

SEMI-ANNUAL
ISSUE

Compliments of Bruner Woolens

The Progressive Tailor

Reg. U. S. Pat. Off

A National Magazine of Authority on Merchant Tailoring

Vol. 20

SPRING AND SUMMER 1930

No. 1



EDMUND
MAGRATH

In This Issue

ADVERTISING AND SALES SECTION

(Pages 1 to 20)

Window Display

Selling Suggestions

Advertising
Plans

In This Issue

PRACTICAL TAILORING SECTION

(From Page 36)

Trouser Making
Cutting Block Patterns
Fifth Avenue Lapels and Fronts
Latest Fabrics — Spring and
Summer
Drafts and Diagrams of All
Garments
Draft and Diagram of Ladies'
Coat and Skirt
Canvas Cutting
U. S. Tailoring Patents
New Business Books
Detail Description of Fashions
The Dress of Foreign Countries

Tailoring Arts Publishing Co., Publishers

315 FOURTH AVE.
NEW YORK, N. Y.

Look the Tailoring Situation in the Face

Price and Quality "Are Not" the sum total of it all, now-a-days. Rather, it's ability to sell — to direct people to tailoring — to make known that tailor made's are the "Best Buy" from all angles, and regardless of any competition.

In the face of a complex and confusing selling situation—the tremendous consolidations of Ready to Wear manufacturing, distribution and other forces, viz.: chain store system's direct selling to the consumer, etc., tailoring will have to contend with a type of competition on a gigantic scale along selling and producing lines as never before. Tailoring happily is now splendidly equipped to meet all of this efficiently and successfully—from all angles.

But, in order to constructively compete, it is necessary for tailors to consolidate local producing and selling interests with that of a First Class Tailor's Organization. It's the ONLY WAY TODAY. Employ C.C.G.Co. Shops, Chicago, the recognized largest, most complete and competent Tailor's Service in the U. S. A., the Service Tailors from Coast to Coast are using to contest Ready to Wear and all else. Employ the C.C.G.Co., to assist in all shop problems.

Today's Program

Call on the People
Advertise
Sell More
Sell for Less
Sell at the Higher
and Lower Prices.

Use C.C.G. Co's Service
Chicago

ITS BETTER!

C.C.G.Co.'s Immense Shops are known everywhere — a shop for each grade — a price and quality classification highly specialized — for all retail prices and purposes.

Cut, Trim and Make
Grade

3X	\$11.00	Use for Suits-Overcoats \$23.50, \$27.50 to \$30.00
SXX	\$12.50	
SX	\$14.00	
A	\$15.50	Use for Suits-Overcoats \$35.00 to \$37.50
B	\$17.00	
C	\$19.50	Use for Suits-Overcoats \$40.00 to \$55.00
D	\$21.50	
E	\$22.50	
F	\$25.75	Use for Suits-Overcoats \$60.00 to \$100.00 and up
H	\$30.00	



The best organized and equipped Tailoring facilities in the U.S.A. Close enough to any tailor shop from coast to coast.



EVERY TAILOR SHOP REQUIREMENT
AVAILABLE THRU C.C.G.CO.'S ABOVE
THE AVERAGE TAILOR'S SERVICE.

MAKING ONLY
CUT-TRIM-MAKE
PANTS MATCHING
FUR REPAIRING — REMODELING
ADVERTISING and SALES PROMOTION

No need to shop around—send all to one source of supply.

**A
N
D**

C.C.G.Co.'s Uniform Department. We supply Uniform Samples. Write For our Special Line of Uniform Cloths, Fashion Plate Price List, etc. We Cut, trim and make also, when cloth is supplied.

SELL UNIFORMS, IT'S PROFITABLE

Our Uniform Service Enables Tailors to deliver a Superior Type of Uniform, at reasonable prices.. Ask for special quotations in lots.

Apply for C.C.G. Co's 1930 Spring & Summer Outfit and Tailors' Guide.

The Greatest Effort Known to the Tailoring Industry

**CHICAGO
CUSTOM
GARMENT
COMPANY**

C.C.G.Co.

SAM'L COHN President
W. H. BLEGEN . Sect. & Gen'l Mgr.

**210-12-14 W. MADISON ST.
CHICAGO, ILLS.**

The articles appearing on the following pages have been prepared from the actual experiences of successful Merchant Tailors.



ADVERTISING AND SELLING SUGGESTIONS for INCREASING THE MERCHANT TAILORING BUSINESS

1. Display the New Spring Fabrics
2. Dress Your Show Windows
3. Plan Your Spring Advertising Campaign
4. Make Appointments to Show Your New Spring Line
5. Visit Your Trade

INDEX

to Advertising Helps

Items	Page
Memo Books	4
Free Post Cards	5
Fashion Booklets	6
Collection Letters	7
Comic Post Cards	8
Blotter Business Cards ..	11
Cuts for Newspaper and Circular Advertising ..	12
Movie Slides	14
Form Letters	16
Newspaper Advertising ..	18

GREAT oaks from little acorns grow. Not only oaks but all great things in life start small—then they grow and grow and grow until they become great.

So it is with business. From small beginnings they grow to large establishments.

The big retail stores—you know them well—all developed from a small start.

Their great growth can mainly be attributed to bringing and keeping their name and business before the buying public.

Your merchant tailoring business can also grow until it is large and prosperous if you advertise.

William Wrigley, Jr., says "Advertising is pretty much like running a train. You have got to keep shoveling coal into the engine. Once you stop stoking, the fire goes out. The train will run on its own momentum for a while, but it will gradually slow down and come to a dead stop."

Tell the people about your business and tell them often. Bring to their attention forcefully and continually that custom-made-to-measure clothes look better, wear longer and cost no more than ready-mades. Tell them to buy their custom-made-to-measure clothes from you.

A specialized expert has planned and prepared for your use practical advertising material which is presented in the following pages.

These have been tested and proven business getters by the leading merchant tailors.

Use these ideas. Keep telling the people in your community about your business.

Start early and advertise continually through the Spring Season. It is intelligent and frequent advertising that widens your acquaintance, brings orders and increases sales.

Window Display and Its Worth

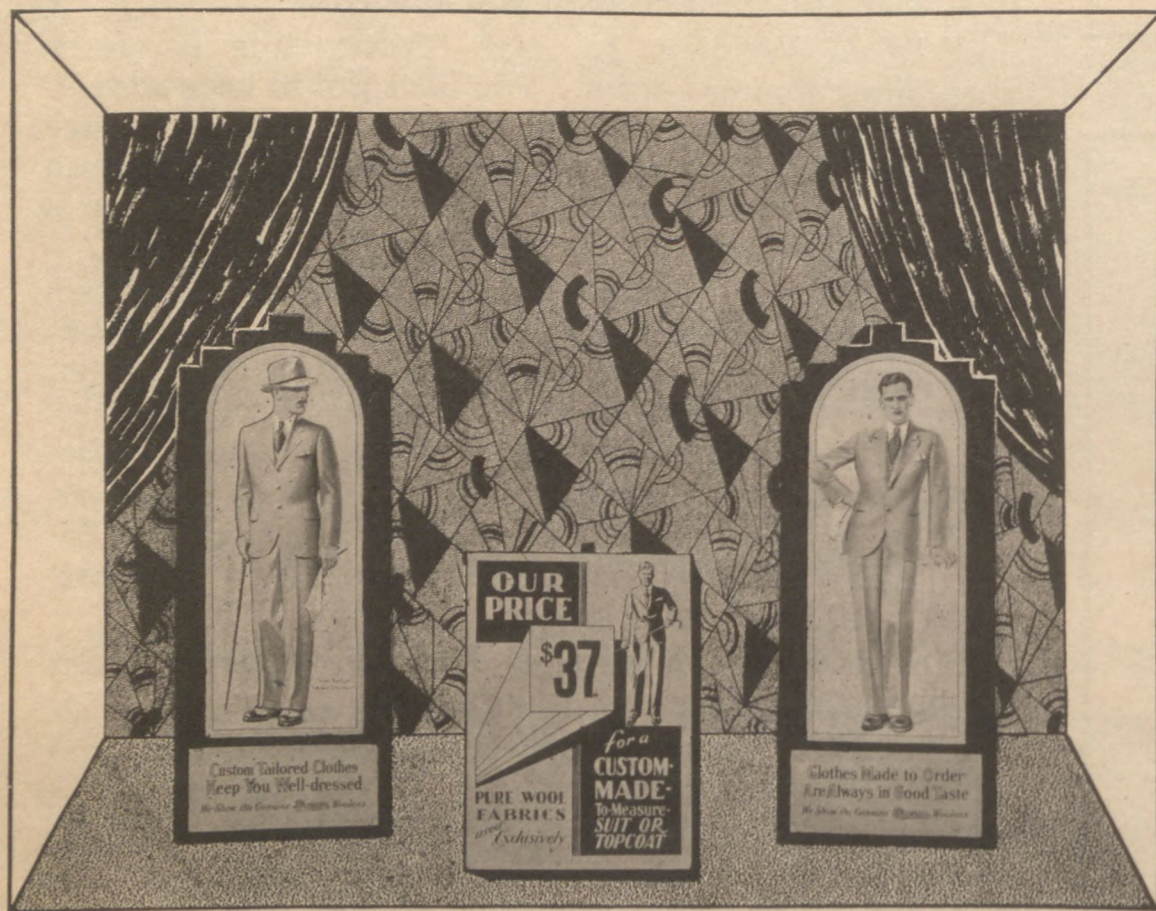
Keep Your Window
Well Dressed—It
Pays to Do So

A FRESH, bright and timely window display will attract customers and draw them into your establishment where you have the opportunity to sell them custom-made-to-measure clothes.

Your show window is a very valuable asset. It represents at least one-third of the rent that you pay, and it should convey a selling message to the man on the street.

A clean, well-lighted and attractive show window makes a most favorable impression upon the passers-by. It raises the standard of merchant tailoring, creates **CONFIDENCE**, and **INCREASES BUSINESS**.

The illustration below shows a modern window trim at a moderate cost. The crepe paper decoration makes a suitable background for the colorful fashion and show cards.



INSTRUCTIONS

In the background use fancy crepe paper in any modernistic pattern and color harmony of gold, lavender, green, with touch of black, which helps to bring out the window display and advertising material very harmoniously.

Each side of center use crepe paper drape in blue. The way to make the crepe paper drape is to tack the paper dull side out, at the top of the window (or what is to be the widest part of the drape) in plaits. Take the precaution to fold the crepe paper a couple of times at the tacking point so that it will not pull out. Then gather the folds together at the bottom. Stretch the paper tightly at the bottom where the paper is gathered and tack to the window base, trimming off surplus paper. It is very important when installing drapes to be sure to pull them very tightly before tacking, so that the crepe paper will not sag.

On the floor of window, use crepe paper in violet color.

Material Needed

- 2 rolls fancy crepe paper
- 2 rolls blue crepe paper
- 2 rolls violet crepe paper

If you cannot buy this material locally, send \$1.50 to the Tailoring Arts Publishing Corporation—P. O. Box 154, Mad. Sq. Sta., New York City.

Dress Your Show Window Like This—READ HOW

Plan Now TO INCREASE YOUR SALES

*Every Man in Your
Town or Vicinity is a
Possible Customer for
You.*

ARE you supplying custom-made-to-measure clothes to all of the men in your community?

Every home, office, factory and store represents one or more men who are possible customers for you.

They buy clothes from someone. Why not from you?

You are entitled to the patronage of all these men because you are a resident of the community and actively contribute to its support and progress.

You always aim to please and stand back of every garment you make.

But you must make yourself known. Tell everyone about your business. Tell them that a suit or topcoat custom-made-to-measure by you is hand-tailored, fits better, wears longer, and will give complete satisfaction.

It is only the thing that is continuously advertised that is remembered.

Leading merchant tailors have adopted a very practical plan for increasing their trade. They start by making a list of all local merchants, professional people and other men in their community.

Names are obtained from the measure books, telephone directories, voting lists and the membership files of local clubs and fraternal organizations.

Form letters and other advertising material are mailed at regular intervals to all these people.

These circulars are then followed up by a personal call at each home and place of business where the merchant tailor shows samples of the latest fabrics and solicits orders for custom made-to-measure suits and topcoats.

Reaching out to get more business through these modern methods has brought thousands of dollars of new trade to many merchant tailors.

Why not follow this plan vigorously this season? It will make your business bigger, better and much more profitable.

Attractive Memo Books for 1930

A Fine Advertisement That Will Increase Your Business

THE Memo Book is something that men want and can use. Each man to whom you give a Memo Book will use it throughout the entire year.

The Memo Book becomes your "silent salesman" because your name appears prominently on the front cover.

The Memo Book contains many pages of advertising for custom-tailored clothes which will influence the owner of the Memo Book to call on you and place an order.

How to Use This Attractive MEMO BOOK

Give Memo Books to people coming into your store.

Place a Memo Book in each garment that you press.

Mail Memo Books to all of your regular customers.

Mail Memo Books to a list of prospective customers.

Carry a few Memo Books with you and use them in place of business cards when you meet people outside of your store.

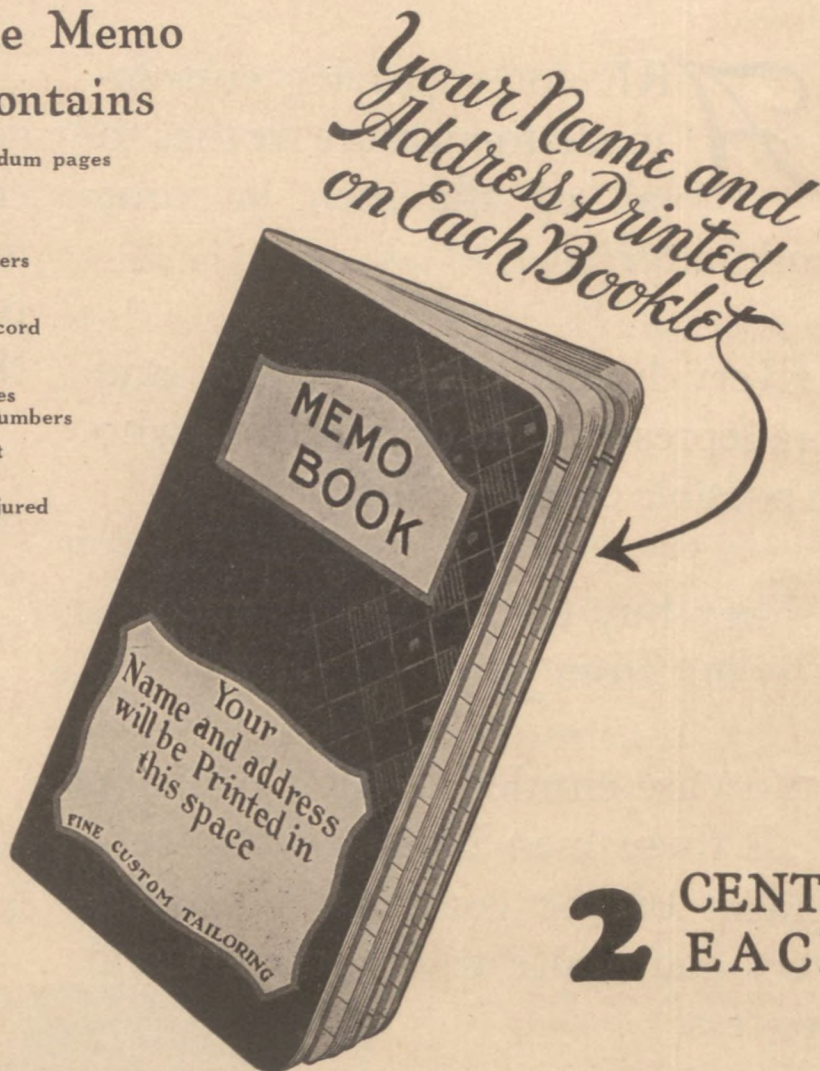
Your name and address will be printed on these Memo Booklets without extra charge, and Booklets will be sent to you transportation prepaid within a short time after your order is received.

A mailing envelope will be included with each Memo Book without extra charge.

No order can be filled for less than 100 Memo Booklets.

What the Memo Book Contains

- 48 ruled memorandum pages
- Calendar for 1930
- Rates of postage
- Cost of money orders
- Identification page
- Automobile tire record
- Insurance record
- Record for addresses and telephone numbers
- Correct dress chart for 1930
- First Aid to the Injured
- Habits of Men of Business



2 CENTS
EACH

PRICE LIST

100	Memo Books for	\$2.00	300	Memo Books for	\$6.00
200	Memo Books for	\$4.00	400	Memo Books for	\$8.00
			500	Memo Books for	\$10.00

CUT

MEMO BOOK COUPON

Bruner Woolens

Gentlemen:—You may forward How Many?
Vest Pocket Memo Booklets, Price 2 cents each, with name and address given below printed on each Booklet and same includes an envelope.

NAME
STREET AND NUMBER
CITY STATE
TELEPHONE NUMBER

PT-20-1

Memo Books will be shipped to you within 15 to 30 days

Expires July 1, 1930

Bruner

FREE POST CARDS

A Good Ad Supplied to You Free of Cost

Post Card Announcements are successfully used to announce the opening of the new season and the arrival of the New Spring and Summer Fabrics. This method of advertising has been very successful; it is not costly; it brings customers to your store.

These post cards are furnished to you free, to help you increase your business. Write to the nearest

Bruner

store where you now buy your woolens and trimmings.



Facsimile of back of post card

To Make a Good Appearance You Must Be Well Dressed

In custom tailored clothes, you are sure of getting the proper fit, the correct style for your personality and the guaranteed woolens that always look well.

Finest workmanship will please you and the price is reasonable.

Won't you call to see us soon?

PLACE
ONE CENT
STAMP
HERE

Send us Your Order
for these Post Cards
on the coupon below

Facsimile of face of post card

Your order will be shipped to you in a few days, FREE.

When you receive post cards, sign your name and address on each card, and address them to your customers (a 1 cent stamp is required).

Order these post cards at once today if interested, as the supply is limited.

CUT ALONG LINE

Advertising Post Card Coupon

Bruner Woolens

Gentlemen:

Please send me..... (State How Many)

Advertising Post Cards FREE OF CHARGE.

I agree to distribute these cards to the best of my ability for our mutual benefit.

Name

Address

City

State

PT-20-1

Expires June 30, 1930

MENS FASHIONS
FOR
TOWN & COUNTRY WEAR

THE NEW FASHION BOOKLET

SPRING 1930

YOUR NAME AND ADDRESS
WILL BE PRINTED HERE

This Is the Actual
Size of Booklet—
Printed in Colors

Price List

100 Books for.....	\$ 3.50
200 Books for.....	6.50
300 Books for.....	8.50
400 Books for.....	10.00
500 Books for.....	12.00

Your name and address will be printed on the front cover of these books without extra charge, and books will be sent to you transportation prepaid.

No order can be filled for less than 100 Fashion Books.

Mail your order to the nearest

Bruner Woolens
STORE

where you are now buying your
woolens and trimmings.

Use Fashion Books to increase your business — they will bring more orders to you.

This handsome Fashion Book appears as your own because imprinted with your name and address. The name of your woolen house, in small type beneath your name, will be the only brand advertising.

Contains eight illustrated pages of the very latest fashions for Spring and Summer 1930. Printed in colors.

Fashion Books can be mailed by you for 1½ cents postage —no envelope is required.

You can distribute Fashion Books by placing one in each garment that you press.

FASHION BOOK COUPON

Bruner Woolens

PRICE LIST	
100 for....	\$ 3.50
200 for....	6.50
300 for....	8.50
400 for....	10.00
500 for....	12.00

You may forward Fashion Booklets with name and address given below printed on each booklet.

Name

Address

City

State

PT-20-1

Expires June 30, 1930

Collection Letters Help to Keep Accounts Paid Up to Date

Use Them Without Hesitancy When Occasions Arise

IN almost every business it is found necessary to carry some unpaid accounts on the books; and the business of merchant tailor is no exception. This is particularly so in this modern age when a great many people have developed the practice of "charging" practically all of their purchases. So it is only natural that among your customers there will be quite a number who will pay a deposit and ask for time in which to make complete payment. There may be some who will make no deposit and ask for time, but that should be discouraged, or even refused, unless you know absolutely the financial responsibility and dependable character of your customer.

Great discretion should be exercised even with customers asking time for payment of part of the bill, because such instances can soon tie up a considerable amount of capital and constitute a very heavy burden if not an actual and large loss.

Remember that every dollar outstanding represents a loss at least equivalent to its bank interest, besides your cost of bookkeeping and other incidental items. Remember, too, that only a comparatively small percentage of the price you charge for a suit is profit, the other portion being actual outlay for material and labor.

Therefore, it is important not only to be very careful in granting credit, but also to be attentive to the collection of the various accounts when due. As a rule, the longer an unpaid account runs, the more difficult it is to collect. You can readily understand, then, that an unpaid account becomes more and more costly, with the possibility of entire loss. For that

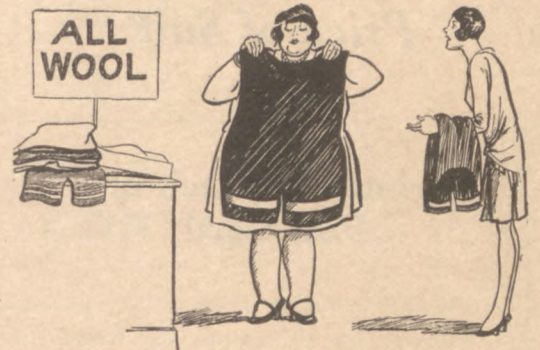


By A. F. Kingsley
Expert Credit Man

reason, just as soon as an amount due on an account is not paid, send a letter courteously but definitely reminding the customer of the obligation and requesting payment.

In many instances that will accomplish the desired result. Some others will require two, three or possibly more letters, but don't let your efforts lag, for persistence and insistence will be necessary in order to get the money. At every writing it is advisable to state the amount of the debt, either in the letter or in an accompanying statement. This prevents any occasion for the customer to seek delay or argument by asking for the amount. Keep up your collection efforts by letters and thus avoid if possible the expense and annoyance of recourse to law.

The letters we show here are, of course, written to meet general conditions and may, therefore, require slight changes of wording when applying them to the specific circumstances of your collection problems. You are cordially invited to use them as they are or to make such alterations as you may wish.



"All wool and a yard wide."
—Courtesy of Judge.

Perhaps the hardest thing is to tell the sinners from the righteous, when you know 'em both pretty well.—*Ohio State Journal*.

The need of the times is a vehicle you can ride downtown and then fold up and carry into the office.—*Newcastle (Ind.) Courier*.

Dear Sir:—

Let's play fair.

You wanted a custom tailored suit and we wanted to make it.

You gave us your order at a reasonable and agreeable price.

We made the suit and, not having had a criticism from you, rightly assume that the suit is perfectly satisfactory.

You paid a deposit and asked for a few weeks in which to pay the remainder of the bill and we gladly granted you that privilege.

Now several weeks have passed and you have not paid the amount due, although we have called your attention to the matter.

So, let's play fair. We've surely done our part. Please do yours by sending us a check

Very truly yours,
(Tailor's Name)

Dear Sir:—

Perhaps you don't realize it, but several months have passed since you made a payment on the suit we made for you last (insert name of month). We have reminded you of this unpaid bill by monthly statements, but they seem to have missed your attention.

You, as a business man, must recognize that to allow credit for a too extended period is unprofitable. Therefore, in fairness to us, you will surely settle this long overdue account immediately. A statement is enclosed.

We appreciate your patronage, but naturally must expect full payment.

Very truly yours,
(Tailor's Name)

Dear Sir:—

Have you overlooked, forgotten or simply postponed the payment due some time ago on the suit of clothes we made for you several weeks ago?

If overlooked, the statement we're sending with this letter will place the item clearly before you. If forgotten, this letter will refresh your memory. If postponed, we direct your attention to the fact that we courteously granted you a reasonable time in which to pay the balance of this bill, with the understanding that it would be paid when due.

Being it is overdue, we now rightfully expect your check.

Very truly yours,
(Tailor's Name)

Dear Sir:—

We regret having to write you about that unpaid balance on the bill for the suit we made for you a few months ago, for we believe you have not intentionally neglected it.

But we must, as a matter of good business practice, keep our books clear of overdue accounts, and we therefore send you this reminder and respectfully request payment as promptly as possible.

The amount due is shown on the enclosed statement.

Very truly yours,
(Tailor's Name)

Comic Post Cards

An Attractive Advertising Campaign

Your Name and Address
and
Price of Suit

Printed on Back of
Post Card

* Any Price You Wish Printed on Post
Card Where Marked Thus (*)

Printed on
U. S. Government
One Cent
Cards

Price 2c Each

Order in lots of 100, 200, 300, 400 and 500 sets of 4 cards or you may order 100, 200, 300, 400 or 500 of any single number. No order can be filled for less than 100 Cards.

Please specify which cards you want by numbers appearing under the cards.

Here are the reasons why Comic Post Cards are good advertising for you:

1. Each post card bears a different message.

No. 1 advertises the advantages of custom-made clothes over the ready-to-wear.

No. 2 advertises the style features of the tailored garment.

No. 3 sets forth the merits of correct fit of clothes made-to-measure.

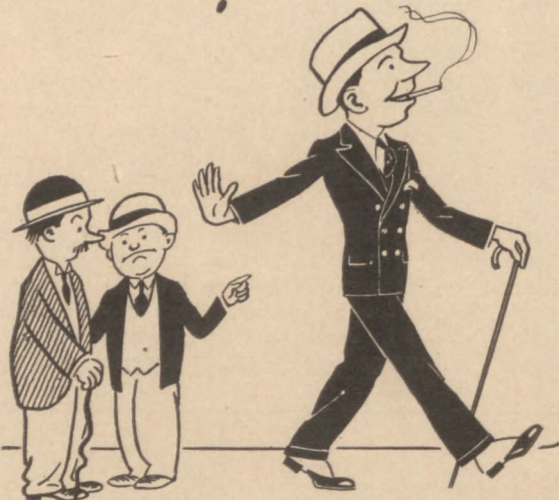
No. 4 treats on the general advantages of custom-made-to-measure clothes.

2. These cards will attract attention because they are different and something new. They carry your message seriously with a comic illustration. These cards have a well-presented, direct appeal that should cause a prospect to visit your establishment and place an order.

3. Each advertisement is printed on a regular U. S. Government 1-cent

This post card advertises advantages of Custom-Made Clothes against Ready-Made

Not me!—my clothes are custom-made



The best dressed man is always the most successful man, because his appearance commands respect. Clothes made here are hand-tailored to measure and represent the latest style.

Prices as low as \$(*).

It's just the time to order your new Spring suit and topcoat.

Tailor's Name and Address
Printed in This Space

COMIC POST CARD NO. 1

This post card advertises the style of Custom-Made Clothes



FOR GOOD STYLE

Do you realize that you are sized up by other people?

First, they look at your clothes: if they are all right then they look at you.

Appear to be successful and you will be successful.

Let's make your suit and topcoat now.

Price from \$(*).

Tailor's Name and Address
Printed in This Space

COMIC POST CARD NO. 2

These Post Cards Are Printed on U. S. Government Post Cards—

Ready to Address and Mail to Your Customers

- post card. The message is confined to the back of the card, therefore when received this card will be turned over and the message will be read, because it is short, snappy and interesting.
4. Four post cards have been designed. They will be used to better advantage if the entire series is purchased. Mail a different post card for four consecutive weeks to all regular and prospective customers. Continuous advertising pays because it never lets any of your customers forget you. We strongly urge the use of these post cards in a series of four cards. However, these post cards can be had individually if so desired.
5. Your name, address and telephone will be printed on each card. We will also print your price of suit within the text matter. When ordering it will be necessary that you give us the price you wish us to print on the post card.

This post card advertises Fit of Custom-Made Clothes

Fill Out the Coupon
Below and Mail

Cut Here

COMIC POST CARD COUPON

Tailoring Arts Publishing Co.,
P. O. Box 154, Madison Sq. Station,
New York, N. Y.

Please send me Comic Post Cards
as follows, for which I enclose \$

Number	Quantity	Price
1		\$
2		\$
3		\$
4		\$

Name

Street

Firm

State

Price of Suit \$

PERFECT



TRY US AND
BE CONVINCED

No question but that clothes custom-made-to-measure will make you appear to best advantage—they give you confidence—and make you look prosperous.

Ready now to show you the latest fabrics—and make you a suit and topcoat up to the minute in style.

Reasonable prices from \$(*) .

Tailor's Name and Address
Printed in This Space

COMIC POST CARD NO. 3

This post card advertises "Reasons Why" in General

I'll tell the world



TAILORED TO-MEASURE
ARE BEST

Let's tell you why! Individually made to fit you. Hand tailored—the quality remembered long after the price is forgotten. Absolutely all wool fabrics. Finest trimmings.

Have your Spring suit and topcoat made early—order now.

Moderate prices up from \$(*) .

Tailor's Name and Address
Printed in This Space

COMIC POST CARD NO. 4

Try Match Book Advertising

It Pays to Advertise

Book Matches Cost Less Than 1/2 Cent Each

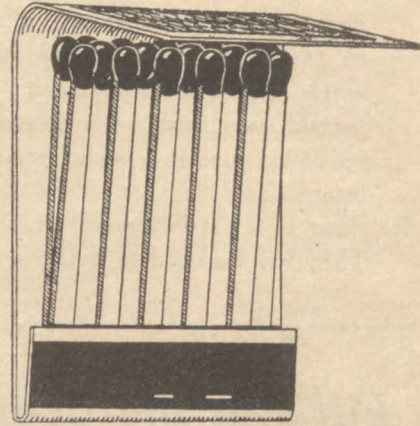
HERE is a wonderful "Business-Getter" for you that is sure to bring results. A book of safety matches with your own advertisement imprinted in the blank space on the front cover will be appreciated by your customer and prospect.

You can increase your business by advertising. It pays. Book matches have proven their advertising value with progressive merchant tailors, so order your quantity today and let them help you to become better known to men who wear Custom Tailored Clothes.

The price at which these matches are offered to you is very low. Use them for business cards and use them freely. They will always be appreciated and never thrown away.

A few reasons why book matches have real sales value:

- (1) They are safety matches.
- (2) They are the most convenient to carry.
- (3) There are 20 matches in each book.
- (4) Your "Ad" will be read at least 20 times.
- (5) A book is never thrown away until the last match is used.
- (6) They are inexpensive.
- (7) They are DIRECT ADVERTISING.
- (8) They will help to sell custom-made-to-measure clothes.



THIS IS ACTUAL SIZE
WHEN FOLDED AND AS
WILL BE FURNISHED TO
YOU CONTAINING
MATCHES

How to Figure the Cost of Freight or Express Charges

Weight, 2,500 Book Matches.....35 pounds

Weight, 1,000 Book Matches.....15 pounds

Please indicate on coupon below whether to send via Express or Freight

Table A—Estimated FREIGHT Rate per 100 pounds

(The smallest Freight charge is 100 pounds—delivered to your local Freight Depot)

Approximate distance you live from shipping point...	50 miles	150 miles	300 miles	500 miles	750 miles	1000 miles
Freight charges on 1000 or 2500 match books are the same	50c	70c	89c	\$1.38	\$1.83	\$2.33

Table B—Estimated EXPRESS Charge—Delivered at Your Store

Approximate distance you live from shipping point...	50 miles	150 miles	300 miles	500 miles	750 miles	1000 miles
1000 book matches—15 lbs.	47c	54c	66c	75c	86c	93c
2500 book matches—35 lbs.	63c	80c	\$1.08	\$1.29	\$1.54	\$1.71

Fill out coupon below
and mail to the nearest

Bruner
STORE

where you now buy your
woolens and trimmings

ADVERTISING MATCH BOOK COUPON

Bruner Woolens

Please check
how to be
shipped ...

SHIP VIA
EXPRESS
FREIGHT

Gentlemen:—You may forward.....

How Many?

Book Matches. Price \$8.25 for 2,500 Book Matches.
Price \$3.75 for 1,000 Book Matches. Prices are f.o.b.
factory Chicago or New York (nearest to me). Name
and address as given below printed on each Book Match.

NAME

STREET & NUMBER

CITY..... STATE.....

TELEPHONE NUMBER

Book matches will be shipped to you within 15 to 30 days.

PT-20-1

Expires June 30, 1930.

YOUR NAME and ADDRESS
PRINTED HERE ON
EACH BOOK →

Price \$8.25
for 2,500 Book Matches
F. O. B. New York
or Chicago
(Nearest Point)

Price for 1000 Book Matches,
\$3.75 f. o. b.
New York or Chicago

No order can be filled for less than
1000 Book Matches



RELIABLE QUALITY
AT MODERATE COST

YOUR NAME
AND ADDRESS
WILL BE PRINTED
IN THIS SPACE

Fine
Custom Tailoring

THE ABOVE IS ACTUAL
SIZE, SHOWING OUT-
SIDE FRONT AND BACK
VIEW OF MATCH BOOK,
WHICH WILL BE PRINT-
ED IN COLORS

“Business Card” Blotters That Will Help You Get Orders

Size 3 x 2 Inches

Printed With Your Name, Address and Telephone Number

It was not until within recent years that the importance of using business cards was fully realized and even today there still are many merchants who neglect to give this important subject the proper attention and careful thought that it deserves.

First, let us consider what a business card should accomplish, and then we will give some suggestions as to the style and printing that are most desirable.

Present-day business, with all its competition, can only be built up by keeping “eternally at it,” and there is no other form of business-getting method that will bring you greater returns than calling on men and letting them know that you are actively engaged in business, and that you know how to make fine tailored clothes.

When you call on a prospective customer to take his order for a suit or overcoat, you are generally required to present your card before you can gain an interview. It is from the impression that your card creates whether or not your prospective customer grants you an audience. More often than not, a poorly printed, designed and worded card will spoil your opportunity of getting an order which you otherwise would have obtained if

your card possessed a dignified appearance. It is reasonable to suppose that a tailor who pays so little attention to his business as to present a poorly printed business card of this kind must also be careless in the detail of his tailoring service.

The popular size of business cards is about 2 to 3 inches. Here is a novel idea—a business card blotter—printed on a good grade of blotting.

The printing should be done in black ink. The type should be plain rather than fancy, so that it can be easily read.

After you have gotten your new cards get out among your trade, call on them, present your card and ask them to call on you when they are ready to place their orders. Tell them that they will not be obligated to order unless you can please them, for the chances are nine out of ten that you will make a sale if you can get them in your store.

Select one of these four designs and order 100 or more cards. Printed in good quality white coated face and lined in back with colored blotting. Size of card 3 x 2 inches.

No orders filled for less than 100 blotters of any one kind



Thomas Smith
CUSTOM TAILOR

24 GRANITE PLACE
Dallas, Texas

Telephone Connection

No.
BC-9

Thomas Smith



52 HAMILTON STREET

BOSTON, MASS.

No.
BC-10

MORRIS BROTHERS
FASHIONABLE TAILORING

200 Main Street

Utica, N. Y.



No.
BC-11

LAMBERT, GOLDMAN & CO.
UP-TO-DATE TAILORING
HIGH CLASS WORKMANSHIP
2672 MAIN STREET - BATTLE CREEK, MICH.



No.
BC-12

Fill Out the Coupon Below

and Mail to the

TAILORING ARTS PUBLISHING CO.

Madison Square Sta., P. O. Box 154
New York, N. Y.

CUT

BUSINESS CARD

BLOTTER COUPON

PRICE LIST

100 for	\$1.55	300 for	\$2.00	500 for	\$2.65
200 for	1.75	400 for	2.25	1000 for	3.05

TAILORING ARTS PUBLISHING CO.
Madison Square Station, P. O. Box 154,
New York, N. Y.

Gentlemen:

Enclosed please find \$..... for which send by Parcel Post, prepaid, Business Card Blotters, printed with my name, address and telephone number. Will print wording and illustration as indicated on card, and name, address and telephone as given below:

Quantities	
_____	BC-9
_____	BC-10
_____	BC-11
_____	BC-12

NAME

STREET & NUMBER

CITY..... STATE.....

TELEPHONE

Blotters will be shipped to you within 15 to 30 days

PT-20-1

Expires June 30, 1930

Latest Fashion Cuts for Spring and Summer 1930

Order a Supply of These Cuts to Be Used When Printing Circulars
Cuts Supplied at 25 Cents Each Sent Parcel Post Prepaid

Your advertisements will be more attractive if they are printed nicely and illustrated with these advertising cuts. ADVERTISE and increase your business this season. Start now by purchasing an assortment of these advertising cuts.

Your orders will receive our prompt attention and shall be governed by the following instructions:

How to Order Advertising Cuts

When ordering a supply of advertising cuts please bear in mind that the small charge made of 25 cents each practically only pays for wrapping and postage.

Decide now to make your selection of cuts and send your order, accompanied by Cash or Money Order, direct to the Tailoring Arts Publishing Co., Madison Square Station, P. O. Box 154, New York, and use the special coupon printed below, which entitles you to the special price of 25 cents each.

When ordering cuts be sure to give the number as printed under the illustration of the cuts that you want.

How to Send Money

We require cash with orders. You are perfectly safe in sending cash since our guarantee protects you. You can send the money to us in any of the following ways:

1. Post Office money order
2. Express money order
3. Bank draft
4. Cash by registered mail
5. Personal check

CUT ALONG LINE

FASHION CUT COUPON

Tailoring Arts Publishing Co.,
Madison Square Station, P. O. Box 154,
New York, N. Y.

Enclosed please find \$..... for which send by Parcels Post prepaid cuts as follows at 25 cents each:

NUMBER	NUMBER	NUMBER

Name

Address

City

State

PT-20-1

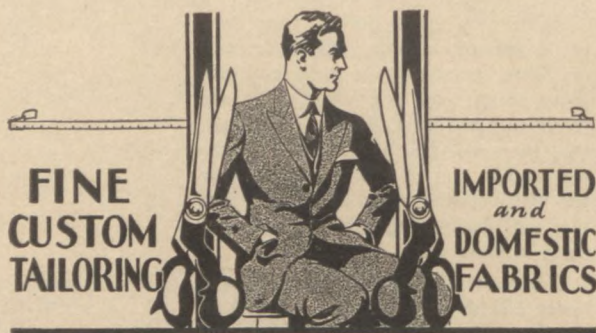
Expires December 31, 1930



Letterhead Cut No. 3500½
Price, 25 Cents



Letterhead Cut No. 3500
Price, 25 Cents



FOR MEN WHO WANT RELIABLE QUALITY

Letterhead Cut No. 3501
Price, 25 Cents



Letterhead Cut No. 3501½
Price, 25 Cents



Letterhead Cut No. 3502½
Price, 25 Cents



Letterhead Cut No. 3502
Price, 25 Cents



Letterhead Cut No. 3503½
Price, 25 Cents

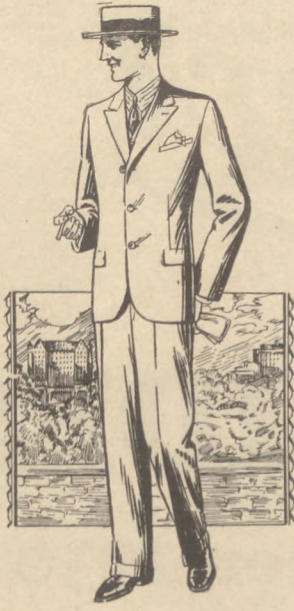


Letterhead Cut No. 3503
Price, 25 Cents

Use Coupon—Send Your Order to



Fashion Cut No. 3504
Price, 25 Cents



Fashion Cut No. 3505
Price, 25 Cents



Fashion Cut No. 3506
Price, 25 Cents



Fashion Cut No. 3507
Price, 25 Cents *



Fashion Cut No. 3508
Price, 25 Cents



Fashion Cut No. 3509
Price, 25 Cents



Fashion Cut No. 3510
Price, 25 Cents



Fashion Cut No. 3511
Price, 25 Cents



Fashion Cut No. 3512
Price, 25 Cents



Fashion Cut No. 3513
Price, 25 Cents



Fashion Cut No. 3514
Price, 25 Cents



Fashion Cut No. 3515
Price, 25 Cents



Fashion Cut No. 3516
Price, 25 Cents



Fashion Cut No. 3517
Price, 25 Cents



Fashion Cut No. 3518
Price, 25 Cents

Tailoring Arts Publishing Co.

Madison Square Station,
P. O. Box 154

New York, N. Y.

Send Remittance
in Full

Brunner

MOVIE SLIDES

Spring and Summer 1930

Everyone in your community goes to the "movies"—use slides in the Movie Theatre in your locality, so as to advertise your store. The spectators, who are possible customers, will see your ad and consequently business will come to you. The total cost of using these slides is trifling compared to the results you'll get.

These slides are attractively and humorously worked out and colored nicely to attract attention. They will entertain. They are made to **YOUR MEASURE**.

The slides advertise you and your store. Your name and address will appear on each slide that you order. Get a set of these slides, use them and see customers come into your store!

Which and how many slides do you want?

What most merchants do is to see the manager of their local movie theatre, make arrangements to have their slides shown for a week or more at a time, either in connection with slides from other merchants or as a special favor, and pay the manager, say, 50c a week or more. By having a series of slides, say 5 or more, you can have a different slide shown each week and not tire the spectators.

Most movie theatres issue and use window cards showing their entire program for the week. Some merchants allow the manager of the theatre to place these program cards in their windows and in return ask the manager to show slides for them, as a fair exchange. It costs the theatre no more to show the slides than it does you to show their card in your window.

Slides are supplied at 25c each, or 5 slides for \$1.00.

Write your name and address plainly and enclose in your order remittance in full. Pin your business card or letterhead to your order.

Send your order to the Tailoring Arts Publishing Co., Madison Square Station, P. O. Box 154, New York, N. Y.

FREE OF CHARGE

The slide shown below will be included free of charge with your order when coupon is used



Slide No. 1910. Beautifully Hand-Colored.

HOW TO SEND MONEY

We require remittance with orders. You can send the money to us in any of the following ways:

1. Post Office money order.
 2. Express money order.
 3. Bank draft.
 4. Cash by registered mail.
- Do not send personal check.

CUT ALONG LINE

MOVIE SLIDE COUPON

Tailoring Arts Publishing Co.,
Madison Square Station, P. O. Box 154,
New York, N. Y.

Gentlemen:

Please send me the following movie slides, for which I enclose payment of \$.....

NUMBER	NUMBER	NUMBER	NUMBER

Name

Address

City

State

Customer is entitled to slides at 25 cents each or 5 slides for \$1.00

PT-20-1

Expires June 30, 1930

Use Coupon—Send Your Order to

Each one of the illustrations on this page represents a moving picture slide which we will supply, bearing your name and address. These slides are highly colored by hand. Your choice of 5 slides for \$1.00, or when ordered singly the price is 25 cents each, postpaid.



Slide No. 1911. Beautifully Hand-Colored. Price, 25 Cents



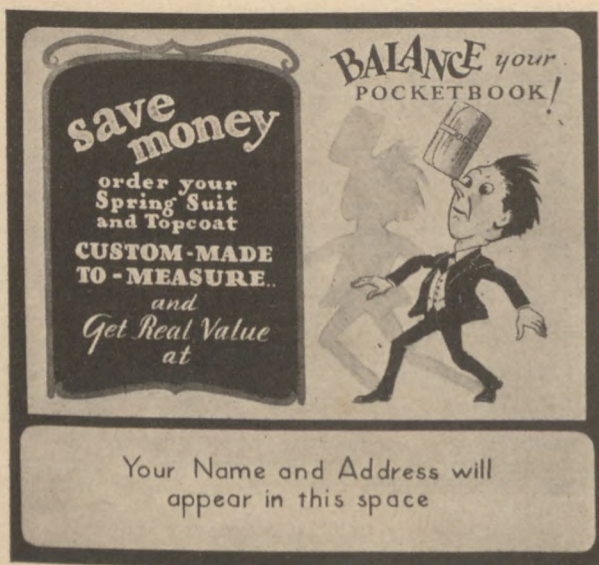
Slide No. 1912. Beautifully Hand-Colored. Price, 25 Cents



Slide No. 1913. Beautifully Hand-Colored. Price, 25 Cents



Slide No. 1914. Beautifully Hand-Colored. Price, 25 Cents



Slide No. 1915. Beautifully Hand-Colored. Price, 25 Cents



Slide No. 1916. Beautifully Hand-Colored. Price, 25 Cents

Put Your Letters on the Selling Job and Stick to Your Bench

THE noiseless, well-dressed and well-expressed letter can plant a buying thought in your neighbor's mind and a personal call on a busy man will often uproot any favorable impressions he may have held toward your business.

Your business and professional neighbors are favorably impressed by the enterprise and up-to-dateness of custom tailors in the big centers who are soliciting their trade through personal messages. In fact, it is human nature to feel a bit flattered by such attention. Match the methods of these "foreigners" and show "the man next door" that you are not only enterprising, but being right at his elbow, so to speak, you can give him a quick and continuing service which is impossible for the distant tailor to give, however willing and conscientious he may be.

You may be meeting and greeting the merchants, doctors and lawyers of your town almost daily, but that is no excuse for leaving them off your mailing list. Civic pride is not dead in your town—it merely needs a lot of local nurs-

ing to counteract the long-range sales methods of distant firms. Let the far-away tailor shout his head off, the argument is all on your side if you will only use it regularly and continually.

