



**Hart Schaffner & Marx**

*Hand Tailored Clothes may be had of  
best clothiers everywhere*

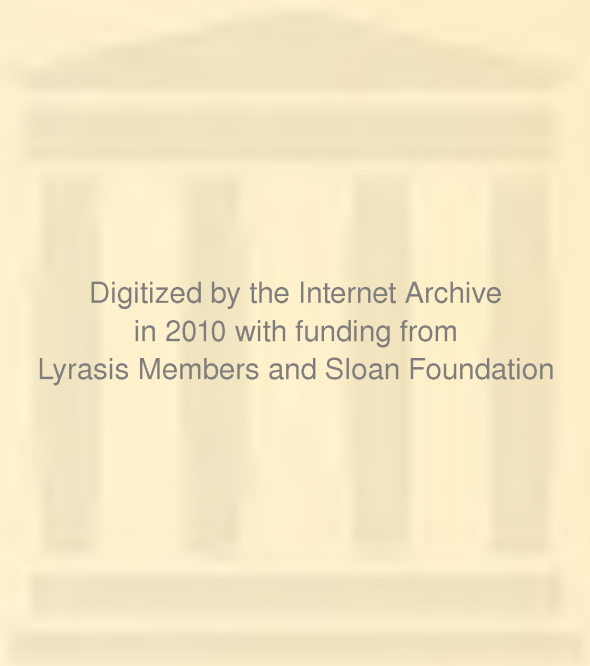


RBR  
GT 1710  
H32  
T.C.

Entered according to Act of Congress, in the year  
1905, by HART SCHAFFNER & MARX, in the office  
of the Librarian of Congress, Washington, D. C.

THE HENRY FRANCIS *du* PONT  
WINTERTHUR MUSEUM  
LIBRARIES





Digitized by the Internet Archive  
in 2010 with funding from  
Lyrasis Members and Sloan Foundation

# Style Book

Fall & Winter

1905

Hart Schaffner & Marx

Chicago

Boston

New York



Copyright 1905 by Hart Schaffner & Marx

**Y**OU will find quite a variety in our Varsity models—the straight-front, the box-back, the body-fitting, etc.; all very swagger. This one is just our plain single-breasted Varsity, and it has a good many admirers. Prices \$15 to \$35.

## Quality and Style

**Y**OU'D rather be dressed in style than not; any of us would. The purpose of this Style Book is to show you what "the style" is, and tell you how to be sure of getting it; we assume that you want to be sure.

But style isn't of much value in clothes if good quality is lacking. What's the use of being particular about style if your clothes are made of "mercerized cotton" mixtures, which will soon look shabby and shapeless? Or if the tailoring is so cheap that it's wasteful rather than economical?

You should have both quality and style; and after you are through with this Style Book you'll know how and where to get them.

Hart Schaffner & Marx  
Good Clothes Makers



Copyright 1905 by Hart Schaffner & Marx

**T**HE English walking frock gains in favor every season; so does the Ryton overcoat. You see these two shown here very effectively. The suits will cost you from \$18 to \$40; your clothier has them. The Ryton overcoats will cost \$18 to \$50.



## The Question of Quality

**Y**OU ought to be more particular about the quality of your clothes this season than ever before; the clothing market is full of fabrics that look a good deal better than they are, and that will cost you a good deal more than they're worth. They are mixtures of wool and "mercerized cotton," made to look like wool and silk, like all imitations they're inferior.

For many years wool has been preferred to cotton in clothing fabrics; a preference based on experience, not on sentiment; we want all-wool in our clothes instead of cotton or cotton mixtures, because wool is better than cotton; wears better, looks better. Quality in clothes is an economy; it costs less, not more.

Cotton-mixed fabrics are not a new thing in clothing; such clothes have been made for years, and sold to people who either don't know any better or who think they can't afford to be well-dressed. Any man who cares enough about his looks to read this Style Book is not in much danger of such trash; its inferiority is too apparent.

But a new class of cotton-mixed fabrics has appeared, called "mercerized cotton worsteds;" they look so good that they deceive even experts; they are nothing but the old "cotton cheat."

The "mercerizing" process is a good thing in its place; "mercerized" silk and cotton fabrics are often useful and beautiful. But that doesn't change the fact that cotton mixed with wool doesn't produce a fabric desirable



Copyright 1905 by Hart Schaffner & Marx

**Y**OU may prefer in sack suits a little closer adherence to the regular model. If so, this single-breasted three-button sack, will be sure to please you. We give distinction to such suits where you will often find the commonplace. Prices \$15 to \$35.

for clothing. Garments made from such fabrics do not wear well, do not keep shape well, do not look as well as all-wool. The objection to "mercerized cotton" in clothing is not to the "mercerized" but to the "cotton."

