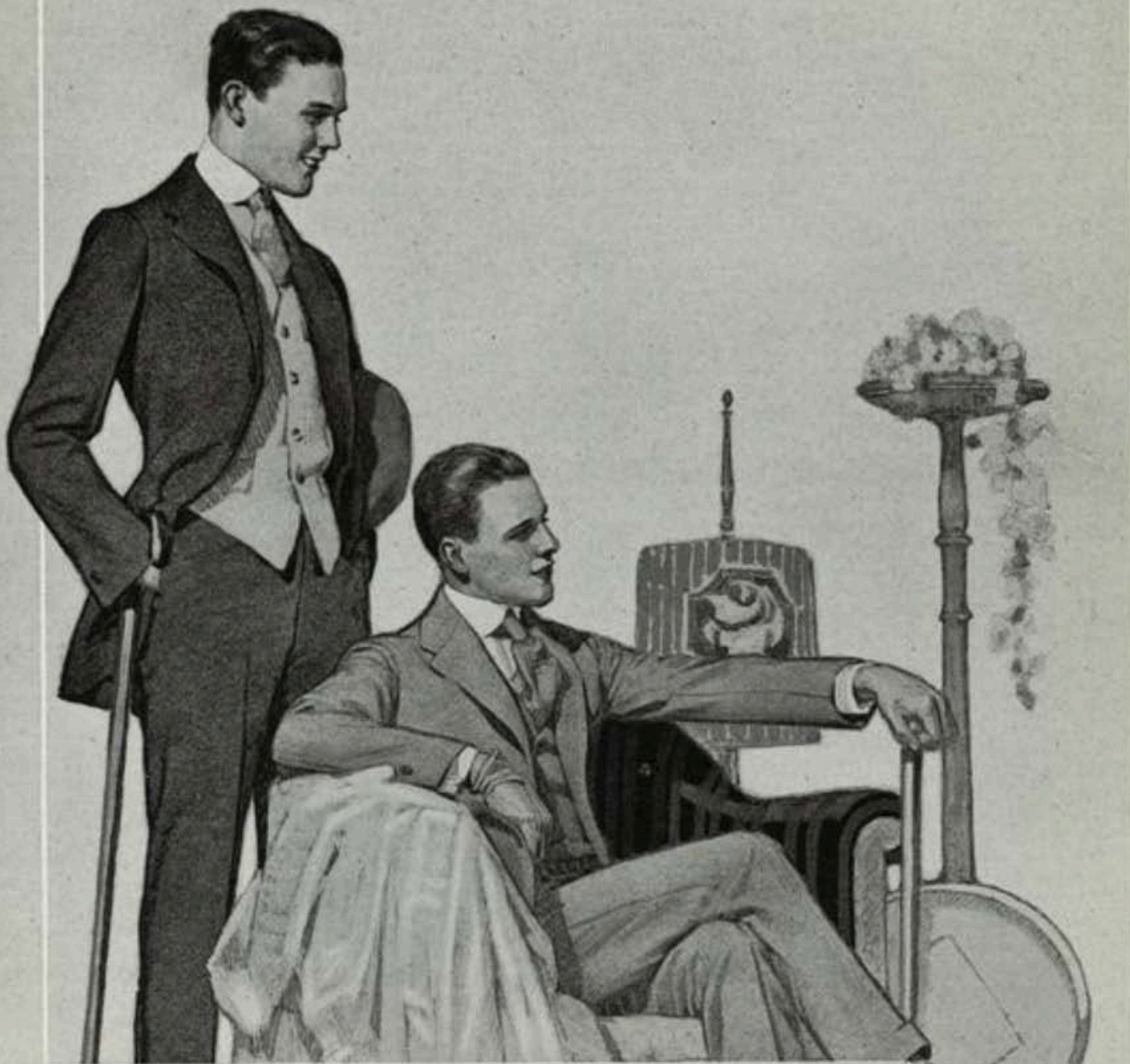


Where Benjamin Clothes are Sold in
New York, Broadway and Fifth Ave.



The "Benjamin" English Sack (Gotham)
(Metropolitan Tower in Background)

CAT 1912 A. Benjamin & Co, NY



Where style counts most

YOU want smart style, no matter where you go. You'll get it in these clothes; and the other quality-things that good style ought to have—all-wool fabrics, fine tailoring, correct fit.

Here are three Varsity Fifty Five models; the snappiest designs created for young men: at the right, suit with patch pockets and inlaid flaps.



Waist-seams—they're stylish

THERE'S an "air" about the waist-seam suits that young men can't help liking; they make the shoulders look broader; the waist narrower; they give a man a well set-up appearance.

We have created unusually stylish models; at the left is a back view of a single-breasted waist-seam suit; next a double-breasted; at the right another single-breasted model.



The military idea

YOU'D expect clothes this fall to have the military touch in the models; they have. In suits and overcoats, you'll find it evident; gives a new vigor and snap that most men will like.

Here you see some of it; at the right—a military sport suit with buckled belt, and a sport overcoat; seated—double-breasted belted sport suit; at the left—Varsity Fifty Five.



HS





Simpson-Crawford Company
REPRESENTING
The House of Kuppenheimer
Chicago