Start with a list of tradespeople and professional men in your immediate neighborhood and mail them a letter every month or more often on the edge of seasons. You have a right to their patronage just as they have reasons to look for yours. You have no cause to "pussyfoot" or apologize. Keep them aware of your ability and willingness to serve them with all the care, conscience and know-how that's in you.

By
JED SCARBORO

Formerly Teacher of
Sales Correspondence and
Advertising in the Com-
mercial High School,
Brooklyn, N. Y., and for
over twenty years Special
Writer of Direct-by-Mail
Advertising for Various
Lines



PRICE LIST—SPECIAL LETTERS

100	letters (of any one kind)	\$2.75
200	" " " " "	3.00
300	" " " " "	3.25
400	" " " " "	3.50
500	" " " " "	3.75
1000	" " " " "	4.75

PRICE LIST FOR EINVELOPES

Printed with Name and Address

100	envelopes	..	\$1.80
200	"	..	1.95
300	"	..	2.10
400	"	..	2.30
500	"	..	2.45
1000	"	..	3.05

Use coupon below when ordering and accompany your order with remittance in full addressed to Tailoring Arts Publishing Company, Madison Square Station, P. O. Box 154, New York

CUT ALONG LINE

FORM LETTER COUPON

Tailoring Arts Publishing Co.,
Madison Square Station, P. O. Box 154,
New York, N. Y.

Enclosed please find \$..... for which send by Parcel Post prepaid Form Letters as follows, printed with my name and address:

Number	Quantity	Price for Letters	Price for Envelopes

Name

Address

City..... State.....

PT-20-1

Expires June 30, 1930

Dear Sir:

You believe in cooperation.

Being a business man in this vicinity and depending on local patronage for your livelihood, I believe you are thoroughly in sympathy with the idea of personally patronizing the stores of your locality.

Your store and this tailoring shop are neighborhood conveniences.

My motive may seem a bit selfish in writing you about the advantages of having your clothes made here, but if I can demonstrate my ability to serve you at a saving and to your complete satisfaction, I'm quite sure you will agree that I am justified in bidding for your trade.

Neither you nor I expect the patronage of our business neighbors on a sympathy basis but purely in a healthy cooperative spirit, provided we have the goods and service they want.

When you have a minute to spare, I hope you will drop in and see the new Spring & Summer suitings. You and I ought to get acquainted even if we get no further. We won't talk shop unless you want something.

You'll be welcome any time.

Cordially yours,

Letter to other merchants in the tailor's locality—No. 201A

Dear Sir:

Here's hoping you may not forget us this Spring as you did last Fall. For some reason you failed to remember us when the time rolled around to measure you for your usual winter suit.

Mind you, we are not peeved but we are puzzled.

You have learned by experience that when we make clothes for you, we are always ready and willing to continue our care and corrections (when needed) until the garments are ready for the discard. To satisfy you for a day, a week, or a month, is not enough. We aim to have your satisfaction last with the garments, and right along.

"It's never too late to mend". So, let's let bygones be bygones. If you had reasons for passing us by last Fall, we believe you will not find it in your heart to turn your back on these sensible Spring and Summer materials and the sincere tailoring service that goes with them.

Anyhow, come and see, and express an opinion.

Very truly yours,

Letter to Regular Customers No. 201-B

Dear Sir:

Sunny Jim said, "You may fool a hen with a china egg but it makes a mighty poor omelet".

A ready-made suit may look good on a dummy but try it on, and you'll soon see where you and the dummy differ in proportions. No sir, as there is but one scalp that will fit your skull, there is but one way to get a suit so faultlessly fashioned and fitted as to defy criticism by your most finicky friends, male and female, and that way is to go to a good nearby tailor and let him drape and shape the material right over your figure.

This shop for instance - where we keenly realize that we have simply got to please you in order to remain on speaking terms with you. This means to us, your satisfaction right on through the season or as long as the suit lasts. Service with us means far more than the dictionary definition.

Visit and verify. Open every business day from nine to supper time.

Faithfully yours,

Letter to Prospective Customers No. 201-X

Dear Sir:

If you happen to have a figure like a fashion plate which any suit your size will fit, maybe you haven't time to wait while we make a suit to your exact measurement.

There is really only one way to get a suit of clothes that will fit your form in every action - standing, stooping, walking, twisting, slouching into an easy chair, etc., etc. Your suit should follow the lines of your body as faithfully as a good photograph follows the lines of your face.

There's a flock of featherweight fabrics here for your inspection. One of these fabrics when modeled to your form by our master designer will make you a cool, crisp warm-weather suit - a suit that will hold its snappy style through a season's wear and serve well as a starter for next year.

Even though you may have no more idea of ordering a suit than buying a yacht, come and see our Spring showing.

Very truly yours,

Letter to Regular Customers No. 201-C

Dear Sir:

Worth your consideration -

This shop is out of the high-rent zone, which is one reason why we can give you better values than the tailor who has to sweat blood to meet his rent in slack seasons.

Isn't it a fact that when you walk into a store on an expensive street, fitted with expensive fixtures, you ask yourself,

"Who pays for all these costly things?"

What we save in economical management, you may have in lower prices and better values. Come in, compare, and let the facts verify our words.

The materials you'd pick for a Spring suit are here, but first, we want you to know why and how we can make it pay you in both dollars and satisfaction when you are ready to call for measurements.

Will you pay us a preliminary visit?

Your neighbor,

Letter to Prospective Customers No. 201-Y

Dear Sir:

Why do you live in (name of town)?

Isn't it because you like the town and the people, the churches, schools, clubs, etc.?

Maybe you have interests in the big centers but you realize that every business man in your home-town is your neighbor, and if he is serving and selling something worthy, he deserves your patronage.

Your clothing for instance - if we can prove to you that we can give you every satisfaction you demand and at a snug saving over prices you've been paying out-of-town tailors, wouldn't it be mighty satisfying to your civic pride to be wearing good clothes turned out by one of your fellow-townsmen?

Anyway, come in and let's see how well we can match the out-of-towner's style, material, and workmanship, and how much it will pay you to patronize local industries.

Very truly yours,

Letter to Prospects Who Have Been Going to the Big Centers for Clothes No. 201-D

Dear Sir:

You've heard about the man who searched all over the house for his spectacles when all the time they were perched on top of his head.

For all we know, you may be traveling to far-away markets to find a tailor who can make satisfactory clothes for you, when the logical man is just around the corner, equipped and qualified to serve you only as a good neighbor can serve a fellow-townsmen.

Betsy Ross put no more patriotism and patience into the fashioning of our first flag than I'll put into that suit you are thinking of having made for warm weather wear. Your wearing clothes of my creation will be mighty satisfying to my civic pride as well as to your own.

Shall I name a few of your neighbors I've cured of the "wanderlust" in the matter of buying clothes? Drop in and see what I've got and what I am doing.

Neighborly yours,

Letter to Prospective Customers No. 201-Z

NOTICE

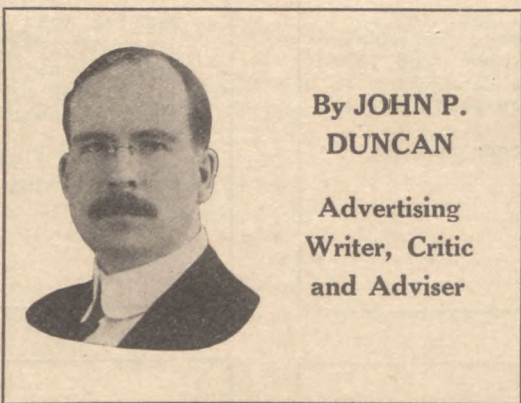
A stereotype suitable for printing in newspapers of a circular will be sent prepaid of any illustration on receipt of 25c. Enclose stamps and money orders to Tailoring Arts Pub. Co., 315 Fourth Ave., New York, N. Y.

Use Newspapers for Advertising

Newspapers Go to the People Every Day. Put Your Advertising in the Newspapers and It, Too, Will Go to the People

A WELL-KNOWN quotation says: "Time and tide wait for no man." Of the truth in that statement there is no doubt; and when we stop to consider, we find that there are many other things that do not wait for us, such as trains, boats, mails and other carefully scheduled operations. This leads us to the thought that opportunities present themselves, but they do not always wait for us. We must accept and take advantage of opportunities when they are before us.

One of the opportunities that come to you as a merchant tailor is the newspaper and its advertising pages. The newspaper is published daily (weekly in some smaller places) and it goes to the people of your locality. It has the news of the affairs in which the people are interested. Besides general news, it has advertisements of progressive, aggressive merchants, manufacturers and other business concerns; and these advertisements really constitute news, for they furnish information to the readers of the newspaper. Very often readers are just as eager to get the "news" of what advertisers have to offer as are the advertisers to have them read it. It is a wrong attitude to assume that the public does not want or need a merchant's goods.



By JOHN P. DUNCAN

Advertising
Writer, Critic
and Adviser

The desire and need already exist and the merchant is in business to meet them. The only problem is to bring both parties together; and that problem is one easily solved by advertising—by advertising in the newspaper.

There are various forms, types or styles of advertisements that may be used—the conservative, the sensational, the humorous, etc.—each being appropriate according to circumstances and to the policies or ideas of the advertiser. Some

advertisers feel that there must be a marked dignity to their advertisements, while others hold an extremely different opinion and favor a touch of humor or the comic in their appeal to the readers' attention. The latter is justified not only by theory, but by experience, for some of the most successful advertisers in the country employ that kind.

No matter how serious minded a person may be, it seems to be perfectly natural to recognize and take notice of that which is humorous or comic. Whether or not, at the outset, the reader is actually interested in the subject matter of the advertising makes very little difference, for the instant that humor has been suggested, curiosity is aroused and the natural course is to investigate—that is, to read further. If you can get the reader's attention and hold his interest until one dominant point concerning your business and your proposition has registered with him, you have accomplished as much as can be reasonably expected of a single advertisement.

Whatever type of advertising you use—whether it be conservative, humorous or otherwise—it is important to continue the advertising with persistency and regularity. That will bring results—orders—new customers and more orders.



Advertising Cut No. 3519

That's why we are prepared with more than half-a-thousand patterns, weaves and colorings in all-wool fabrics for the making of

Men's Custom Tailored Suits

Some men's fashion tastes are as different as pickles and sugar and we meet these extremes and all the in-between desires.

So, whatever your liking for fabric and model, come here with the confidence that you'll be perfectly satisfied.

(Tailor's Name)

A High Position



Advertising Cut No 3520

in life is to be much desired and admired.

Custom Tailored Clothes

are essential to both obtaining and maintaining your high position, for they possess character, individuality and quality.

Let us make your next suit or topcoat to your measure. Choose just the weave, color and pattern you like best among the several hundred we show in our all pure wool fabrics. The style, tailoring and quality we will put into it will convince you of the reputation we have for superior custom-made clothes.

(Tailor's Name)



Advertising Cut No. 3521

You're on the Right Track

when you decide to come here to see our showing of newest fabrics for Spring and Summer.

You'll arrive at the conclusion that

Made-to-Measure Clothes

are best for all who want correct style, comfortable fit, distinguished quality and lasting satisfaction.

There are so many patterns, colors and weaves in these pure wool fabrics that we know you will make a pleasing selection.

A suit or topcoat made to your measure and custom tailored to the high standard we maintain will be a joy exceeding your anticipation.

(Tailor's Name)



Advertising Cut No. 3522

You'll Invest Wisely

if you come here to order your Spring suit because we will make it as only really good clothes can be made and at a price that represents only a fair and moderate profit.

That means actual, more-than-ordinary value in our

Custom Tailored Suit for Spring

Absolutely pure wool fabrics, best trimmings, thorough tailoring and accurate measuring that guarantee you style, comfort and service.

Patterns, colorings and weaves a-plenty are here for your choosing.

(Tailor's Name)



Advertising Cut No. 3517

A Winning Personality

No matter how attractive and admirable may be your personality, a spic-span, new

Custom Tailored Made-to-Measure Topcoat

will add dignity and prestige to your appearance and, of course, supply the warmth you need on the semi-cold days of this season.

Made in conservative or ultra-fashionable model from a fabric of your own choosing among our showing of many patterns, weaves and colors. They're all pure wool, as all really good fabrics should be.

(Tailor's Name)



Advertising Cut No. 3523

Most Men Are Particular

as to the sort of fabric their suits are made of. But unless you have your suit made to measure, you are limited to whatever happens to be in your "size." That's one of the many reasons why

Custom Tailored Made-to-Measure Suits Are Best

Come here and see our fabrics—all absolutely pure wool and several hundred patterns from which to make your personal choice.

Let us make your suit or topcoat to your measure and you'll have the satisfaction of correct and becoming style, pleasing material, perfect fit and enduring wear.

(Tailor's Name)



Advertising Cut No. 3524

The Tailor is One Link

of the several that comprise the chain of businesses in this locality. Each deserves the

Co-operative Patronage

of the other as a matter of loyalty to home industry.

We are prepared to make to your measure as fine a custom tailored suit or topcoat as you could want. Hundreds of beautiful, all wool fabrics to select from.

We'll appreciate your patronage.

(Tailor's Name)



Advertising Cut No. 3526

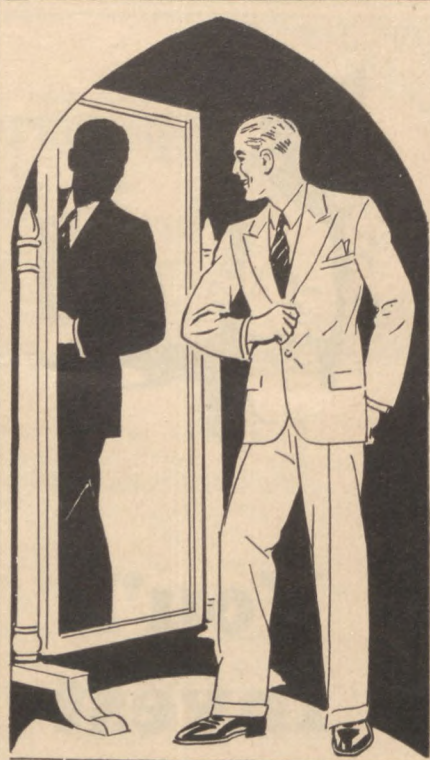
Cool, Cooler, COOLEST

No matter how cool and comfortable you may think you are in your regular suit, you'll be COOLEST in a

Made-to-Measure Suit of Summer Lightweight Fabric

We offer a variety of these delightfully cool fabrics, including Tropical Worsteds, Mohairs, Linen Cloths, Beach Cloths, Outing Flannels and Silk Suitings. Look them over and make your choice for a suit of supreme comfort and style.

(Tailor's Name)



Advertising Cut No. 3528

You May Be Justly Proud

OF YOURSELF
ATTIRED IN A

Custom Tailored Suit

made to your measure from any of our fabrics. Every one is absolutely all pure wool and the weaves, patterns and colorings are the very newest for this Spring and Summer.

Your personal choice will, of course, satisfy your own fancy and our careful tailoring will round out a suit faultless in style, comfortable in fit and with a sturdiness for long wear.

We'll be justly proud to make you a suit you'll be proud to wear.

(Tailor's Name)



Advertising Cut No. 3525

Tropical Worsteds

or any of the other light-weight fabrics we offer for comfort in summer wear.

Make Stylish Made-to-Measure Suits

With the large assortment to choose from in these Mohairs, Palm Beach Cloths, Linen Cloths, Outing Flannels, Tropical Worsteds and Silk Suitings, we're certain you will pick one particularly to your liking.

COME AND SEE THEM

(Tailor's Name)



Advertising Cut No. 3527

Made-to-Measure Light-Weight Suits

are just the thing for these hot summer days. You need comfort and you want style, and these suits.

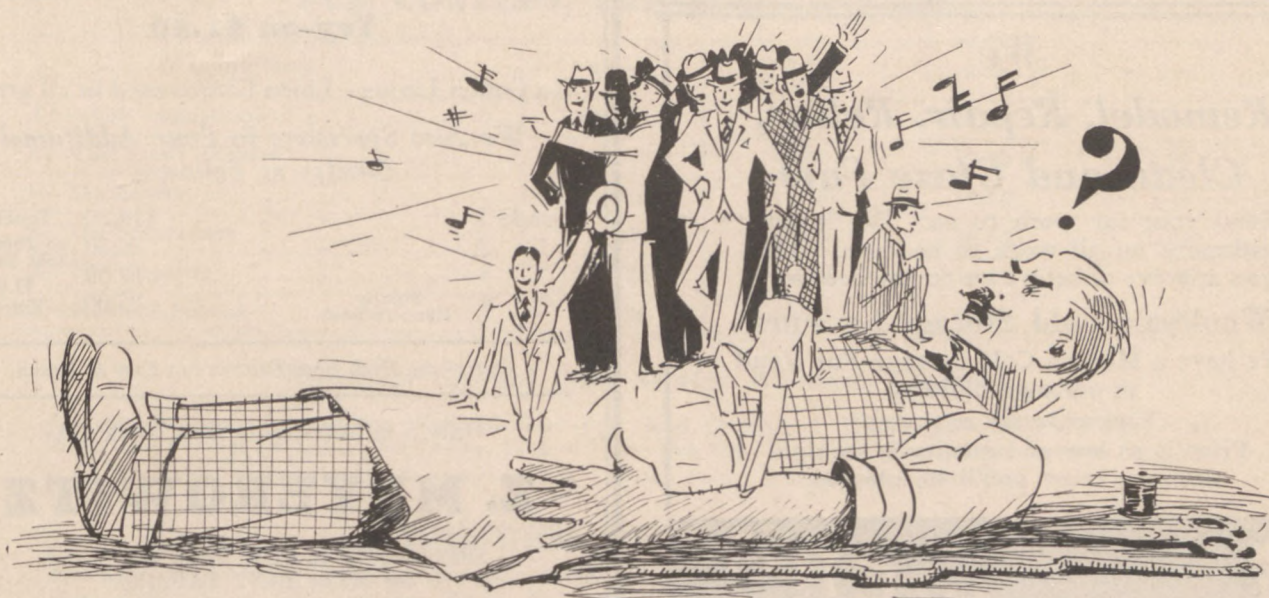
Combine Both Comfort and Style

Come and look at our light-weight fabrics—Tropical Worsteds, Mohairs, Linens, Beach Cloths, Silk Suitings and Outing Flannels. You'll know by their feel that they're cool; and by their looks that they're fashionable.

These suits are light weight, light cost and a delight to wear.

(Tailor's Name)

Yo-Ho-Ho—16 Men on a Tailor's Chest



Burdened down with pressing, cleaning, repairing and altering, the average tailor is so loaded up with duties that he hasn't time to make new clothes for his customers, and because the seasons are so short and the in-between times so dull, he can't afford to keep hired men to do this for him. He's like the sailor who sang about sixteen men on a dead man's chest—hands and feet tied and helpless to move.

That's where a real Cut-Trim-Make Service like Gunkel-Novy's steps in and takes a big load off the tailor's chest, letting him take all the suit and overcoat orders he wants, making money for him—and letting someone else do the work.

Help! Help! For Tailors Help!

Here's a real help for you, Mr. Tailor. Look at the offer we are making to do your heavy work. Can you beat this for real service? Think of it—X-L Grade for only \$10.50 for suit or overcoat, and DeLuxe Grade at \$21.00

A Grade For Everybody - Fast Service

Seven classes of service, scientifically graded in workmanship, quality of linings and trimmings. A complete range of exceptional tailoring values to meet every demand.

Regardless of whether you cater to Popular, Medium or High Price Trade, we can give you the kind of work you want at inside prices.

Look into this better tailoring service and enjoy complete satisfaction and the finest work and service you ever had.

ABSOLUTE GUARANTEE. We positively guarantee every garment to be made strictly in the grade ordered, made up to exact measurements furnished, perfectly styled, balanced by expert tailoring and nationally known quality—values nowhere approachable.

Over 5,000 Customers. Over 5,000 successful tailors use this unexcelled service to satisfy their customers. These tailors say our service can't be beat, and that it makes them more money also.

You, too, can profit by this service. Send now for our complete ordering outfit, and be prepared to make more money with this superior service to help you overcome all competition.

Mail the coupon today, now, and get our remarkable proposition in your hands at once.

GUNKEL-NOVY CO.

330-332 Market St., Dept. 30

Chicago, Ill.

Seven Grades of Cut-Trim-Make

\$10⁵⁰
to **\$21**

X-L Grade, \$10.50

Suit or overcoat. It's a knockout for a trade winner. The biggest value ever offered. Helps you to meet any competition.

DeLuxe Grade, \$21.00

Finest journeyman hand-made garments, individually made. Linings and trimmings, the best. A popular grade with the finest city trade. Try this if you want the best money can buy.

This Coupon
Will Make
You Money—
SEND IT NOW

GUNKEL-NOVY CO., 330-332 Market St., Dept. 30, Chicago, Ill.
Send me your complete money-making proposition, new complete ordering outfit and new low prices on which I can make big profits.

Name St. & No. City State

Cold
Storage

We

Remodel, Repair, Reline, Clean and Glaze Furs

Send your fur work to us. We furnish estimates on all work to be done, which you approve of before we commence work.

Wholesale Cold Storage for Furs

We have a Modern Cold Storage Fur Vault in our own building

(Write us for full particulars)

Price is so low and quality is so high that we know you'll be pleased.

ROSENBERG
FURS
CHARLEROI, PA.

415 FALLOWFIELD AVE.

CUT, MAKE & TRIM

LOWEST PRICES

In 10 Years—Helping You to Meet Competition
— No Disappointments! —

S. B. SUIT
GRADE X

\$13.00

S. B.
OVERCOAT
GRADE X

Try-on \$1.50

No Cotton Lining—Linen Canvas used in all grades

We Also Specialize in Four Additional
Grades as Follows:

Grade 1	-	-	-	-	-	\$14.50	Try-On
" 2	-	-	-	-	-	16.50	on These
" 3	-	-	-	-	-	19.50	Four Grades
" 4	-	-	-	-	-	25.00	\$1.00 Extra

Strictly
Hand-Tailored

Out of the High Rent District but Easy to Reach

Only 5 minutes from New York City

Z. MEYEROWITZ

SPECIALISTS in CUT, TRIM and MAKE
for MERCHANT TAILORS

187 Pulaski St. Near Tompkins Ave.

BROOKLYN, N. Y.

Price List, Measure Blanks, etc., on request

Phone Pulaski 4520

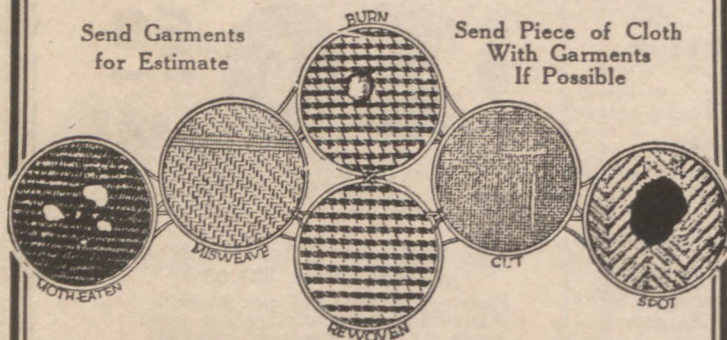
WE

REWEAVE

All Imperfections in Garments

Send Garments
for Estimate

Send Piece of Cloth
With Garments
If Possible



**MOTH HOLES, BURNS,
SPOTS, TEARS, CUTS,
BUTTON HOLES, Etc.**

Rewoven Perfectly—Like New!

ALL WORK GUARANTEED

ONE DAY SERVICE

Small Jobs Returned
Same Day as Received

American Weaving Co.

Established 1910

5 N. Wabash Avenue, Kesner Building
CHICAGO, ILL.

Dept. P

KANSAS CITY IS NEAREST!

\$ERVICE WITH
\$AVING

A \$10.50 LEADER

Unexcelled in fit, style and workmanship.
A guaranteed cut, trim and make service
BEYOND COMPARE.

Write for outfit, sent prepaid.

We challenge competition! You be your
own judge!

**GATE CITY
TAILORING COMPANY**

2 Day Cut, Trim & Make Service

301 W. 10th St., KANSAS CITY, MO.

Please Mention "THE PROGRESSIVE TAILOR" when answering advertisements. Thank you!

Better Tailoring Values—Lower Prices

Just What You Need Now to Meet That Keen Competition

You take no chances of losing customers or having dissatisfied trade when the "Standard" does your work, as we guarantee to make all garments as ordered, or we will refund the money for the making and the cost of the woolens. **YOU CANNOT LOSE.**

FOR CUTTING, TRIMMING, MAKING

GRADES	SUIT	COAT & PANTS	OVERCOAT	PANTS
AA—For competition	\$10.50	\$9.00	\$11.00	\$2.50
X—The Trade Winner	12.50	10.00	13.00	2.85
1—The Leader	14.75	13.25	14.75	3.10
2—The Progressive	16.25	14.50	16.25	3.35
3—The Superior	18.25	15.95	18.25	3.85
4—Standard Special	20.25	17.75	20.25	4.25

Three-Day Special Rush Service Whenever Desired

For Real Economy—For Better Workmanship—For Good Quality of Trimmings—Perfect Fitting Garments and Prompt Service at the Lowest Cost to You—Use the "Standard" Dependable Service.
The Union Label furnished upon request. Write today for complete price list, style book, etc.

UNIFORM DEPARTMENT

Increase your business by selling custom tailored-to-order uniforms for Firemen, Police, Military, Chauffeurs, Railroadmen, Mail Carriers, Bands, Hotels, Theatres, Clubs, Schools, Etc. Our prices are very low. Write for our special Line of Uniform Samples, Styles, Price List, Etc.
We also Cut, Trim and Make Uniforms from your own material. Write for prices.

STANDARD CUSTOM GARMENT CO.

16-18 So. Wells Street

CHICAGO, ILLINOIS

Uniforms

FOR



Style U 29 Bus Drivers
or Chauffeurs

Policemen, Firemen, Military, Legions, Mail Carriers, Bands, Chauffeurs, Fraternal Societies, Hotels, Clubs, Schools, etc.

Increase your business by taking orders for **REAL CUSTOM TAILORED-TO-ORDER UNIFORMS** that are perfect fitting, tailored right and have that snappy and distinctive appearance. All Uniforms made strictly according to specifications and instructions.

Our very low prices will help you meet that keen competition.

Prompt deliveries are certain when orders are entrusted to our care, as we operate our own shops and employ only the best skilled Union Tailors.

We make a specialty of Uniforms, Caps, Embroidered Letters, Ornaments, Badges and Equipment of every description. Write for information, quotations and samples. State what kind of uniform is wanted.

Every order given the same special attention whether for one or fifty uniforms.

We also Cut, Trim and Make Uniforms when woolens are supplied. Write for prices, fashion styles, etc.



Style U 12 Police

KEENE & KING UNIFORM CO.

Established 1914

20 So. Wells Street

CHICAGO, ILLINOIS

LEADING THE WAY

Each season in the past *Triangle* has shown a marked improvement in their workmanship, trimmings, styles and service — superior in every respect to the one preceding. And this season *Triangle* outdid itself in adding new and greater values to the fine standards of previous years.

**CUT
TRIM
MAKE**

THE MARCH OF PROGRESS

IS RELENTLESS—IT

NEVER STOPS

\$12.50

\$15.00

\$18.75

\$25.00

TRIANGLE

500-502 So. Wells St.



TAILORS, Inc.

CHICAGO, ILL.

Spring and Summer fashion portfolio, price list, etc., cheerfully furnished

COMMON SENSE— NOT BLACK MAGIC



It takes more than "price" to build a tailoring business. Your reputation, if it is strong and lasting, has been built on quality. Don't throw it away by skimping in quality.

Look into the product and records of this institution which leads for better standards—*always*.

Arrow Quality and Service satisfies. It just takes one trial order to learn more about Arrow efficiency in a minute than you can read about it in a day. And then it will mean something to you, because to the Merchant Tailors we serve—it means everything.

CUT—TRIM—MAKE

\$12.00 to \$18.00

Write for Price List and Order Blanks

Satisfaction Guaranteed or the Cost of Goods Refunded

THE ARROW TAILORING CO.

"The House That Serves You Best"

425 N. Eutaw St.

Baltimore, Md.

If You Are a Progressive Tailor YOU NEED THIS BOOK

This great Book is a Self-Instruction Course in Designing, Cutting, Grading and Tailoring on Men's Garments without the aid of a Teacher.



What You Can Learn from This Wonderful Book

This work is complete. Nothing is omitted. The book contains 160 pages and 127 illustrated diagrams and charts, each one accurate and easy to follow. It is a tailor's complete reference book and guide which will enable any tailor to solve the most difficult problem he may be confronted with and in a few minutes. A reference book that should be in every merchant tailor's library.

What Leading Tailors Think of This Great Book

Mr. Adolph Janke, of Penna., writes:
"I just want to send a word of appreciation to you about the Master Designer's Cutting System Book you recently sent me. I want to say that the System is complete and to the last detail and to say I am very proud to be in possession of such a delightful Masterpiece."

The Master Designer:—
"Gentlemen:
"I have used several systems in the last few years but I find the Master Designer, the simplest of them all to understand and get results from. I haven't had a single misfit so far, where I draft each Pattern, and very few alterations."
Yours truly,
ELMER MURPHY, Calif."

This Book is equal to any \$200 Cutting-School Course
Write for Free Illustrated Folder today, which describes this book

THE MASTER DESIGNER

190 N. State Street

CHICAGO, ILL.

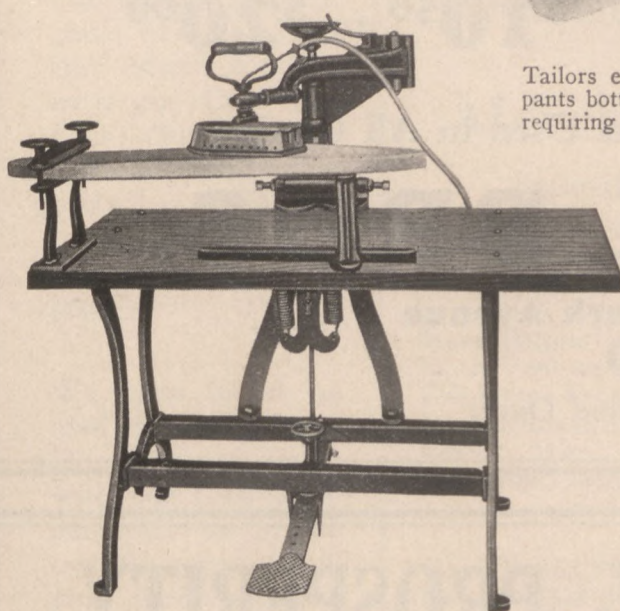
Please Mention "THE PROGRESSIVE TAILOR" when answering advertisements. Thank you!

This Page Features the Very Latest in Time and Money Saving Equip- ment



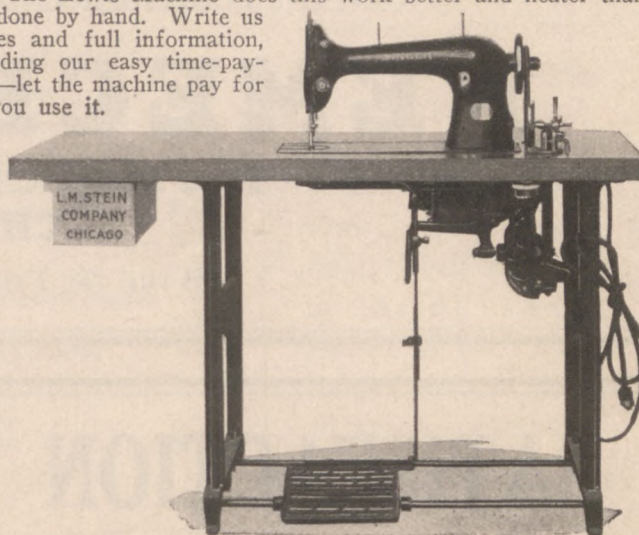
The Lewis—Ten Times Faster Than Hand Work

Tailors everywhere are adopting the Lewis Invisible Stitch Machine for felling pants bottoms, skirt bottoms, coat bottoms and for the various padding operations requiring fine work. The Lewis Machine does this work better and neater than it can be done by hand. Write us for samples and full information, also regarding our easy time-payment plan—let the machine pay for itself as you use it.



A Great Labor and Time Saver

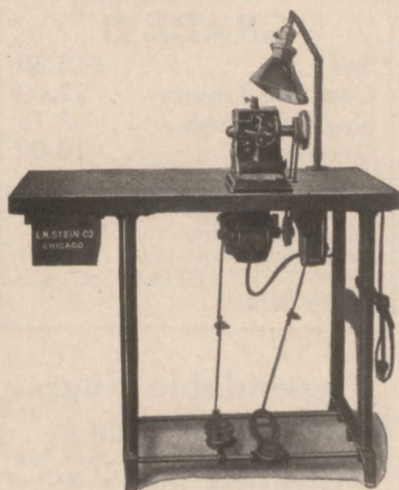
During busy seasons pressing and shaping garments in the process of tailoring is a tedious and costly job. We are headquarters for pressing machinery and equipment of all kinds. The above light jumper press can be profitably used in every tailor shop. Price complete as listed only \$85.00.



This Outfit Every Tailor Should Have

Above we show a Singer 31-15 single-needle (guaranteed like new) mounted on a substantially constructed table, equipped with high-power motor, designed for operating the machine at high speed. This outfit will quickly save its cost in time and labor. Price, complete, \$87.50. When ordering specify voltage and current.

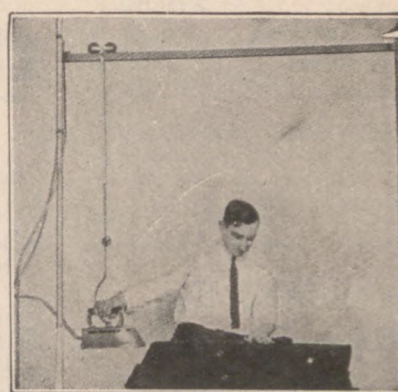
We carry a complete line of manufacturing machines for all purposes.



There Is Big Money in Fur Repairing

Hundreds of tailors are increasing their profits tremendously by repairing and reconditioning fur garments. Many tailors have established separate departments for doing this work, with the most gratifying results. Above we illustrate Osann Fur Sewing Machine with electric motor drive.

This outfit will handle all sewing work on fur coats and garments. It will soon earn its cost and enable you to handle fur repairs quickly and satisfactorily. Write us for free catalog on fur sewing machines, fur cleaning drums and all machines adapted for this class of work.

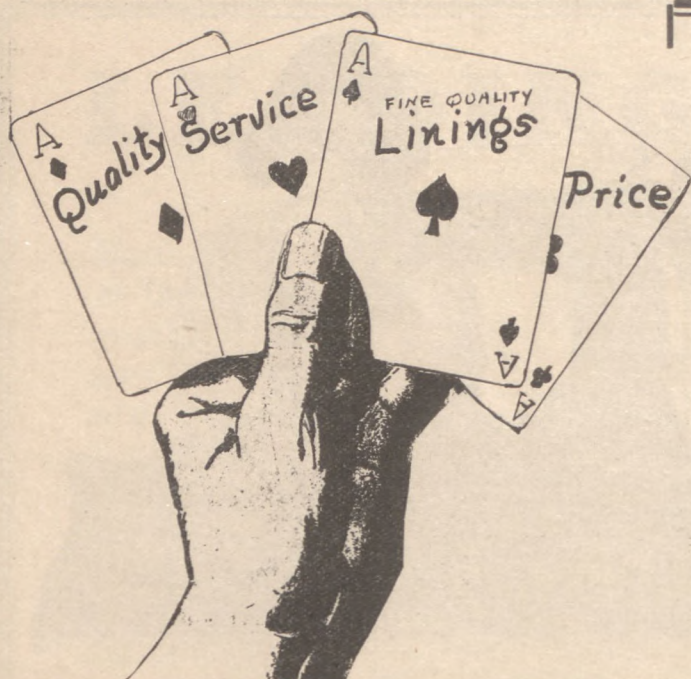


Take the Drudgery Out of Pressing

Use the Olver Improved Pressing Device and make pressing a pleasure instead of a drudgery. Thousands in use by tailors the country over. This is a device you have always been looking for. Price \$22.50.

We carry a complete line of gas-heated and electric-heated pressing irons. Write us for our money-saving prices.

Lawrence M. Stein Company
815-825 W. Van Buren St., Chicago, Ill.



ACE'S in Cut, Trim and Make

Meeting the Needs of
Merchant Tailors

with

Guaranteed Satisfaction

PRICES RANGING FROM

\$10⁵⁰ to \$20⁰⁰

Non-Pull Haircloth Coat Fronts Used in All Grades

NEMECKE BROS.

2700 South Clifton Park Avenue
CHICAGO

Write for Price Lists and Outfit

SATISFACTION THAT BUILDS PROSPERITY

That's our specialty—satisfaction—satisfying you and your most exacting customers. And it is more than just PLAIN satisfaction—it is the GENUINE kind of satisfaction that brings you the future business of every customer—and his friends.

GRADE S

Suit	\$10.50
Coat and Trousers ..	9.25
Single Trousers	2.25
Overcoat	11.00

A well-made, cleanly finished garment. Durable body and sleeve linings. You will be pleasantly surprised at the values.

Start the Fall Season Right by Sending for Our Outfit TODAY

JUST THREE GRADES CUT TRIM MAKE

GRADE R

Suit	\$17.50
Coat and Trousers ..	15.50
Single Trousers	3.50
Overcoat	18.00

OUR MOST POPULAR GRADE. A high-grade, well-tailored garment. Finest Serge, Alpaca or body linings—best sateen sleeve and vest linings—hand buttonholes in coat and vest—pure linen fronts (Hymo Linen, when desired)—handtop trousers with turned pockets.

GRADE D

Suit	\$13.50
Coat and Trousers ..	12.00
Single Trousers	2.75
Overcoat	14.00

You get an absolutely open coat throughout—linen front—hand-felled collar top and bottom—hand buttonholes in coat—SERGE, VENETIAN or ALPACA linings.

**Dependable Four-Day Service
Absolute Satisfaction Guaranteed**

S. D. ROBERTS COMPANY

502 S. Wells St., Chicago, Ill.

CUT, TRIM and MAKE at \$10⁰⁰ Figured on Our Original Cost-Plus Basis

America's only exclusive \$10.00 Cut, Trim and Make house operating on our original Cost Plus Basis has enabled merchant tailors from coast to coast to meet all competition, talk value to their customers and yet make a legitimate profit.

Concentrating on one grade of Cut, Trim and Make together with our Cost Plus Basis (figuring our extras at rock bottom cost) has enabled us to produce a garment unequalled at our price—

We have found no need of price ranges—Our extras together with our Cut, Trim and Make at \$10.00 can take care of all your needs and will make you a saving on your higher priced sales.

WE WORK WITH
OUR ACCOUNTS

Confidential Price List
for
Merchant Tailors

Figured on Our Original
Cost Plus Basis

COATS

Hand Button Holes—Coat or Vest...	\$.60
Open Vent on Sleeve.....	.25
Full Hymo Front50
Regular Linen Front with Hymo Lapel	.30
DeLuxe Trim75
All Body Linings Felled by Hand...	.75

PANTS

Hand Felled Pants Curtains.....	\$.75
Hand Serged Seams.....	.75
Hand Felled Bottom25
Snugtex50

EXTRA CHARGES

No Extra Charges for full-lined, half-lined or quarter lined. No Extra Charges for double-breasted or extra sizes—just one Flat Price.

For Service We Can't Be Beat—Try Us

Our standard garment consist of coats with hand felled top and under collar, open shoulder and hand felled sleeve linings. Trimmings of alpaca, rayon, wool serge or deluxe venetian, optional. Guaranteed lining labels are sewn on inside breast pocket of each coat. Pure linen canvas in all coats—guaranteed unbreakable.

All pants made with turned pockets and french fly. Regular pocketing or drill, optional.

Send for our outfit today—let us show you America's outstanding value of Cut, Trim and Make—and convince you of our above statements.

Our Value Has Made Us

America's Most Talked About Cut, Trim and Make House

Cincinnati Tailoring Company

"The House of Price and Quality"

Makers of Dependable CUT, TRIM and MAKE

Power Building, 8th and Sycamore

Cincinnati, Ohio

The Service You Need

Snappy Styles

Low Price

\$11.00—One-half or full-lined with alpaca. Hand button holes coat. Very clean made garment.

\$13.00—Lined with alpaca, serge, or venetian. Hand-felled collar, top and bottom. Linen fronts.

\$15.00—De Luxe trimmings. Hand button holes, coat and vest. Hand top pants. Linen fronts. Tailoring you will be pleased to handle.

SPECIAL TOP COAT

A flat price without extra charges. One quarter lined with rayon serge. Hand button holes. Patch or bellow inside pockets. **\$11.00**

VANEK-MALY & CO.

1252 Milwaukee Avenue
CHICAGO, ILLINOIS

CUT-MAKE-TRIM LADIES' GARMENTS



This is our thirty-second season of making ladies' coats, suits, skirts and dresses for the merchant tailor. Our method of doing business is based on the same general principles that are employed by the men's C-M-T Houses. Further information, explaining how you can

Make More Money

by taking orders for ladies' garments, will be gladly sent to you upon request.

"America's Leading Tailors to Ladies' Tailors"

Standard Ladies' Tailoring Co.

2832 Fulton St., Brooklyn, N. Y.

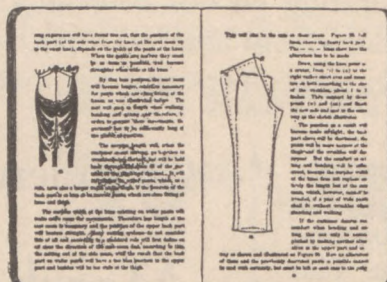
Phone: 4819 Glenmore

Do You Like to Save an ALTERATION?

Here's Just What You're Looking for!

Practical instruction how to alter ill - fitting Garments; also how to handle try-ons.

THIS Book is constructed for all cutting systems; just the proper thing for self-instruction: as practically all faults are shown on overcoats, coats, vests and pants, by cuts, and how to alter them in the quickest and most simple way. Save time, money, and please your customers.



The money invested will bring you results far beyond your expectations. I give you my 20 years' experience in this book. Price, \$5.00.

This book is endorsed and used by the Government Cutting Schools.

No tailor who prides himself on his work can afford to do without one.

WM. LEHMANN

3824 N. Hamilton Ave. CHICAGO

CuTriMake

Read the Good News of the
New York Service You Need

Listen in, Boys, on the Three Big Gs

Cutting Done by expert cutters, assures good fitting garments and latest snappy styles.

Trimming Linings and trimmings of the best quality at all times. Linen canvas in all grades.

Making Made by single tailors. Hand button-holes in all coats. Hand-felled collars and strictly open coats.

Better Grades, Better Makes

Made in the big City of New York by one of the oldest and most reliable Cut, Make and Trim houses who for many years stood the test, and the secret is we make the best.

Service Cannot Be Matched

The House of Price and Quality at all times

IN CLASS 1			
Grades	A	B	C
Suit or Overcoat	\$12.50	\$15.00	\$17.50

IN CLASS 2			
Bench Made Garments			
Grades	D	E	
Suit or Overcoat	\$20.00	\$25.00	

Send in your application today for your Spring Outfit.

ART TAILORS

10-12 Kenmare St. New York City

STYLE SERVICE SATISFACTION

Satisfied customers means in-
creased business to you. Use our

CUT, TRIM and MAKE

FOR ENTIRE SATISFACTION

LOW PRICES - - - to attract volume

FINE TAILORING - - to hold your trade

GRADE X

Suit or O'Coat

\$11.50

GRADE 1

Suit or O'Coat

\$12.50

GRADE 2

Suit or O'Coat

\$14.50

GRADE 3

Suit or O'Coat

\$16.50

No Cotton Linings Used in Any Grade

Complete Outfit Sent Upon Request

The House That Service Built!

— THE —

HOFFMAN & SACHS

TAILORING CO.

423 W. Baltimore St., Baltimore. Md.

REWEAVING

MOTH HOLES CIGARETTE BURNS

Misweaves
Spots, Tears
Cuts and
Buttonholes
Rewoven
in Garments

By our weaving process
of expert workmanship
and carefully matched
yarns woven into the
original pattern the
mended spot cannot be
detected.

**Workmanship Guar-
anteed. Moderate
Prices. Prompt
Service.**

Small Jobs can
be shipped the
same day re-
ceived.



Send Garments With Request for Estimates

French Textile Weavers

Dept. 4, 115 S. Dearborn Street

CHICAGO

Broadcasting Good News!



Coupe Says:

"The world is making
its beaten path to the
door of the efficient
merchant—to the man
who gives the great-
est V-A-L-U-E. Try
me for your money's
worth—or your money
back."

A strictly open
coat, all wool lin-
ings, linen canvas,
hand top and
under collar.

Grade I
Cut, Trim, Make

\$10.50

Coat - Vest
Trousers

Also a Better
Grade for your
Better Trade.

Grade 2,

\$13.00

Coat - Vest
Trousers

Established in 1910, we have put nine-
teen years of manufacturing experience
into a garment of super style and super
value. Use it NOW.

Our Outfit
or Sample
Garment
sent on request

Coup Tailoring Co.

427 North Eutaw Street

Baltimore, Md.