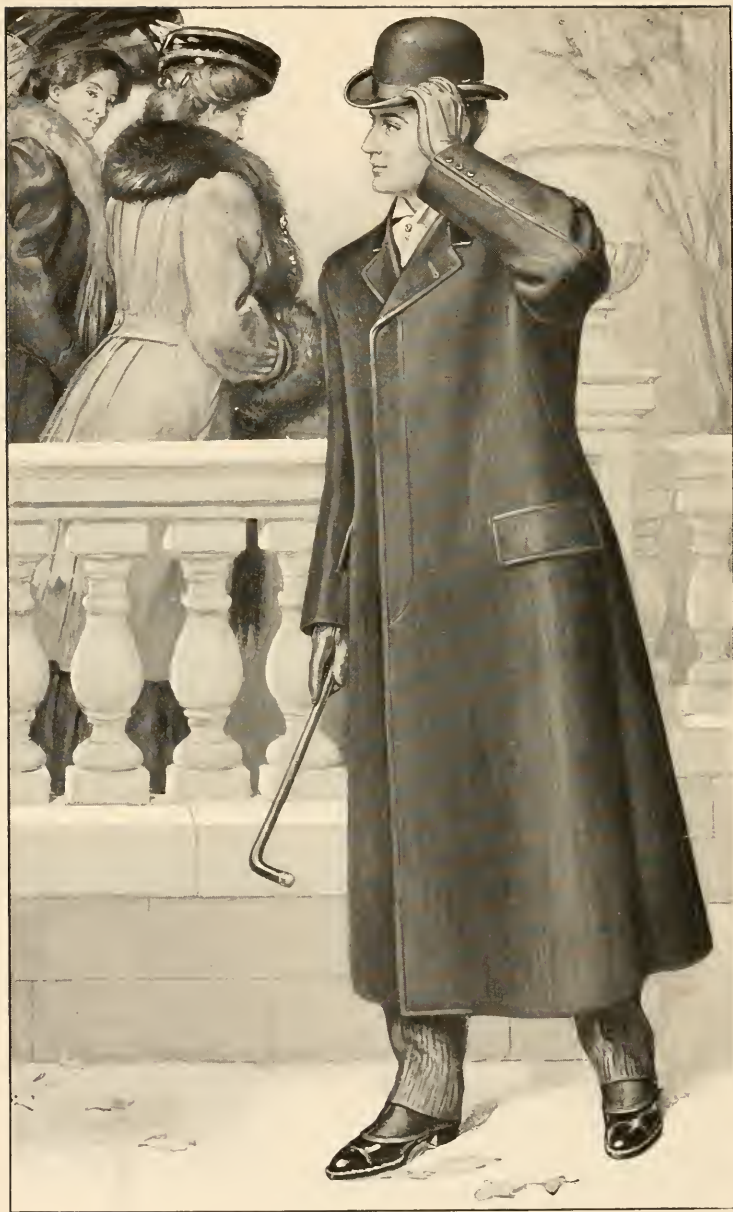
There's this further objection to it; it degrades the standard of quality in the business of making and selling clothing by making it possible to substitute adulteration for the real thing without detection; we call it the "mercerized cotton" cheat; because it is a cheat. Not only that: It lowers the quality standards of the wearer; helps him to be contented with sham; pretense; an all-wool appearance, on a cotton basis.

Such goods are a little lower priced than the goods they imitate; but most men are willing to pay a dollar or so more for the sense of self-respect which comes of being dressed well, in genuine quality.

You needn't wear the "mercerized cotton" cheat unless you prefer it. There are a few clothes-makers who use none but pure wool; or wool-and-silk fabrics; Hart Schaffner & Marx are of that number; not a thread of cotton in our clothes. We put with honest fabrics such tailoring and trimmings as they deserve; and make such styles as are shown in these pages. The illustrations tell the story of style better than words.

If you want to be correctly dressed see that our label is in your clothes—a small thing to look for, a big thing to find.

Hart Schaffner & Marx  
Good Clothes Makers



Copyright 1905 by Hart Schaffner & Marx

**H**ERE'S another new overcoat creation which needs very little description, and no argument. It's the single-breasted Varsity overcoat; form-fitting; and one of the best styles you'll see. Prices \$18 to \$45.