**Hand Button Holes in All Coats
No Cotton Body Linings**

\$9.50

CUT, TRIM and MAKE SUITS

THE BEST VALUES AT THE LOWEST
PRICES EVER OFFERED YOU

Equipment Sent on Request

Send for yours early

Herbert Reed Tailoring Co.

440 South Dearborn St., Chicago, Ill.

CYBICK'S BLOCK and SPECIAL PATTERNS

THEY ARE
THOROUGHLY
TESTED
AND RELIABLE

Our Special Price Offer ON BLOCK PATTERNS

All Patterns sold in sets are cut from best heavy jute paper.

SPECIAL OFFER No. 1 Season's Outfit

	Price
Standard Style Sacks Set from 33 to 43 Breast	\$10.00
Standard Style Overcoats from 33 to 43 Breast	15.00
Single-Breasted Vest Set from 33 to 43 Breast	5.00
Trousers Set Regular 34 to 44 Seat	7.00
Total Value	\$37.00

SPECIAL PRICE, COMPLETE,
\$30.00

SPECIAL OFFER No. 2

	Price
Present Style Sacks, Set, 33 to 43 Breast	\$10.00
Single-Breasted Vests, Set 33 to 43 Breast	5.00
Trousers Set Regular, 34 to 44 Seat	7.00
Total Value	\$22.00

SPECIAL PRICE, COMPLETE,
\$20.00

SPECIAL OFFER No. 3 For Stout Men

Standard Style Sacks (increasing waist, 40 to 50). Set	\$12.00
Single-breasted Vests (increasing waist, 40 to 50). Set	7.00
Trousers Waist, 39 to 49.	9.00
Total Value	\$28.00

SPECIAL PRICE OFFER,
COMPLETE,
\$24.00

SPECIAL OFFER No. 4 Cut from heavy jute paper

Present Style Suit. Size 38	\$2.75
Present Style Overcoat. Size 38	2.75
Double-breasted Front Overcoat	1.00
Double-breasted Front Sack Coat	.75
Cutaway Coat. Size 38	2.00
Total Value	\$9.25

SPECIAL PRICE, COMPLETE,
\$8.00

Orders for the above special price offers will be accepted only when sent direct to The Cybick School.

Department of

Special Order Patterns

Your orders for special patterns are carefully drafted by expert cutters from your measures and are mailed to you on the same day that the order is received. Send a trial order now. Use measure blank. This will convince you of our merits.

We give instructions with all orders amounting to and over \$20.00, showing in full-size diagrams how to use and manipulate our patterns for the different shapes and attitudes.

We Will Not Send Patterns C.O.D.

Telephone: Chelsea 1749

CYBICK SCHOOL, 1133 Broadway, New York

PATTERN ORDER BLANK

Cybick School, 1133 Broadway, New York City
Please find enclosed \$..... for which send me pattern as indicated. Definition type
(Specify 1, 2, or 3 and 4, 5, 6, 7, 8 or 9)
COAT—Style
VEST—Style
TROUSERS—Style
Fashion Plate
Figure No.

Name
Address
City State

Follow the method of measuring as shown in illustration. Please read instructions carefully so that right measurements will be taken. Do not take measures too loose nor too tight and be sure to give height and weight of customer to insure your getting a perfect pattern.



Price List of Men's Patterns

	Blocks in sets	Special from any size 33 to 43
S. B. Sack Coat	\$1.00	\$10.00
D. B. Sack Coat	1.00	10.00
Tuxedo Coat	1.00	10.00
S. B. Frock Coat	1.25	12.00
D. B. Frock Coat	1.25	12.00
Full Dress Coat	1.25	12.00
Clerical Coat	1.25	12.00
Knights Templar Coat	1.25	12.00
S. B. Overcoat	1.50	15.00
D. B. Overcoat	1.50	15.00
Newmarket	2.00	18.00
Surout or Paddock	2.00	18.00
Raglan or Inverness	2.00	18.00
Vest	.50	5.00
Trousers	.75	7.00
Riding or Golfing Breeches	1.25	12.00

Full Suit Pattern, \$1.50



Cybick School, 1133 Broadway, New York City

PATTERN ORDER BLANK

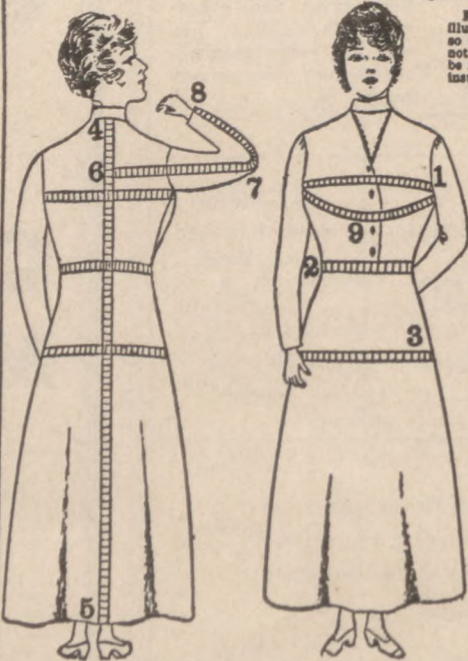
Please find enclosed \$..... for which send me pattern as indicated. Definition type
(Specify 1, 2 or 3 and 4, 5, 6.)

Name COAT—Style
Address SKIRT—Style
City State Fashion Plate
Figure No.

Follow the method of measuring as shown in illustration. Please read instructions carefully so that right measurements will be taken. Do not take measures too loose nor too tight and be sure to give height and weight of customer to insure your getting a perfect pattern.

Price List of Women's Patterns

	Blocks in sets	Special from any size 33 to 43
Waists	\$1.00	\$12.00
S. B. Jacket, plain	1.00	10.00
D. B. Jacket, plain	1.00	10.00
Sporting Jackets	1.25	12.00
Riding Jackets	1.25	12.00
S. B. Frock Coat	1.25	12.00
D. B. Frock Coat	1.25	12.00
Overcoat, plain	1.50	15.00
Auto Coat	2.00	18.00
Ulster, etc.	2.00	18.00
Skirts, plain, 36-46 hip	.75	7.50
Skirts, fancy	1.00	10.00
Riding Skirt, side cut	2.00	20.00
Riding Skirt, astride	2.00	20.00
Ladies' Rdg. Breeches	1.25	12.00



COAT OR JACKET MEASURES

Chest as shown at 1, all round.....inches
Bust as shown at 9, all round.....inches
Waist as shown at 2, all round.....inches
Hip as shown at 3, all round.....inches
Length of sleeve as shown at 6, 7 to 8.....inches
Length of coat as shown from 4 to 5.....inches

SKIRT MEASURES

Waist as shown at 2.....inches
Hip, six inches below 3.....inches
Front length as from 5 to 6.....inches
Side length as from 3 to 4.....inches
Back length as from 1 to 5.....inches

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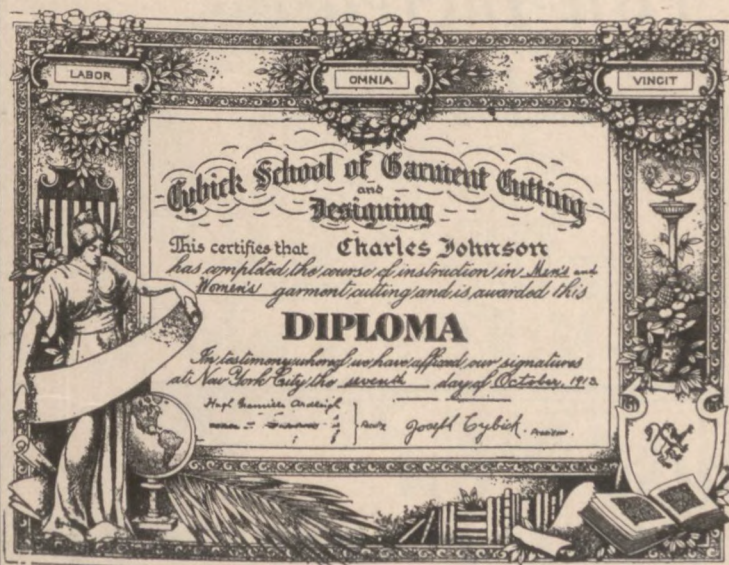
KNOWLEDGE IS POWER

Know all about
tailoring and turn out
perfect work

Easiest and Most
Practical System in—

Tailoring
Pattern Making
Pattern Grading
Garment Fitting
Designing

Write for full information—
mail coupon below



Diploma Awarded to Cybick Graduates

CYBICK SCHOOL

Designing - Cutting - Tailoring

1133 BROADWAY, NEW YORK

Telephone Chelsea 1749

Cybick

CUTTING AND
TAILORING SCHOOL

Learn These Newest Methods

FOR THE BEGINNER
COURSE NO. 1.

1. Pattern designing and drafting.
2. Pattern cutting.
3. Measuring.
4. Pattern grading.
5. Cutting from cloth.
6. Fitting and tailoring.

FOR THE TAILOR
COURSE NO. 2

1. How to design and draft patterns.
2. How to cut pattern.
3. How to take measures.
4. How to manipulate patterns for individual style.
5. How to cut from cloth.
6. How to try on garments.

COURSE NO. 3

POST GRADUATE COURSE
FOR CUTTERS WHO WANT
TO IMPROVE THEIR WORK—

This course will interest two
classes of men:

1. The cutter who wishes to improve his method and become up-to-date.
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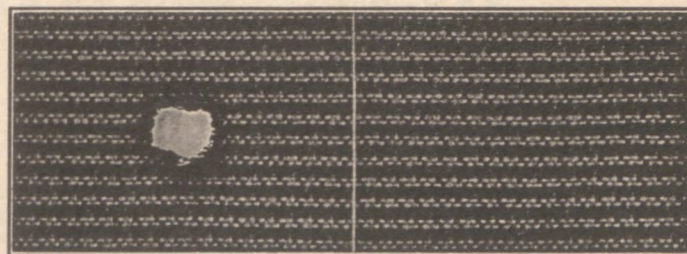


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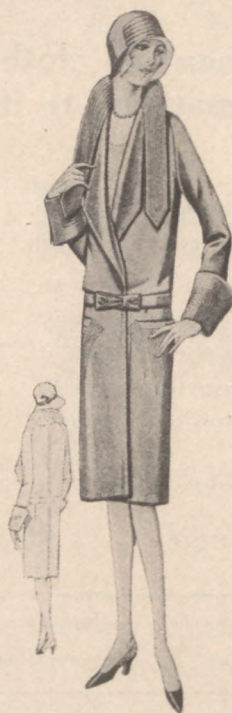
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ADVERTISERS' INDEX

BELT LINING	
Snugtex	34
CUT, MAKE AND TRIM HOUSES	
For Ladies' Tailors	
Standard Ladies Tailoring Co., Brooklyn, N. Y.....	28
Urbanek & Son, Frank J., Chicago.....	34
Zell Tailoring Co., Thomas, Chicago	60
CUT, MAKE AND TRIM HOUSES	
For Men's Tailors	
Baltimore	
Arrow Tailoring Co.	24
Coup Tailoring Co.	29
Quality Cut, Trim & Make Co.	34
Hoffman-Sachs Tailoring Co.....	29
Boston	
Chauncey & Co., H.	32
Chicago	
Chicago Custom Garment Co.	Inside Front Cover
Gunkel-Novy Co.	21
Marks & Brown, Inc.	Inside Back Cover
Nemecsek Bros.	26
Reed Tailoring Co., Herbert	29
S. D. Roberts Co.	26
Standard Custom Garment Co.....	23
Triangle Tailors, Inc.....	24
Vanek-Maly Co.	28
Wright Tailoring Co.....	33
William Lehmann	28
Cincinnati	
Cincinnati Tailoring Company.....	27
Kansas City, Mo.	
Gate City Tailoring Co.....	22
Kansas City Custom Garment Company.....	35
New York	
Arnheim	75
Coleman Tailoring Co.....	50
M. B. Neufeld Method, Inc.....	76
Z. Meyerowitz	22
Pittsburgh	
Dave Rosenberg Co.....	22
CUTTING AND DESIGNING SCHOOLS	
Cybick School, New York.....	30-31
Master System Garment Designing School.....	24
DISPLAY FIXTURES	
Oscar Onken Co., Cincinnati.....	55
IRONS	
Stein Co., Lawrence M., Chicago.....	25
PATTERNS FOR MEN AND WOMEN	
Cybick School, New York.....	30-31
REWEAVING	
American Weaving Co., Chicago.....	22
Commercial Weaving Co., New York.....	33
French Textile Weavers, Chicago.....	29
French Textile Co.....	33
SEWING MACHINES	
Stein Co., Lawrence M., Chicago.....	25
SHEARS	
Wiss Shears	60
UNIFORMS	
Keene & King Uniform Co., Chicago.....	23
Smith Gray Corporation, New York.....	34
KNICKERBOCKER WEBBING	
Snugtex	34
WHERE TO BUY YOUR WOOLENS	
AND WORLD'S BEST TAILORS' TRIMMINGS	
Outside Back Cover	

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TABLE OF CONTENTS

ADVERTISING SALES SUGGESTIONS

Advertising and Sales Suggestions	1
Window Display and Its Worth	2
Plan Now to Increase Your Sales	3
Attractive Memo Books for 1930	4
Free Post Cards	5
Fashion Booklets for 1930	6
Collection Letters Help to Keep Accounts Paid Up to Date	7
Comic Post Cards—An Attractive Advertising Campaign	8
"Business Card" Blotters That Will Help You Get Orders	11
Latest Fashion Cuts for Circulars and Newspapers	12
Movie Slides for Motion Picture Theatres	14
Put Your Letters on the Selling Job and Stick to Your Bench	16
Use Newspapers for Advertising	18

TECHNICAL SECTION

What the Well-Dressed Man Will Wear—What the Merchant Tailor Should Know	37
Fifth Avenue Selective Styles—Fronts, Lapels, Cuffs, Sleeves and Pockets	39
Learning to Cut by the Tailors' Square	40
History of the Tailoring Shop—10th Century Characteristics of Tailoring and Men's Dress	41
American Sports Clothes Fifty Years Ago	42
Interesting Folks in Native Costume	43
Editorials	44
Reports on Conventions	44
Merchant Tailors Bookshelf	45
Tailoring Patents and Oddities	46
Trouser Making—A Beginner's Course	47
Cutting by Block Patterns—Continued from the Last Issue	48
Pimlico Riding Breeches, Draft and Diagram	49
The Campus Two-Button Lounge Sack, Draft and Diagram—Figure No. T-912	51
The Brunswick Three-Button Lounge Sack, Draft and Diagram—Figure No. T-903	52
Warren Two-Button Lounge Sack for Stout Men, Draft and Diagram—Figure No. T-927	53
The Manhattan Three-Button Reefer, Draft and Diagram—Figure No. T-914	54
The Hollywood Three-Button Norfolk Coat, Draft and Diagram—Figure No. T-924	55
The Astor Notched-Lapel Tuxedo, Draft and Diagram—Figure No. T-933	56
The Washington One-Button Cutaway Frock, Draft and Diagram—Figure No. T-930	57
Men's Fashionable Sleeve, Draft and Diagram	58
The Belmont Three-Button Box Topcoat, Draft and Diagram—Figure No. T-937	59
The Chatham Three-Button Chester Topcoat, Draft and Diagram—Figure No. T-935	61
Fashionable Knickerbockers, Draft and Diagram	62
Fashionable Trousers for Corpulent Men, Draft and Diagram	63
Fashionable Straight Hanging Trousers, Draft and Diagram	64
Canvas Construction, Draft and Diagram	65
Description of Fashion Portfolio and Fashion Window Cards	66
Young Men's Fashionable Waistcoat, Draft and Diagram	69
Stylish Waistcoat for Stout Men, Draft and Diagram	70
The Henrietta Single Breasted Jacket, Draft and Diagram—Figure No. T-909	71
The Henrietta Fashionable Skirt, Draft and Diagram—Figure No. T-909A	72
Ladies' Fashionable Sleeve, Draft and Diagram	73
The Merchant Tailor Counsel	74

OUR AIM

The aim of the Progressive Tailor is to bring helpful Business suggestions for the Advancement of the Merchant Tailor

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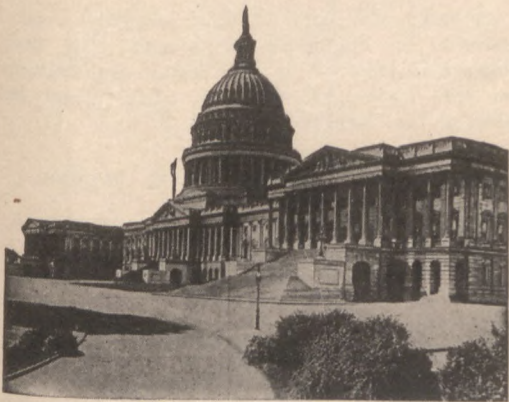
See Special Advertising Help Section, Pages 1-20



"A National Magazine of Authority on Merchant Tailoring."

What the Well-Dressed Man Will Wear— What the Merchant Tailor Should Know

By "Bradley"



MEN'S apparel this season reflects the influence of modern sports—the great outdoors or motoring, golfing, field games—which engage the leisure time of our business men. What locality hasn't its wide green golf links or its miles of smooth motorways?

Fabrics are modernistic inasmuch as they are sports-characteristic in novelty tones and mixtures—in rich colorings and broad patterns.

The sports element—this wields its influence on all dress. The man in business, aware of style influence and good appearance as an asset in dress, insists upon clothes that have the sports characteristic colorings and that are made to the order of the young man's taste and inclination.

Another great factor influencing the style of men's clothes is the unity of dress idea. A pleasing effect is attained when each article of dress—haberdashery, clothes, and head and footwear—are selected to harmonize, one with the other in color and good taste; or these may be worn in contrasting colors.

The new fashions for Spring and Summer 1930 are described in draft and diagram in this issue of *The Progressive Tailor*. A summary of the delineation of new styles in the custom-made-to-measure garment is briefly outlined as follows:

THE BUSINESS LOUNGE

The two-button style of coat and also the coat with three-button fronts with top-button not to button are the most popular models for Spring and Summer wear. The younger man will want the one-button style although the practicability of this garment is far fetched.

The waistline of the business lounge is definitely defined. The coat is cut somewhat shorter than last season. Lapels are favored in semi-peaked style with gorge varying in depth and not standardized. Pockets, for novelty sake, are in jetted style or conservatively made with flaps.

THE REEFER JACKET

The double-breasted coat is not over-popular in the warmer months—except for the customary blue coat with flannel trousers. The regulation reefer with waistcoat and trousers of the same

material is favored by medium height men in the three-button style, top-button not to button—or by men of large stature in three-button fronts—all to button.

THE SPORTS NORFOLK

Extremes in sports coats are to be avoided. Backs take on the regulations of yoke, inverted pleats, and several variations—depicted in illustration in "Newest Styles for Men," description in detail is printed on page 6 of this issue of *THE PROGRESSIVE TAILOR*.

TROPICAL WEAR

Two- and three-piece suits of any of the new tropical worsteds—Palm Beach, Neurotex, Mohair, etc.—provide solid comfort for the warm days of summer. The coat is made in regulation lounge—sack style or with pinch-back and half-belt. Such coats are made with skeleton back, whole, quarter, or half lined. Light-weight suits have gained a remarkable increase in patronage and indicate that 1930 will be a large tropical weight season for merchant tailors.

THE SEMI-FORMAL JACKET

There is refinement in the natty black jacket and tweed trousers. The coat is made in conformity with the delineations of the regulation lounge sack—high waistline and smartly fitting. Lapels are high gorge with notch lapels.



Scene from "The Street Singer" at the Shubert Theatre, New York.



Chester Morris, a Warner Bros. featured player.

THE SEMI-FORMAL FROCK

The popular semi-formal frock is made in two-button style, with edges silk-braided and lapels peaked. In general the coat is made with points and skirts same length as last season. Trousers are slightly narrower than the regulation style for business wear, and are straight hanging and finished without cluffs.

FORMAL DRESS

The Tuxedo coat or dinner jacket is to be cut slightly shorter in length than last season and the waistline definitely defined. The lapels are either notched or moderately peaked. The waistcoat of black silk is made with shawl collar and front close with four buttons placed closely together. Bottoms of waistcoat fronts are moderately pointed.

No change is made in the full dress swallow-tail evening coat. Fronts are cut rather short and lapels not over-wide. The marked feature of change is that lapels are not made too highly peaked. The waistcoat is made of white silk vesting. Fronts close with four buttons. The collar of the waistcoat is made in plain shawl style or with inverted shawl effect.

Trousers for formal wear are straight hanging,

narrower than in the previous season. Narrow braiding is to be used on the side seams.

WAISTCOAT—BUSINESS DRESS

The popular waistcoat is made to button with five or six buttons and no collar. Younger men will wear the double-breasted waistcoat. Fronts are made with three buttons. The collar has notched lapels, and two front darts are taken to give waist suppression. The waistcoat is also



Cesar Romero, in "The Street Singer" at the Shubert Theatre, New York

made with peaked lapels. The novelty Tattersall waistcoat is still a popular model.

TOPCOATS

Topcoats are very popular in wide, loose or full box effect. A half belt may be used if preferred by men who want coats that are body fitting at the waist. The form-fitting coat is made with waist suppression. Lapels are notched or peaked with high gorge. These coats made from Llama wool or Camels' hair are extremely light in weight, comfortable, and well-appearing.



Monte Blue, a Warner Bros. star.

The Raglan coat is in style and is an extremely smart garment.

STANDARD TROUSERS

Trousers are made straight hanging, natural fitting at the hip, finished with cuffs. The knee measure is from 20 to 19½ inches, and bottoms are 17½ inches. For novelty effect, pleats are taken at the waistline.

KNICKERBOCKERS—PLUS FOURS

Knickers are made moderately full at the knee. The pleated waistline is popular with young men. A new effect and a novelty one, is gained by making the cuffs of elastic webbing (Snugtex) which takes the place of the cloth cuff and makes straps or buttons on the cuffs unnecessary.

Riding Breeches are described in draft and diagram in the Pimlico Mode on page 49 of this issue of The Progressive Tailor.

LADIES' STYLE

Two popular styles of tailor-made suits are shown this season—the single-breasted and double-breasted jacket with notched or peaked lapels. The double-breasted jacket closes with two buttons; the single-breasted jacket has four buttons. Pockets are slanting and are either jetted or welted. Skirts are plain, or full accordion pleated or half pleated. Backs are plain. See pages 66 of this issue of The Progressive Tailor and figure No. 909 and 911 in portfolio "New Styles for Men."

Many novelty features in custom-made-to-measure clothes can be embodied. Sleeves can be finished with cuff or with cord embellished with one, two, or three buttons. Pockets are finished in jetted style or in patched effect.

Although these features lend novelty to the garment, there is a greater preference for the plain and conservatively made garment.



Eddie Quillan, Pathe star.

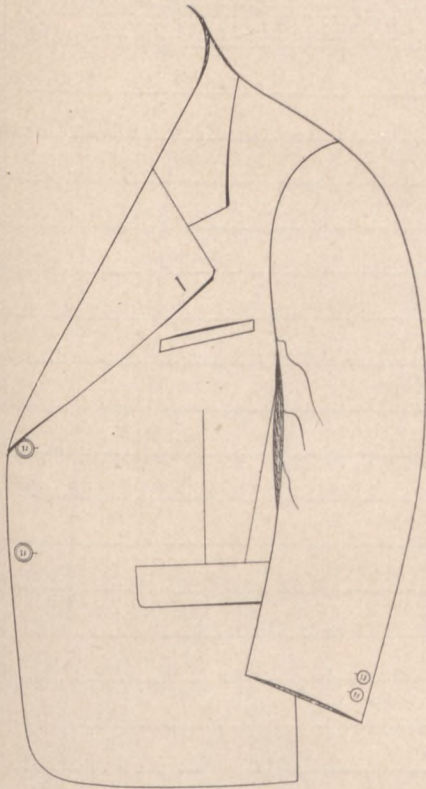
"Bradley"



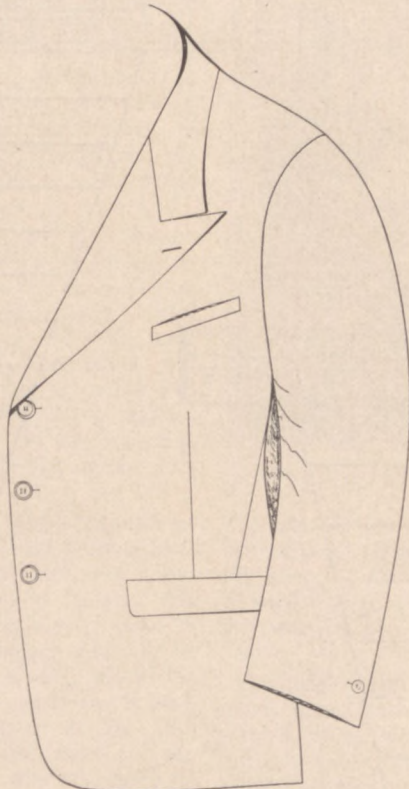
Fifth Avenue Selective Styles

Spring and Summer 1930

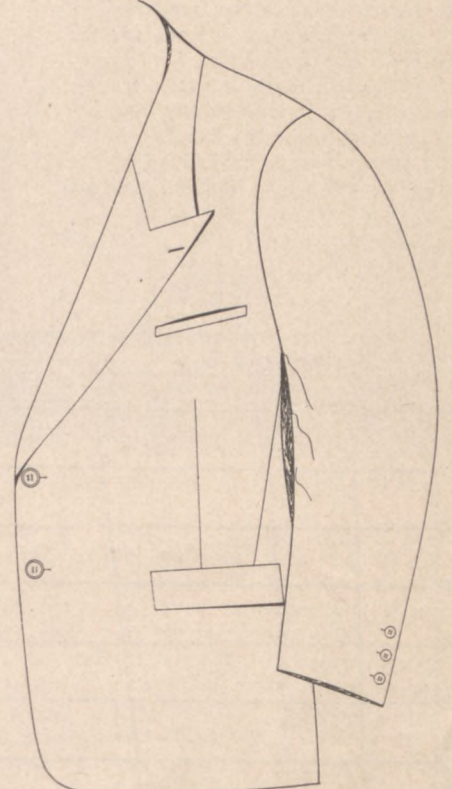
Fronts, Lapels, Cuffs, Sleeves and Pockets



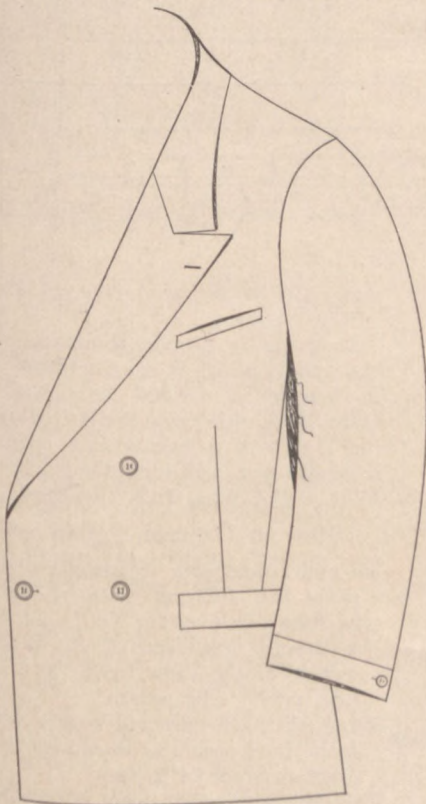
The Whitehall: Two-button front, pockets with flaps, low gorge, notch lapels, sleeves plain, finished with two buttons.



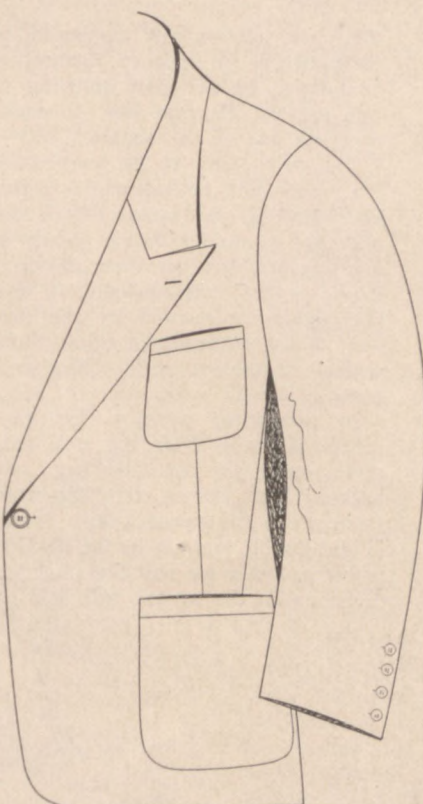
The Tarrytown: Three-button front, slanting gorge, peaked lapels, regular pockets with flaps, sleeve plain, finished with one button.



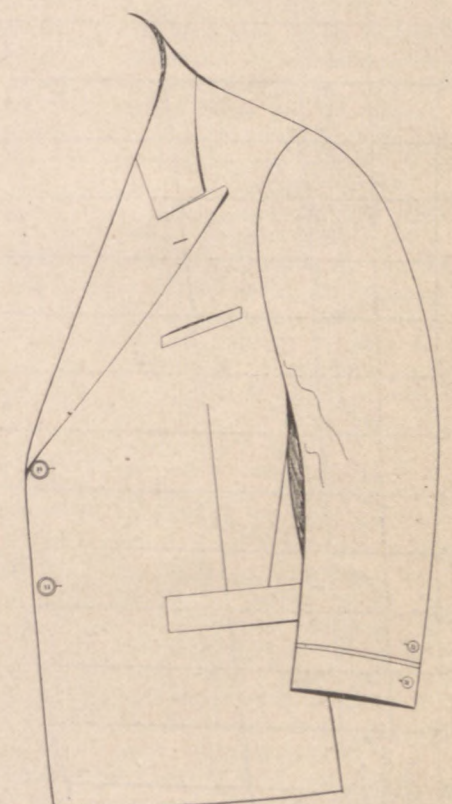
The Cambridge: Two-button front, slanting gorge, peaked lapels, regular pockets with flaps, sleeve finished with three buttons.



The Narragansett: Two-button reefer front, slanting gorge, soft rolling peaked lapels, regular pockets with flaps, sleeve finished with novelty cuff and one button.



The Woodmere: One-button front, slanting gorge, peaked lapels, patched pockets, sleeve finished plain with four buttons.



The Larchmont: Two-button straight front, slanting gorge, peaked lapels, regular pockets with flaps, sleeve finished with corded cuff and two buttons.

Learning to Cut by the Tailor's Square

A Simple Lesson on the Tailor's Square for the Beginner

(Reprinted by Special Request)

In issues of the PROGRESSIVE TAILOR we describe many drafts and diagrams showing our readers how to cut the different patterns for the different sizes and styles.

To produce these diagrams we use the ordinary tailor's square, and because there are many tailors who do not know how to make use of the tailors square and its divisions and

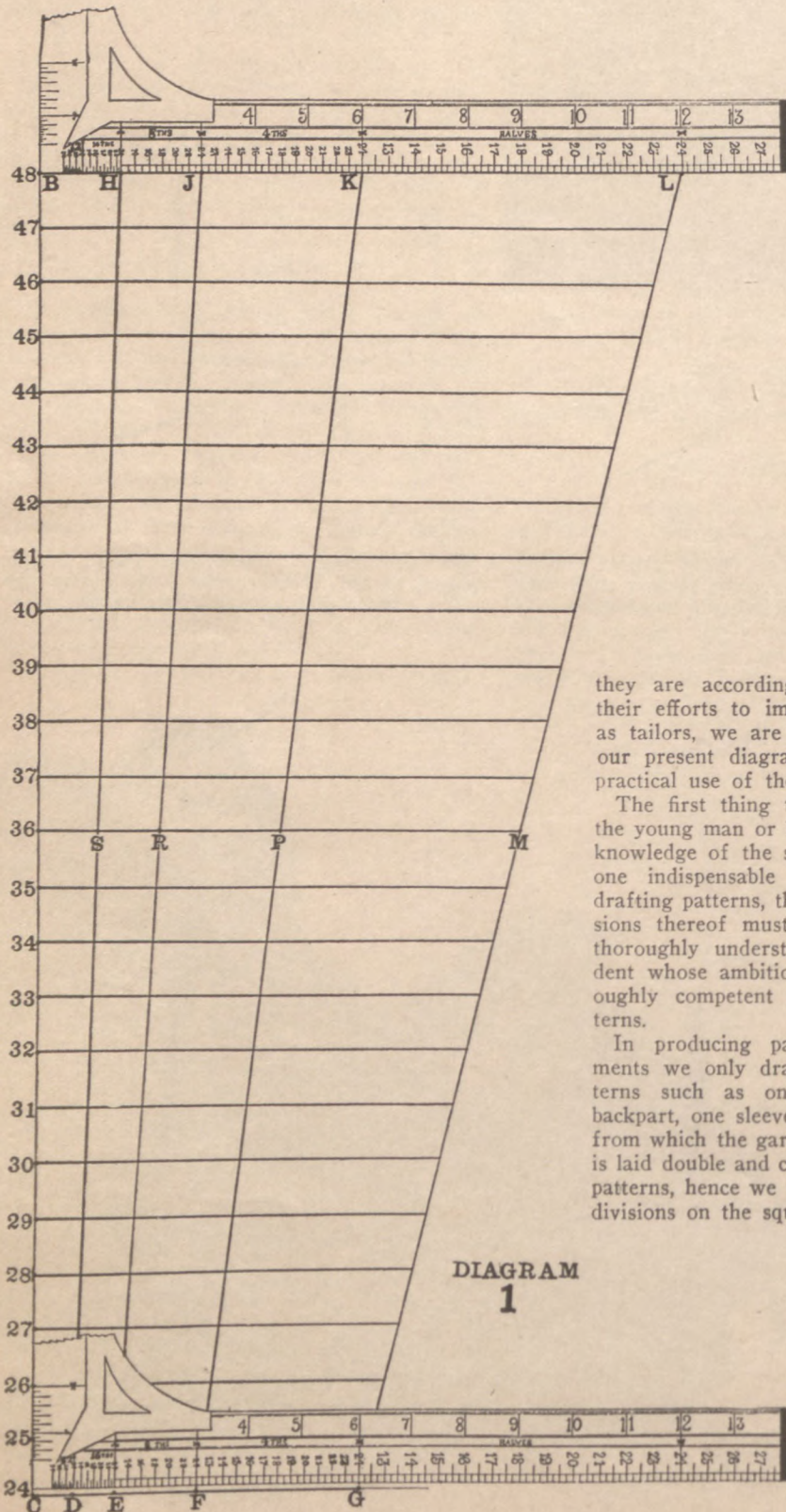


DIAGRAM
1

they are accordingly hampered in their efforts to improve themselves as tailors, we are now showing in our present diagram how to make practical use of the square.

The first thing to be learned by the young man or beginner is a full knowledge of the square. It is the one indispensable device used in drafting patterns, therefore the divisions thereof must be studied and thoroughly understood by the student whose ambition is to be thoroughly competent in drafting patterns.

In producing patterns for garments we only draft the half patterns such as one forepart, one backpart, one sleeve, etc. The cloth from which the garment is to be cut is laid double and cut by the drafted patterns, hence we will find that the divisions on the square will help us

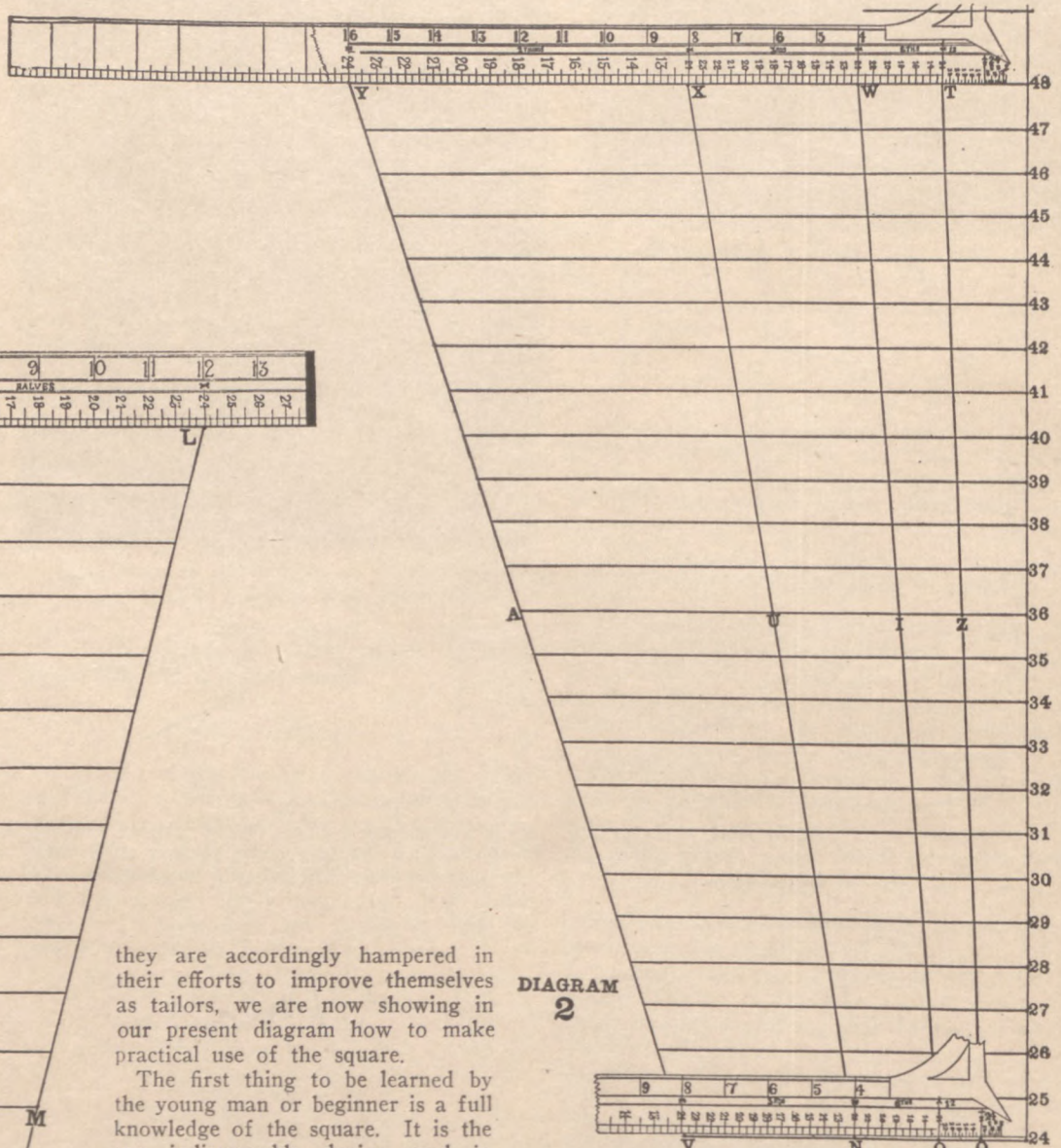


DIAGRAM
2

materially in the production of the various patterns.

Diagram No. 1—The short arm of the square, which is usually 14 inches in length, is divided into 32nds, 16ths, 8ths, 4ths, and halves, while the long arm is twenty-four inches in length and is in turn divided into 24ths, 12ths, 6ths, 3rds, two-thirds.

HOW TO USE THE SQUARE:

To understand how to use the divisions for different sizes proceed as shown in diagram No. 1. Draw a straight line from C to B, 24 inches, or the same length as the long arm of the square.

Mark off every inch and square out from those points as shown on the diagram from 24 to 48.

Take the square and place it on line C and mark off the following points: On 24 at the thirty-seconds, on 24 of the sixteenths, on

(Continued on page 61)

History of the Tailoring Shop

18th Century Caricatures on Tailoring and Men's Dress

The eighteenth century was the first one in which prints were made the medium for caricaturing the political and social movements of the day.

Books illustrated with engravings and woodcuts had, of course, come in not long before. Separate engravings likewise dated from several centuries back, but their cost was so great that they were confined mostly to more or less permanent subjects. A few separate political caricatures appear in the seventeenth century, but in the eighteenth the development of cheaper methods of engraving, and of colored prints, furnished a means by which any passing foible, even the most evanescent, might be laughed at in pictures. The development of show windows also aided in the sale, and hence in the demand for such prints, and gave an impetus to their production.



"Lor' bless me, is this my son Tom?" (A caricature contrasting city and country styles.)

Among the many caricatures of that period are a few on tailoring itself, and a number of others hitting all men's fashions at the time so vividly that they are almost of equal interest.

One of the first of these is by Hogarth, the great artist. He was born in 1697, and lived until 1764, during which period he produced a number of engravings, sometimes in series, and sometimes separate, which brought him fame and fortune.

Among the most noted of these is the set entitled "A Rake's Progress," from which we are reproducing the picture in which he is shown taking possession of his estate. It will be noted that one of his first acts was to call in a tailor and get himself measured for an entirely new and elaborate wardrobe. It is of importance to observe that the tailor was

called into the mansion, instead of the young heir visiting him in his shop. The picture is good proof that it was quite the thing at the time for the tailor to visit his customer's house in seeking business, taking the measure, and probably in fitting. The delivery itself was no doubt left to the boy unless the doubt about prompt payment was sufficient to make a visit worth while.

In the middle of the century metal cutting lathes were sufficiently developed to make the manufacture of steel buttons less arduous. This brought about a rage for using them on men's coats. The effect was startling, and we find it caricatured in a print in which a lady is startled and almost blinded by the reflection from the dozen buttons on the coat of the dandy.

The use of the word "dandy" reminds us that different periods have had many different names to designate the young men of fashion. He was called a "young blood" when he was usually a younger son of the nobility; or a "blade" when his sword was all too ready for a duel. In the third quarter of the 18th Century the favorite term for the young fop, which was also used at the time, was "macaroni." This was probably because the ultra style of the time was taken from Italy.

A print of the period introduces us to a "macaroni's" dressing room, where his hair is being done up in imitation of the crest of the cockatoo, which may be seen at the right of the picture.

Another caricature of that period, which emphasizes the difference between country and city dress, shows the astonishment of the old squire as he beholds his son rigged out in ultra style. "Lor' bless me," exclaimed the squire, "can this be my son Tom!"

We suspect that the costume of son Tom as represented here cannot be taken with entire seriousness.



A caricature on the new steel buttons, eighteenth century.



A cartoon on the tight pantaloons and methods of measuring—about 1800.

The hat, for example, is pictured as being placed on top of the wig with his sword. As a matter of fact, when the large wigs were worn, the hat was usually carried under the arm.

Another interesting caricature, which dates from about 1800, shows a tread wheel, straps and pulleys being employed to pull up a customer's short trousers while the tailor is taking his measurements. The tread wheel is being worked by a dog, and reminds us of the wheel in the squirrel's cage, though the fact is that tread wheels were used for hoisting purposes all through the Middle Ages and Early Modern period. The customer, who is fat and from the country, is having no easy time of it, but is determined to have his pantaloons drawn up as tight as anybody.

LEARNING TO CUT BY THE TAILOR'S SQUARE

(Continued from page 40)

24 of the eighths and on 24 of the fourths as shown at D, E, F and G.

Now take the square and place it on line B and mark off on 24 of the sixteenths, on 24 of the eighths, on 24 of the fourths, and on 24 of the halves as shown in diagram at H, J, K and L.

Draw lines from D to H, E to J, F to K and from G to L.

Knowing that the different fractions of the breast, waist and seat measures must be used, we will take for granted that the numbers between B and C are either breast, seat or waist measure, and supposing that we want to find one-half of 36 on the divisions; we know that one-half of 36 is 18, but

place the square straight on line 36, and you will find 18 on the halves at M, 18 on the fourths at P, 18 on the eighths at R and 18 on the sixteenths at S.

Now take 40 into consideration, the half of 40 is 20, which as well as the smaller fractions can be located on the square by the same procedure as used in finding the divisions of 36. Make a thorough study of the short arm of the square and then take up the study of

THE LONG ARM

On the long arm, which we will find is 24 inches in length, we will find the twenty-fourths, twelfths, sixths, thirds and two-thirds.

Draw up diagram 2 in the same manner as was used in drawing diagram 1, placing the long arm of the square on line 24, marking off 24 of the twenty-fourths, 24 of the twelfths, 24 of the sixths, 24 of the thirds, as shown at Q, O, N and V.

Now place square on line 48 and mark off 24 on the twelfths, 24 on the sixths, 24 on the thirds, and 24 on the two-thirds, as shown at T, W, X and Y.

Draw a line from Q to T, O to W, N to X, and from V to Y. We have found that 18 is the drafting power for 36, so now place the square on line 36 and you will find 18 on the twelfths of the square at Z, 18 on the sixths at I, 18 on the thirds at U and 18 on the two-thirds at A. Now take size 42 for example and we will find that the drafting power is 21 and the same fractions are to be located on line 42 in the same manner as has been followed in size 36.

Study both illustrations of the square until you have absorbed all the details and know it thoroughly.

American Sports Clothes Fifty Years Ago

HALF a century ago in America golf was as yet unknown, lawn tennis was just being introduced, croquet was popular, archery was still practiced, the high bicycle was in its heyday, international rifle matches were still in vogue, and English-American cup races were already historic.

In some of these sports the men's dress was that of every day, but in others a distinct costume had been developed. In tennis both knickerbockers and flannels were being experimented with. The bicyclers seemed to have a semi-official costume consisting of a very short tight jacket and knee breeches. The yachtsmen wore a double-breasted coat as a protection against the wind, and the marksmen adopted a shooting jacket drawn in by a belt, and in many cases accompanied by short trousers.



The Centennial International Rifle Match, Creemore, New York—1,000-yard Range—American and Foreign Riflemen



When Archery Was Popular, 1879



Tennis and Croquet, Fifty Years Ago



New York Yachtsmen a Half Century Ago



Review of Wheelmen in Boston, 1880, in the Days of the High Bicycle

Interesting Folks in Native Costume

The Dress of Foreign Countries

Photos Copyrighted



The handsome well-dressed man of Tunis wears an Inverness cape, gloves and fraternal pin. He is dressed in the latest sartorial mode.



In Tyrol, town of Innsbruck, this grand old man represents the folk dress of Austria.



Tourists in Algeria are greeted by this gaily dressed guide, clad in khaki; his characteristic turban decorated with a floral bouquet as a symbol of his office



The famous Royal jewels in the Tower of London are protected by this stern custodian, who wears a special costume embroidered with the shield of Arms and Royal Escutcheon.



Progressive

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MERCHANT tailors must be constantly "on their toes" to keep up with the new fashions, new fabrics, new and progressive ways of promoting business.

Good work is remembered after the price is forgotten.

DIXONITE says, "Money buys skill, buys courage. Wisdom may be had for hire. Loyalty is not for sale. It falls freely as the gentle rain—unbought. There is no finer thing than loyalty."

There is only one way to be happy, and that is, to make someone else so.

KEEP in touch with old customers at the same time that you are soliciting new accounts. You can maintain this contact with your regular customers by regularly mailing to them letters, booklets, post cards—and other printed matter.

An ounce of performance is worth a ton of complaint.

IT is a practical matter to obtain a profit on every order—and the merchant tailor must have the courage to ask for it. To be successful he must get fair prices. It takes salesmanship to get a customer up to the point of ordering a suit. It takes both salesmanship and nerve to make him pay what the suit is worth.

There are two kinds of economy: possible saving and profitable spending.

WE have suggested a slogan for this season "Keep Customers Well Dressed." This would include the resolve by our readers, that, instead of selling only one suit, to try to have

their customers purchase an entire wardrobe, consisting of business suits, Summer suits and topcoat. With this object in view, the merchant tailor can greatly increase his business and at the same time favor his trade with the complete outfit.

Be pleasant until ten o'clock in the morning, and the rest of the day will take care of itself.

GOOD will in a business is worth money. It is gained and maintained by several factors—

1. By advertising continuously and letting the people know about yourself.
2. When folks are acquainted with you, letting them know what you sell.
3. Convincing them that they can get from you better merchandise, service, delivery and value than anywhere else.
4. By keeping customers satisfied—so they will prefer to buy from you rather than anyone else.

There's more religion in a smile to the living than a eulogy to the dead.

JOSEPH B. PLATT, art director of *The Delineator*, had concluded an address on modernism," says *Printers' Ink*, "and its influence on style trends when the task of defining 'style' was put to him. There was a ripple of smiles through the audience for what appeared to be a sticker. This changed to a round of applause for a task well performed when Mr. Platt answered: 'Style is the element which, having been imagined by the few, becomes popular with the many.'"

Before doing a wrong act, remember that you are compelled to live with your memory.

ADVERTISING plays an important part in every business. It is reported that the advertising cost for a seven-cent cake of soap is 1/5 of a cent; 4/5 of a cent for a twenty-five-cent collar; 1/5 of a cent for a five-cent package of gum; one dollar for a fifty-dollar suit of clothes.

This advertising cost is so small that it neither affects the price asked for the article nor does it detract from its quality.

The important thing is that this advertising becomes a guarantee for the good and reliable quality of the article. The public can reason for themselves that a firm cannot afford to make false statements and they must deliver goods equal to the statements made in the advertisements. Thus the public arrives at the conclusion that an advertised article or service is always dependable in quality.

People who want praise don't deserve it; people who deserve praise don't want it.

THE business decalogue of George Churchill in "The Shield" is summed up in—

TEN COMMANDMENTS

1. Don't wait for the other fellow to come to you; go to him.
2. In competition with others, always give them the credit for being a little smarter than you are. Then work like the deuce to prove that they aren't.

3. If you have no money and little credit, capitalize your personality. Sometimes it pays to have nerve.

4. Never admit to anybody—and least of all to yourself—that you are licked.

5. Keep your business troubles to yourself. Nobody likes a calamity howler. Besides, he finds scant favor with the bankers.

6. Don't be afraid of dreaming too big dreams. It won't hurt you to figure on owning a railroad, even if you have to compromise on a flivver.

7. Make friends; but remember that the best of friends will wear out if used too frequently.

8. Be square even to the point of finickiness, and you will have mighty little occasion to complain of a crooked world.

9. Take advice, but do your own deciding.

10. Don't toady. The world respects the man who stands up and looks it in the eye.

Sometimes it is a good thing when troubles come together—we get rid of them so much sooner. At any rate *do not worry*. It won't last—it never does.

CONVENTION OF THE MERCHANT TAILOR DESIGNERS' ASSOCIATION

THE Merchant Tailor Designers' Association, having rounded out half a century of service and mutual help, is planning its "Golden Jubilee" Convention. They already have much to be proud of, and intend to have still more at this convention, which will be held in the Hotel Statler at Cleveland, Ohio, from February 4 to 7. A great many conditions have changed during the association's years of progress; the convention program, taking these changes into account, will feature many new problems.



Joan Carter-Waddell and Clifton Webb Now Appearing in "The Little Show" at the Music Box Theatre, New York

Editorials

John Foote, elected president when the association was founded in Columbus in 1881, is still living, 92 years of age, and in such good health that he is expected to be present. In fact, Mr. Foote is scheduled to give a History of the Association which should teem with interesting facts. There will be a great deal of profitable discussion; for, as Mr. Danner says, "Our job is to educate the tailor by injecting new and up-to-date methods."

A style show is being organized under the chairmanship of William Herliker, who is having garments displayed from all parts of the United States and Canada. An innovation will be the presentation of the latest models from London tailoring establishments.

Thus old members will have many a reunion and both old and new members will derive great benefit from attending. Railroads are cooperating by offering the certificate plan, making the round-trip rate 25 per cent less than the usual fare. Those planning to attend should write at once for reservations at the Statler. Further details are obtainable from Louis A. Danner, Secretary, Merchant Tailor Designers' Association, 320 South Sixth Street, Springfield, Ill.

CONVENTION OF THE PACIFIC COAST MERCHANT TAILORS' ASSOCIATION

A WARM welcome to a cool climate, with a great deal to back it up, is being extended to all who may be interested in attending the Eleventh Annual Convention of the Pacific Coast Merchant Tailors' Association. It is to be held in Tacoma, Wash., from February 3 to 6, inclusive. And as the eleventh marks, so to speak, the beginning of a new series of conventions, Tacoma offers something different.

In the first place, very few speakers not belonging to the association are being invited. This means that every speech will be to the point and will carry a load of information and interest that will be of inestimable value to every conventioneer. Several discussions will be held, in which there will be ample opportunity for every merchant tailor to air his views on problems sartorial and to leave the convention a better-informed tailor than he was when he arrived.

Better physically, too. For the lucky inhabitants of Tacoma are only a two hours' ride from the third highest mountain in the United States: Mount Rainier, whose snow-clad peak is alone a sight worth traveling to see. On the second day of the convention, therefore, all those attending will be taken to Mount Rainier, where they will indulge in any winter sports that catch their fancy. Provision is to be made for snowshoeing, tobogganing, skiing, and a hearty dinner at the Inn. As there are five golf courses nearer to the town, delegates are advised to bring their clubs along. Nor has special entertainment for the ladies been forgotten.

All in all, the enthusiastic convention committee seems to be on its toes. They ask that as many clothing exhibits as possible be prepared for the Style Show, which is expected to draw a great crowd to the Convention Headquarters. Merchant tailors may obtain further details by addressing Executive Secretary Henry E. Ashmun, 1211 Claus Spreckles Building, San Francisco, Cal.

Merchant Tailors Bookshelf

Introduction to Business Management. By Herbert G. Stockwell, Harper & Brothers, New York, N. Y. \$4.00.

The business man will find in this book practical advice on important business subjects, such as scientific thinking in business, forms of ownership of business concerns, organization of the management of activities, and other important functions of a successful business. The book is planned in a practical way so that references can be easily found and each subject is treated in a concise and intelligent manner.

How to Turn People Into Gold. By Kenneth M. Goode, Harper & Brothers, New York, N. Y. \$3.50.

What business man isn't interested in this subject of increasing his business patronage? This is a treatise of which E. St. Elmo Lewis says:

"Mr. Goode has written a mind-stirring, soul-searching, stimulus to right thinking on this most important of modern problems."

This book is right up-to-the-minute as a survey of what is now being done by the more successful merchants and culls the matter down to the individual who is responsible for the promotion and carrying on of a business from its inception to its success.

Bulletin No. 78, Operating Expenses of Department Stores and Departmentized Specialty Stores in 1928. Bureau of Business Research, Harvard University, Soldiers Field, Boston, Mass. \$2.50.

This statistical compilation of a survey made in cooperation with the New York National Retail Dry Goods Association covers reports from the entire country from Canada to Hawaii. It shows in bulk figures and percentages the operating expenses and results obtained by department and chain stores. It is interesting to any merchant in studying his own local field and determining what can be accomplished by stores of this character.

Salesmanship for the New Era. By Charles W. Mears, Harper & Brothers, New York, N. Y. \$3.00.

Personal soliciting for business is a potent means of getting orders. In this book new sales methods that are successful today are presented. The book also plainly divulges that salesmanship can be cultivated by the individual, and that any ambitious worker can develop his talent for salesmanship by easy steps, provided he enjoys meeting and dealing with people. These easy steps in salesmanship are presented in understandable form, including how to know a prospect, what the salesman should be, what he should know about his product and how to persuade the prospect, and most important, how to close a sale. It is a very valuable book for any merchant who is enterprising and desirous of getting more business through personal solicitation.

Store Management for Profit. By Willis O. Derby, Harper & Brothers, New York, N. Y. \$3.00.

Do you know what the world expects of you when you term yourself a merchant? This book tells you and then goes on to explain how you should think about your finances, the turnover of money, profits that you should make. Also, it explains how you should mark down prices to get sales stimulus and how to control your business from every point of view, including expenses and growth. Lastly, it covers the very important subject of sales in advertising, and ends with the conclusive paragraph in which all of this is summed up. It is an exceedingly good book to stimulate better store management.

Hartrampf's Vocabularies. By Gustavus A. Hartrampf, Hartrampf Company, Atlanta, Ga. \$5.00.

This is a desk book of synonyms, antonyms, and relatives. Every enterprising merchant should have a good dictionary and should also have a book of this character. It is a marvelous new edition that presents in analyzed form all of the important words of the English language and classifies them in such a manner that if you want to get a synonym or antonym very quickly, you can do so without difficulty. The price of \$5.00 is very cheap for a book of this kind. It contains 532 pages of reference matter and words that are tabulated with a comprehensive index. No book has been issued in recent years equal to this in any way. It is a marvelous reference volume.

Advertising for Community Promotion. Department of Commerce, Bureau of Foreign and Domestic Commerce, Domestic Commerce Series—No. 21. Price 10 cents.

This is a valuable pamphlet of 48 pages, issued by the United States Government under the direction of Mr. Julius Klein, Bureau of Foreign and Domestic Commerce. Issue of 1927. This booklet shows the result of community advertising and the trend of community growth.

Dartnell Corporation, Chicago, Illinois.

Following is a list of books which are available:

Closing the Sale. By Aspley. Price, \$1.10.
Field Tactics for Salesmen. By Aspley. Price, \$1.10.
How to Sell Quality. By Aspley. Price, \$1.10.
Managing the Interview. By Aspley. Price \$1.10.
Salesmen's Correspondence. By Aspley. Price, \$1.10.
What a Salesman Should Know About Advertising. By Aspley. Price, \$1.10.

What a Salesman Should Know About Credits. By Aspley. Price, \$1.10.

What a Salesman Should Know About Finance. By Aspley. Price, \$1.10.

Survey No. 1—Sales Management Practices. By Aspley. Price, \$6.00.

Survey No. 2—Modern Sales Organization. By Aspley. Price, \$6.00.

Survey No. 3—Competitive Trade Practices. By Aspley. Price, \$6.00.

Letters From an Old-Time Salesman to His Son. By James. Price, \$1.00.

What a Salesman Should Know About His Health. By Sadler. Price, \$1.10.

Greatest Business in the World—the Business of Being a Salesman. By Aspley. Price, \$1.75.

Cheer Up! and Eight Other Thoughts for Men Who Sell Things. By Bates. Price, \$1.10.

The Standard Book on Estimating for Printers. By Fred D. Hoch. United Typothetae of America, Chicago, Ill. \$5.00.

A handbook on printing that is modern in every respect. Concise details of printing given pertaining to paper, typesetting, presswork, color printing, inks, bindery work, art work, engraving, electrotypes, etc. Filled with valuable information and important tables pertaining to printing. A valuable treatise for both the practical printer and for those who use printing. Mr. Hoch is Supervisor of the Estimating Bureau of the New York Employing Printers' Association, Inc. His long and practical experience in this field qualifies him as an authority on printing estimating.

LEADING merchant tailors from every part of the country will participate in the important convention of the National Association of Merchant Tailors of America, to be held in Chicago.

The famous Drake Hotel will be headquarters for the sessions scheduled to start January 28 and extend over a period of four days.

An extensive program includes addresses by prominent members, practical work demonstrations, and a style exhibit. Adequate entertainment will make the convention a pleasurable event for attending delegates.

Information regarding the convention may be had by writing to the secretary, Mr. Thomas F. B. MacNamara, 7 East 44th Street, New York.



Professor Snoozer, while hard at work on a theory, is confronted by a couple of facts.

—Courtesy of Judge.



Tailoring Patents and Oddities

Patents of Interest to the Tailoring Profession

By Mr. Hugo Mock

WE present in this number a considerable list of patents showing what inventors have been doing in 1929 in order to improve the art of tailoring and garment making.

These patents have many diverse aims, some tailoring inventors want to Fordize the industry and make it easy to manufacture garments in huge lots by factory methods, others have designed garments for special uses, such as Hunting Coats, others again have given us their solution of making trousers so that the adjustment of the waistband will be easy, and again we see as usual a number of improvements in pocket construction.

For the convenience of our readers we present this new crop of patents and tailoring oddities under the following headings:

1. Tailoring.
2. Coat Construction.
3. Pattern Cutting.
4. Pockets.

5. Miscellaneous.

It will be apparent that any such classification is merely arbitrary and that some of the patents belong to more than one class.

TAILORING

Hamberger, No. 1,713,433 hails from Paris, and therefore has invented something for the well-dressed man, a house jacket or pajama provided with a stand-up collar so that the wearer will always appear properly dressed even if he has no collar on.

Janke, No. 1,716,061 a vest or coat which can be unfastened or fastened with practically a single movement instead of one button at a time.

Mock, No. 1,711,611 is for trousers provided with a double trouser seat. The inventor says: "This device is to provide means whereby the body is maintained at a comfortable temperature when the wearer is sitting on a cold object, such as stone, iron, etc." It appears to us

that the average man will not bother to wear any such contraption.

Haspel, No. 1,719,700 is an improved coat body construction which allows the length of the coat to be altered at will.

Goodman, No. 1,713,121 shows another method of making the waistband of trousers extensible by providing folding extension along the waistband so as to permit the adjustment of the waistband to various sizes.

COAT CONSTRUCTION

Merola, No. 1,729,787 is an improved pattern for a coat and collar, see drawing.

Gross, No. 1,721,074 is an improvement in sleeve construction, particularly adapted to athletic garments in which the sleeves are so joined with the body portion that the shoulder portion of the coat and the sleeves automatically adjust themselves to the movements of the wearer. This is done by the pro-

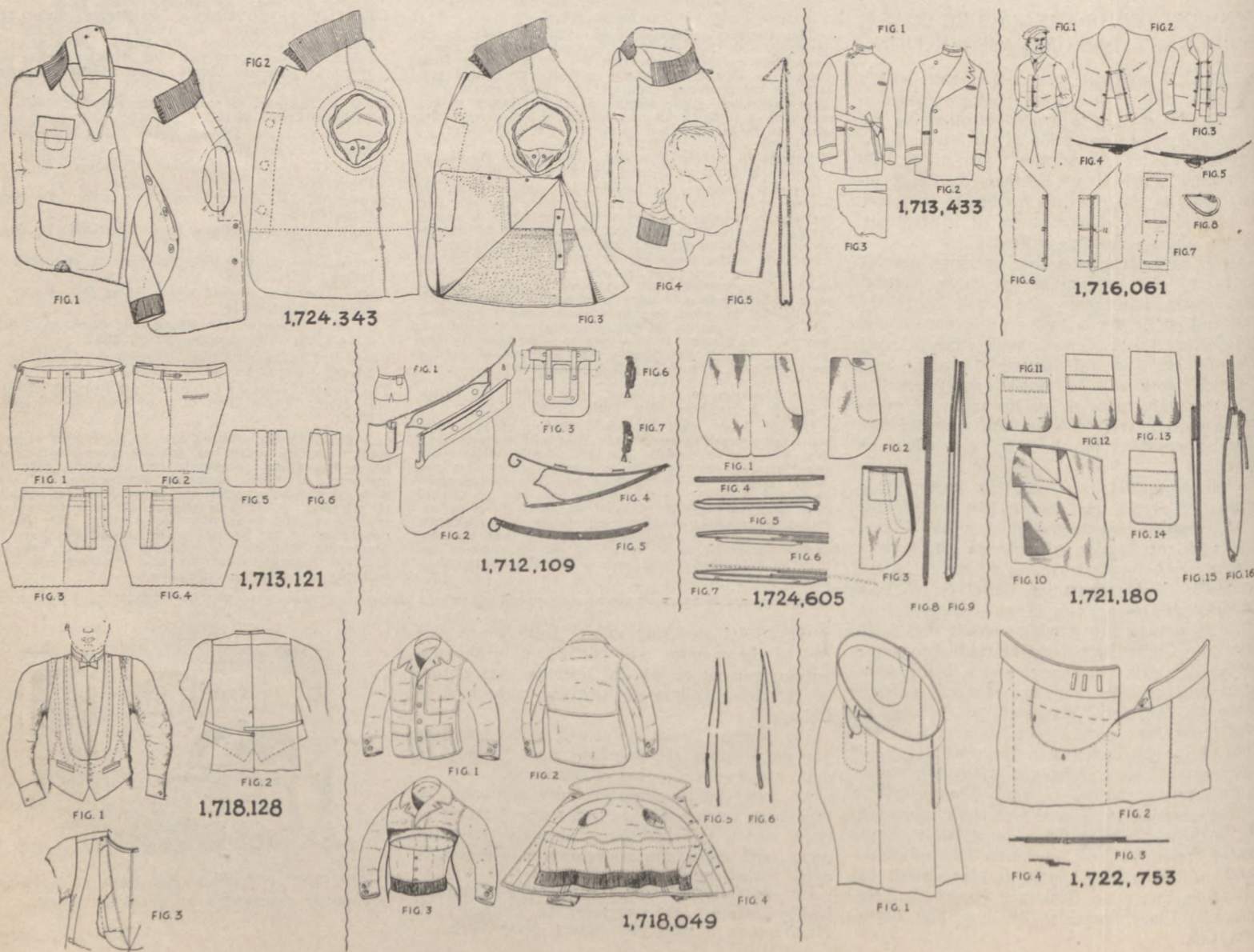
vision of a series of extension members sewn on the inside of the coat adjacent the armholes.

Kerr, No. 1,722,753 is a combination sport garment having a knitted bottom portion and a top of leather or regular cloth.

Conover and Bush, No. 1,724,343 is a hunting coat having a large pocket or chamber formed between the layers of canvas that comprise the outer and inner surfaces of the coat. There are also auxiliary armholes by which access may be had to this pocket.

Smith, No. 1,723,214 shows another form of a hunting coat equipped with especially deep pockets useful for hunting and fishing.

(Continued on page 72)



Trouser Making

Beginners' Course in Trouser Making

(Continued from the last issue of THE PROGRESSIVE TAILOR)

In our last issue we described how to make the hip pockets. We will now continue the seaming of the side seams and cutting the fly waistband and canvas.

Now the student should be prepared with a basting needle and a thread ready to first baste the outside seams of the forepart and backpart.

When basting the seams together, he will find that the forepart and backpart will in all cases go fairly and evenly together.

In any case to secure perfect balance and fit in the trousers the balance notches at the knee of both the front and the backpart must meet evenly, and unless the basting of the seams is done with a very close stitch the machine will shift the seams which will result in the changing of the notches and spoiling the balance of the trousers.

So in whatever manner, the student will have best fitting trousers by keeping the notches even as they were in the drafted pattern.

In pursuit of this the tailor will next press open the seams and in doing this the iron must not be too hot as it may scorch or burn the cloth.

He should also take care not to pull or stretch the seam while pressing.

Assuming that the outside seams are thinly and smoothly pressed we will now start working on the left leg.

Here we will need the waistband, the fly and the linings. The cutting of the fly is strictly a part of the tailor's duty and it should be cut respectively by the left side of the forepart or by the pattern as shown in sketch M. This important detail often is an influence on the fit of the trousers.

In sketch A 2 we show the right side of the fly or button stand.

The fly notch should extend to within 2 inches from the fork seam as from A to B of sketch M. The fly should extend from the top of the rise seam 1 3/4 inches above or as from C to D and it should be cut a trifle hollower than the front so as to throw a little more spring on the outside. It should be cut 2 1/4 inches wide as shown in sketch M-2.

The canvas required for a pair of trousers is 4 inches wide, of which we are using 2 inches for the left side as shown in sketch O. Here the tailor will take the cloth waistband and stitch it on over the edge of canvas as shown from 51 to 52 in sketch O.

Next turn the waistband cloth over the canvas, baste it down and press it as shown in sketch N from 53 to 54.

We next take the waistband and sew it to the forepart as shown in diagram 19 from 55 to 56.

Here we illustrate the waistband sewed on to the trousers, the seams closed and smoothly pressed open.

Next bring the pockets up over the waistband seam so that point 57 will fall on point 58 and point 59 on point sixty.

Now baste the pockets to the waistband seam at 58 and 60.

Having the pockets in this position, take the fly lining as shown in sketch A-I of diagram 19, baste it to the front part starting at the fork notch as from 61 to 55 of diagram 19.

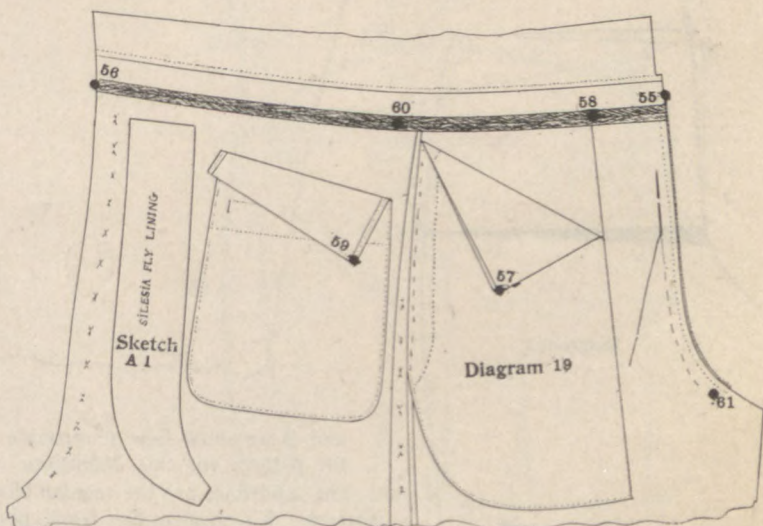
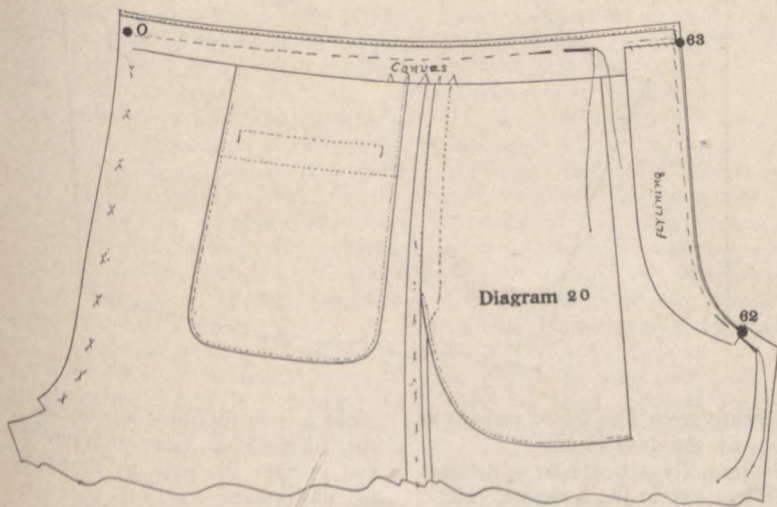
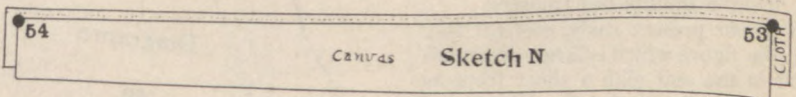
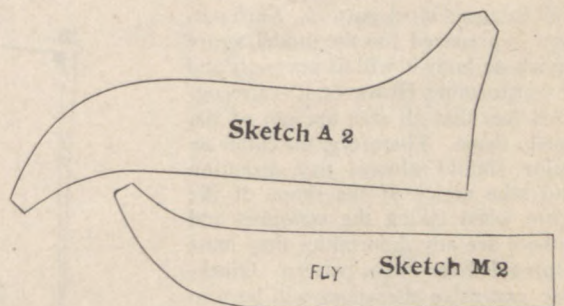
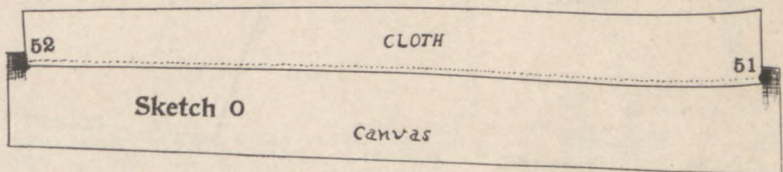
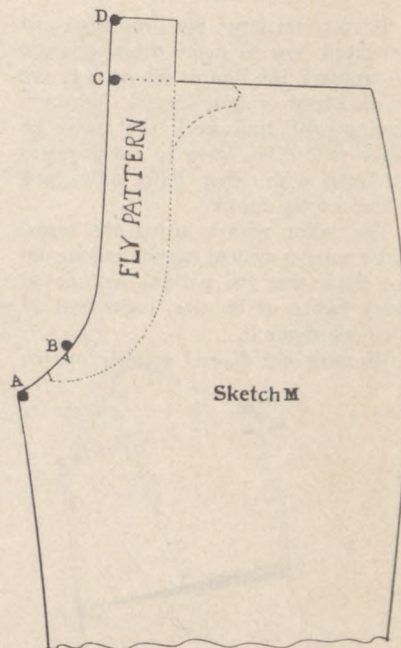
Now seam the lining by machine as shown.

Next take the basting needle and thread and baste down the canvas over the seam of the waistband as

shown in diagram 20 from 63 to O. Also turn in the fly lining as shown from 62 to 63, and press down both the waistband and the fly lining.

Tailors of experience know that customers will often not accept a suit or garments if something is not to their exact liking. Therefore, we advice the student not to overlook even the smallest trifle. By so doing, he will always have best results.

In our next issue, we will continue making the trousers.



Cutting by Block Patterns

(Continued from the last issue of THE PROGRESSIVE TAILOR)

(Drafted by the Divisions of the Tailor's Square)

In our last issue we illustrated and described how to make the alterations on trousers for figures whose legs are knock-kneed or bow-legged. On continuing with this work the cutter or tailor will often have to cut trousers for men with other deformities and shapes of the figure.

The tailor who is using the tested block pattern system cannot and should not think that the pattern will fit on every figure of its size, regardless of what his shape is.

He must not depend entirely on the



Fig. 1

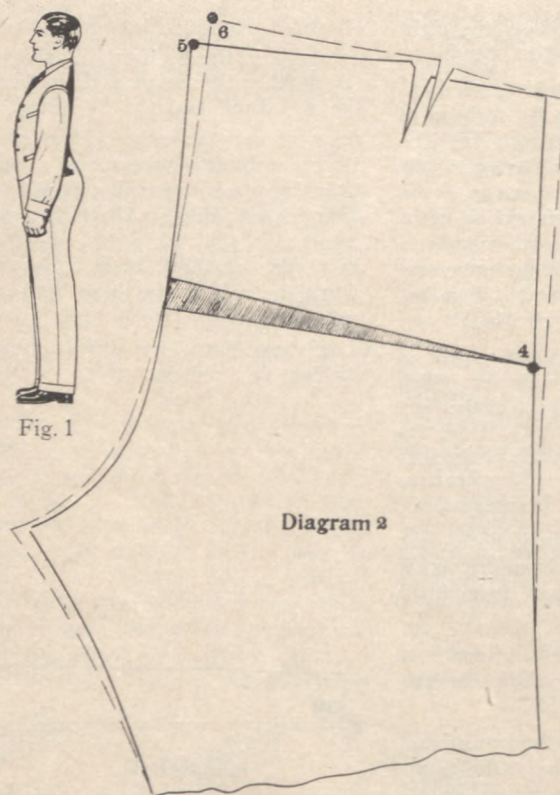


Diagram 2

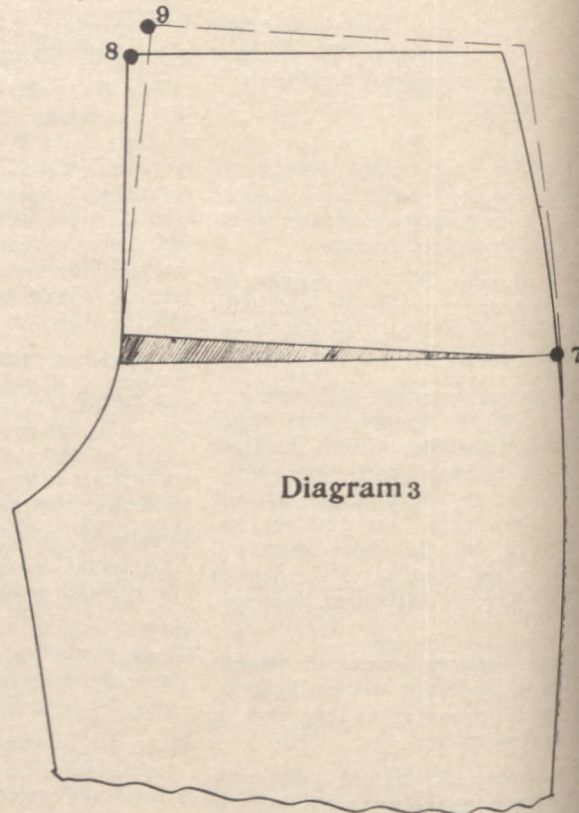


Diagram 3



Diagram 4

well balanced block pattern. Such pattern is prepared for the model figure on whose body it will fit perfectly and be comfortable. However, it is a recognized fact that all men are not of the Apollo shape. Therefore, the cutter or tailor should always pay attention and take notice of the shape of the figure when taking the measures and if there are any deformities they must be provided for in the pattern. Otherwise, expensive alterations will have to be made in the finished trousers.

For our present study, we will take up the figure which is large or prominent in the seat with a short front as shown in figure 1. In Diagram 1

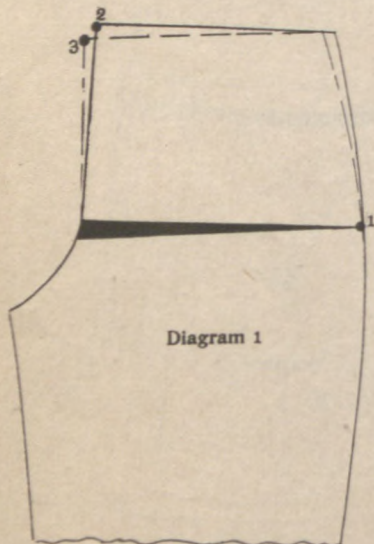


Diagram 1

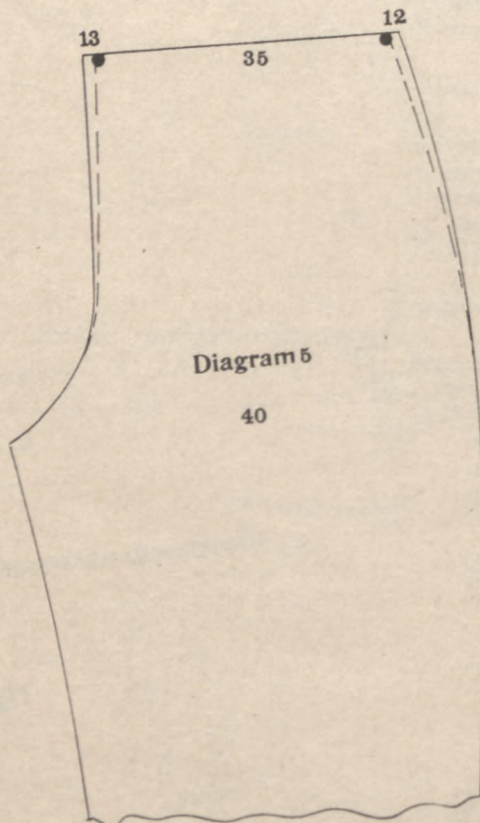


Diagram 5

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Fig. 2

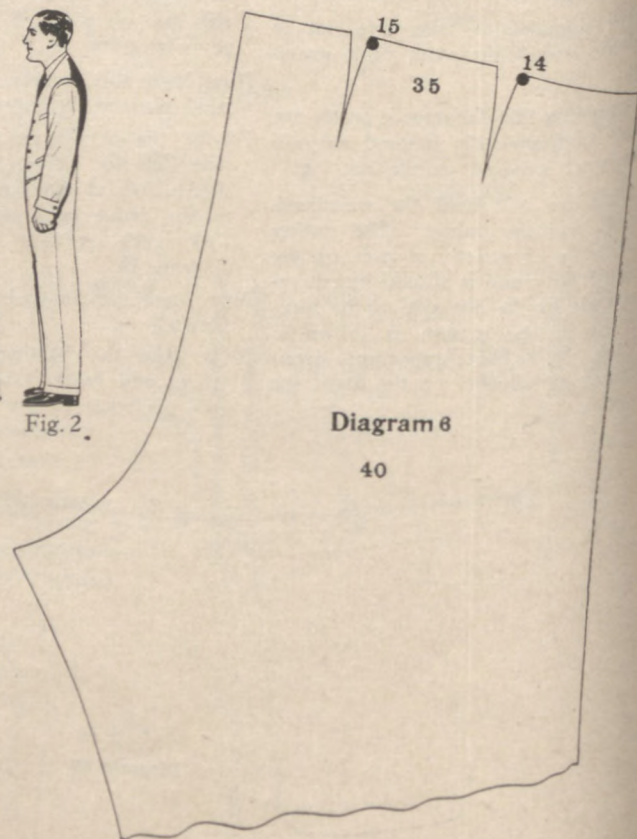


Diagram 6

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and 2 we show how to provide in the pattern for this definition. The solid lines are the regular block pattern. To shorten the front, pivot the pattern at 1 and drop it 1/4, 1/2 or 3/4 inches from 2 to 3 and reshape as shown by the dash lines. In diagram 2 we show how to increase the seat size in the backpart. Here, pivot the pattern at 4 and raise it

from 5 to 6, the same amount as in the forepart or more if required, and reshape the back as shown by the dash lines.

(Continued on page 49)

The Pimlico Riding Breeches

(Drafted by the Divisions of the Tailor's Square)

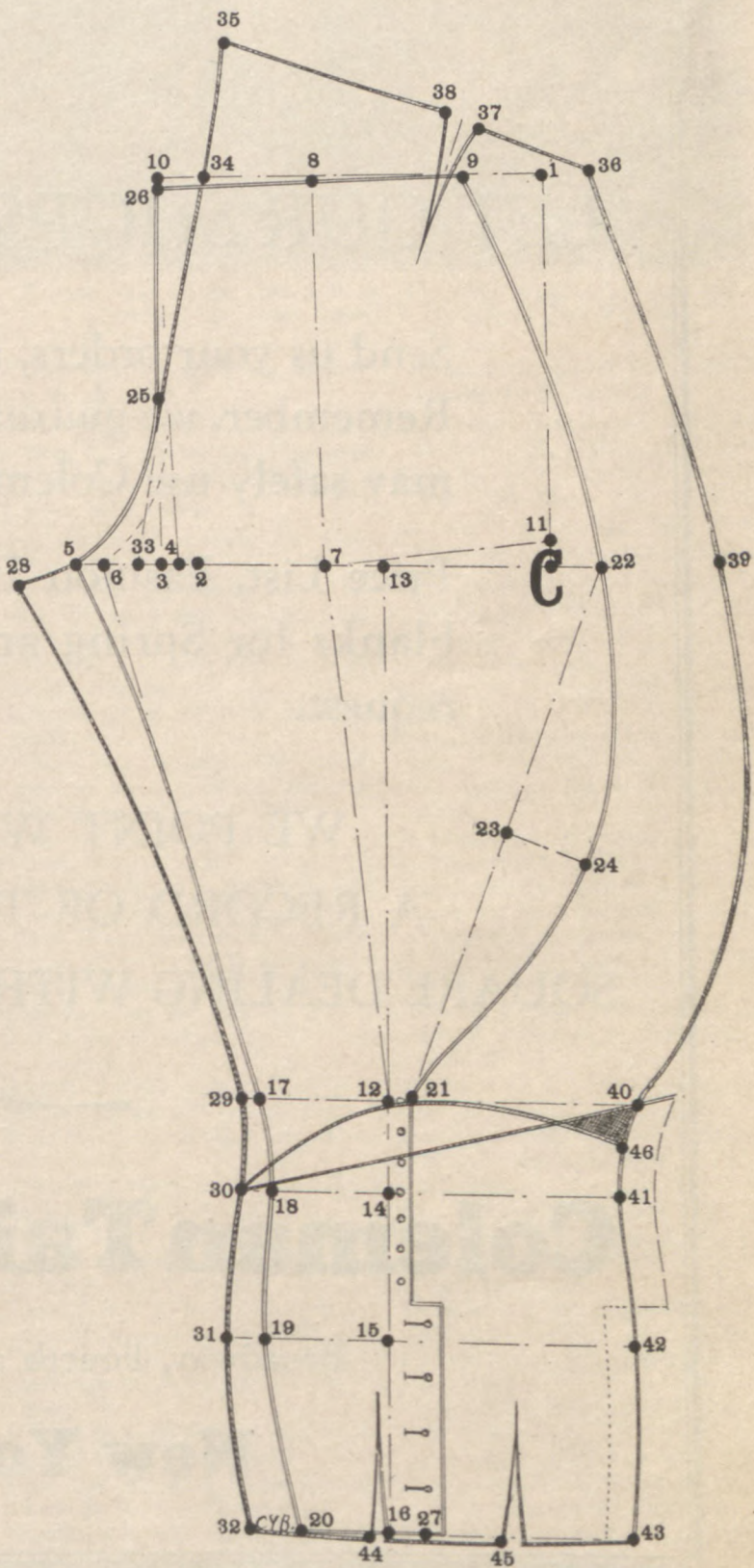
In the accompanying diagram we are showing how to draft and cut riding breeches pattern. The diagram was made from the following measures:

- Rise, 10 inches.
- Waist, 33 inches.
- Seat, 39 inches.
- Length to knee, 13 inches.
- Length to small knee, 16½ inches.
- Length to calf, 20½ inches.
- Length to ankle, 25½ inches.
- Width of knee, 14 inches.
- Width of small knee, 13 inches.
- Width of calf, 14 inches.
- Width of ankle, 10 inches.
- To draft:
 - Square up and out from C.
 - 1 from C is the rise or 10 inches.
 - 2 from C is ½ the seat measure on the divisions.
 - 3 from 2 is 1 inch.
 - 4 is halfway between 2 and 3.
 - 5 from 3 is ⅛ the seat measure on the divisions.
 - 6 from 5 is ¾ inch.
 - 7 is halfway between C and 6.
 - 8 is located by squaring up from 7 by the crotch line.
 - 9 from 8 is ¼ the waist measure on the divisions.
 - 10 from 8 is ¼ the waist measure on the divisions.
 - Draw a line from 10 to 4.
 - Draw a line from 10 to 3.
 - 11 from C is ¾ inch.
 - Place a corner of the square on point 7, resting short arm of same on point 11 and square down from 7.
 - 12 from 7 is the length to knee, plus

- 1 inch.
- 13 from 7 is 1/12 the seat measure on the divisions.
- Draw a line from 13 through 12 and down.
- 14 from 13 is the length to small knee.
- 15 from 13 is the length to calf.
- 16 from 13 is the full length.
- Square across both ways from points 12, 14, 15 and 16 by line 13 and 16.
- 17 from 12 is ¼ the knee measure on the divisions.
- 18 from 14 is ¼ the small knee measure on the divisions.
- 19 from 15 is ¼ the calf measure on the divisions.
- 20 from 16 is ¼ the ankle measure on the divisions.
- 21 from 12 is ¾ inch.
- Square down from point 21 by line 12 and 17.
- 22 from C is 1¼ inches.
- Draw a line from 22 to 21.
- 23 is halfway between 21 and 22.
- 24 from 23 is 2¼ inches.
- Shape the side seam of the forepart from 9 to 22 to 24 and down to 21.
- 25 from 3 is ¼ the seat measure on the divisions.
- 26 from 10 is ½ inch.
- Draw the line back from 26 through point 9.
- Draw a line from 6 to 17.
- Now shape the front from 26 to 25 to 5, to 17, 18, 19 and down to 20 as shown.
- 27 is located on the line squared from 21.
- Now cut out the forepart as shown by

- the double lines, lay same on separate drafting paper and proceed to draft the backpart.
- Sweep forward from point 5, pivoting at 17.
- 28 from 5 is 1/12 the seat measure on the divisions.
- 29 from 17 is ½ inch.
- 30 from 18 is ¾ inch.
- 31 from 19 is 1 inch.
- 32 from 20 is 1½ inches.
- 33 from 5 is 1/12 the seat measure on the divisions.

(Continued on page 74)



CUTTING BY BLOCK PATTERNS

(Continued from opposite page 48)

Figure No. 2 is an illustration of a man who is flat in the seat and long in front. If the trousers for this figure were cut as for the normal type they would show folds in the seat and the alteration for this shape is to decrease the seat and increase the front.

In Diagram 3 we show the alterations. Pivot the patterns at 7, raise it as from 8 to 9, and reshape as shown by the dash lines.

In Diagram 4 we show the alteration for the flat seat of the backpart. Here pivot the pattern at 10, lower it as from 11 to 12 and reshape as shown by the dash lines.

In Diagrams 5 and 6 we show how to decrease the waist size in trousers. The cutter or tailor who is using the trouser block should be regulated by the seat size by which the trousers are constructed. The waist measure is easily regulated. Now, assuming

that in Diagrams 5 and 6 the seat is 40 inches and the waist is 35 inches, to reduce the waist to 30 inch size take off 1/8 inch for every inch at points 12 and 13 or take out 5/8 inch at 12 and 5/8 inch at 13. Shape as shown by the dash lines.

In Diagram 6 of the backpart, take out 1/4 inch for every inch what the difference is between the waist and the seat size, the difference in our measure being 10 inches. It is impossible to take out only one dart, therefore, 2 suppression darts are taken out or five, 1/4 inches are taken out at 14 and the same at 15. Seams in the dart should be provided for from the suppression.

Now reduce the waist size in the backpart not from the seat seam nor from the side seam as in both cases it causes a defect in the trousers. This work will be continued in our next issue.

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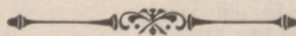
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The Campus Two-Button Lounge Sack

Figure No. T-912

(Drafted by the Divisions of the Tailor's Square)

In the accompanying diagram we show how to draft the two-button peaked lapel Young Men's lounge sack coat. The diagram was drafted from the following measure for the average figure of 5 feet 8 inches. The measures are:

Breast, 37 inches.

Waist, 32 inches.

Seat, 38 inches.

Waist length, 16½ inches.

Full length, 29 inches.

To draft:

Square out and down from C.

1 from C is ⅓ the breast measure on the divisions, plus 3 inches.

2 from C is the waist length.

3 from 2 is 7 inches.

4 from C is the full length of coat.

Square out from points 1, 2, 3 and 4.

5 from 2 is 1 inch.

6 is located by shaping backpart from C to 5.

7 from 4 is 1 inch.

Draw line from 5 to 7.

8 from C is ⅓ the breast measure on the divisions, plus 1½ inches.

9 from 7 is the same as from C to 8.

10 and 11 are located by drawing a line from 8 to 9.

12 from 6 is ½ the breast measure on the divisions.

13 from 12 is 3½ inches.

14 is located by squaring up from 13 by the breast line.

15 and 16 are located by squaring down from 13 by the breast line.