Copyright 1904 by Hart Schaffner & Marx

**H**ERE are two more Varsity models; at the right the single-breasted body-fitting coat; at the left the double-breasted Varsity. Either of these is a stylish model; and you can't make any mistake in buying them. Prices \$15 to \$35.



Copyright 1905 by Hart Schaffner & Marx

**T**HE latest overcoat—the Continental; the one at the right. It promises to be a great favorite; loose and very box-y; fancy fabrics; extremely swagger. The other coat shown is the double-breasted belt overcoat; steadily popular. Prices \$18 to \$40.



Copyright 1905 by Hart Schaffner & Mers

**T**HE shawl-collar is sometimes preferred in full dress; either style is quite correct; we make these coats to fit perfectly around the neck and shoulders. Every man ought to have a full dress suit; you can have one for \$27.50 to \$50.



Copyright 1905 by Hart Schaffner & Marx

**T**HE Chesterfield overcoat will never lose its popularity; and as we make it, it will never cease to deserve the favor it gets. The topcoat also continues in favor; even for winter wear. Overcoats \$16 to \$50.





Copyright 1900 by Hart Schaffner & Marx

**Y**OU will like the single-breasted box-back Varsity shown here; it is one of the most popular of our styles for the season. Our Varsity models continue to be favorites with men of style. Prices \$15 to \$35.



Copyright 1905 by Hart Schaffner & Marx

**T**HE single-breasted frock coat, cut-away, is a favorite style with many men. It is worn for business, or for semi-dress occasions. It is sort of between the sack coat and the double-breasted frock. You'll find that we make them right. Prices \$20 to \$45.



Copyright 1905 by Hart Schaffner & Marx

**F**UR-TRIMMED and fur-lined overcoats are to be more worn this winter than ever before. We make a good line of them; you get in ours the style, the fit and tailoring which only experienced designers and coatmakers can give. Get prices from your clothier.



Copyright 1906 by Hart Schaffner & Marx

**Y**OU see in this illustration two very good models: the double-breasted Ryton at the left, and the double-breasted box overcoat at the right. As stylish garments, they speak for themselves. Overcoats \$16 to \$50.



Copyright 1905 by Hart Schaffner & Mors

**T**HE single-breasted Varsity, with box back is one of the styles which has found a great deal of favor with particular dressers. It has a characteristic style of its own, which many men like. Prices \$15 to \$35.



Copyright 1905 by Hart Schaffner & Marx

**A**T the right you see the new model Paletot overcoat; it is one of the most striking styles worn. The other overcoat is our new Continental, double-breasted, a style certain to gain great popularity. Overcoats \$18 to \$50.



Copyright 1905 by Hart Schaffner & Marx

**Y**OU may wear, if you choose, a box-back Varsity with the straight-front which proved so popular. We make a Varsity model of that style, and show the back of it here. Prices \$15 to \$35.



Copyright 1905 by Hart Schaffner & Marx

**A**NOTHER swell Varsity style is the double-breasted, with body-fitting back. Notice the lines of the collar and lapel of all our sack suit styles. The overcoat shown here is our single-breasted raincoat. Varsity sack suits, \$15 to \$35. Raincoats, \$16.50 to \$40.





Copyright 1905 by Hart Schaffner & Marx

**I**F you don't own a double-breasted frock coat—Prince Albert—get one this fall. You'll find you can't do without it; and you ought not to. We think this illustration tells our story pretty well. Frock coat and vest, \$18 to \$45.



Copyright 1905 by Hart Schaffner & Marx

**A**T the left is a new one — the Frockchester. It's the Chesterfield model made with long skirts; frock style. The other is the Warm-Back Ryton; the back and shoulders of the garment made extra warm. You'll like either of them. Overcoats \$16 to \$50.



Copyright 1905 by Hart Schaffner & Marx

**H**ERE are the Tuxedos—single and double breasted. If you have no Tuxedo you'll find one necessary; and you'll also find ours what they should be. The double-breasted style has come to stay. Tuxedo suits \$25 and upward. Coats may often be had separate to match full dress trousers.



Copyright 1905 by Hart Schaffner & Marx

**H**ERE are two favorites: the belt overcoat, single-breasted; and the Surtout, double-breasted. Both these styles have many admirers; and those who wear either of them will be perfectly satisfied with their appearance. Overcoats \$16 to \$50. Surtout Overcoats \$22.50 to \$50.



HS&M