17 from 6 is ½ the full breast measure plus 2¼ inches.

18 is located by squaring up from 17 by the breast line.

Sweep back from point 18 pivoting at 12.

19 from 18 is ¼ the breast measure on the divisions, less ¾ inch.

20 is located by drawing a line from 19 to 13.

21 from 20 is ½ inch.



Edward Nell, Jr., and Officers in the "Cigarette" number from the new operetta, "The Silver Swan," at the Martin Beck Theatre.

22 from 20 is 1/6 the breast measure on the divisions.

Draw a line from 22 to 17.

23 from C is 1/6 the breast measure on the divisions, plus ½ inch.

24 from 23 is 1 inch.

25 is located by drawing line from 24 to 17.

26 from 25 is 1½ inches.

Draw the front shoulder line from 26 to 21.

27 from 10 is 1/12 the breast measure on the divisions.

28 from 27 is ¾ inch, plus the seams.

29 from 25 is ¾ inch. This can be more or less according to width of shoulder desired.

30 from 11 is ½ inch.

31 from 9 is ½ inch.

Shape the backpart as shown by solid line from C to 24 to 29 to 28, from 28 to 30 and down to 31 as shown.

32 from 22 is 1/6 the breast measure on the divisions, plus ½ inch.

Draw the gorge line from 14 to 32.

Now shape the gorge from 21 to 32 as shown.

33 from 21 is the same as from 24 to 29 of the backpart, less ¼ inch.

Shape the front shoulder from 33 to 21.

Shape the armhole down from 33 and down from 28 as shown.

34 from 15 is ½ the waist measure on the divisions.

Draw line from 17 to 34.

35 from 34 is ½ inch. Place a corner of the square on point 35, resting short arm of same on point 15 and square down from 35 for the front line.

36 from 16 is ⅓ the seat measure on the divisions, plus ½ inch.

Shape the side seam of the forepart from 28 to 11 to 36 and down.

To make the same length in the side seam of the forepart as that in the

backpart, sweep back from point 31, pivoting at 28, locating 37.

To establish front length, sweep forward from 37, pivoting at 20, locating 38. Now draw the bottom line from 37 to 38.

39 from 17 is 6 inches. This locates the space for the upper buttonhole.

Place the buttonholes 5 inches apart, locating point 40.

41 from 39 is 1¼ inches.

42 from 40 is 1 inch.

43 from 21 is 1 inch for the crease line.

Draw the crease line from 43 to 41 and up from 43.

44 is located on the crease and gorge lines.

45 from 44 is 2¾ inches.

46 from 45 is 3 inches.

Now shape the forepart as shown by solid line from 46 to 41 to 42 and down to 37 as shown.

47 from 13 is 11 inches. This locates the place for the pocket line.

Make the pocket 6 inches wide by applying 3 inches on each side of point 47.

48 from 13 is 1/12 the breast measure on the divisions, plus ¼ inch.

Draw line from 48 to 49. Take out ½ inch dart at point 50 or on the waistline.

Lay up breast pocket and lapel, also buttonholes as shown.

Finish as represented and proceed to draft the collar.

51 from 43 is the same as from C to 24 of the backpart, plus ½ inch.

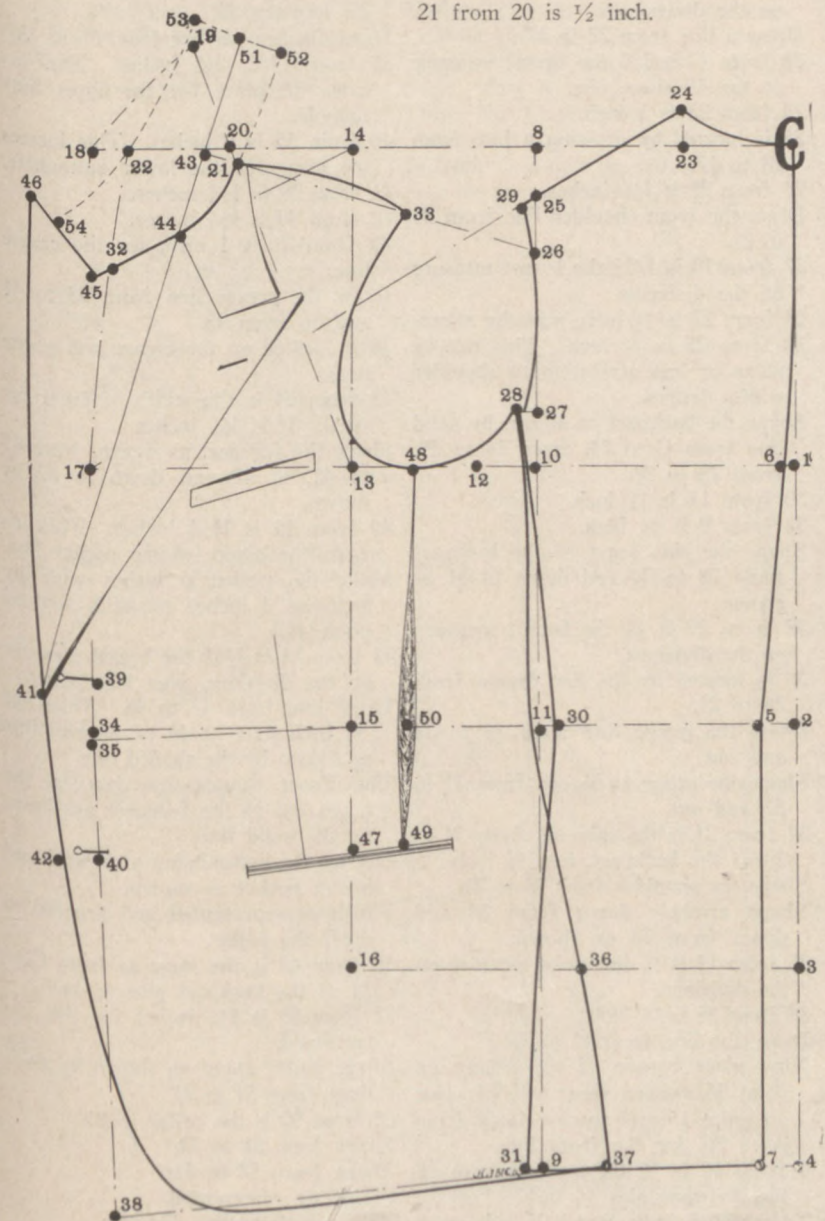
52 from 51 is 1¼ inches for the collar stand.

53 from 51 is 1½ inches for the collar width.

Shape collar stand from 52 to 21.

Shape from 52 to 53 and from 53 to 54 as shown by the dash lines.

Finish as represented. This completes the diagram.



The Brunswick Three-Button Lounge Sack

Figure No. T-903

(Drafted by the Divisions of the Tailor's Square)

In the accompanying diagram we are showing the standard style three-button lounge sack coat. The diagram was drafted from the following measures for the average figure of 5 feet 8 inches in height. The measures are:

Breast, 38 inches.

Waist, 33 inches.

Seat, 39 inches.

Waist length, 16½ inches.

Full length, 29½ inches.

To draft:

Square out and down from C.

1 from C is ⅓ the breast measure on the divisions, plus 3 inches.

For men who are taller than the 5 feet 8 inches model, add ⅛ inch for every inch to this measure and reduce it the same amount for men who are shorter than the 5 feet 8 inches figure.

2 from C is the waist length.

3 from 2 is 7 inches.

4 from C is the full length.

Square out from points 1, 2, 3 and 4.

5 from 2 is 1 inch.

6 is located by drawing a line from C to 5.

7 from 4 is 1 inch.

Draw a line from 5 to 7.

8 from C is ⅓ the breast measure on the divisions plus 1½ inches.

9 from 4 is the same as from C to 8.

10 and 11 are located by drawing a line from 8 to 9.

12 from 6 is ½ the breast measure on the divisions.

13 from 12 is 3½ inches.

14 is located by squaring out from 13 by the breast line.

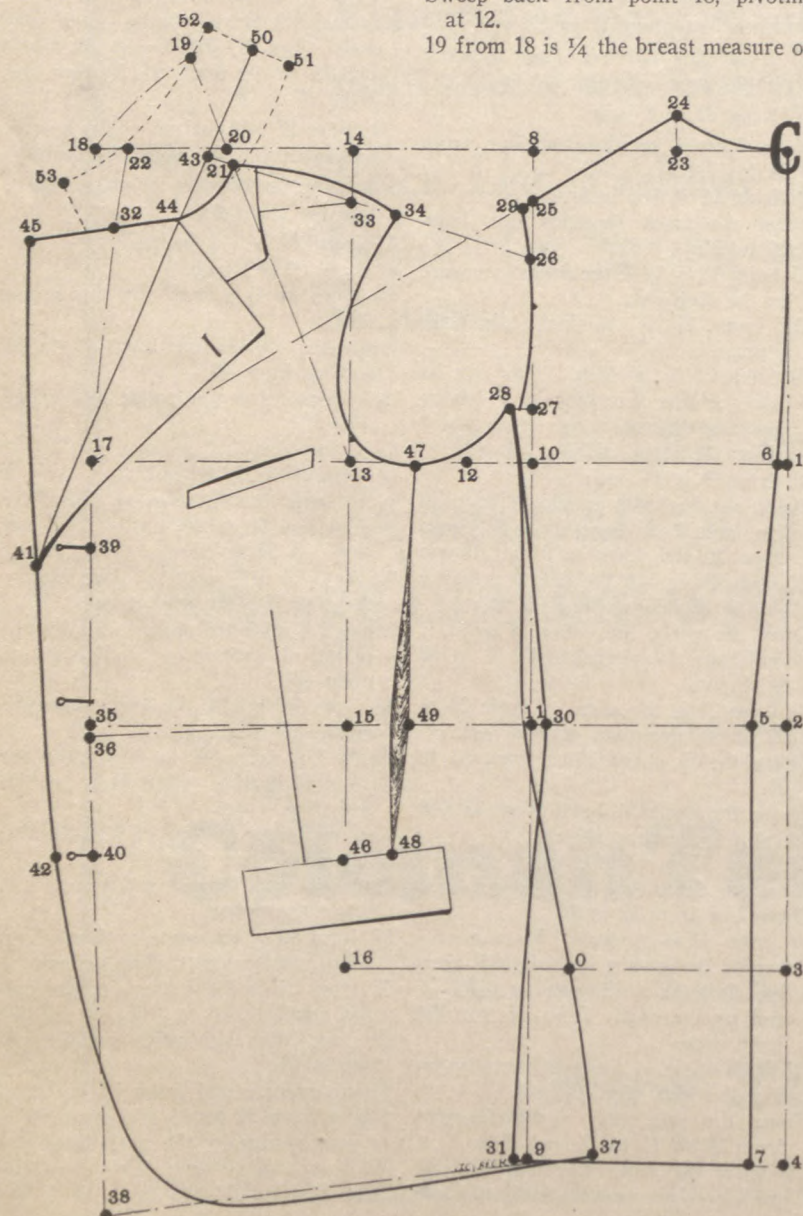
15 and 16 are located by squaring down from point 13 by the breast line.

17 from 6 is ½ the full breast measure, plus 2¼ inches.

18 is located by squaring up from 17 by the breast line.

Sweep back from point 18, pivoting at 12.

19 from 18 is ¼ the breast measure on



You've possibly wondered, right up to now, why Scotchmen's sticks are crooked.—Courtesy of Judge.

the divisions less ½ inch.

20 is located by drawing a line from 19 to 13.

21 from 20 is ½ inch.

22 from 20 is 1/6 the breast measure on the divisions.

Draw a line from 22 to 17.

23 from C is 1/6 the breast measure on the divisions, plus ½ inch.

24 from 23 is 1 inch.

25 is located by drawing a line from 24 to 17.

26 from 25 is 1½ inches.

Draw the front shoulder line from 26 to 21.

27 from 10 is 1/12 the breast measure on the divisions.

28 from 27 is ¾ inch, plus the seams. 29 from 25 is ¾ inch. This can be more or less according to shoulder width desired.

Shape the backpart as shown by solid line from C to 24, from 24 to 29, from 29 to 28.

30 from 11 is ½ inch.

31 from 9 is ½ inch.

Shape the side seam of the backpart from 28 to 30 and down to 31 as shown.

32 from 22 is ⅛ the breast measure on the divisions.

33 is located by the line drawn from 26 to 21.

Draw the gorge line from 33 to 32 and out.

Shape the gorge as shown from 21 to 32 and out.

34 from 21 is the same as from 24 to 29 of the backpart, less ¼ inch.

Shape the shoulder from 34 to 21.

Shape armhole down from 34 and down from 28 as shown.

35 from 15 is ½ the waist measure on the divisions.

36 from 35 is ½ inch.

Draw the line from 17 to 35.

Now place corner of the square on point 36, resting short arm of same on point 15 and square down from point 36, for the front line.

0 from 16 is ⅓ the seat measure on the divisions plus ½ inch.

To establish same length in side seam

of forepart as that in backpart, sweep back from point 31, pivoting at 28 and locating 37.

To establish the front length, sweep forward from point 37, pivoting at 20, locating 38.

Draw the bottom line from 37 to 38.

39 from 17 is 2½ inches. This locates the place for the upper buttonhole.

40 from 39 is 9 inches. This locates the place for the lower buttonhole.

41 from 39 is 1½ inches.

42 from 40 is 1¼ inches.

43 from 21 is 1 inch, for the crease line.

Draw the crease line from 43 to 41 and up from 43.

44 is located on the crease and gorge lines.

45 from 44 is the width of lapel desired. It is 4½ inches.

Shape the forepart as shown, from 45 to 41, to 42 and down to 37 as shown.

46 from 13 is 11¼ inches. This locates the place for the pocket line.

Make the pocket 6 inches wide by applying 3 inches on each side of point 46.

47 from 13 is 1/12 the breast measure on the divisions, plus 1¼ inches.

Draw line from 47 to 48. Take out ½ inch dart at 49 or at waistline as shown by the shaded line.

The front suppression dart can be taken out in the forepart as shown by the solid line.

Lay up the buttonholes, also lapel and breast pocket as shown.

Finish as represented and proceed to draft the collar.

50 from 43 is the same as from C to 24 of the backpart plus ½ inch.

51 from 50 is 1¼ inches for the collar stand.

Shape collar stand as shown by dash lines from 51 to 21.

52 from 50 is the collar width.

Shape from 51 to 52.

Shape from 52 to 53.

Finish as represented.

This completes the diagram.

Warren Two-Button Lounge Sack for Stout Men Figure No. T-927

(Drafted by the Divisions of the Tailor's Square)

In this diagram we are showing to our readers how to draft the two-button peaked lapel, lower patch pocket lounge sack. The diagram was drafted from the following measures:

Breast, 42 inches.
Waist, 43 inches.
Seat, 44 inches.
Waist length, $16\frac{1}{2}$ inches.
Full length, $29\frac{1}{2}$ inches.

To draft:

Square out and down from C.
1 from C is $\frac{1}{3}$ the breast measure on the divisions, plus 3 inches.
2 from C is the waist length.
3 from 2 is 7 inches.
4 from C is the full length of coat.
Square out from points 1, 2, 3 and 4.
5 from 2 is 1 inch.
6 is located by shaping the backpart from C to 5.
7 from 4 is 1 inch.
8 from C is $\frac{1}{3}$ the breast measure on the divisions, plus $1\frac{1}{2}$ inches.
This locates the width of the backpart.
9 from 4 is the same as from C to 8.

10 and 11 are located by drawing a line from 8 to 9.

12 from 6 is $\frac{1}{2}$ the breast measure on the divisions.

13 from 12 is $3\frac{1}{2}$ inches.

Square up from 13 by the breast line.

14 and 15 are located by squaring down from 13 by the breast line.

16 from 6 is $\frac{1}{2}$ the full breast measure plus $2\frac{1}{4}$ inches.

17 is located by squaring up from 16 by the breast line.

Sweep back from point 17, pivoting at 12.

18 from 17 is $\frac{1}{4}$ the breast measure on the divisions, less $\frac{1}{2}$ inch.

19 is located by drawing line from 18 to 13.

20 from 19 is $\frac{1}{2}$ inch.

21 from 19 is $\frac{1}{6}$ the breast measure on the divisions.

Draw a line from 21 to 16.

22 from 20 is $\frac{1}{12}$ the breast measure on the divisions.

23 from 21 is $\frac{1}{6}$ the breast measure on the divisions.

Draw the gorge line from 22, 23 and out.

Shape the gorge from 20 to 23 as shown.

24 from C is $\frac{1}{6}$ the breast measure on the divisions, plus $\frac{1}{4}$ inch.

25 from 24 is 1 inch.

26 is located by drawing line from 25 to 16.

27 from 26 is $1\frac{1}{2}$ inches.

Draw the front shoulder line from 27 to 20.

28 from 10 is $\frac{1}{12}$ the breast measure on the divisions.

29 from 28 is $\frac{3}{8}$ inch, plus the seams.

30 from 11 is $\frac{1}{2}$ inch.

31 from 9 is $\frac{1}{2}$ inch.

32 from 26 is $\frac{3}{8}$ inch.

Now shape the backpart from C to 25, 25 to 32, 32 to 29, to 30 and down to 31 as shown.

33 from 20 is the same as from 25 to 32 of the backpart, less $\frac{1}{4}$ inch.

Shape shoulder from 33 to 20.

Shape armhole down from 33 and down from 29 as shown.

34 from 14 is $\frac{1}{2}$ the waist measure on the divisions.

Draw a line from 16 to 34.

35 from 34 is $\frac{1}{2}$ inch.

Place corner of the square on point 35, resting short arm of same on point 14 and square down for the front line.

36 from 15 is $\frac{1}{3}$ the seat measure on the divisions plus $\frac{1}{2}$ inch.

Shape side seam of the forepart from 29 to 11 to 36 and down.

To establish the same length in the side seam in the forepart as that in the backpart, sweep back from point 31, pivoting at 29, locating 37.

To establish the front length, sweep forward from point 37, pivoting at 19, locating 38.

Draw bottom line from 37 to 38.

39 from 34 is 2 inches. This locates place for the upper buttonhole.

40 from 39 is $1\frac{1}{2}$ inches.

Place the lower buttonhole $5\frac{1}{2}$ inches below point 39, locating 41.

42 from 41 is 1 inch.

43 from 20 is 1 inch for the crease line.

Now draw crease line as shown from 43 to point below 40 and up from 43.

44 is located on the gorge and crease lines.

45 from 44 is $2\frac{1}{2}$ inches.

46 from 45 is $2\frac{3}{4}$ inches.

Now shape the forepart from 46 to 40, to 42, and down to 37 as shown.

Shape the armhole down from 33 and down from 29 as shown.

47 from 13 is 11 inches. This locates the pocket line.

Make the pocket $6\frac{1}{2}$ inches wide by applying $3\frac{1}{4}$ inches on each side of point 47.

48 from 13 is $\frac{1}{12}$ the breast measure on the divisions, plus $\frac{1}{4}$ inch.

Draw line from 48 to 49.

Lay up lapel, breast pocket, and also lower patch pocket as shown in the illustration and proceed to draft the collar.

50 from 43 is the same as from C to 25 of the backpart.

51 from 50 is $1\frac{1}{4}$ inches for the collar stand.

Shape the collar stand from 51 to 20.

52 from 50 is the collar width.

Shape from 52 to 53.

Finish as represented by the dash lines.

To manipulate the forepart for stout men a small suppression dart can be taken out at waistline as shown in our diagram, from 48 to 49.

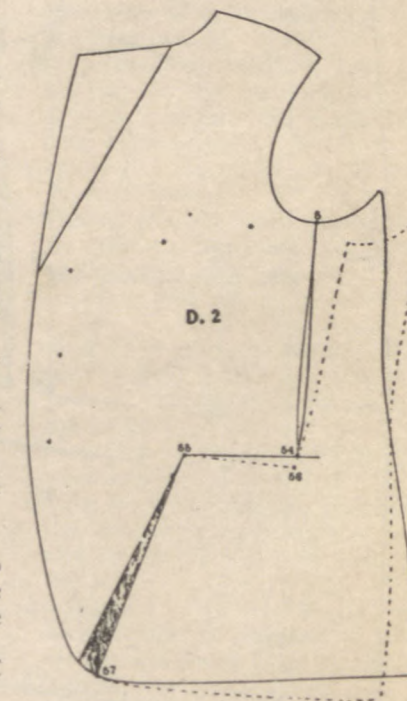
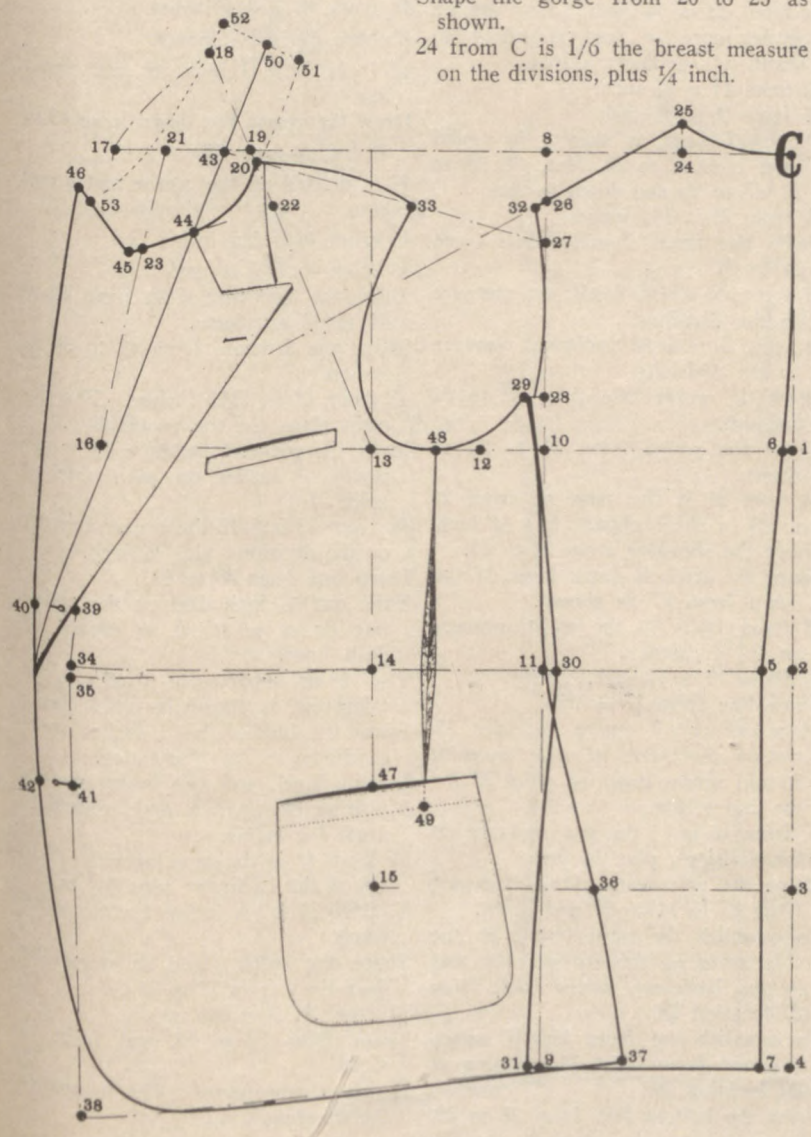
Having completed the pattern, now cut through pocket line as shown in diagram 2 from 54 to 55.

To shorten the forepart at the bottom for the corpulent or stout man, open the pocket as shown by the dash lines from 56 to 55, making the opening $\frac{1}{2}$ inch or $\frac{5}{8}$ inch wide as shown from 54 to 56.

Holding the pattern in this position as indicated by the dotted lines, fold the pattern at the bottom as shown from 55 to 57.

The pattern, when completed with the manipulation, is shown by the dotted lines. Now the pattern is ready to be placed on the cloth, and when cutting the cloth be sure that you shape the forepart exactly as the original pattern, particularly so at point 57 as it often happens that when holding the pattern in this position, the tailor shortens the forepart which results in trouble when the coat is tried on. The opening between points 54 and 56 is closed when the pocket is placed over the dart and the same is neatly finished on the inside.

This manipulation will create the necessary shortness at point 57. Finish all other points as represented. This completes the diagram.



The Manhattan Three-Button Reefer

Figure No. T-914

(Drafted by the Divisions of the Tailor's Square)

In the accompanying diagram we are showing how to draft the fashionable 3-button peaked lapel reefer. The diagram was drafted from the following measures for the average figure 5 feet, 8 inches in height. The measures are:

Breast, 40 inches.

Waist, 35 inches

Seat, 41 inches.

Waist length, 16½ inches.

Full length, 29 inches.

To draft:

Square out and down from point C.

1 from C is ½ the breast measure on the divisions, plus 3 inches.

For men who are taller than 5 feet, 8 inches, add ½ inch for every inch, to this measure, and for shorter men, reduce this ½ inch for every inch.

2 from C is the waist length.

3 from 2 is 7 inches for the seat line.

4 from C is the full length of coat.

Square out from points 1, 2, 3 and 4.

5 from 2 is 1 inch.

6 is located by shaping backpart from C to 5.

7 from 4 is 1 inch.

Draw line from 5 to 7.

8 from C is ½ the breast measure on the divisions plus 1½ inches.

This locates the width of the backpart.

9 from 4 is the same as from C to 8.

10 and 11 are located by drawing line from 8 to 9.

12 from 6 is ½ the breast measure on the divisions.

13 from 12 is 3½ inches always.

14 is located by squaring up from 13 by the breast line.

15 and 16 are located by squaring down from point 13 by the breast line.

17 from 16 is ½ the full breast measure plus 2¼ inches.

18 is located by squaring up from 17 by the breast line.

Sweep back from point 18, pivoting at 12.

19 from 18 is ¼ the breast measure on the divisions, less ½ inch.

20 is located by drawing a line from 19 to 13.

21 from 20 is ½ inch.

22 from 20 is 1/6 the breast measure on the divisions.

Draw a line from 22 to 17.

23 from C is 1/6 the breast measure on the divisions, plus ¼ inch.

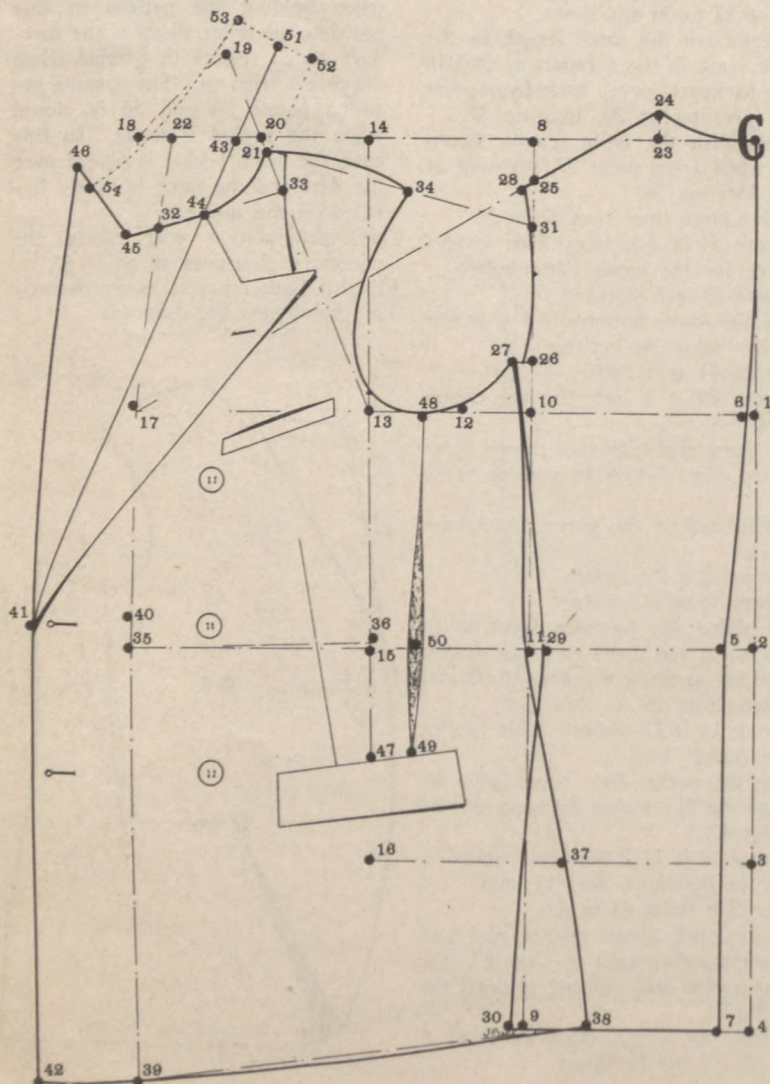
24 from 23 is 1 inch.

25 is located by drawing a line from 24 to 17.



Mother—How Lester's carriage has improved since we gave him a pair of military brushes for his birthday!

—Courtesy of Judge.



26 from 11 is 1/12 the breast measure on the divisions.

27 from 26 is ¾ inch, plus seams.

28 from 25 is ¾ inch. This can be made more or less according to width of shoulder desired.

29 from 11 is ½ inch.

30 from 9 is ½ inch.

Shape backpart as shown by solid lines from C to 24, 24 to 28, 28 to 27, 27 to 29 and down to 30.

31 from 25 is 1½ inches.

Draw the front shoulder line from 31 to 21.

32 from 22 is 1/6 the breast measure on the divisions.

33 from 21 is 1/12 the breast measure on the divisions.

Draw the gorge line from 33 to 32 and out.

Shape the gorge from 21 to 32 as shown.

34 from 21 is the same as from 24 to 28 of the backpart, less ¼ inch.

Shape the shoulder from 34 to 21.

Shape the armhole down from 34 and down from 27 as shown.

35 from 15 is ½ the waist measure on the divisions.

36 from 15 is ¼ inch.

Draw line from 17 to 35.

Place corner of square on point 35, resting short arm of same on point 36 and square down on point 35 for the front line.

37 from 16 is ½ the seat measure on the divisions, plus ½ inch.

Shape the side seam of the forepart from 27 to 11 to 37 and down.

To establish the same length in the side seam of the forepart as that in the backpart, sweep back from 27 locating 38.

To establish the front length, sweep forward from point 38, pivoting at 20, locating 39.

Draw the bottom line from 38 to 39.

40 from 17 is 6¾ inches.

This locates place for the upper buttonhole.

41 from 40 is ¾ inches.

42 from 39 is ¾ inches.

43 from 21 is 1 inch for the crease line.

Draw the crease line down from 43 to 41 and up from 43.

44 is located on the crease and gorge lines.

45 from 44 is 2¾ inches.

46 from 45 is 3 inches.

Shape the lapel and front from 46 to 41 to 42 as shown.

Shape the armhole from 42 to 38 as shown.

47 from 13 is 11¼ inches. This locates place for the pocket line.

Make the pocket 6 inches wide by applying 3 inches on each side of point 47.

48 from 13 is 1/12 the breast measure on the divisions, plus ¼ inch.

Draw line from 48 to 49.

Take out ½ inch dart on the waistline or at point 50 as shown by dash lines.

The front suppression dart can be taken out as shown by solid line.

Space the buttonholes 5 inches apart as shown in our illustration.

Lay up lapel, and also breast pocket.

Finish as represented, and proceed to draft the collar.

51 from 43 is the same as from C to 24 of the backpart, plus ½ inch.

52 from 51 is 1¼ inches for the collar stand.

Shape the collar stand as shown by dash lines from 52 to 21.

53 from 51 is collar width.

Shape from 52 to 53, and from 53 to 54.

Finish as represented. This completes the diagram.

The Hollywood Three-Button Norfolk Coat

Figure No. T-924

(Drafted by the Divisions of the Tailor's Square)

In the accompanying diagram we are showing how to draft and manipulate the Norfolk coat pattern. This coat, to give comfort, is provided with a pleat in the side seam, also with a yoke and a pleat as shown in our illustration. The coat was drafted by the proportionate method for the average figure of 5 feet, 8 inches. The measures are:

Breast, 38 inches.
Waist, 33 inches.
Seat, 39 inches.
Waist length, 16½ inches.
Full length, 29½ inches.

To draft:

Square out and down from C.

1 from C is ⅓ the breast measure on the divisions, plus 3 inches.

For men who are taller than the 5 feet, 8 inches model, add ⅛ inch for every inch to this measure. Decrease this the same amount for men who are shorter than 5 feet, 8 inches.

2 from C is the waist length.

3 from 2 is 7 inches.

4 from C is the full length of coat.

Square out from points 1, 2, 3 and 4.

5 from 2 is 1 inch.

6 is located by shaping the backpart from C to 5.

7 from 4 is 1 inch.

Draw a line from 5 to 7.

8 from C is ⅓ the breast measure on the divisions, plus 1½ inches.

9 from 4 is the same as from C to 8.

10 and 11 are located by drawing a line from 8 to 9.

12 from 6 is ⅓ the breast measure on the divisions.

13 from 12 is 3½ inches.

Square up from 13 by the breast line.

14 and 15 are located by squaring down from 13 by the breast line.

15 from 6 is ⅓ the full breast measure, plus 2¼ inches.

16 is located by squaring up from 15 by the breast line.

Sweep back from point 16, pivoting at 12.

17 from 16 is ¼ the breast measure on the divisions less ½ inch.

18 is located by drawing a line from 17 to 13.

19 from 18 is ½ inch.

20 from 18 is 1/6 the breast measure on the divisions.

Draw a line from 20 to 15.

21 from 20 is ⅓ the breast measure on the divisions.

22 from 18 is ⅓ the breast measure on the divisions.

Draw a line from 22 to 21 and out.

Shape the gorge from 19 to 21 and out as shown.

23 from C is 1/6 the breast measure on the divisions, plus ¼ inch.

24 from 23 is 1 inch.

25 is located by drawing a line from 24 to 15.

26 from 25 is 1½ inches.

Draw the front shoulder line from 26 to 19.

27 from 10 is 1/12 the breast measure on the divisions.

28 from 27 is ⅓ inch, plus the seams.

29 from 25 is ⅓ inch.

30 from 11 is ½ inch.

31 from 9 is ½ inch.

Now shape the backpart as shown by the solid lines from C to 24, 24 to 29, 29 to 28, 28 to 30 and down to 31 as shown.

32 from 14 is ½ the waist measure on the divisions.

For subjects who are smaller in the waist than the normal type or than the proportionate size, square down from point 15 locating 32.

33 from 32 is ½ inch.

Now place the corner of the square on point 33, resting short arm of same on point 14 and square down from point 33 for the front line.

00 from 15 is ⅓ the seat measure on the divisions, plus ½ inch.

Shape the side seam of the forepart from 28 to 11 to 00 and down.

To make the side seam of the forepart the same length as that of the backpart sweep back from point 31, pivoting at point 28, locating 34.

To establish the front length, sweep forward from point 34, pivoting at 18, locating 35.

Draw the bottom line from 34 to 35.

36 locates the lower buttonhole.

37 from 36 is 1 inch.

38 is 1¼ inches out from the center line or from line 15 and 32.

38 is halfway between the upper and the lower buttonholes.

39 from 19 is 1 inch for the crease line.

Draw the crease line from 39 to 38 and up from 39.

40 is located on the gorge and crease line.

41 from 40 is 4½ inches.

Shape the forepart as shown from 40 to 38 to 37 and down to 34 as shown.

42 from 19 is the same as from 24 to 29 of the backpart less ¼ inch.

Shape the shoulder from 42 to 19.

Shape the armhole down from 42 and down from 28 as shown.

43 from 13 is 11 inches.

This locates the place for the pocket line.

Make the pocket 6½ inches wide by applying 3¾ inches on each side of point 43.

44 from 13 is 1/12 the breast measure on the divisions, plus ¼ inch.

Draw a line from 44 to 45 and take out ½ inch dart at point 46.

Lay up the breast pocket, also lapel as shown and proceed to draft the collar.

47 from 39 is the same as from C to 24 of the backpart, plus ¼ inch.

48 from 47 is 1¼ inches for the collar stand.

49 from 47 is the collar width.

Shape the collar as shown by the dash lines from 48 to 19, from 48 to 49, and from 49 to 50.

Having now completed the front of the coat, we will proceed to lay up the yoke and the pleats in the side seam of the backpart.

51 from 10 is ¼ the breast measure on the divisions.

52 from 1 is ¼ the breast measure on the divisions, plus ½ inch.

Shape as shown from 52 to 51.

Having prepared the draft, now take a piece of paper which should be the same length as the backpart, and make a pleat 1 inch deep starting from 51 to 11, or from the yoke to the waistline.

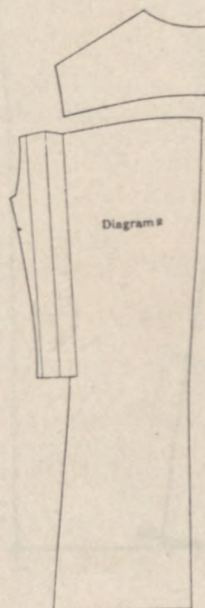
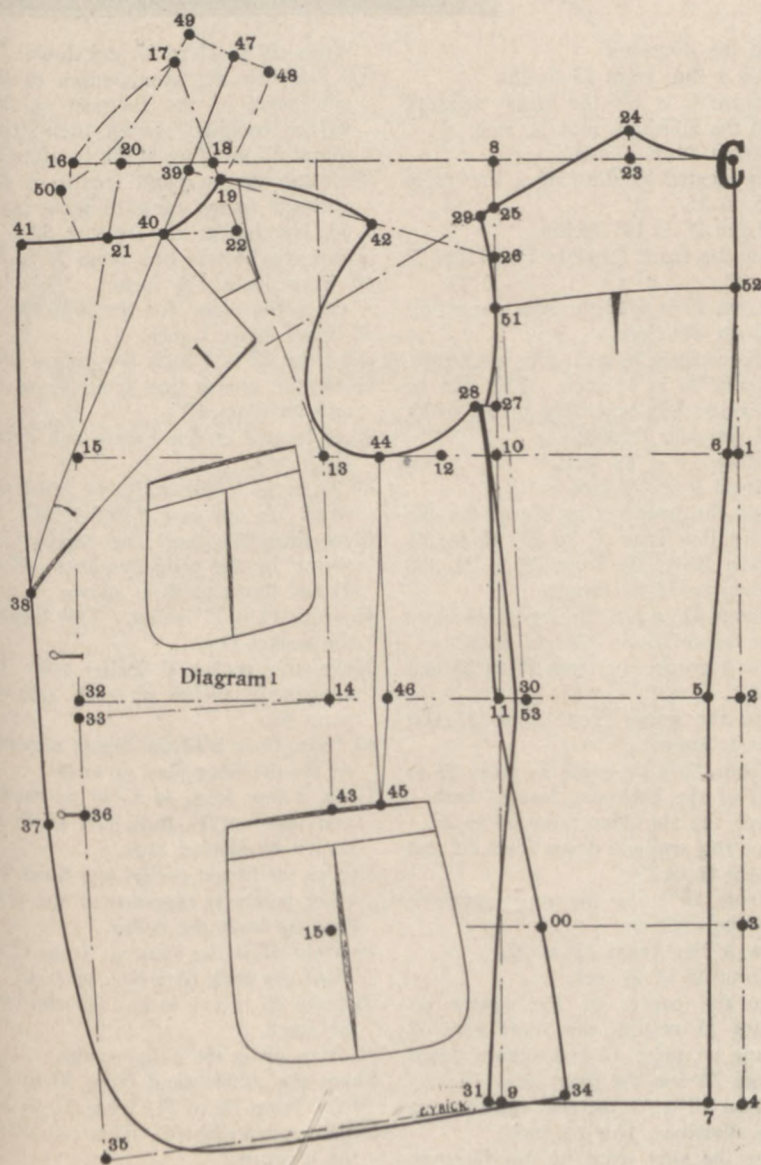
Now having the pleat prepared lay the same parallel with line 51 and 53.

Having it in this position, trace out the backpart all around, providing also for the seam as from point 51 and 52.

In Diagram 2 we are showing the backpart with the pleat and the yoke after it was traced from the draft.

Finish all other points as represented.

This completes the diagram.



The Astor Notched-Lapel Tuxedo

Figure No. T-933

(Drafted by the Divisions of the Tailor's Square)

In the accompanying diagram we are showing you how to draft the notched-lapel tuxedo. The diagram was drafted from the following measures for the average figure of 5 feet 8 inches in height. The measures are:

Breast, 36 inches.

Waist, 32 inches.

Seat, 37 inches.

Waist length, 16½ inches.

Full length, 29 inches.

To draft:

Square out and down from C.

Point C locates the nape of neck.

1 from C is ⅓ the breast measure on the divisions, plus 3 inches.

For men who are taller than the 5 feet 8 inches figure, add ⅛ inch for every inch of this measure; or reduce that much for men who are shorter than the 5 feet 8 inches.

2 from C is the waist length.

3 from 2 is 7 inches.

4 from C is the full length of coat.

5 from 2 is 1 inch.

6 is located by shaping the backpart from C to 5.

7 from 4 is 1 inch.

Draw a line from 5 to 7.

8 from C is ⅓ the breast measure on the divisions plus 1½ inches.

9 from 4 is the same as from C to 8.

Draw a line from 8 to 9, locating 10, 11 and 12.

13 from 6 is ⅓ the breast measure on the divisions.

14 from 13 is 3½ inches.

15 from 6 is ⅓ the full breast measure, plus 2¼ inches.

16 is located by squaring up from 14.

17 and 18 are located by squaring down from 14.

19 is located by squaring up from 15 by the breast line.

Sweep back from point 19 pivoting at 13.

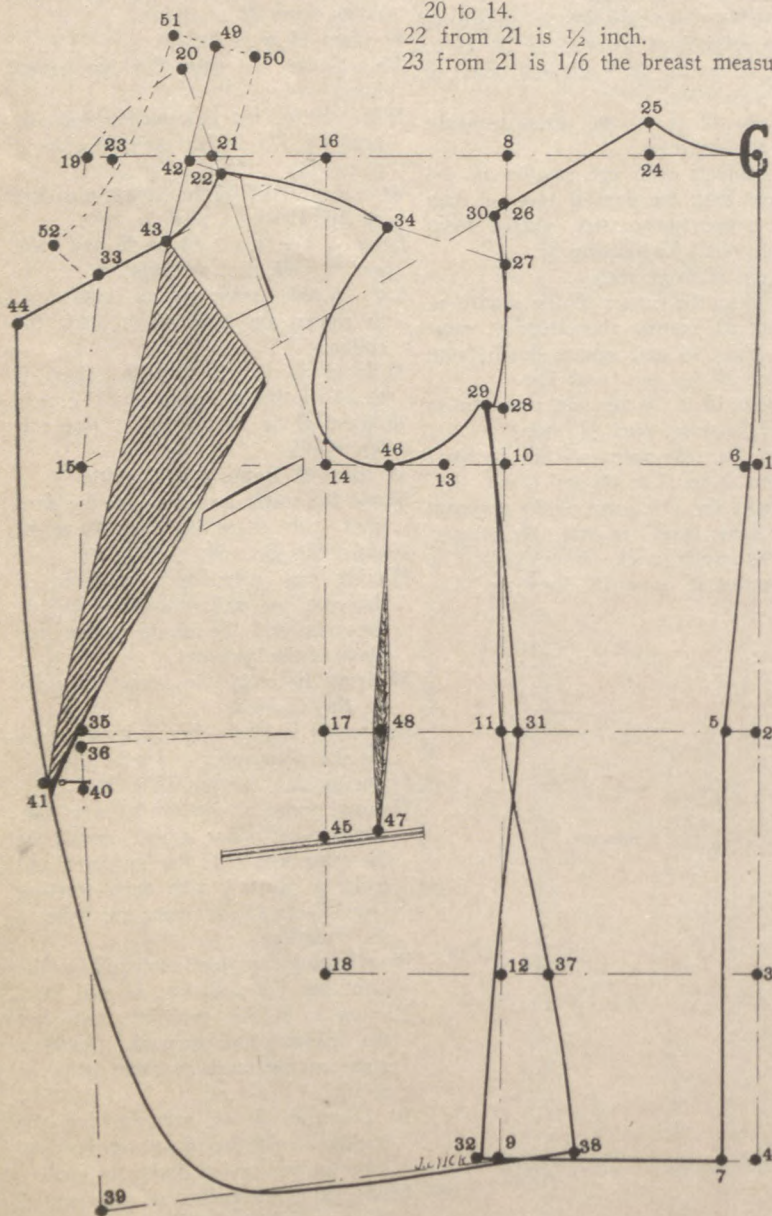
20 from 19 is ¼ the breast measure on the divisions less ¾ inch.

21 is located by drawing the line from 20 to 14.

22 from 21 is ½ inch.

23 from 21 is 1/6 the breast measure

Charles Lawrence in "A Wonderful Night" at the Majestic Theatre.



on the divisions.

Draw a line from 23 to 15.

24 from C is 1/6 the breast measure on the divisions, plus ¼ inch.

25 from 24 is 1 inch.

26 is located by drawing a line from 25 to 15.

27 from 26 is 1½ inches.

Draw the front shoulder line from 27 to 22.

28 from 10 is 1/12 the breast measure on the divisions.

29 from 28 is ¾ inch, plus the seams.

30 from 26 is ¾ inch. This can be more or less according to the width of shoulder desired.

31 from 11 is ½ inch.

32 from 9 is ½ inch.

Shape the backpart as shown by the solid line from C to 25, 25 to 30, from 30 to 29, from 29 to 31 and down to 32 as shown.

33 from 23 is 1/6 the breast measure on the divisions, plus ½ inch.

Draw a gorge line from 16 to 33 and out.

Shape the gorge from 22 to 33 and out as shown.

34 from 22 is the same as from 25 to 30 of the backpart, less ¼ inch.

Shape the shoulder from 34 to 22.

Shape the armhole down from 34 and down from 29.

35 from 17 is ½ the waist measure on the division.

Draw a line from 15 to 35.

36 from 35 is ½ inch.

Place the corner of the square on point 35 resting the short arm of same on point 17 and square down from 36 for the front line.

37 from 18 is ¼ the seat measure on the divisions, plus ½ inch.

Shape the side seam of the forepart

from 29 to 11 to 37 and down.

To establish the same length in the side seam of the forepart as that in the backpart, sweep back from point 32 pivoting at 29, locating 38.

To establish the front length of the forepart sweep forward from point 38, pivoting at 22, locating 39.

Draw the bottom line from 38 to 39.

40 from 36 is 1¼ inches. This locates the place for the buttonhole.

41 from 40 is 1 inch.

42 from 22 is 1 inch for crease line.

Draw the crease line from 42 to 41 and up from 42.

43 is located on the crease and gorge lines.

44 from 43 is the width of lapel desired. In our case it is 5 inches.

Now shape the lapel and forepart as shown by the solid line from 44 to 41 and down to 38 as shown.

45 from 14 is 11 inches. This locates the pocket line.

Make the pocket 6 inches wide by applying 3 inches on each side of point 45.

46 from 14 is 1/12 the breast measure on the divisions plus ¼ inch.

Draw a line from 46 to 47 as shown and take out ½ inch dart at 48 as shown by shaded lines.

Lay up the breast pocket and finish all other points as represented and proceed to draft the collar.

49 from 42 is the same as from C to 25 of the back part plus ½ inch.

50 from 49 is 1¼ inches for the collar stand.

51 from 49 is the collar width.

Shape the collar stand from 50 to 22.

Shape from 50 to 51, from 51 to 52. Finish as represented. This completes the diagram.

The Washington One-Button Cutaway Frock

Figure No. T-930

(Drafted by the Divisions of the Tailor's Square)

In the accompanying diagram we are showing how to draft the one-button, notched lapel cutaway frock, the edges of which can be either hand-stitched or silk braided. The diagram was drafted by the proportionate method for the average figure of 5 feet 8 inches in height.

The measures are:

Breast, 37 inches.

Waist, 32 inches.

Seat, 38 inches.

Natural waist length, 16 $\frac{1}{4}$ inches.

Fashionable waist length, 17 $\frac{3}{4}$ inches.

Full length, 36 inches.

To draft:

Square out and down from C.

1 from C is $\frac{1}{3}$ the breast measure on the divisions, plus 3 inches.

2 from C is the natural waist length.

3 from 2 is the fashionable waist length.

4 from C is the full length.

Square out from points 1, 2, 3 and 4.

5 from 3 is 1 $\frac{1}{4}$ inches.

6 is located by shaping backpart from C to 5.

7 from 4 is 1 $\frac{1}{4}$ inches.

Draw line from 5 to 7.

8 from C is $\frac{1}{3}$ the breast measure on the divisions, plus 1 $\frac{1}{2}$ inches.

Square down from 8.

Draw a line from 8 to 3.

9 from 5 is $\frac{1}{8}$ the breast measure on the divisions.

10 from 7 is $\frac{1}{8}$ the breast measure on the divisions.

Draw a line from 9 to 10 and up from 9, locating 11 on the fashionable waist line.

12 from 6 is $\frac{1}{2}$ the breast measure on the divisions.

13 from 12 is 3 $\frac{1}{2}$ inches.

14 is located by squaring up from 13 by the breast line.

15 is located by squaring down from 13 by the breast line.

16 from 6 is $\frac{1}{2}$ the full breast measure, plus 2 $\frac{1}{4}$ inches.

17 is located by squaring up from 16. Sweep back from point 17, pivoting at 12.

18 from 17 is $\frac{1}{4}$ the breast measure on the divisions, less $\frac{3}{4}$ inch.

19 is located by drawing a line from 18 to 13.

20 from 19 is $\frac{1}{2}$ inch.

21 from 19 is $\frac{1}{6}$ the breast measure on the divisions.

Draw a line from 21 to 16.

22 from 21 is $\frac{1}{6}$ the breast measure on the divisions.

Draw the gorge line as shown from 14 to 22 and out.

Shape the gorge from 20 to 22.

23 from C is $\frac{1}{6}$ the breast measure on the divisions, plus $\frac{1}{4}$ inch.

24 from 23 is 1 inch.

25 is located by drawing a line from 24 to 16.

26 from 25 is $\frac{3}{8}$ inch.

27 from 28 is $\frac{1}{4}$ the breast measure on the divisions.

Now shape the backpart as shown by the solid lines from C to 24, 24 to 26, 26 to 27, from 27 out to 11 as shown.

29 from 20 is the same as from 24 to 26, less $\frac{1}{4}$ inch.

Shape the shoulder from 30 to 20.

Shape the armhole down from 30 and down from 29 as shown.

31 is located on the center seam and the fashionable waist line.

32 from 31 is $\frac{1}{2}$ the waist measure on the divisions, plus 2 inches.

Now divide the distance between point 32 and 15 into three equal parts.

Take $\frac{2}{3}$ of this and apply same from 11 to 33.

34 from 33 is $\frac{1}{4}$ the waist measure on the divisions.

This establishes the width of the side body.

35 from 34 is $\frac{1}{3}$ of the distance as from 33 to 15.

0 is halfway between 34 and 35.

Draw a line from 12 through 0 and down, locating 36 on the fashionable waist line.

Shape the side body from 29 to 33 and down $\frac{1}{2}$ inch below the fashionable waist line, locating 37.

Shape from 12 to 34 and to 36.

Shape from 37 to 36.



CUSTOMER—"Say, what's the idea o' pullin' my teeth? Ain't this a barber shop?"—Courtesy of Judge.

Shape from 12 to 35 and to 36.

38 from 15 is $\frac{1}{2}$ the waist measure on the divisions.

Draw a line from 16 to 38.

39 is located by squaring down from point 38 by the natural waistline.

40 from 39 is $\frac{1}{8}$ the breast measure on the divisions, plus $\frac{1}{2}$ inch.

Draw a line from 36 to 40 and shape as shown from 36 to 40.

41 from 40 is $\frac{1}{2}$ inch.

Shape top of skirt from 42 to 40 as shown.

Place the corner of square on point 41, resting short arm of same on line 36 and square down from point 41.

43 from 15 is $\frac{1}{6}$ the seat measure on the divisions, plus $\frac{1}{2}$ inch.

Place corner of the square on point 42, resting short arm of same on point 43 and square down from point 42 for the skirt line.

44 from 42 is the same as from 9 to 10, plus $\frac{1}{4}$ inch.

45 from 41 is the same as from 42 to 44, less 1 inch.

Draw bottom line from 44 to 45.

46 from 16 is 5 $\frac{1}{2}$ inches. This locates the place for the buttonhole.

47 from 46 is 1 $\frac{1}{4}$ inches.

48 from 20 is 1 inch.

Draw the crease line from 48 to 47 and up from 48 as shown.

49 is located on the crease and gorge lines.

50 from 49 is 4 $\frac{1}{2}$ inches.

Shape the forepart as shown by the solid lines from 50 to 47, from 47 down to 44, as shown.

Lay up the lapel and breast pocket as shown and proceed to draft the collar.

51 from 48 is the same as from C to 24 of the backpart, plus $\frac{1}{2}$ inch.

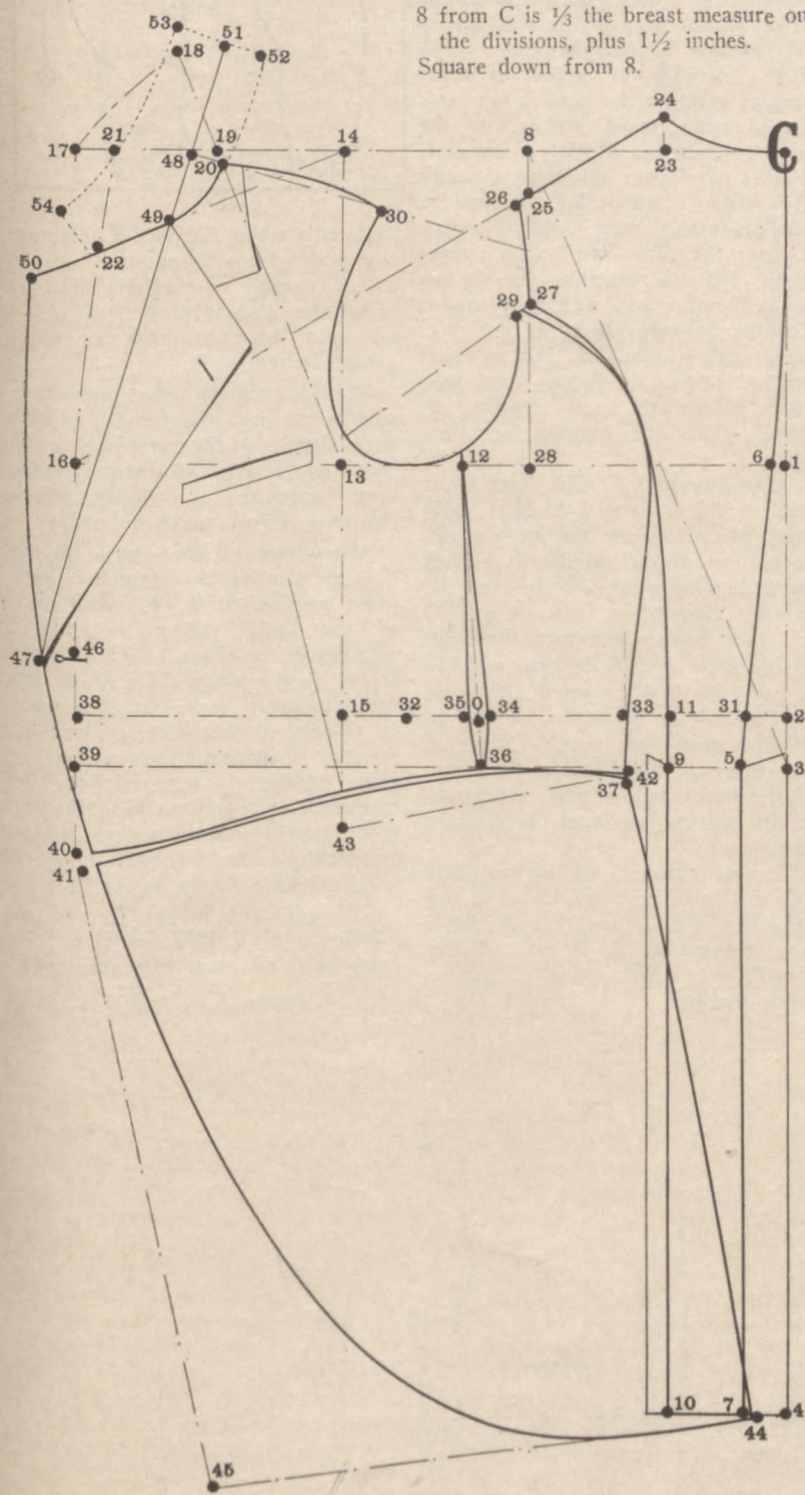
52 from 51 is 1 $\frac{1}{4}$ inches for the collar stand.

Shape from 52 to 20.

53 from 51 is 1 $\frac{3}{4}$ inches.

Shape from 52 to 53, from 53 to 54.

Finish as represented. This completes the diagram.



The Men's Fashionable Sleeve

(Drafted by the Divisions of the Tailor's Square)

The sleeve for the men's sack coat or overcoat patterns is drafted by the size of the armhole.

Before drafting the sleeve measure the size of the armhole as from 1 to 2, 3 to 4 in Diagram 1.

In our present diagram the armhole measures 18 inches.

5 is located on the breast line on the back width construction line.

6 from 5 is $\frac{1}{4}$ the armhole measure on the divisions.

7 is located on the breast line and on the front balance line.

8 from 7 is $\frac{3}{4}$ inch for the front pitch of the sleeve.

In this diagram point 6 represents the back pitch for the sleeve.

Square forward from point 6 by line 4 and 5, locating 9 on the front armhole.

Draw a line from 6 to 8.

10 is located by drawing a line from 5 to 9 or on the points where it folds on the armhole.

We will proceed to draft the sleeve as shown in Diagram 2.

Square down and back from C.

1 from C is $\frac{1}{12}$ the armhole measure on the divisions.

2 from C is $\frac{1}{3}$ the armhole measure on the divisions.

3 from 2 is the underarm sleeve length, which in this case is $18\frac{1}{2}$ inches.

4 from 3 is $1\frac{1}{2}$ inches.

Square back from points 1, 2, 3 and 4.

5 is halfway between 2 and 3.

Square back from point 5 for the elbow line.

6 from 2 is $\frac{3}{4}$ inch or the same as from 7 to 8 of Diagram 1.

7 from 6 is $\frac{1}{2}$ the armhole measure on the divisions.

8 is located on the elbow line by squaring down from 7.

9 is located by squaring up from 7.

10 is halfway between C and 9.

Draw a line from 7 to 10.

Draw a line from 7 to 6.

11 is halfway between 7 and 6.

Square up from point 11 by the line 6 and 7.

12 from 11 is the same as from 10 to 9 of Diagram 1.

13 is halfway between 7 and 10.

14 from 13 is $\frac{5}{8}$ inch.

15 from 2 is 1 inch.

16 from 3 is 1 inch.

17 from 3 is $6\frac{1}{2}$ inches for the 12-inch cuff.

Draw a line from 8 to 17.

Having now located all these points, shape the sleeve as shown by the heavy solid lines from 7 to 14 to 10, 10 to 12, 12 to 6, 6 to 15.

Shape from 15 to 5 and down to 16.

Shape from 17 to 3 as shown.

Shape the elbow seam from 7 to 8 and down to 17.

18 from 6 is $\frac{1}{4}$ the armhole measure on the divisions.

19 from 7 is $\frac{1}{16}$ the armhole measure on the divisions, plus $\frac{1}{4}$ inch for the seam.

20 from 2 is 1 inch.

21 from 5 is 2 inches.

22 from 3 is 1 inch.

Now shape the underarm sleeve as shown by the dotted lines from 19 to 20, 20 to 21 and 21 to 22.

Shape the elbow from 19 to 8 and down to 17.

Finish as represented. This completes the diagram.

(From London Tailor and Cutter)

"AN AWKWARD CUSTOMER"

By Reuben Sytner, U.K.A.F.

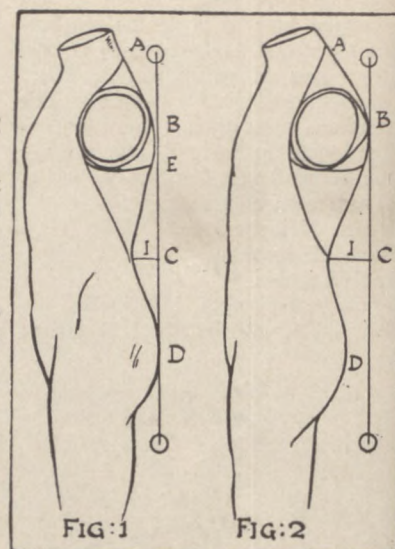
To the Editor of the Tailor and Cutter:

DEAR SIR—I have been in the habit of investigating many publications that have made their appearance on the art of cutting, and the other day I came across the following:

"Anything that catches the eye has a charm for those who cannot see beyond the surface of a proposition. The plausibility of the old theory of placing a straight edge on a man's back for the purpose of ascertaining whether the head is forward, back round, waist hollow, or the seat prominent, enlisted a few followers fifty years ago, who, through the want of practical knowledge of the profession, were induced to try to put the plan into active operation; but all attempts to do so proved futile, and well they might, for the gauging theory is not only ludicrously fallacious, but is also impracticable, producing in most cases effects the very opposite to those which the human form requires.

(See Figure 1.) The lines O at each end is supposed to be a yardstick placed against the most prominent part of the shoulders or back B, and prominence of the seat D. As the distance in O to A and C to I increases or decreases, the form giving such a result is supposed (1) to carry his head forward, (2) to be very hollow at the waist, or (3) to have a prominent seat. Either of the three peculiarities in the form of the figure will produce similarity in the indentation from the straight line.

To send the neck of the coat further forward, as from O to A, for no other reason than that the back is prominent at B, is one of the absurdities which this theoretic fancy teaches.



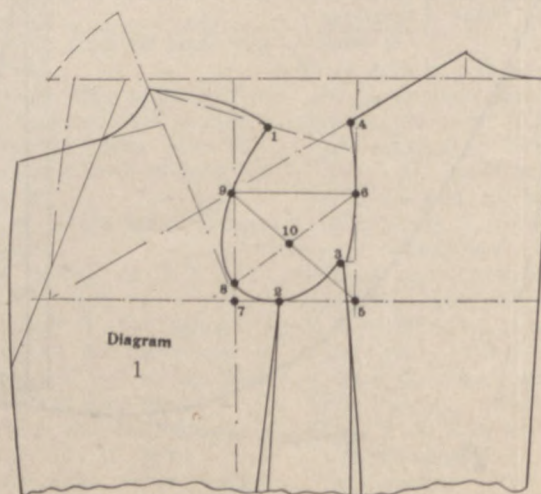
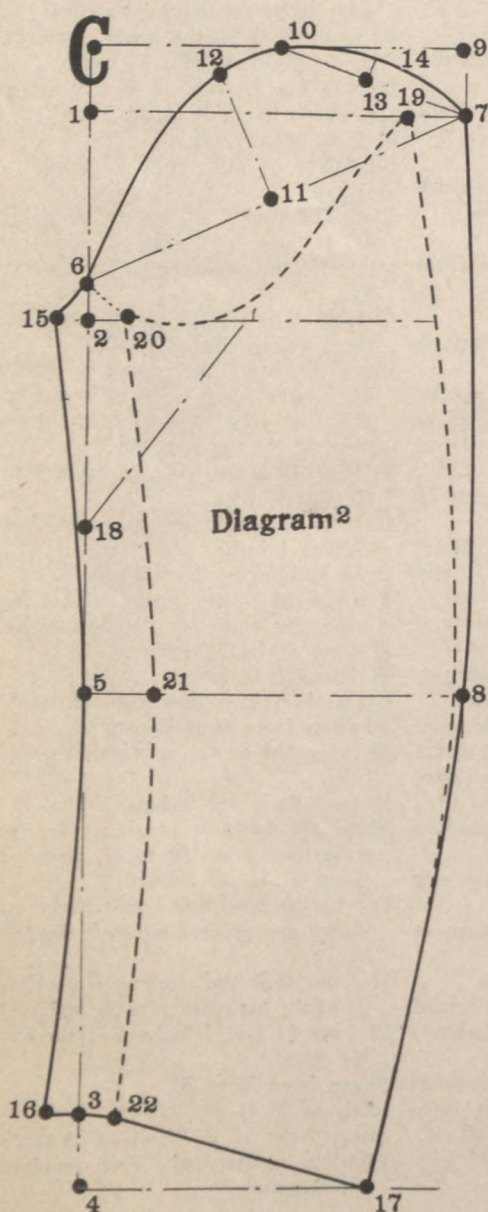
Equally untenable is the presumption which leads the minnows of the art of cutting to conclude that because the seat is prominent at D, the coat must be hollowed to a greater extent at I.

That a straight edge placed in such a position will convey an idea is admitted, but the variations in the shape of the coat are invariably the very opposite to those which theorists believe to be necessary.

Alterations in the shape of the coat at A have no connection with those required at B. A coat cannot fit the body unless the proper changes in the shape of it are made at the proper place. If a projection presents itself, more material must be allowed at that part; contracting the coat at A and I cannot possibly give additional material at B; neither is it consistent with the requirements of the figure to reduce the width of the coat at I in order to give additional spring at D."

This appeared in the *Record of Fashions*, July 7, 1877, and is as true today as it was over fifty years ago

(Continued on page 73)



The Belmont Three-Button Box Topcoat

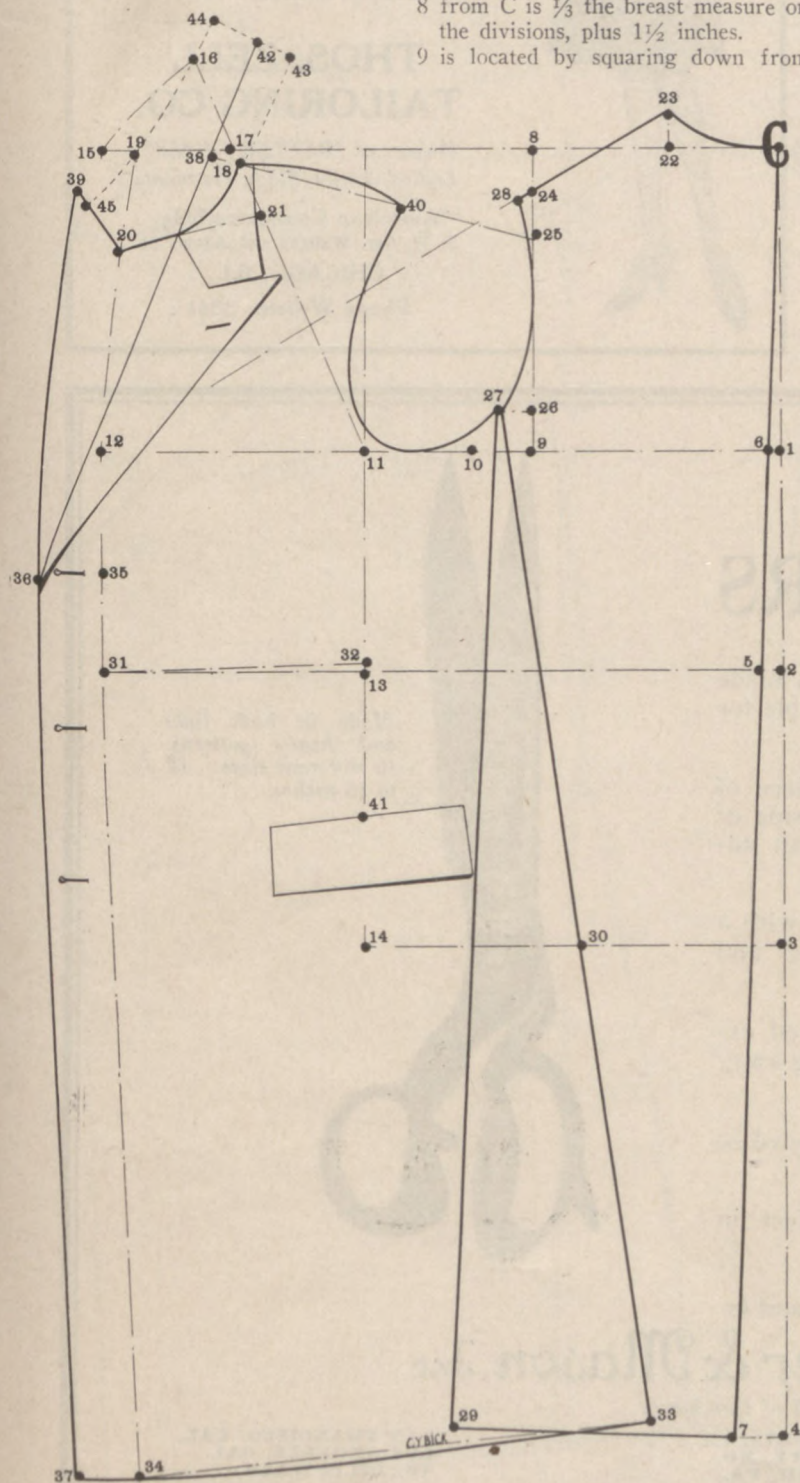
Figure No. T-937

(Drafted by the Divisions of the Tailor's Square)

In the accompanying diagram, we show how to draft the Box Topcoat pattern. The diagram was drafted from the following measures for the average figure of 5 feet, 8 inches. The measures were taken over the vest and exaggerated 3 sizes. The exaggerated measures:

Breast, 41 inches.
Waist, 36 inches.
Seat, 42 inches.
Waist length, $17\frac{1}{2}$ inches.
Full length, 42 inches.
Square out and down from C.

1 from C is $\frac{1}{3}$ the breast measure on the divisions, plus $3\frac{1}{4}$ inches.
2 from C is the waist length.
3 from 2 is 9 inches.
4 from C is the full length.
Square out from points 1, 2, 3 and 4.
5 from 2 is $\frac{3}{4}$ inch.
Draw back, center line from point C through 5 and down, locating 6 on breast line, and 7 on bottom line.
Place corners of the square on point 7 resting short arm of same on line C and 7 and squaring forward for the bottom of the backpart.
8 from C is $\frac{1}{3}$ the breast measure on the divisions, plus $1\frac{1}{2}$ inches.
9 is located by squaring down from



—Thomas M. Folds, Yale, '30.
"Forsooth, churl—canst clean and press this suit while I wait?"

8 by the top construction line.
10 from 6 is $\frac{1}{2}$ the breast measure on the divisions.
11 from 10 is $3\frac{1}{2}$ inches.
12 from 6 is $\frac{1}{2}$ the full breast measure, plus $2\frac{1}{4}$ inches.
13 and 14 are located by squaring down from point 11 by breast.
Square up from point 11.
15 is located by squaring up from 12 by the breast line.
Sweep back from 15 pivoting at 10.
16 from 15 is $\frac{1}{4}$ the breast measure on the division, less $\frac{3}{4}$ inch.
17 is located by drawing line from 16 to 11.
18 from 17 is $\frac{1}{2}$ inch.
19 from 17 is $\frac{1}{6}$ the breast measure on the divisions.
Draw a line from 19 to 12.
20 from 19 is $\frac{1}{6}$ the breast measure on the divisions.
21 from 18 is $\frac{1}{12}$ the breast measure on the divisions.
Draw the gorge line from 21 to 20.
Shape the gorge from 18 to 20.
22 from C is $\frac{1}{6}$ the breast measure on the divisions, plus $\frac{1}{4}$ inch.
23 from 22 is 1 inch.
24 is located by drawing line from 23 to 12.
25 from 24 is $1\frac{1}{2}$ inches.
Draw the front shoulder, 25 to 18.
26 from 9 is $1\frac{1}{4}$ inches.
27 from 26 is $1\frac{1}{4}$ inches.
28 from 24 is $\frac{1}{2}$ inch.
29 from 7 is $\frac{1}{3}$ the seat measure on the divisions, plus 3 inches.
Draw line from 27 to 29.
Shape from C to 23, 23 to 28, 28 to 27 as shown.
30 from 14 is $\frac{1}{3}$ the seat measure on the divisions, plus $\frac{3}{4}$ inch.
Draw line from 27 to 30 and down.
31 from 13 is $\frac{1}{2}$ the waist measure on the divisions.

Draw line from 12 to 31.
32 from 13 is $\frac{1}{2}$ inch.
Place the corner of the square on point 31, resting short arm of same on point 32 and squaring down from 31 for the front line.
Sweep back from point 29, pivoting at point 27, locating 33.
Sweep forward from point 33, pivoting at 17, locating 34.
Draw bottom line from 33 to 34.
35 from 12 is 4 inches. This locates place for the upper buttonhole.
36 from 35 is 2 inches.
37 from 34 is 2 inches.
38 from 18 is 1 inch.
Draw the crease line from 38 to 36 and up.
39 from 20 is $2\frac{3}{4}$ inches.
Shape the forepart from 39 to 36 and down to 37 as shown.
Shape the bottom from 33 to 37.
40 from 18 is the same as from 23 to 28 of the backpart, less $\frac{1}{4}$ inch.
Shape the shoulder from 40 to 18.
Shape the armhole down from 40 and down from 27 as shown.
41 from 11 is $11\frac{1}{2}$ inches. This locates the place for the pocket.
Make the pocket $6\frac{1}{2}$ inches wide, by applying $3\frac{1}{4}$ inches on each side of point 41.
Lay up the lapel.
Space the buttonholes 5 inches apart.
Finish as represented and proceed to draft the collar.
42 from 38 is the same as from C to 23 of the backpart.
43 from 42 is $1\frac{1}{4}$ inches for the collar stand.
44 from 42 is the collar width.
Shape from 43 to 18.
Shape from 43 to 44, from 44 to 45, as shown by the dash lines.
Finish as represented. This completes the diagram.

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Please Mention "THE PROGRESSIVE TAILOR" when answering advertisements. Thank you!

The Chatham Three-Button Chester Topcoat

Figure No. T-935

(Drafted by the Divisions of the Tailor's Square)

In the accompanying diagram we show how to draft the present style of three-button form-fitting Chester overcoat. The diagram was drafted by the proportionate method for the average figure of 5 feet 8 inches in height. The measures were taken over the vest and exaggerated three sizes. The exaggerated measures are:

Breast, 41 inches.
Waist, 36 inches.
Seat, 42 inches.

Waist length, $17\frac{1}{2}$ inches.
Full length, 42 inches.

TO DRAFT:

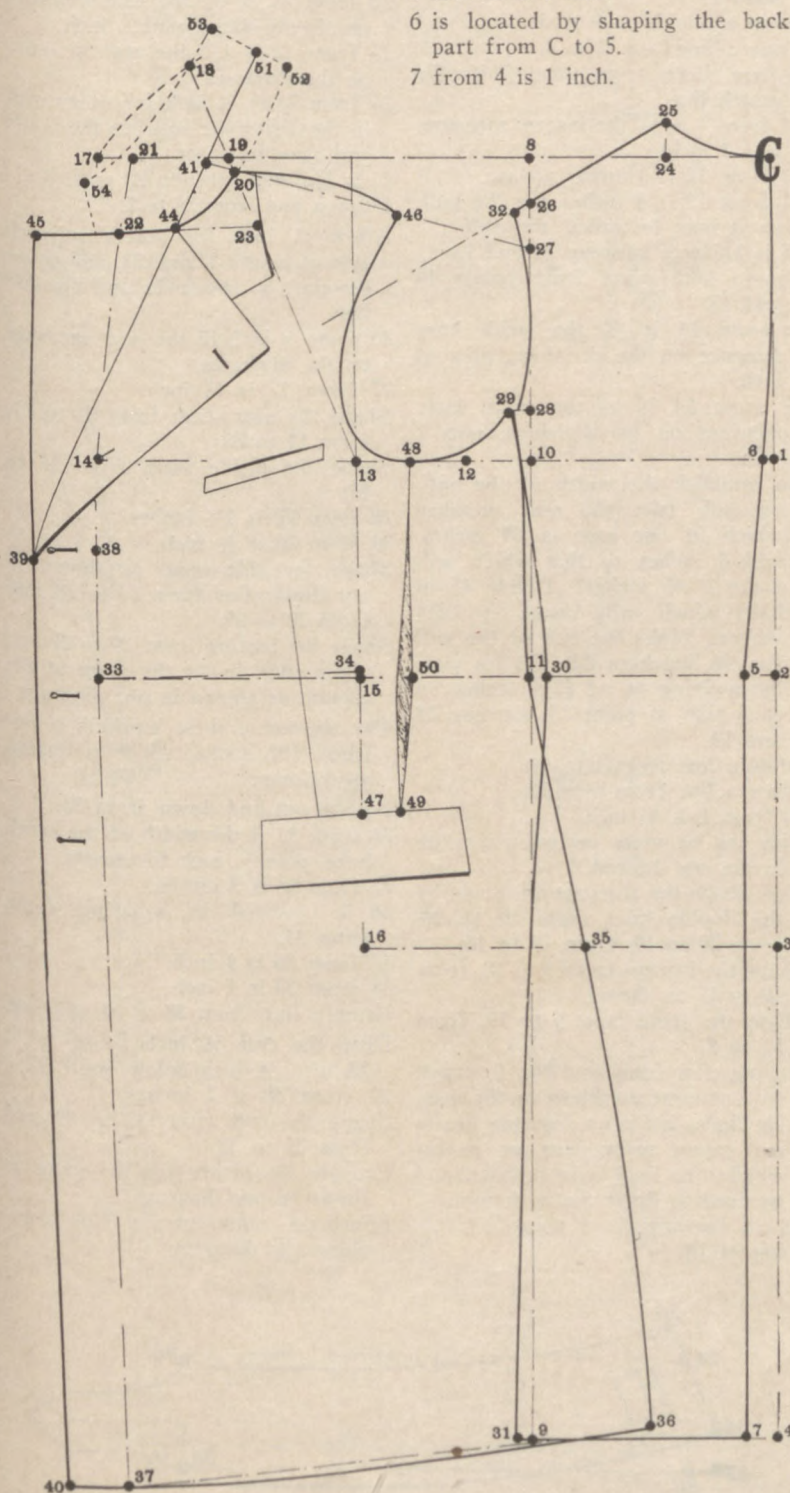
Square out and down from C.
1 from C is $\frac{1}{3}$ the breast measure on the divisions, plus $3\frac{3}{4}$ inches.
2 from C is the waist length.
3 from 2 is 9 inches.
4 from C is the full length of coat.
Square out from points 1, 2, 3 and 4.
5 from 2 is 1 inch.
6 is located by shaping the backpart from C to 5.
7 from 4 is 1 inch.

Draw a line from 5 to 7.
8 from C is $\frac{1}{3}$ the breast measure on the divisions, plus $1\frac{1}{2}$ inches.
9 from 4 is the same as from C to 8 of the top construction line.
10 and 11 are located by drawing a line from 8 to 9.
12 from 6 is $\frac{1}{2}$ the breast measure on the divisions.
13 from 12 is $3\frac{1}{2}$ inches.
14 from 6 is $\frac{1}{2}$ the full breast measure, plus $2\frac{1}{4}$ inches.
Square up from 13 by the breast line.
15 and 16 are located by squaring down from 13 by the breast line.
17 is located by squaring up from 14 by the breast line.
Sweep back from point 17, pivoting at 12.
18 from 17 is $\frac{1}{4}$ the breast measure on the divisions, less $\frac{3}{4}$ inch.
19 is located by drawing a line from 18 to 13.
20 from 19 is $\frac{1}{2}$ inch.
21 from 19 is $\frac{1}{6}$ the breast measure on the divisions.
Draw a line from 21 to 14.
22 from 21 is $\frac{1}{8}$ the breast measure on the divisions.
23 from 19 is $\frac{1}{8}$ the breast measure on the divisions.
Draw the gorge line from 23 to 22 and out.
Shape the gorge as shown from 20 to 22.
24 from C is $\frac{1}{6}$ the breast measure on the divisions, plus $\frac{1}{4}$ inch.
25 from 24 is $1\frac{1}{4}$ inches.
26 is located by drawing a line from 25 to 14.
27 from 26 is $1\frac{1}{2}$ inches.
Draw the front shoulder line from 27 to 20.
28 from 10 is $\frac{1}{12}$ the breast measure on the divisions.
29 from 28 is $\frac{3}{8}$ inch, plus the seams.
30 from 11 is $\frac{1}{2}$ inch.
31 from 9 is $\frac{3}{4}$ inch.
32 from 26 is $\frac{1}{2}$ inch. This can be more or less according to shoulder width desired.
Shape the backpart from C to 25, 25 to 32, from 32 to 29, from 29 to 30, from 30 to 31, as shown.
33 from 15 is $\frac{1}{2}$ the waist measure on the divisions.
Draw a line from 14 to 33.
34 from 15 is $\frac{1}{4}$ inch.
Place the corner of the square on point 33, resting short arm of same on point 34 and square down for the front line.
35 from 16 is $\frac{1}{3}$ the seat measure on the divisions, plus 1 inch.
Shape the side seam of the forepart from 29 through 11, through 35 and down as shown.
To establish the same length in the side seam of the forepart as that of the backpart, sweep back from point 31, pivoting at 29, locating 36.



Lady—I would like to see an evening dress that would fit me.
Salesman—So would I, madam.
—Der Wahre Jakob, Berlin.

To establish the front length, sweep forward from 36, pivoting at 19, locating 37 on the front line.
Draw a line from 36 to 37.
38 from 14 is 3 inches. This locates the place for the upper buttonhole.
39 from 38 is 2 inches.
40 from 37 is 2 inches.
41 from 20 is 1 inch for the crease line.
Draw the crease line from 41 to 39 and up from 41.
44 is located on the crease and gorge lines.
45 from 44 is $4\frac{3}{4}$ inches. This can be more or less according to the width of lapel desired.
Shape from 45 to 39 and down to 40 as shown.
46 from 20 is the same as from 25 to 32 of the backpart, less $\frac{1}{4}$ inch.
Shape from 46 to 20.
Shape the armhole down from 29 as shown.
47 from 13 is $11\frac{1}{2}$ inches.
This locates the depth for the pocket line.
Make the pocket $6\frac{1}{2}$ inches wide by applying $3\frac{3}{4}$ inches on each side of point 47.
48 from 13 is $\frac{1}{12}$ the breast measure on the divisions plus $\frac{1}{4}$ inch.
Draw a line from 48 to 49 and take out $\frac{1}{2}$ inch, dart at 50 as shown.
Also take out front suppression dart if so desired.
Lay up buttons as shown in our diagram, also the pockets.
Finish all points as represented.
We will now proceed to draft the collar.
51 from 40 is the same as from C to 25 of the backpart, plus $\frac{1}{2}$ inch.
52 from 51 is $1\frac{1}{4}$ inches for the collar stand.
Shape collar stand from 52 to 20.
53 from 51 is the collar width.
Shape from 52 to 53 and 53 to 54.
Finish as represented.
This completes the diagram.



Fashionable Knickerbockers

(Drafted by the Divisions of the Tailor's Square)

In the accompanying diagram we show how to draft fashionable knickerbockers. The diagram was made from the following measures, which were taken as for the regular trousers. The extra measure needed is the small knee measure below the knee cap. The measures are:

Outside seam, 41 inches.
Inside seam, 31½ inches.
Waist, 33 inches.

Seat, 39 inches.

Small knee, 13 inches.

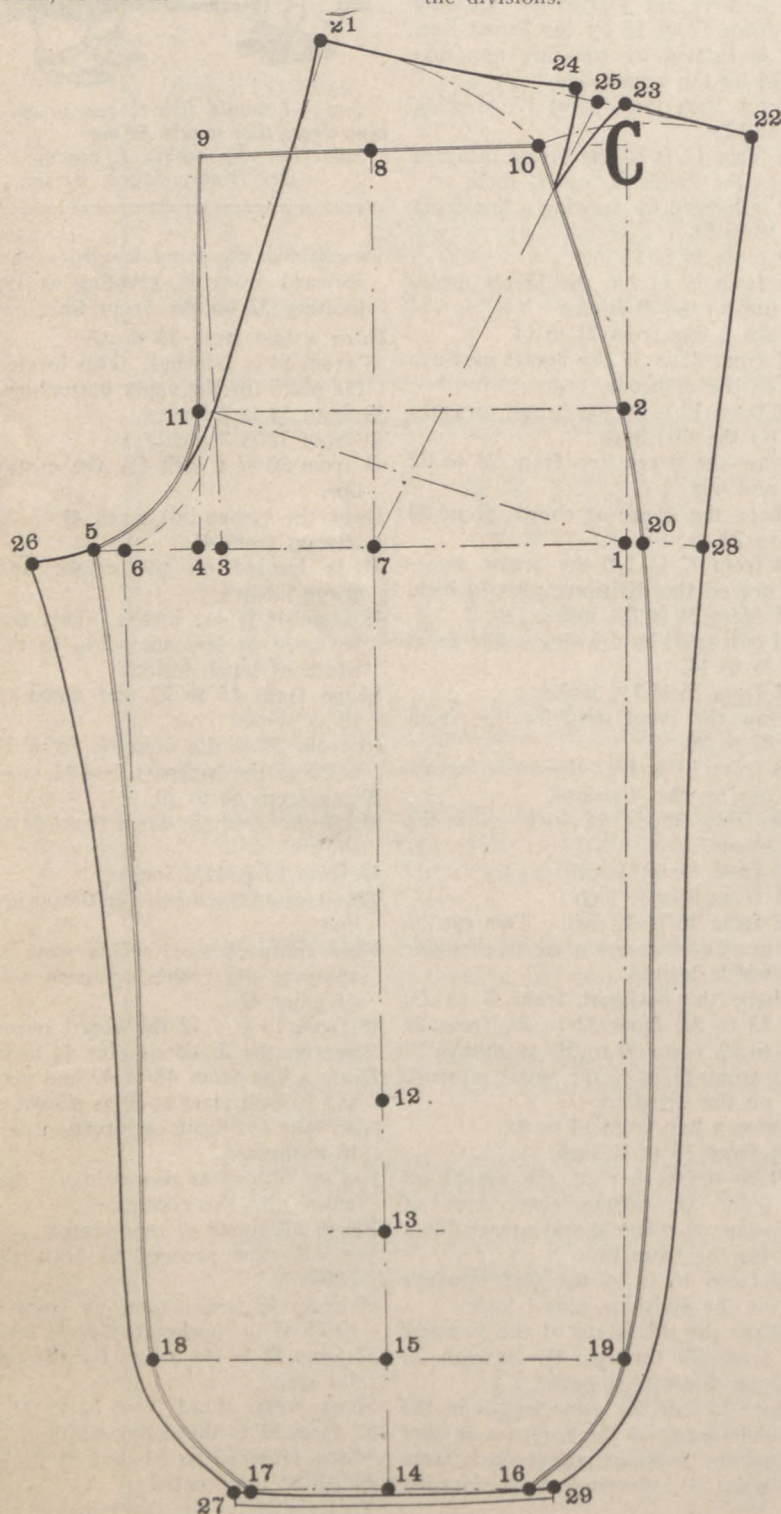
To DRAFT:

Square out and down from C.

1 from C is the difference between the outside and inside seam length, or the rise. In this case it is 9½ inches.

2 from 1 is 1/6 the seat measure on the divisions.

3 from 1 is ½ the seat measure on the divisions.



4 from 3 is ½ inch.

5 from 4 is 1/8 the seat measure on the divisions.

6 from 5 is ¾ inch.

7 is halfway between 1 and 6.

8 is located by squaring up from 7 by the crotch line.

9 from 8 is ¼ the waist measure on the divisions.

10 from 8 is ¼ the waist measure on the divisions.

11 is located by squaring out from point 2.

Draw a line from 9 to 3.

Draw a line from 9 to 4.

Square down from point 7 by the crotch line.

12 from 7 is ½ the inseam measure, less 2 inches.

13 from 12 is 3 inches always.

14 from 13 is 6 inches for the puff, or it may be called the cuff.

15 is halfway between 14 and 13.

Square both ways from points 14 and 15.

16 from 14 is ¼ the small knee measure on the divisions, plus ¼ inch.

17 from 14 is ¼ the small knee measure on the divisions, plus 1 inch.

To establish the width of the puff, or cuff, take the seat measure which in our case is 39 inches, add 6 inches to this which will make it 45 inches. Divide 45 in half which will make it 22½ inches. Make the cuff or the puff for the knickers 22½ inches wide by applying ¼ of 22½ inches on each side of point 15, locating 18 and 19.

Draw a line from 1 to 19.

Draw a line from 6 to 18.

20 from 1 is ½ inch.

This can be more or less according to the peg desired.

Now shape the forepart as shown by the double lines from 10 to 20, from 20 to 19, from 19 to 16.

Shape the inseam from 5 to 18, from 18 to 17 as shown.

Shape the front from 9 to 11, from 11 to 5.

Having now completed the forepart, cut out same as shown by the double lines, lay it on separate drafting paper, using pins or paperweights to hold it in position and proceed to draft the back part.

Sweep forward from point 5, pivoting at 18.

Sweep back from point 20, pivoting at 19.

Sweep forward from point 10, pivoting at 3.

Sweep back from point 10, pivoting at 20.

Now place a corner of the square on point 11, resting the short arm of same on point 1, and square up from 11 for the seat line.

21 is located on the seat line as squared from 11.

22 from 21 is ½ the seat measure on the divisions, plus 1 inch.

23 from 22 is 1/6 the seat measure on the divisions.

24 from 23 is ¼ inch for every inch in the difference between the waist and seat measures.

25 is halfway between 23 and 24.

Draw a line from 25 to 7.

Allow ¼ inch for seams on each side at points 23 and 24, and shape the dart as shown in our illustration.

26 from 5 is 1/12 the seat measure on the divisions.

27 from 17 is ½ inch.

Shape the seat seam from 21 to 11, from 11 to 26.

Shape the inside seam from 26 to 27.

28 from 20 is 1½ inches.

29 from 16 is ½ inch.

Shape the side seam as shown in our illustration from 22 to 28, and from 28 to 29.

Shape the bottom from 29 to 27 and allow enough for the seam at the bottom as shown in our diagram.

The bottom of these knickers is finished with a strap which is drafted as follows:

Square out and down from 33.

34 from 33 is the width of the small knee, plus ½ inch for seams.

35 from 33 is 3 inches.

36 is located by squaring down from 34.

37 from 36 is 1 inch.

38 from 37 is 1 inch.

Draw a line from 38 to 34 and out.

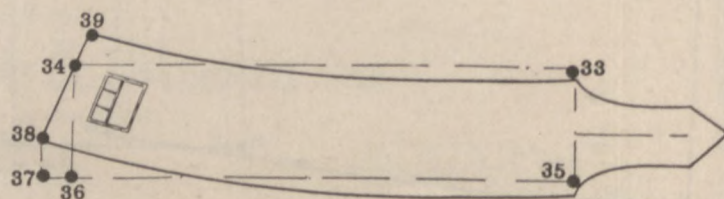
Drop the cuff ½ inch below point 33, also ½ inch below point 35.

39 from 38 is 3 inches.

Shape the cuff from 33 to 39 and from 35 to 38.

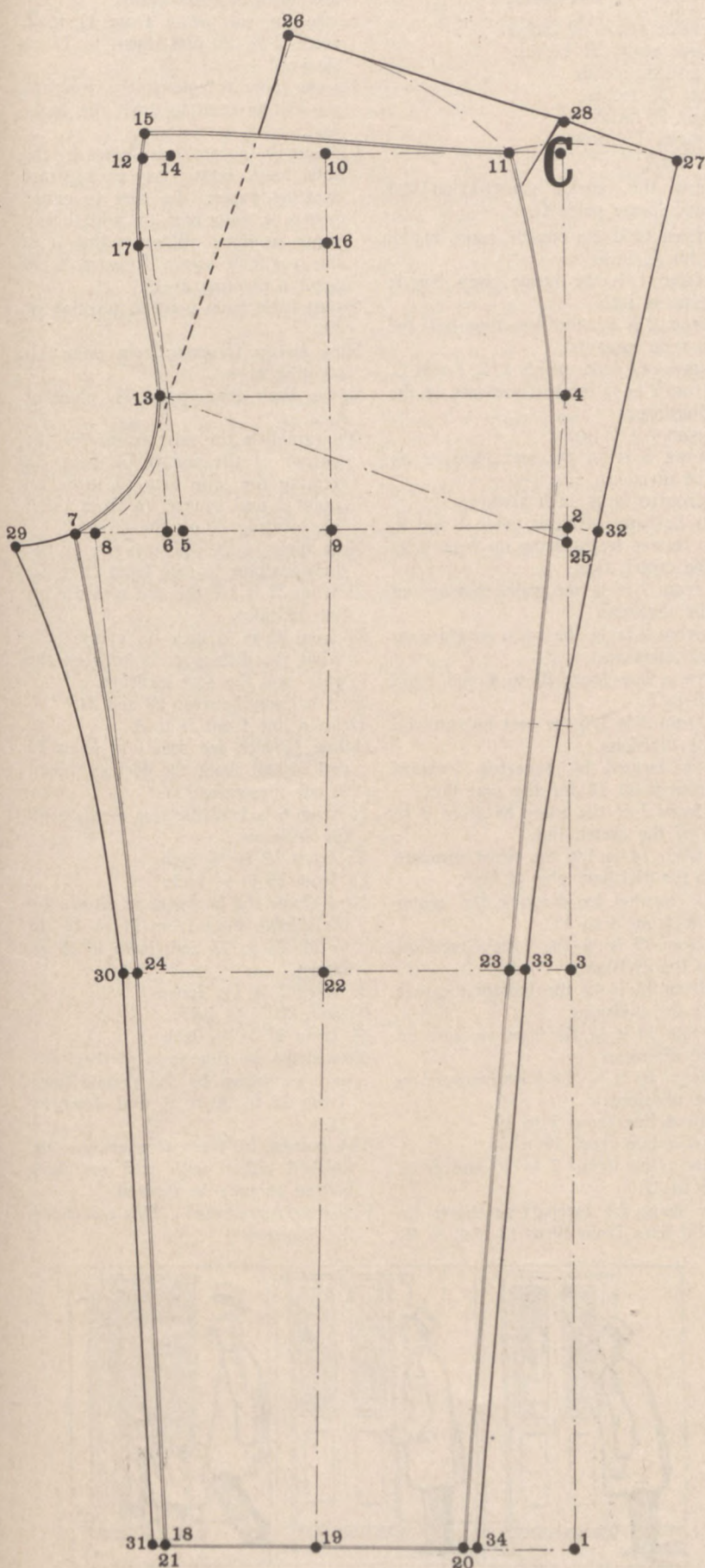
Provide 3½ inches for the strap as shown in our diagram.

Finish as represented. This completes the diagram.



Fashionable Trousers for Corpulent Men

(Drafted by the Divisions of the Tailor's Square)



In the accompanying diagram we are showing how to draft trousers for stout or corpulent men. The diagram was made from the following measures:

Outside seam, 41 inches.
Inside seam, 30 inches.
Waist, 44 inches.
Abdomen, 46 inches.
Seat, 46 inches.
Knee, 22½ inches.
Bottom, 18 inches.

TO DRAFT:

Square out and down from C.
1 from C is the outside seam length, plus ½ inch.
2 from 1 is the inside seam length, plus ¼ inch.
3 from 2 is 2 inches less than ½ the in-seam measure.
4 from 2 is 1/6 the seat measure on the divisions.
Square out from points 1, 2, 3 and 4.
5 from 2 is ½ the seat measure on the divisions.
6 from 5 is ½ inch.
7 from 6 is ⅛ the seat measure on the divisions.
8 from 7 is ¾ inch.
9 is halfway between 2 and 8.
10 is located on the waistline by squaring up from 9 of the crotch line.
11 from 10 is ¼ the waist measure on the divisions.
12 from 10 is ¼ the waist measure on the divisions.
13 is located by drawing a line from 12 to 6.
Draw a line from 12 to 5.
To establish the extra height in the forepart for the stout and corpulent men, place a corner of the square halfway between points 5 and 16, resting it on the crotch line.
Square up and locate 14 on the waistline.
Now measure the distance from 14 to 12, and apply the same from 12 to 15.
Draw a line from 11 to 15 and shape as shown.
16 from 10 is 2½ inches for the abdomen measure.
17 from 16 is ¼ the abdomen measure on the divisions.
Shape from 15 to 17 to 13 and down to 7 as shown.
Now measure the distance from 2 to 6 and apply same from 1 to 18.
19 from 18 is 1/6 the waist measure on the divisions, plus ¾ inch.
20 from 19 is ¼ the bottom measure on the divisions.
21 from 19 is ¼ the bottom measure on the divisions.
22 is located on the knee line by drawing the front center line from 9 to 19.
23 from 22 is ¼ the knee measure on the divisions.

24 from 22 is ¼ the knee measure on the divisions.

Draw a line from 8 to 24.
Draw a line from 24 to 18.
Draw a line from 4 to 23.
Draw a line from 23 to 20.

Now shape the forepart from 7 to 24, from 24 to 18 as shown.

Shape the side seam from 11 to 2 to 23 and down to 20 as shown.

Having now completed the forepart as shown by the double lines, cut out same, and lay on separate drafting paper. To hold it in position use heavy paperweights or pins, and proceed to draft the backpart.

Sweep forward from 7, pivoting at 24.

Sweep back from point 2, pivoting at 23.

Sweep forward from point 11, pivoting at 5.

Sweep back from point 11, pivoting at 2.

25 from 2 is ½ inch.

Place the corner of the square on point 13, resting short arm of same point on 25 and square up for the seat line.

26 is located on the sweep and the sweep line.

27 from 26 is ½ the seat measure on the divisions.

28 from 27 is 1/6 the seat measure on the divisions.

The difference between the waist and the seat measure in our present diagram is 2 inches. Therefore, only ½ inch will be taken out at point 28. One-half inch will be lost by taking off 2 seams as shown in our diagram.

29 from 7 is 1/12 the seat measure on the divisions.

30 from 24 is ½ inch.

31 from 21 is ½ inch.

Shape the seat seam from 26 to 13, from 13 to 29.

Shape the inseam from 29 to 30, from 30 to 31 as shown.

32 from 2 is 1 inch.

33 from 23 is ½ inch.

34 from 20 is ½ inch.

Shape the side seam from 27 to 23 to 33 and down to 34 as shown.

The bottoms of the trousers can be finished either with cuff or plain bottoms as may be desired.

Finish as represented. This completes the diagram.

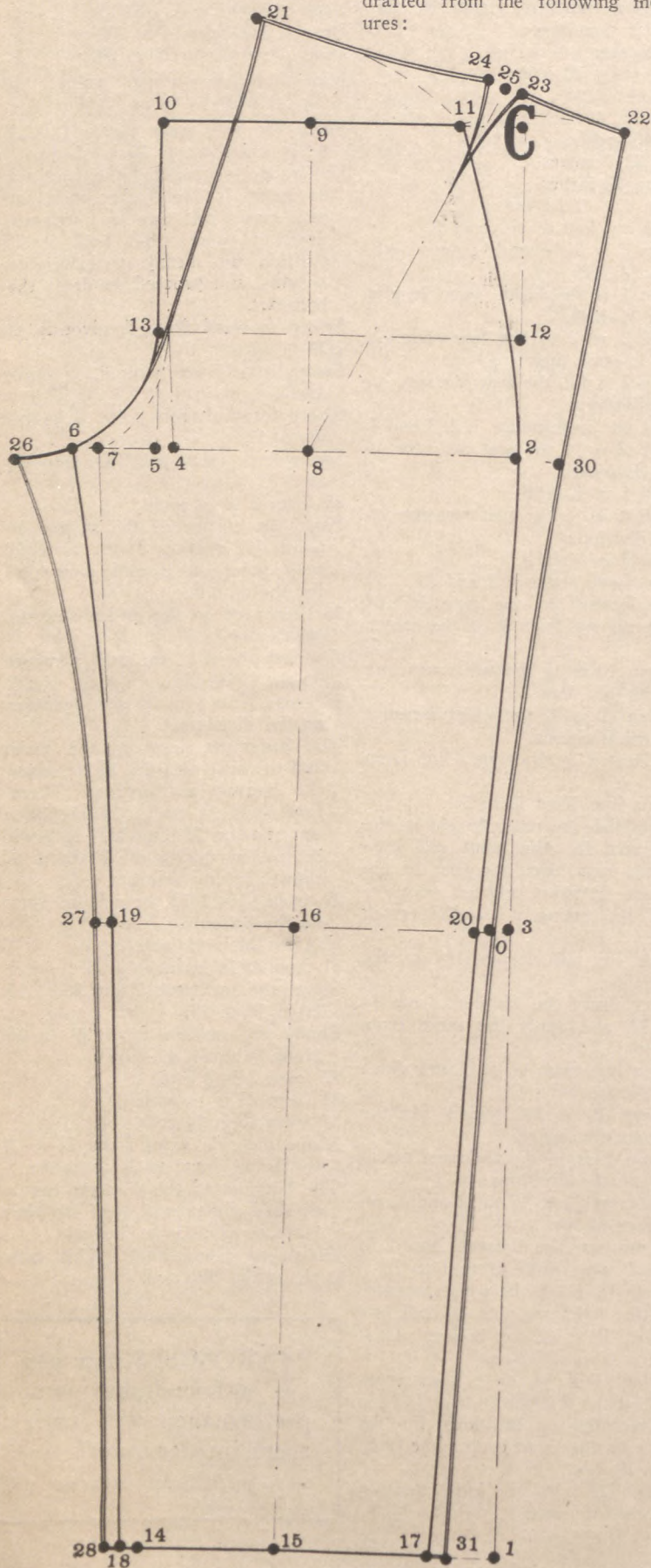
"PROMISES may get us friends, but non-performance will turn them into enemies"

—Poor Richard's Almanac.

Fashionable Straight Hanging Trousers

(Drafted by the Divisions of the Tailor's Square)

In this diagram we are showing how to draft fashionable trousers for young men. The diagram was drafted from the following measures:



Measures:

Outside seam, 40 inches.
Inside seam, 31 inches.
Waist, 32 inches.
Seat, 38 inches.
Knee, 20 inches.
Bottom, 17 inches.

To draft:

Draw the outside construction line and locate point C.

1 from C is the outside seam length, plus $\frac{1}{2}$ inch.

2 from 1 is the inside seam length, plus $\frac{1}{4}$ inch.

3 from 2 is 2 inches less than half the inseam measure.

Square out from points 1, 2, 3 and C.

4 from 2 is $\frac{1}{2}$ the seat measure on the divisions.

5 from 4 is $\frac{1}{2}$ inch.

6 from 5 is $\frac{1}{8}$ the seat measure on the divisions.

7 from 6 is $\frac{3}{4}$ inch always.

8 is halfway between point 2 and 7.

9 is located by squaring up from 8 by the crotch line.

10 from 9 is $\frac{1}{4}$ the waist measure on the divisions.

11 from 9 is $\frac{1}{4}$ the waist measure on the divisions.

Draw a line from 10 to 4 and from 10 to 5.

12 from 2 is $\frac{1}{6}$ the seat measure on the divisions.

13 is located by squaring forward from point 12 for the seat line.

14 from 1 is the same as from 3 to 5 of the crotch line.

15 from 14 is $\frac{1}{6}$ the waist measure on the divisions, plus $\frac{3}{4}$ inch.

16 is located by drawing the center line from 8 to 15.

17 from 15 is $\frac{1}{4}$ the bottom measure on the divisions.

18 from 15 is $\frac{1}{4}$ the bottom measure on the divisions.

19 from 16 is $\frac{1}{4}$ the knee measure on the divisions.

20 from 16 is $\frac{1}{4}$ the knee measure on the divisions.

Draw a line from 7 to 19.

Draw a line from 19 to 18.

Draw a line from 2 to 20 and from 20 to 17.

Now shape the forepart as shown by solid lines from 10 to 13 to 6 to 19

and down to 18 as shown.

Shape the side seam from 11 to 2, from 2 to 20 and down to 17 as shown.

Having now completed the forepart, we will proceed to draft the backpart.

Cut out the forepart as shown by the solid black lines. Lay on separate drafting paper. Be sure to either fasten it with pins or with heavy paper weights. When having it in this position, sweep forward from point 6 pivoting at 19.

Sweep back from point 2, pivoting at 20.

Now sweep forward from point 11, pivoting at 4.

Sweep back from point 11, pivoting at 2.

To establish the seat seam, lay the corner of the square on point 13 resting the long arm of same on point 2 and square up from point 13, locating 21 on the sweep.

Now apply $\frac{1}{2}$ the seat measure on the divisions plus $\frac{1}{2}$ inch from 21 to 22.

23 from 22 is $\frac{1}{6}$ the seat measure on the divisions.

24 from 23 is $\frac{1}{4}$ inch for every inch, what the difference is between the waist and the seat measure.

25 is halfway between 23 and 24.

Draw a line from 25 to 8.

Allow $\frac{1}{4}$ inch for seams at point 23 and 24 and shape the dart as shown in our illustration.

26 from 6 is $\frac{1}{12}$ the seat measure on the divisions.

27 from 19 is $\frac{1}{2}$ inch.

28 from 18 is $\frac{1}{2}$ inch.

Now shape the backpart as shown by the double lines from 21 to 13, 13 to 26, 26 to 27 and down to 28 as shown.

30 from 2 is $1\frac{1}{4}$ inches.

0 from 20 is $\frac{1}{2}$ inch.

31 from 17 is $\frac{1}{2}$ inch.

Now shape the side seam of the forepart as shown by the double lines from 22 to 30 to 0, and down to 31.

The bottom of these trousers can be finished either with cuff or plain bottom as may be desired.

Finish as represented. This completes the diagram.



The Mystery of the Telephone Booth.—Courtesy of Judge.

Canvas Construction

(Drafted by the Divisions of the Tailor's Square)

The tailor must realize the fact that as the making of the canvas constitutes the construction of the garment it is therefore very important for the tailor and cutter to give the canvas construction careful consideration. The canvas part of the garment is of the most importance if uniformly well-formed shapes are desired in the coat-making.

Although the coat can be made badly even when the canvas is made well, no coat can be made well when the canvas is made badly.

The cutter and tailor should note that the canvas is the frame on which the outside material is hung and it gives much to the shape of the garment at the places where the fitting points are most vitally involved and where the points of comfort and ease are governed. The attention paid to canvas making today makes it a feature worthy of thorough study and to enable our readers to study the various methods, we will continue with this by showing the different methods as used by practical tailors of well-earned reputation.

Assuming that the tailor is ready to proceed to cut a canvas. This should be done by the forepart of the coat.

In Diagram 1 we show the cloth

front edge being laid on the straight edge of the canvas as from 1 to 2, 3 to 4.

Also cut the under collar canvas which must be cut on the bias at 5 and 6, and on the straight edge at 7 and 8.

Under no circumstances must the stand of the collar be stretched as from 5 to 7 or 6 to 8.

Having the canvas cut as shown in Diagram 1, now draw a line approximately to the breast line as shown by 1 to 2 of Diagram No. 2. Now square up from the breastline straight with the shoulder point. Now measure $2\frac{1}{4}$ inches from 3 to 4, and cut the shoulder dart in the canvas as shown from 3 to 4.

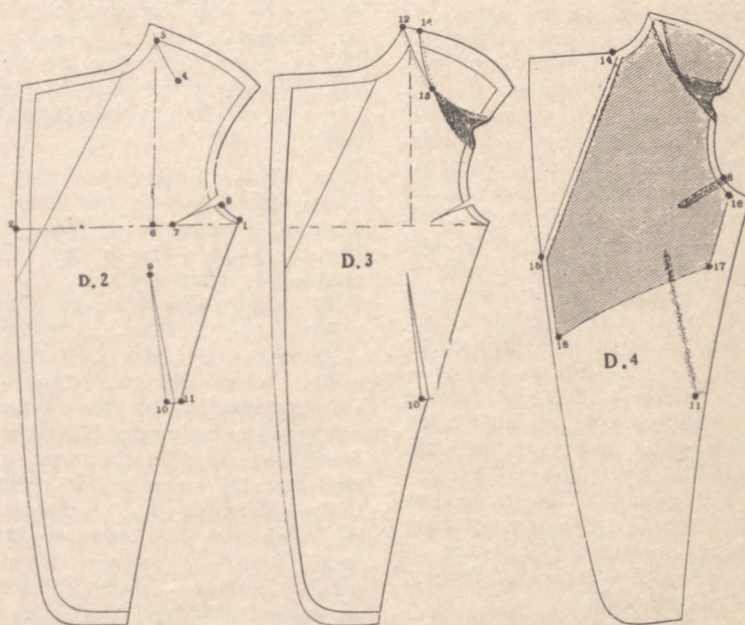
6 to 7 is $1\frac{1}{4}$ inches. Now take out $\frac{3}{8}$ inch or $\frac{1}{2}$ inch dart from point 8 to 7 as shown.

8 from 7 is $2\frac{1}{4}$ inches.

Point 10 is on the pocket line or point 10 may be placed higher if so needed for the short size.

Now take out $\frac{3}{8}$ inch or $\frac{1}{2}$ inch dart as shown from 10 to 11 and to 9.

Now that the canvas is prepared, cut out the hair cloth, with the hair straight across the canvas.



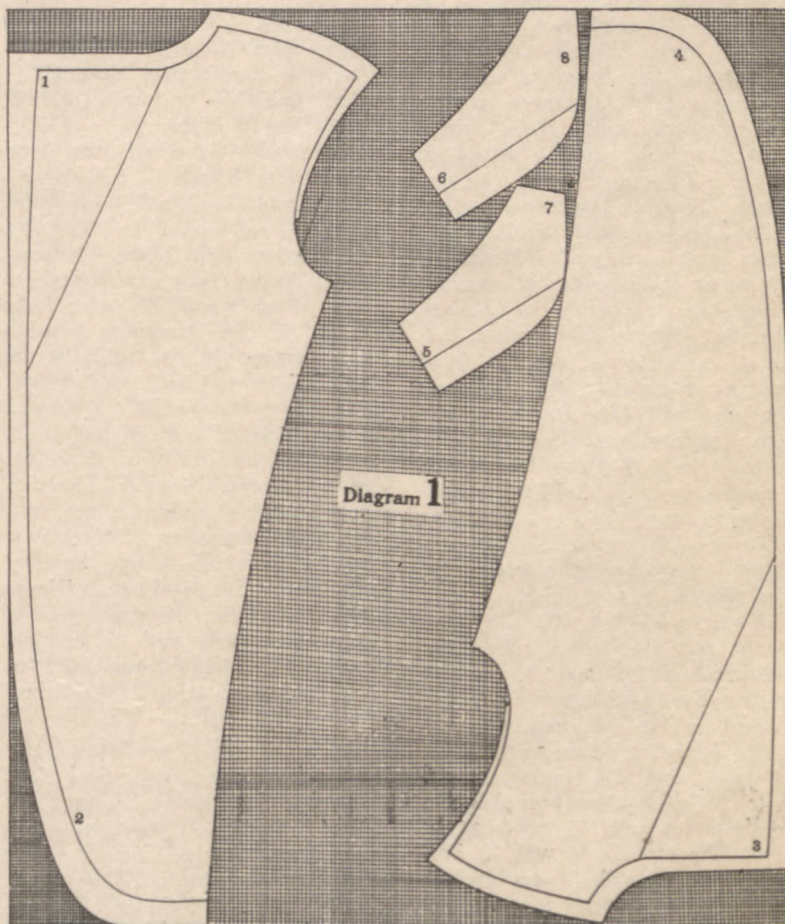
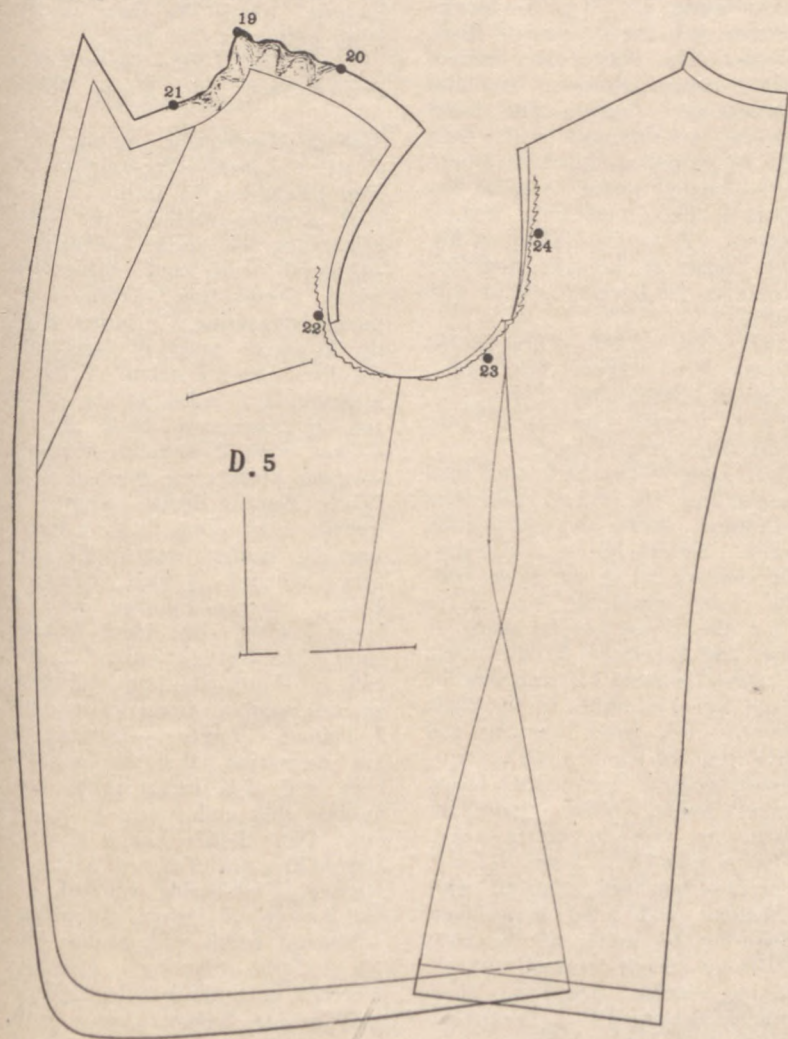
Now place it about $\frac{1}{4}$ inch in from the crease line. Cut it the same way as the canvas from 3 to 4, 8 to 7 and 10 to 9, taking out the same darts as those in the canvas.

Now place a piece of canvas cut on the bias and sew it into the shoulder dart as shown in Diagram No. 3. from 12 to 13 and open the dart $1\frac{1}{4}$ inches to $1\frac{1}{2}$ inches between points 12 and 14.

By doing this we will provide enough opening for the shoulder which will give a smooth, clean concave effect to the shoulder where it most requires it from the neck to point of shoulder bone as shown, and it will not disturb the shoulder point.

Also open the hair cloth the same way as has been done on the canvas and baste the hair cloth into the can-

(Continued on page 72)



DESCRIPTION of FASHION PORTFOLIO

"Newest Styles for Men" Spring and Summer 1930

Window Cards will also be found in this listing

FIGURE No. T-900—*Two-Button Young Men's Lounge Sack Suit*.
Material—Fashionable Suiting.
Waist Length—One-quarter the total height less $\frac{1}{2}$ inch.
Full Length—One-half the total height, less $4\frac{3}{4}$ inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Low and slanting. *Lapels*—On continuation of the gorge, rolling soft, measuring $4\frac{3}{4}$ inches from the crease to the point of lapel and $2\frac{1}{4}$ inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 2 buttons and have well rounded corners. *Pockets*—Lower pockets are finished with flaps, breast pocket welted. *Back*—shaped at waist, no vent in center seam. *Edges*—Plain. *Seams*—Plain. *Sleeves*—Plain vent, finished with 4 buttons and blind buttonholes, measuring 12 inches at the cuff. *Waistcoat*—Single-breasted, no collar, high opening. The fronts close with 5 buttons. *Trousers*—Straight hanging, measuring 20 inches at the knee, $17\frac{1}{2}$ inches at bottom, finished with cuffs.

FIGURE No. T-901—*Young Men's Two-Button Lounge Sack Suit*.
Material—Fashionable Suiting.
Waist Length—One-quarter the total height less $\frac{1}{2}$ inch.
Full Length—One-half the total height, less $4\frac{3}{4}$ inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Slanting. *Lapels*—Peaked, rolling soft, measuring $4\frac{3}{4}$ inches from the crease to the point of lapel and $2\frac{1}{2}$ inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 2 buttons and have well-rounded corners. *Pockets*—Lower pockets are finished with flaps, breast pocket welted. *Back*—Shaped at waist. *Edges*—Plain. *Seams*—Plain. *Sleeves*—Open vent finished with 2 buttons and blind buttonholes and cord cuff. Measuring 12 inches at the cuff. *Waistcoat*—Single-breasted, no collar, natural opening. Fronts close with 5 buttons. *Trousers*—Straight, loose hanging, measuring $19\frac{1}{2}$ inches at the knee and $17\frac{1}{2}$ inches at bottom. Finished with $1\frac{1}{2}$ -inch cuffs.

FIGURE No. T-902—*Three-Button Lounge Sack Suit, Young Men's Style*.
Material—Fashionable Suiting.
Waist Length—One-quarter the total height less $\frac{1}{2}$ inch.
Full Length—One-half the total height, less $4\frac{3}{4}$ inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Slanting. *Lapels*—Peaked, rolling soft, measuring $4\frac{1}{2}$ inches from the crease to the point of lapel, and $2\frac{1}{4}$ inches at the notch. *Collar*—Measures 2 inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 3 buttons. *Pockets*—The lower pockets are finished with flaps to go in and

out. The breast pocket is finished with welt. *Back*—Shaped with regulation seams and no vent. *Edges*—Plain. *Sleeves*—Finished with plain vent and 3 buttons, measuring 12 inches at the cuff. *Waistcoat*—Single-breasted, no collar, natural opening. *Trousers*—Natural fitting at the hip, measuring 20 inches at the knee and $17\frac{1}{2}$ inches at the bottom, finished with cuffs.

FIGURE No. T-903—*Three-Button Young Men's Lounge Sack Suit*.
Material—Fashionable Suiting.
Waist Length—One-quarter the total height less $\frac{1}{4}$ inch.
Full Length—One-half the total height, less $4\frac{3}{4}$ inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Natural. *Lapels*—On continuation of the gorge, rolling soft, measuring $4\frac{1}{2}$ inches from the crease to the point of lapel and $1\frac{7}{8}$ inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 3 buttons. *Pockets*—Lower pockets are finished with flaps, breast pocket welted. *Back*—Close fitting, no vent in center seam. *Edges*—Plain. *Seams*—Plain. *Sleeves*—Plain vent, finished with 3 buttons, blind buttonholes. Measures 12 inches at the cuff. *Waistcoat*—Single-breasted, no collar, natural opening. The fronts close with 5 buttons. *Trousers*—Straight hanging, measuring 20 inches at the knee and $17\frac{1}{2}$ inches at bottom, finished with cuffs.

FIGURE No. T-904—*Two-Button Young Men's Lounge Sack Suit*.
Material—Fashionable Suiting.
Waist Length—One-fourth the total height less $\frac{1}{2}$ inch.
Full Length—One-half the total height, less 5 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Slanting. *Lapels*—Half peaked, soft rolling. Measuring 5 inches from the crease to point of lapels, and $2\frac{1}{2}$ inches at the notch. *Collar*—Measures 2 inches at the notch and $1\frac{3}{4}$ inches at the back. *Fronts*—Close with 2 buttons. *Pockets*—Jettied. Breast pocket finished with $\frac{3}{4}$ -inch welt. *Back*—Shaped, no vent in center seam. *Sleeves*—Regular shape, finished with 2 buttons, plain vent, cord cuff, measuring 12 inches at the cuff. *Edges*—Single Stitched $1/16$ inch. *Seams*—Plain. *Waistcoat*—No collar, natural opening, the fronts close with 5 buttons. *Trousers*—Moderate over hip, knee $19\frac{1}{2}$ inches, bottom $17\frac{1}{2}$ inches, finished with cuffs.

FIGURE No. T-905—*Two-Button Style of Young Men's Lounge Sack Suit*.
Material—Fashionable Suiting.
Waist Length—One-quarter the total height, less $\frac{1}{2}$ inch.
Full Length—One-half the total height, less $4\frac{3}{4}$ inches.

Shoulders—Fashionable width and finish.

Gorge—Low and slanting. *Lapels*—On continuation of the gorge measuring $4\frac{1}{2}$ inches from crease to points of lapels and $1\frac{3}{4}$ inches at the notch.

Collar—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 2 buttons and have well rounded corners. *Back*—Semi-fitting. *Edges*—Single stitched $1/16$ inch. *Seams*—Plain. *Sleeves*—The sleeves are finished with 2 buttons, plain vent, blind holes and cord cuff. *Pockets*—Lower pockets and breast pockets are patched. *Trousers*—Natural at hip, $19\frac{1}{2}$ inches at the knee, and 17 at bottom, finished with $1\frac{1}{2}$ inch cuffs.

FIGURE No. T-906—*Three-Button Style of Young Men's Lounge Sack Suit*.

Material—Fashionable Suiting.
Waist Length—One-fourth the total height less $\frac{1}{2}$ inch.

Full Length—One-half the total height, less $4\frac{3}{4}$ inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Slanting. *Lapels*—Three-quarter-peaked, measuring $4\frac{1}{2}$ inches from crease to point of lapel and 2 inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 3 buttons and have well-rounded corners. *Back*—Form-fitting. *Edges*—Single-stitched $1/16$ inch. *Seams*—Plain. *Sleeves*—The sleeves are finished with 3 buttons, plain vent and blind buttonholes. *Pockets*—The lower pockets are finished with flaps. The breast pocket is welted. *Waistcoat*—Single-breasted, no collar, low opening, the fronts close with 5 buttons. *Trousers*—Natural at hip, $19\frac{1}{2}$ inches at the knee, and $17\frac{1}{2}$ inches at the bottom, finished with cuffs.

FIGURE No. T-907—*Three-Button Young Men's Lounge Sack Suit*.

Material—Fashionable Suiting.
Waist Length—One-quarter the total height less $\frac{1}{2}$ inch.

Full Length—One-half the total height, less $4\frac{3}{4}$ inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Natural. *Lapels*—On continuation of the gorge, rolling soft, measuring $4\frac{1}{2}$ inches from the crease to the point of lapel and $1\frac{3}{4}$ inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 3 buttons and have rounded corners. *Pockets*—Lower pockets are jettied, breast pocket welted. *Back*—Shaped at waist, no vent in center seam. *Edges*—Plain. *Seams*—Plain. *Sleeves*—Plain vent, finished with 4 buttons and blind buttonholes, measuring 12 inches at the cuff. *Waistcoat*—Single-breasted, no collar, low opening. The fronts close with 5 buttons. *Trousers*—

Straight hanging, measuring $19\frac{1}{2}$ inches at the knee, $17\frac{1}{2}$ inches at bottom, finished with cuffs.

FIGURE No. T-908—*Young Men's Two-Button Straight Front Lounge Sack Suit*.

Material—Fashionable Suiting.

Waist Length—One-quarter the total height less $\frac{1}{2}$ inch.

Full Length—One-half the total height, less $4\frac{3}{4}$ inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Natural. *Lapels*—On continuation of the gorge, rolling soft, measuring $4\frac{3}{4}$ inches from the crease to the point of lapel and $1\frac{3}{4}$ inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 2 buttons. *Pockets*—Lower pockets are finished with flaps, breast pocket welted. *Back*—Form fitting at waist, close fitting at hips. *Edges*—Plain. *Seams*—Plain. *Sleeves*—Open vent, finished with 2 buttons and blind buttonholes. Measures 12 inches at the cuff. *Waistcoat*—Single-breasted, no collar, low opening. The fronts close with 4 buttons. *Trousers*—Straight, loose-hanging, measuring $19\frac{1}{2}$ inches at the knee and 17 inches at bottom, finished with cuffs.

FIGURE No. T-909—*Young Lady's Single-Breasted Tailored Suit*.

Material—Fashionable worsted.

Full Length—27 inches. *Shoulders*—Natural width with square finish. *Gorge*—Slanting. *Lapels*—Peaked. *Fronts*—Square, closing with 5 buttons. *Pockets*—The pockets are jettied crescent style. *Back*—Straight hanging with seams under the arms. *Edges*—Hand-stitched. *Seams*—Plain and are well pressed down. *Sleeves*—Narrow, trimmed with loose cuffs, 3 buttons. *Skirt*—The skirt is finished with pleats in front.

FIGURE No. T-910—*Three-Button Reefer Sack Suit, Young Men's Style*.

Material—Fashionable Suiting.

Waist Length—One-quarter the total height less $\frac{1}{2}$ inch.

Full Length—One-half the total height, less $4\frac{3}{4}$ inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Low. *Lapels*—Half peaked, measuring $5\frac{1}{2}$ inches from the crease to point of lapel and $2\frac{1}{2}$ inches at the notch. *Collar*—Measures $1\frac{7}{8}$ inches at the notch and $1\frac{5}{8}$ inches at the back. *Fronts*—Close with 2 buttons. *Pockets*—Lower pockets are finished with 2-inch flaps. Breast pocket is welted. *Back*—Easy fitting with no vent in center seam. *Edges*—Single stitched, $\frac{1}{8}$ inch. *Seams*—Plain. *Sleeves*—Finished with 4 buttons, plain vent, blind buttonholes, measures 12 inches at the cuff. *Waistcoat*—Single-breasted, natural opening, fronts close with 5 buttons. *Trousers*—Natural at hip, measuring 20 inches at the knee, and $17\frac{1}{2}$ inches at bottom, finished with cuff.

FIGURE No. T-911—*Young Lady's Double-Breasted Tailored Suit*.

Material—Fashionable worsted.

Full Length—27 inches. *Shoulders*—Natural width with square finish. *Gorge*—Slanting. *Lapels*—Notched, soft rolling to the top button. *Fronts*—Square, closing with

two buttons. *Pockets*—The pockets are low, and are welted. *Back*—Shaped. *Edges*—Hand-stitched. *Seams*—Plain and are well pressed down. *Sleeves*—Narrow, finished with 2 buttons on the cuff. *Skirt*—The skirt is of the wrap style and the front has inverted box pleats.

FIGURE NO. T-912—Two-Button Style of Young Men's Lounge Sack Suit.

Material—Fashionable Suiting. *Waist Length*—One-fourth the total height less $\frac{1}{2}$ inch. *Full Length*—One-half the total height, less $4\frac{3}{4}$ inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Slanting. *Lapels*—Three-quarter peaked, measuring $4\frac{3}{4}$ inches from crease to point of lapel and 2 inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 2 buttons and have well-rounded corners. *Back*—Form-fitting, no vent in center seam. *Edges*—Single-stitched $1/16$ inch. *Seams*—Plain. *Sleeves*—The sleeves are finished with 1 button, plain vent, blind buttonholes and cord cuffs. *Pockets*—The lower pockets are jetted. The Breast pocket is welted. *Waistcoat*—Double-breasted, the fronts close with 3 buttons. *Trousers*—Natural at hip, $19\frac{1}{2}$ inches at the knee, and $17\frac{1}{2}$ inches at the bottom, finished with cuffs.

FIGURE NO. T-913—Two-Button Style of Young Men's Lounge Sack Suit.

Material—Fashionable Suiting. *Waist Length*—One-fourth the total height less $\frac{1}{4}$ inch. *Full Length*—One-half the total height, less 5 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Low and slanting. *Lapels*—Quarter-peaked, measuring 2 inches at the notch, rolling soft. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 2 buttons and have rounded corners. *Back*—Shaped, no vent in center seam. *Edges*—Single-stitched $1/16$ inch. *Seams*—Plain. *Sleeves*—The sleeves are finished with 2 buttons, plain vent and blind buttonholes, cord cuff. *Pockets*—Lower pockets are finished with flaps, breast pocket welted. *Trousers*—Natural at hip, 20 inches at the knee, and $17\frac{1}{2}$ inches at bottom, finished with cuffs.

FIGURE NO. T-914—Three-Button Reefer Sack Suit, Young Men's Style.

Material—Fashionable Suiting. *Waist Length*—One-fourth the total Height less $\frac{1}{2}$ inch. *Full Length*—One-half the total height, less 5 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Low. *Lapels*—Three-eighth peaked, measuring $5\frac{1}{2}$ inches from the crease to point of lapel and $2\frac{3}{4}$ inches at the notch, rolling soft to second button. *Collar*—Measures 2 inches at the notch and $1\frac{3}{8}$ inches at the back. *Fronts*—Close with 2 buttons. *Pockets*—Lower pockets are finished with 2-inch flaps. Breast pocket is welted. *Back*—Shaped with no vent in center seam. *Edges*—Plain. *Seams*—Plain. *Sleeves*—Finished with 4 buttons, plain vent, blind buttonholes, measuring 12 inches at the cuff. *Waistcoat*—Single-breasted,

natural opening, fronts close with 5 buttons. *Trousers*—Natural at hip, measuring 20 inches at the knee, and $17\frac{1}{2}$ inches at bottom, finished with cuffs.

FIGURE NO. T-915—One-Button Soft Roll Outing Lounge Sack Suit.

Material—Coat Blue Serge. *Waist Length*—One-quarter the total height, less $\frac{1}{2}$ inch. *Full Length*—One-half the total height, less $4\frac{3}{4}$ inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Low and slanting. *Lapels*—On continuation of the gorge, measuring $1\frac{7}{8}$ inches at the notch, rolling soft. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with one button. *Back*—Natural fitting. *Edges*—Single-stitched $1/16$ inch. *Seams*—Plain. *Sleeves*—The sleeves are finished with 2 buttons, plain vent, blind hole. *Pockets*—Lower pockets are patched, breast pockets welted. *Trousers*—White flannel, natural at hip, $19\frac{1}{2}$ inches at the knee, $17\frac{1}{2}$ inches at bottom, finished with cuffs.

FIGURE NO. T-916—Young Men's Two-Button Style of Reefer Sack Suit.

Material—White flannel Suiting. *Waist Length*—One-fourth the total height, less $\frac{1}{2}$ inch. *Full Length*—One-half the total height, less $4\frac{3}{4}$ inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Low slanting style. *Lapels*—Measuring 5 inches from the gorge seam to the corner point, and $2\frac{1}{4}$ inches at the notch. *Collar*—Measures $1\frac{7}{8}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 2 buttons double-breasted style. *Back*—Form fitting. *Edges*—Single-stitched $1/16$ inch. *Seams*—Plain. *Sleeves*—Finished with 2 buttons and open vent, measuring 12 inches at the cuffs. *Pockets*—The lower pockets are patched. The breast pocket is finished with welt. *Trousers*—Straight hanging, measuring $19\frac{1}{2}$ inches at the knee, and $17\frac{1}{2}$ inches at the bottom. Finished with $1\frac{1}{2}$ inch cuffs.

FIGURE NO. T-917—One-Button Style of Young Men's Lounge Sack Suit.

Material—Fashionable Suiting. *Waist Length*—One-fourth the total height less $\frac{1}{2}$ inch. *Full Length*—One-half the total height, less 5 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Slanting. *Lapels*—Half-peaked, measuring $4\frac{3}{4}$ inches from crease to point of lapel and 2 inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 1 button and have well-rounded corners. *Back*—Form fitting. *Edges*—Single-stitched $1/16$ inch. *Seams*—Plain. *Sleeves*—The sleeves are finished with 2 buttons, plain vent and blind buttonholes. *Pockets*—The lower and cash pockets are finished with flaps. The breast pocket is welted. *Waistcoat*—Single-breasted, natural opening, the fronts close with 5 buttons. *Trousers*—Natural at hip, $19\frac{1}{2}$ inches at the knee, and $17\frac{1}{2}$ inches at the bottom, finished with cuffs.

FIGURE NO. T-918—Young Men's Three-Button Collegiate Lounge

Sack Suit.

Material—Fashionable Suiting.

Waist Length—One-quarter the total height less $\frac{1}{2}$ inch.

Full Length—One-half the total height, less 5 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Natural. *Lapels*—Short and on continuation of the gorge, rolling soft, measuring $4\frac{1}{2}$ inches from the crease to the point of lapel and $1\frac{7}{8}$ inches at the notch. *Collar*—Measures $1\frac{1}{2}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 3 buttons and have well-rounded corners. *Pockets*—Lower and breast pockets are patched. *Back*—Close fitting, no vent in center seam. *Edges*—Plain. *Seams*—Plain. *Sleeves*—Open vent finished with 2 buttons and blind buttonholes. Measures 12 inches at the cuff. *Waistcoat*—Tattersall Style Single-breasted, no collar, high opening. Fronts close with 6 buttons. *Trousers*—Straight, loose hanging, pleats at waist, measuring 20 inches at the knee and 19 inches at bottom. Finished with $1\frac{1}{2}$ -inch cuffs.

FIGURE NO. T-919—Three-Button Chester Overcoat.

Material—Stylish Overcoating.

Waist Length—One-fourth the total height, plus $\frac{1}{2}$ inch.

Full Length—One-half the total height, plus 10 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Slanting. *Lapels*—On continuation of the gorge, measuring $5\frac{1}{2}$ inches from the gorge to the points and $2\frac{1}{4}$ inches at the notch, rolling soft. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{3}{8}$ inches at the back. *Fronts*—Close with 3 buttons to button through. *Back*—Straight hanging with plain vent. *Edges*—Single-stitched $\frac{1}{8}$ inch. *Sleeves*—Finished with cuffs. *Pockets*—Are finished with flaps and inside patch.

FIGURE NO. T-920—Two-Button Young Men's Reefer Sack Suit.

Material—Fashionable Suiting.

Waist Length—One-fourth the total height less $\frac{1}{2}$ inch.

Full Length—One-half the total height, less $5\frac{1}{2}$ inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Slanting. *Lapels*—Half peaked, soft rolling. Measuring $5\frac{1}{2}$ inches from the crease to point of lapels, and $2\frac{1}{2}$ inches at the notch. *Collar*—Measures 2 inches at the notch and $1\frac{3}{8}$ inches at the back. *Fronts*—Close with 2 buttons, double-breasted style. *Pockets*—Lower pockets patched. Breast pocket finished with $\frac{3}{4}$ -inch welt. *Back*—Shaped, no vent in center seam. *Sleeves*—Regular shape, finished with 2 buttons, plain vent, measuring 12 inches at the cuff. *Edges*—Single-stitched $1/16$ inch. *Seams*—Plain. *Waistcoat*—No collar, natural opening, the fronts close with 5 buttons. *Trousers*—Moderate over hip, knee $19\frac{1}{2}$ inches, bottom $17\frac{1}{2}$ inches, finished with cuffs.

FIGURE NO. T-921—Young Men's Style of Two-Button Lounge Sack Suit.

Material—Summer Suiting.

Waist Length—One-quarter the total height, less $\frac{1}{2}$ inch.

Full Length—One-half the total height, less 5 inches. *Shoulders*—Fashionable width and finish. *Gorge*—

—Slanting. *Lapels*—Notch on continuation of gorge, rolling soft, measuring $4\frac{1}{2}$ inches from the crease to point of lapels and 2 inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with two buttons and have moderately rounded corners of latest style. *Pockets*—The lower pockets are jetted and the breast pocket is welted. *Back*—Medium fitting, no vent in center seam. *Edges*—Plain. *Seams*—Plain. *Sleeves*—Finished with plain vent, 2 buttons. *Trousers*—Straight, loose hanging, measuring $19\frac{1}{2}$ inches at the knee and $17\frac{1}{2}$ inches at bottom, finished with $1\frac{1}{2}$ -inch cuffs.

FIGURE NO. T-922—Two-Button Style of Young Men's Lounge Sack Suit.

Material—Fashionable Suiting.

Waist Length—One-fourth the total height less $\frac{1}{2}$ inch.

Full Length—One-half the total height, less $5\frac{1}{2}$ inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Slanting. *Lapels*—Three-quarter peaked, measuring $4\frac{3}{4}$ inches from crease to point of lapel and 2 inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 2 buttons and have well-rounded corners. *Back*—Form-fitting, no vent in center seam. *Edges*—Single-stitched $1/16$ inch. *Seams*—Plain. *Sleeves*—The sleeves are finished with 2 buttons, plain vent, blind buttonholes and cord cuffs. *Pockets*—The lower pockets are finished with flaps. The breast pocket is welted. *Waistcoat*—Double-breasted and natural opening, the fronts close with 3 buttons. *Trousers*—Pleats at the waist and natural at hip, $19\frac{1}{2}$ inches at the knee, and $17\frac{1}{2}$ inches at the bottom, finished with cuffs.

FIGURE NO. T-923—Two-Button Golfing Suit.

Material—Regular Suiting.

Waist Length—One-fourth the total height less $\frac{1}{2}$ inch.

Full Length—One-half the total height, less 5 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Slanting. *Lapels*—Notch on continuation of the gorge measuring $4\frac{3}{4}$ inches from crease to point of lapel and $1\frac{3}{4}$ inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 2 buttons and have well rounded corners. *Pockets*—Lower and breast pockets are patched. *Back*—Finished with belt and pleats, plain vent in center seam. *Sleeves*—Finished with open vent and 2 buttons. *Edges*—Plain. *Seams*—Plain. *Knickerbockers*—Straight hanging, full at the knee, finished with a strap and buckle.

FIGURE T-924—Three-Button Golfing Suit.

Material—Regular Suiting.

Waist Length—One-fourth the total height less $\frac{1}{2}$ inch.

Full Length—One-half the total height, less 5 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Slanting. *Lapels*—Notch on continuation of gorge, measuring $4\frac{1}{2}$ inches from crease to point of lapel and 2 inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches

at the back. *Fronts*—Close with 3 buttons and have well rounded corners. *Pockets*—Lower and breast pockets are patched with inverted pleats. *Back*—Finished with belt yoke and pleats, plain vent in center seam. *Sleeves*—Finished with open vent and 2 buttons. *Edges*—Plain. *Seams*—Plain. *Knickerbockers*—Straight hanging, full at the knee, finished with a strap and buckle.

FIGURE No. T-925—*Three-Button Lounge Sack Suit for Stout Men.* *Material*—Stylish Suiting. *Waist Length*—One-quarter the total height less $\frac{1}{4}$ inch. *Full Length*—One-half the total height less 5 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Natural. *Lapels*—On continuation of gorge measuring 5 inches from the crease to point of lapels, and $1\frac{7}{8}$ inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and the same at the back. *Fronts*—Are cutaway, and close with three buttons. *Edges*—Single-stitched $\frac{1}{8}$ inch. *Back*—Regular fitting. *Seams*—Plain. *Sleeves*—Finished with 2 buttons and plain vent. *Pockets*—Finished with flaps to go in and out; breast pocket is finished with welt. *Waistcoat*—Single-breasted, no collar, natural opening. *Fronts* close with 6 buttons. *Trousers*—Natural fitting at hip and thigh, measuring $20\frac{1}{2}$ inches at the knee and $17\frac{1}{2}$ inches at the bottom, finished with cuffs.

FIGURE No. T-926—*Three-Button Lounge Sack Suit for Corpulent Men.* *Top button to button only.* *Material*—Fashionable Suiting. *Waist Length*—One-fourth the total height less $\frac{1}{4}$ inch. *Full Length*—One-half the total height, less 5 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Low and slanting. *Lapels*—One-eighth peaked, rolling soft, measuring 5 inches from the crease to points of lapel, and 2 inches at the notch. *Collar*—measures $1\frac{3}{4}$ inches at the notch, and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 3 buttons and are well-rounded. *Pockets*—The lower pockets are finished with flaps, breast pockets welted. *Back*—Medium fitting. *Edges*—Single-stitched $1/16$ inch. *Seams*—Plain. *Sleeves*—Finished with 2 buttons, plain vent, and blind buttonholes. *Waistcoat*—Natural opening, the fronts close with 5 buttons. *Trousers*—Natural fitting at hip and thigh, measuring 21 inches at the knee and 18 inches at the bottom.

FIGURE No. T-927—*Two-Button Lounge Sack Suit for Corpulent Men.* *Material*—Fashionable Suiting. *Waist Length*—One-quarter the total height less $\frac{1}{4}$ inch. *Full Length*—One-half the total height, less 5 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Natural and slanting. *Lapels*—Half-peaked, measuring 5 inches from the crease to point of lapels and 2 inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 2 buttons and are cutaway with well-rounded corners. *Back*—Medium close fitting. *Edges*—Single-stitched

$\frac{1}{8}$ inch. *Seams*—Plain. *Sleeves*—Finished with three buttons, plain vent, and blind buttonholes. *Pockets*—Lower pockets are patched and breast pocket welted. *Trousers*—Straight hanging, measuring 20 inches at the knee and 18 inches at the bottom, finished with cuffs.

FIGURE No. T-928—*Two-Button Cutaway Frock for Corpulent Men.* *Material*—Unfinished Worsted. *Waist Length*—Natural, one-fourth the total height, less $\frac{1}{2}$ inch. *Full Length*—One-half the total height, plus 2 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Low. *Lapels*—On continuation of the gorge, rolling soft, measuring 2 inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with 2 buttons and are well cutaway. *Back*—Regulation seams of cutaway frock. *Edges*—Braided. *Seams*—Plain. *Sleeves*—Finished with open vent and 3 buttons and braid. *Pockets*—In pleats of skirt; breast pocket is finished with welt. *Skirts*—Have French pressed pleats. *Waistcoat*—Single-breasted, no collar, fronts close with 5 buttons. *Trousers*—Regular shape; made of gray striped trousering.

FIGURE No. T-929—*Two-Button Semi-Formal Lounge Sack Suit.* *Material*—Coat and Vest, Black Unfinished Worsted. *Trousers*, Striped Trousering. *Waist Length*—One-fourth the total height, less $\frac{1}{2}$ inch. *Full Length*—One-half the total height, less 5 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Slanting. *Lapels*—Half peaked, rolling soft, measuring $4\frac{1}{2}$ inches from the crease to point of lapel and $1\frac{7}{8}$ inches at the notch. *Collar*—Measures $1\frac{1}{2}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Are slightly cutaway with blunt corners and close with 2 buttons. *Back*—Regular fitting with regulation seams. *Pockets*—Are finished with flaps to go in and out; breast pocket is finished with welt. *Edges*—Single-stitched $\frac{1}{8}$ inch. *Seams*—Plain. *Sleeves*—Measure 12 inches at the cuff, and are finished with 2 buttons, plain vent and blind buttonholes. *Trousers*—Are cut straight at hip, measuring $19\frac{1}{2}$ inches at the knee and 17 inches at the bottom.

FIGURE No. T-930—*One-Button Cutaway Frock.* *Material*—Black Unfinished Worsted. *Waist Length*—Natural, one-quarter the total height, less $\frac{3}{4}$ inch. *Full Length*—One-half the total height, plus 3 inches. *Shoulders*—Natural. *Gorge*—Natural. *Lapels*—On continuation of gorge rolling soft, measuring $1\frac{3}{4}$ inches at the notch. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Close with one button and are well cutaway. *Back*—Regulation seams of cutaway frock. *Edges*—Silk braided. *Seams*—Plain. *Sleeves*—Finished with open vent and 3 buttons. *Pockets*—In pleats of skirt, breast pocket is finished with welt. *Skirts*—Have French pressed pleats. *Waistcoat*—Single-breasted, no collar, fronts close with 5 buttons. *Trousers*—

Regular shape made of gray striped trousering.

FIGURE No. T-931—*Tuxedo With Peaked Lapel.*

Material—Finest Black Dress Worst.

Waist Length—One-fourth the total height less $\frac{1}{2}$ inch.

Full Length—One-half the total height, less 5 inches. *Shoulders*—Natural finish and fashionable width. *Lapels*—Half peaked silk-faced to edge. *Fronts*—Fronts close with 1 button and are well rounded. *Back*—Shaped at waist. *Edges*—Hand-stitched. *Sleeves*—Finished with 2 buttons. *Pockets*—Finished with flaps, breast pocket welted. *Waistcoat*—V-shaped, the fronts close with 4 buttons. *Trousers*—Straight hanging and have fancy or straight braid on side seams.

FIGURE No. T-932—*Full Dress Evening Suit.*

Material—Finest Black Dress Worst.

Waist Length—Natural waistline, one-fourth the total height, less $\frac{3}{4}$ inch.

Full Length—One-half the total height, plus 5 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Low and slanting. *Lapels*—Three-quarter peaked, silk-faced to edge, rolling soft, measuring $2\frac{1}{2}$ inches at the notch. *Collar*—Measures $1\frac{7}{8}$ inches at the notch and $1\frac{1}{2}$ inches at the back. *Fronts*—Are made up soft and are silk-faced and have natural corners finished with 3 buttons. *Back*—Regulation frock seams. *Skirts*—Pleats are French pressed, skirts are well rounded and are narrow at bottom. *Edges*—Plain. *Sleeves*—Finished with 2 buttons and open vent. *Waistcoat*—Is made of silk vesting, with shawl collar, U-shape opening and fronts close with 4 buttons. *Trousers*—Straight hanging and have fancy or straight braid on the side seams.

FIGURE No. T-933—*Tuxedo With Notch Lapel.*

Material—Finest Black Dress Worst.

Waist Length—One-quarter the total height less $\frac{1}{2}$ inch.

Full Length—One-half the total height, less 5 inches. *Shoulders*—Natural width and finish. *Lapels*—On continuation of the gorge silk faced to edge. *Fronts*—Fronts close with 1 button. *Back*—Natural fitting. *Edges*—Plain. *Sleeves*—Finished with 2 buttons and corded cuff. *Pockets*—Finished in bound edge style, breast pocket welted. *Waistcoat*—V-shaped silk-faced lapel. The fronts close with 4 buttons. *Trousers*—Straight hanging, and have fancy or straight braid on side seams.

FIGURE No. T-934—*Three-Button Single-Breasted Raglan Shoulder Overcoat.*

Material—Stylish Camel's Wool Overcoating.

Full Length—One-half the total height, plus 10 inches. *Shoulders*—Raglan style. *Gorge*—Low and slanting. *Lapels*—On continuation of the gorge, measuring $5\frac{3}{4}$ inches from crease to point of lapel and 2 inches at the notch. *Collar*—Measures 2 inches at the notch and $1\frac{3}{4}$ inches at the back. *Fronts*—Fronts close with 3 buttons. *Pock-*

ets—Patched, finished with flap. *Edges*—Single-stitched $\frac{1}{2}$ inch. *Seams*—To correspond with edges. *Sleeves*—Raglan style finished with 2 buttons.

FIGURE No. T-935—*Three-Button Chester Overcoat.*

Material—Stylish Overcoating.

Waist Length—One-quarter the total height plus $\frac{1}{2}$ inch.

Full Length—One-half the total height, plus 8 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Slanting. *Lapels*—On continuation of the gorge, measuring $2\frac{1}{2}$ inches at the notch. *Collar*—Measures 2 inches at the notch and $1\frac{3}{8}$ inches at the back. *Fronts*—Close with three buttons, to button through. *Back*—Shaped. *Edges*—Hand-stitched. *Seams*—Plain. *Sleeves*—Finished with plain vent and one button and raised cuff. *Pockets*—The pockets are finished with $2\frac{1}{2}$ inch flap, breast pocket welted.

FIGURE No. T-936—*Two-Button Double-Breasted Overcoat.*

Material—Stylish Overcoating.

Waist Length—One-fourth the total height, plus $\frac{1}{2}$ inch.

Full Length—One-half the total height, plus 10 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Slanting. *Lapels*—Half-peaked, measuring 6 inches from crease to point of lapels and 3 inches at the notch. *Collar*—Measures $2\frac{1}{2}$ inches at the notch and 2 inches at the back. *Fronts*—Close with 2 buttons, double-breasted style. *Back*—Loose hanging, plain vent in center seam. *Edges*—Plain. *Seams*—Plain. *Sleeves*—Finished with cuffs. *Pockets*—The lower pockets are finished with $2\frac{1}{4}$ inch flaps and the breast pocket is welted.

FIGURE No. T-937—*Three-Button Box Topcoat.*

Material—Stylish Overcoating.

Waist Length—One-fourth the total height plus $\frac{1}{2}$ inch.

Full Length—One-half the total height, plus 8 inches. *Shoulders*—Natural finish and fashionable width. *Gorge*—Slanting. *Lapels*—Peaked, measuring $5\frac{1}{2}$ inches from the gorge to the points and $2\frac{1}{4}$ inches at the notch, rolling soft. *Collar*—Measures $1\frac{3}{4}$ inches at the notch and $1\frac{3}{8}$ inches at the back. *Fronts*—Close with 3 buttons to button through. *Back*—Straight hanging. *Edges*—Single-stitched $\frac{1}{8}$ inch. *Sleeves*—Finished with 3 buttons. *Pockets*—Are finished with flaps.

Magistrate—Did you call the accused a rogue and a thief?

Witness—Yes, yer Honor, I did.

Magistrate—And did you call him a liar and a cad?

Witness—No, yer Honor, I didn't—a man can't remember everything.

—Courtesy of Judge.

A tramp asked the proprietor of a circus for a job. He was informed that he could become a lion-tamer. He was assured that it was easy—that the whole secret was in forcing the lions to believe he wasn't afraid of them.

"No," said the tramp, "I couldn't be so deceitful."

—Courtesy of Judge.

Young Men's Fashionable Waistcoat

(Drafted by the Divisions of the Tailor's Square)

In the accompanying diagram we show a style of waistcoat which is popular among young men.

The diagram was drafted from the following measures:

Breast, 37 inches.

Waist, 32 inches.

Opening, 13 inches.

Full length, 26 inches.

Side length, 22½ inches.

Waist length, 17 inches.

To draft:

Square out and down from C.

1 from C is ½ the breast measure on the divisions, plus 3 inches.

2 from C is the waist length.

Square forward from point 1 and 2.

3 from 2 is 1¼ inches.

4 is located by shaping the backpart from C to 3 and down.

5 from C is ½ the breast measure on the divisions, plus 1½ inches.

6 from 4 is ½ the breast measure on the divisions.

7 from 6 is 3 inches.

Square down from point 5 by the top construction line.

Square up from point 7 by the breast line.

8 is located by squaring down from 7 by the breast line.

9 from 4 is ½ the full breast measure, plus 2 inches.

10 is located by squaring up from 9 by the breast line.

Sweep back from point 10, pivoting at 6.

11 from 10 is ¼ the breast measure on the divisions less ½ inch.

12 is located by drawing a line from 11 to 7.

13 from 12 is 1/6 the breast measure on the divisions.

Draw line from 13 to 9.

14 from 12 is ½ inch.

15 from C is 1/6 the breast measure on the divisions, plus ¼ inch.

16 from 15 is 1 inch.

17 is located by drawing line from 16 to 9.

18 from 17 is 1½ inches.

Draw the front shoulder line from 18 to 14.

19 from 7 is 1/12 the breast measure on the divisions, plus ¼ inch.

20 from 8 is ½ the waist measure on the divisions.

Draw a line from 9 to 20.

Square down from 20 by the waist line.

21 from 8 is 1 inch.

22 from 3 is ½ the waist measure on the divisions, plus 1 inch.

0 is halfway between 21 and 22.

Draw line from 19 through 0 and down.

23 from 14 is the same as from C to 16 of the backpart.

Now apply the opening from 23 to 24, plus 1 inch.

Apply the full length measure from 23 to 25 plus 1 inch.

Now apply the side length measure from 23 to 26 plus 1 inch.

27 from 14 is ¾ inch.

Shape the forepart from 23 to 27 to 24.

28 from 25 is 3 inches.

29 from 25 is 1¼ inches.

Shape from 24 to 28 and to 29.

Shape the bottom from 26 to 29.

30 is ¼ inch below point 19.

Shape from 30 to 21 and down to 26.

Shape from 30 and 22, and down to 26.

31 from 3 is 2¾ inches.

Shape from 31 to 26.

32 from 17 is 1¾ inches.

Shape from 32 to 30 as shown.

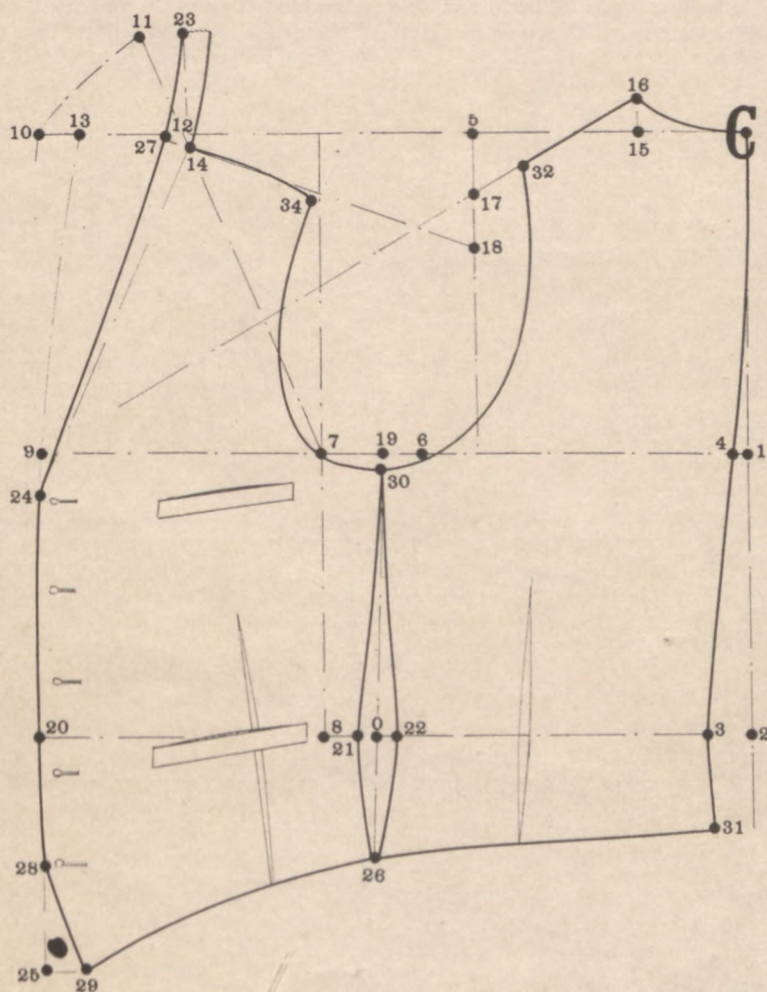
34 from 14 is the same as from 16 to 32 of the backpart.

Shape the shoulder from 34 to 14.

Shape the armhole down from 34 to 30 as shown.

Lay up the pockets, also take out suppression darts as shown in our diagram.

Finish as represented. This completes the diagram.



Alice MacKenzie and William Dillon in a scene from the new operetta "The Silver Swan" at the Martin Beck Theatre.

Stylish Waistcoat for Stout Men

(Drafted by the Divisions of the Tailor's Square)

In the accompanying diagram we are showing how to draft the fashionable waistcoat for corpulent men. The diagram was drafted from the following measures:

Breast, 42 inches.
Waist, 42 inches.
Opening, 14 inches.
Front length, 27 inches.
Side length, 23½ inches.
Back length, 17 inches.

To DRAFT:

Square out and down from C.
1 from C is $\frac{1}{3}$ the breast measure on the divisions, plus 3 inches.
2 from C is the waist length.
Square out from points 1 and 2.
3 from 2 is $\frac{3}{4}$ inch.
4 is located by shaping the backpart from C to 3 and down.
5 from C is $\frac{1}{3}$ the breast measure on the divisions, plus 1½ inches.
Square down from 5.
6 from 4 is $\frac{1}{2}$ the breast measure on the divisions.
7 from 6 is 3 inches.
Square up from 7 by the breast line.
8 is located by squaring down from 7 by the breast line.
9 from 4 is $\frac{1}{2}$ the full breast measure, plus 2 inches.
10 is located by squaring up from 9, by the breast line.

Sweep back from point 10, pivoting at 6.

11 from 10 is $\frac{1}{4}$ inch.

12 is located by drawing a line from 11 to 7.

Square up from 12 by the top construction line.

13 from C is $\frac{1}{6}$ the breast measure on the divisions, plus $\frac{1}{4}$ inch.

14 from 13 is 1 inch.

15 is located by drawing a line from 14 to 9.

16 from 15 is 1½ inches.

Draw the front shoulder line from 16 to 12.

17 from 12 is $\frac{1}{6}$ the breast measure on the divisions.

Draw a line from 17 to 9.

18 from 7 is $\frac{1}{12}$ the breast measure on the divisions, plus $\frac{1}{4}$ inch.

19 is $\frac{1}{4}$ inch below point 18.

20 from 15 is 1¼ inch.

Shape the backpart from C to 14, from 14 to 20, from 20 to 19 as shown.

21 from 12 is the same as from 4 to 20.

Shape from 21 to 12.

Shape the armhole down from 21 to 19 as shown.

22 from 8 is 1½ inches.

23 from 3 is $\frac{1}{2}$ the waist measure on the divisions, plus $\frac{1}{2}$ inch.

0 is halfway between 22 and 23.

Draw a line from 18 through 0 and down.

24 from 8 is $\frac{1}{2}$ the waist measure on the divisions.

Square down from 24 by the waistline.

Draw a line from 9 to 24.

25 from 12 is the same as from C to 14 of the backpart.

Now apply the opening measure from 25 to 26, plus 1 inch.

Hold the tape measure on point 25 and apply the full length measure from 25 to 27.

Apply the side length measure from 25 to 00, plus 1 inch.

Now shape from 19 to 23 to 27.

Shape from 19 to 22 to 00.

28 from 12 is $\frac{3}{4}$ inch.

Shape the front from 25 to 28 to 26.

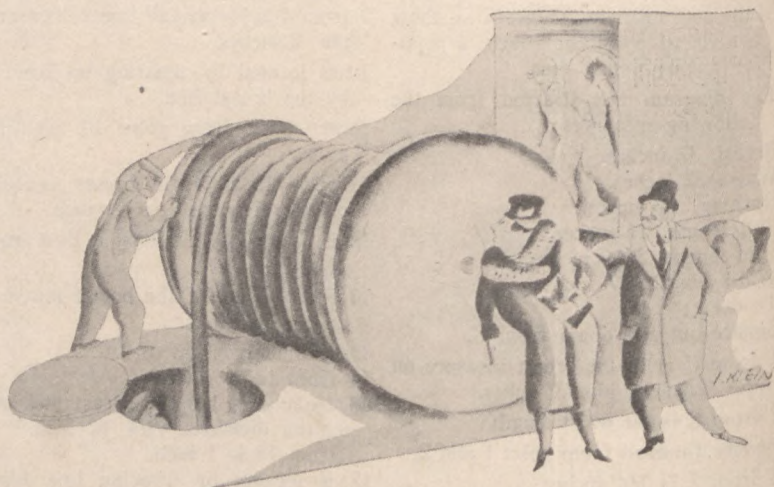
29 from 27 is 3 inches.

30 from 27 is 1¼ inches.

Shape from 26 to 29 and to 30.

Shape the bottom of the forepart from 00 to 30.

Lay up the pockets and buttonholes as shown in our diagram.



"Oh, this reminds me, I must get a spool of silk thread."

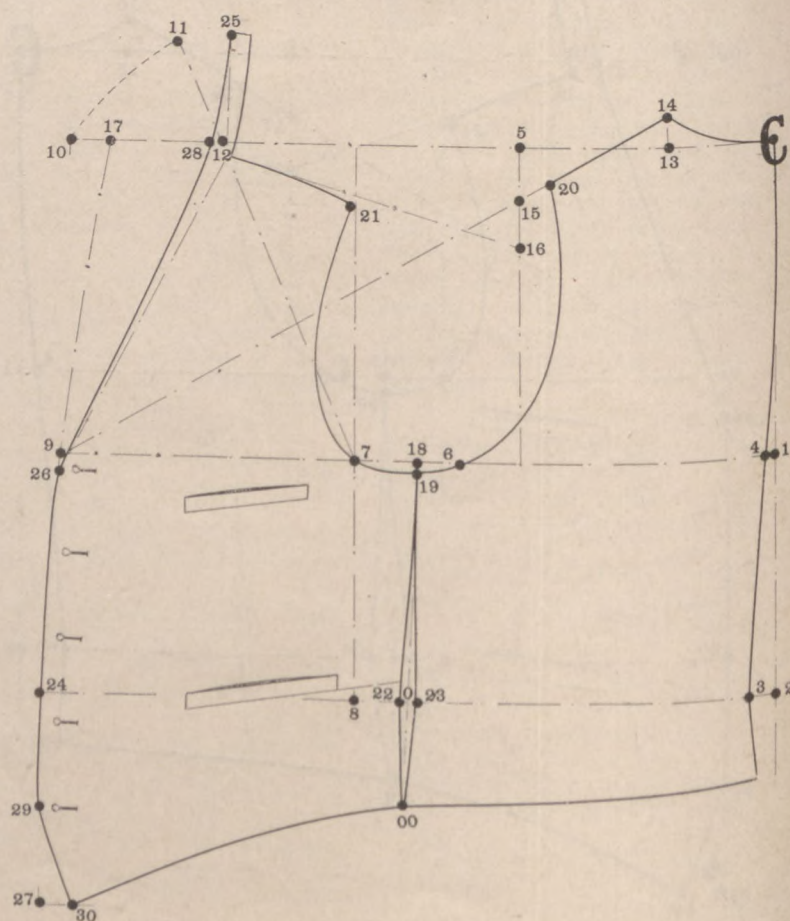
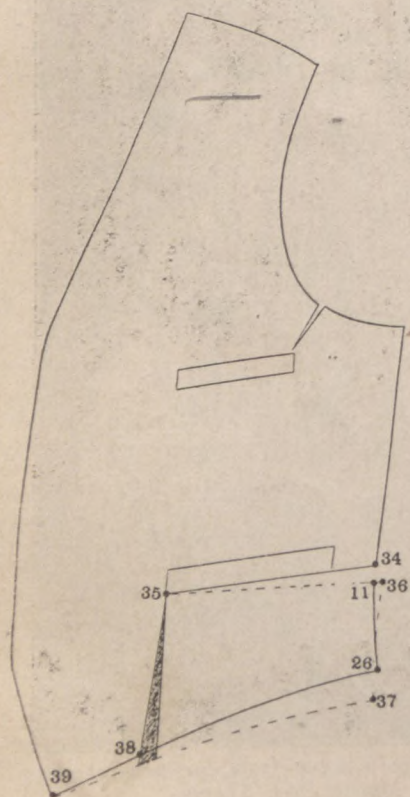
—Courtesy of Judge.

To manipulate the pattern for corpulent or stout men, cut out the forepart in the regular way as shown in our diagram, by the solid lines. Cut through the pocket line from 34 to 35, or to the front of the pocket. Having done this, lay a paperweight on the upper part of the forepart, open the pocket $\frac{1}{2}$ inch as shown by the dash lines from 34 to 36 and fold the pattern as shown from 35 to 38.

Allow $\frac{1}{2}$ inch for the seams from 26 to 37 and shape the bottom of the forepart as shown from 37 to 39.

After the manipulation is completed, cut out the cloth in the opening of the pocket as shown at 36 to 34 and to 35.

The pocket is placed in the seam, and by so doing shortness will be created at point 38 which will produce the desired effect for the corpulent or stout man.



The Henrietta Single Breasted Jacket

Figure No. T-909

(Drafted by the Divisions of the Tailor's Square)

In this diagram we are showing our readers how to draft the lady's coat. The diagram was drafted from the following measures:

Chest, 40 inches.
Waist, 30 inches.
Hip, 42 inches.
Waist length, 15 inches.
Full length, 27 inches.

To DRAFT:

Draw the outside construction line as from C to 3.

1 from C is $\frac{1}{3}$ the chest measure on the divisions, plus 1 inch.

2 from C is the waist length.

3 from C is the full length.

Square out from points 1 and 2 by line C.

4 from 2 is $1\frac{1}{2}$ inches.

Draw a line from C to 4.

Now place the corner of the square on point C, resting short arm of same on line C and 4, and square forward from point C for the top construction line.

5 is located on the chest line and on the line drawn from C to 4.

6 from 5 is $\frac{1}{3}$ the chest measure on the divisions, plus $\frac{1}{2}$ inch.

7 from 5 is $\frac{1}{2}$ the chest measure on the divisions, plus 3 inches.

8 is located by squaring up from 6.

9 is located by squaring up from 7.

10 from 5 is $\frac{1}{2}$ the full chest measure, plus $1\frac{3}{4}$ inches.

11 is located by squaring down from 10 by the chest line.

12 from 11 is $\frac{1}{2}$ inch.

Draw a line up from 12 through point 10, locating 13 on the top construction line.

Draw a line down from 12.

14 from 9 is $\frac{1}{6}$ the chest measure on the divisions.

15 from 8 is $1\frac{1}{4}$ inches.

16 from C is $\frac{1}{8}$ the chest measure on the divisions, plus $\frac{1}{2}$ inch.

17 from 16 is $\frac{3}{4}$ inch.

Draw a line from 17 to 15 and out.

18 from 15 is 1 inch.

Draw a line from 15 through 14 and out.

19 from 13 is $\frac{1}{6}$ the chest measure on the divisions.

Draw the gorge line from 9 to 19.

Shape the backpart from C to 17.

20 from 15 is $\frac{1}{4}$ inch.

Shape the armhole down from 20 as shown.

21 from 20 is $\frac{1}{2}$ inch.

Draw a line from C to 21 and down, locating 22.

23 from 14 is the same as from 17 to 20 of the backpart.

24 from 23 is $2\frac{1}{2}$ inches.

25 from 24 is $1\frac{1}{2}$ inches.

Shape from 24 to 26 and from 25 to 26 as shown.

27 from 25 is $2\frac{1}{2}$ inches, or $\frac{1}{2}$ of the width of the back shoulder seam.

Shape the gorge from 27 to 19 as shown.

28 is halfway between 6 and 7.

0 is located by squaring down from 8 and down, locating 29.

30 from 12 is the same as from 2 to 3 of the backpart, plus 1 inch.

Draw a line from 22 to 30.

31 and 32 are each $\frac{1}{16}$ the hip measure on the divisions.

Take out $\frac{1}{4}$ inch on each side of point 28 and shape as shown from 28 to 33 and down to 32 as shown.

Take out $\frac{1}{4}$ inch at 28 of the forepart and shape from 28 to 34 and down to 31 as shown.

Shape the armhole from 23 to 28.

35 from 30 is 2 inches.

36 from 12 is 3 inches.

This locates the place for the upper button.

37 from 36 is 2 inches.

38 from 27 is $\frac{3}{4}$ inch.

Now draw the crease line from 38 to 37 and up from 37.

39 from 19 is $2\frac{3}{4}$ inches.

Shape the forepart from 39 to 37 and down to 35 as shown.

Lay up buttons, spacing them $1\frac{1}{2}$ inches apart.

Also lay up lapel and pockets.

Finish as represented, and proceed to draft the collar.

40 from 38 is the same as from C to 17 of the backpart, plus $\frac{1}{4}$ inch.

41 from 40 is $\frac{1}{2}$ inch.

42 from 41 is 1 inch for the collar stand.

Shape the collar stand from 42 to 43, and down into the lapel as shown.

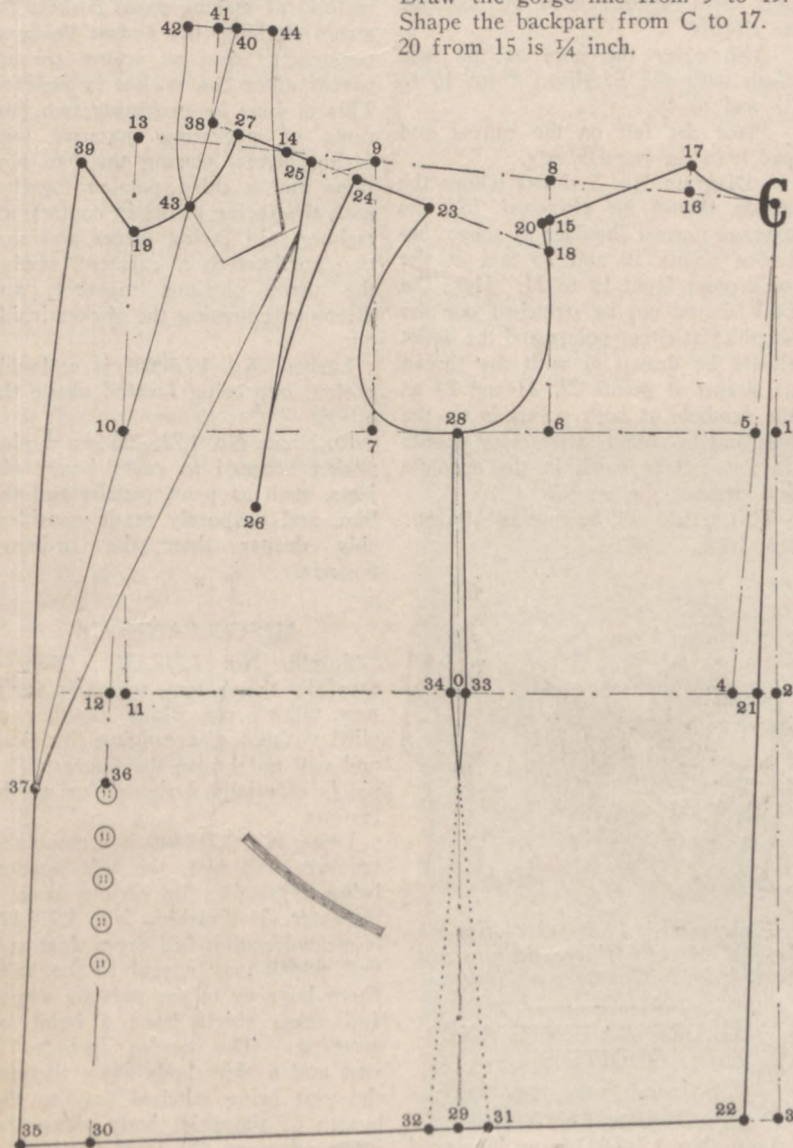
44 from 41 is the collar width.

Shape from 44 down as shown.

Finish as represented.

Having now completed the diagram of the jacket, we will proceed to draft the sleeve.

(See page 73 for Ladies' Sleeve)



Richard Arlen and Virginia Bruce illustrate the prep walk, a jazz dance introduced in "Sweetie," Paramount's musical romance of campus life.

Ladies' Skirt

Figure No. T-909

(Drafted by the Divisions of the Tailor's Square)

(See page 71 for 'Ladies' Jacket')

It is generally assumed that this coming Spring season will see long skirts. If this prediction will prove accurate, it is doubtful if the change will be very extreme. Presumably there will not be any great change in regard to the length of the skirts while there may be pleats and probably more flare.

In this diagram we are showing how to draft the skirt which requires shirring in the back. The draft was made from the following measures:

Front length, 27 inches.
Side length, 27½ inches.
Back length, 28 inches.
Waist, 32 inches.
Hips, 42 inches.
Width of bottom, 46 inches.

TO DRAFT:

First draw the front construction line locating point C.
1 from C is 8 inches.
2 from C is the front length.
Square forward from point 1.

3 from 1 is 1/16 the hip measure on the divisions.

Draw a line from C to 3.

Now place the corner of the square on point C, resting short arm of same on line C and 3, and square forward from C for the top construction line.

4 from 1 is ½ the full hip measure.

5 from 2 is ½ the bottom measure.

Draw a line from 5 through 4 locating 6.

7 is halfway between C and 6.

8 is halfway between 2 and 5.

Draw a line from 7 to 8 as shown.

9 from C is 5 inches.

10 from 2 is 6 inches.

Draw a line from 9 to 10.

11 from 9 is ½ inch.

Shape from 9 and from 11 to 12 as shown.

13 from 7 is 1 inch.

Shape from 13 to 14 and from 7 to 14 as shown.

Now apply the side length from 7 to 8.

Apply the back length from 6 to 5.

15 from 10 is 12 inches.

This can be more or less according to length of skirt.

Allow for the pleats as shown between points 15 and 10.

The back will require shirring in as shown between points 6 and 7.

Cut the front on fold, also the back.

This skirt requires very little manipulation and the method can be used for other styles of skirts.

Finish as represented. This completes the diagram.

CANVAS CONSTRUCTION

(Continued from page 65)

as shown in Diagram No. 4. As the crease in this method of canvas cutting and construction remains on the bias line, it is therefore necessary to take a piece of straight edge or edge tape and baste it on the crease line as shown from 14 to 15.

This will prevent it from stretching or disturbing the fit of the shoulder point.

Now cut a strip of Staylinen, place same under the V's as at 8 and 11 and sew them together with the machine as shown.

Also cover the edge of the hair cloth with the Staylinen from 16 to 17 and to 18.

Place the felt on the canvas and pad it in the regular way.

Diagram No. 5 shows where the goods should be stretched for the average normal shoulder as shown between points 19 and 20 and at the neck point from 19 to 21. Here the neck should not be stretched nor the shoulder at either points and the outlet should be drawn in with the thread as shown at points 22, 23 and 24 as the armhole at both points is on the bias and to obtain satisfactory results do not fail to work in the armhole and prevent the stretch.

This article will be continued in our next issue.

POCKETS

Yund, No. 1,711,437 is a pocket construction adapted particularly to knitted garments, where the ordinary knitted pocket is unsatisfactory. Herein the pocket is properly reinforced so that it will keep its shape.

Reiss, No. 1,711,541 is a double safety pocket.

Hammer, No. 1,712,109 is a waterproof pocket for bathers which will safely hold cigarettes and the like.

Falk & Sachartow, No. 1,721,180 is a method of making pants pockets for men's clothing, the pocket being so constructed that no seams are apparent after the pocket is finished. This is done by providing two portions of pocketing material with facing pieces, placing the two portions and a third portion together with the facing pieces in contact, attaching said facing pieces and said two portions to a garment, sewing the three portions together, and afterwards turning the pocket inside out.

Larned, No. 1,724,605 is a double pocket, one being located above the other.

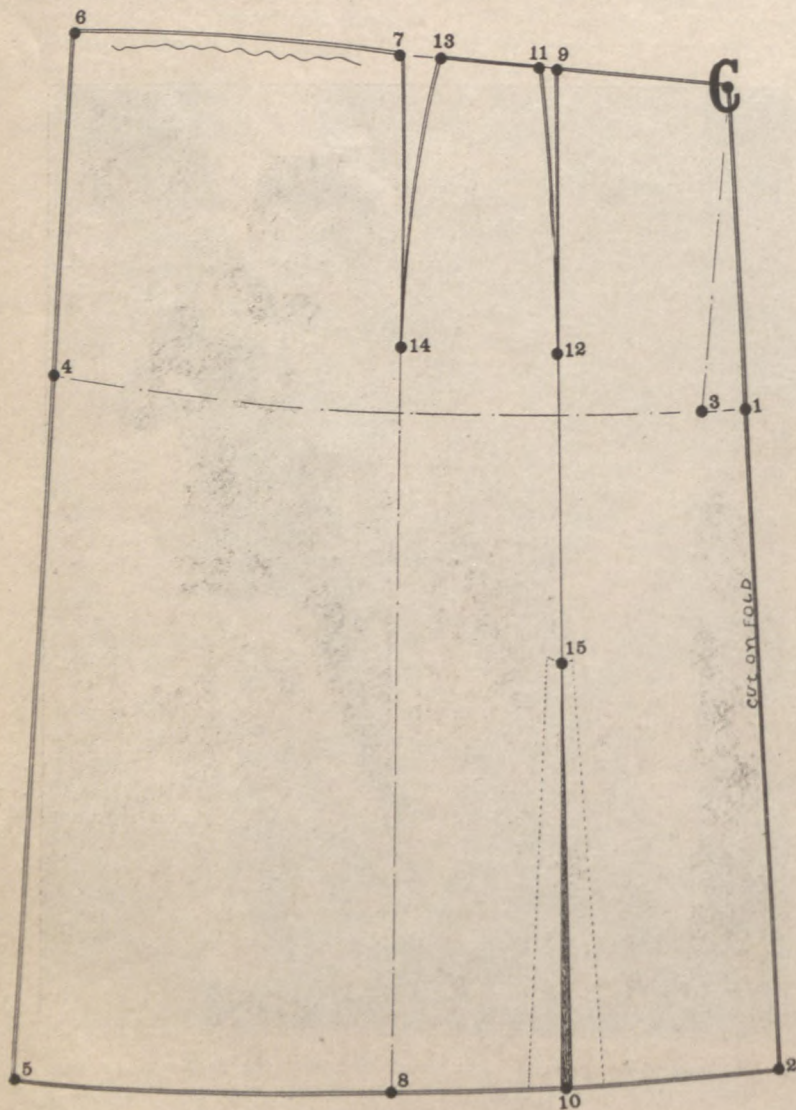
Rothman, No. 1,725,306 is a duplex pocket adapted to carry heavy objects, such as pens, pencils and the like, and purposely made considerably deeper than the ordinary pockets.

MISCELLANEOUS

Torelli, No. 1,712,531. Observe carefully this patent, which is for a new tailor's pin which can be applied without disarranging the cloth and will not bruise the fingers. The pin is especially designed for use in try-ons.

Jonas, No. 1,718,049 is a combined trousers and belt, the belt portion being adjustable for various sizes.

Foster & Troskin, No. 1,718,128 is a combination full dress shirt and vest which may appeal to the hall-room boys or to the persons whose full dress shirts have a habit of creeping. The device includes a vest and a shirt body sewn thereto, the vest being stitched only to the bosom of the shirt body along the inner edges of the lapel portions.



Exasperated Pickpocket—For the love o' Mike! Where do you keep your ticket?—Courtesy of Judge.

TAILORS' PATENTS AND ODDITIES

(Continued from page 46)

PATTERN CUTTING

Laub, No. 1,717,983 is an improved

Ladies' Fashionable Sleeve

(Drafted by the Divisions of the Tailor's Square)

(See page 71 for Ladies' Coat)

To draft the sleeve first measure the size of the armhole, which in our diagram is 18 inches.

TO DRAFT:

- Square down and back from point C.
- 1 from C is $\frac{1}{12}$ the armhole measure on the divisions.
- 2 from C is $\frac{1}{3}$ the armhole measure on the divisions.
- 4 from 2 is the underarm sleeve length, which in our case is 16 inches.
- 5 from 2 is $\frac{1}{2}$ inch less than half the underarm sleeve length.
- 6 from 4 is $1\frac{3}{4}$ inches.
- Square back from points 1, 2, 4, 5 and 6.
- 7 from 2 is $\frac{3}{4}$ inch.
- Now apply $\frac{1}{2}$ of the armhole measure on the divisions from 7 to 8 or where it falls on the line squared from 1.
- 9 is located by squaring down from 8.
- 10 is located by squaring up from 8.

- 11 is halfway between C and 10.
- Draw a line from 8 to 11.
- 12 is halfway between 8 and 11.
- 13 from 12 is $\frac{5}{8}$ inch.
- 14 from 1 is 2 inches.
- 15 from 2 is $\frac{3}{4}$ inch.
- 16 from 4 is $\frac{3}{4}$ inch.
- 17 from 8 is $\frac{5}{8}$ inch.
- 18 from 17 is $\frac{5}{8}$ inch.
- Draw a line as shown from 18 and 17.
- 19 from 4 is $\frac{1}{2}$ the width of cuff desired.
- Draw a line from 9 to 19. Now shape the top sleeve as shown by the double lines from 18 to 11, from 11 to 14, from 14 to 7, from 7 to 15, from 15 to 5, and from 5 to 16.
- Shape from 19 to 16 as shown.
- Shape the elbow seam from 18 to 9 and down to 19.

- Having now completed the shape of the top sleeve, we will proceed to draft the under sleeve as shown by the dotted lines.
- 20 from 2 is $\frac{1}{4}$ the armhole measure on the divisions.
- 21 from 8 is $\frac{1}{16}$ the armhole measure on the divisions, plus $\frac{1}{4}$ inch.
- 22 is located by drawing a line from 21 to 20.
- 23 from 15 is $1\frac{1}{2}$ inches.
- 24 from 5 is $1\frac{1}{2}$ inches.
- 25 from 16 is $1\frac{1}{2}$ inches.
- Shape from 22 to 23 to 24 and down to 25 as shown.
- Shape from 22 to 9 and down to 19 as shown.
- Finish as represented. This completes the diagram.



Robert Armstrong, Pathe featured player.

AN AWKWARD CUSTOMER

(Continued from page 58)

I repeat the above because in the "T. and C." for June 2, 1929, there appears an article and a diagram by "Carfax" dealing with a coat for an awkward customer; he there asserts that increasing the back waist indentation does not increase the back balance above the scye line.

I will not only state that the suppression increases the scye depth, but that, as we draft, this type of figure needs a deeper scye depth than is actually taken on the figure when measuring.

I have drawn two figures 1 and 2 the latter being head forward at A. Hollow waist at I, and flat seat at D, as compared with the former, and I am prepared to state that no draughtsman having seen these figures will agree with the suggested middle back alteration given by "Carfax." Not only this, he states that the figure has very flat seat, and actually he gives more spring at 31 than one would give for a normal figure.

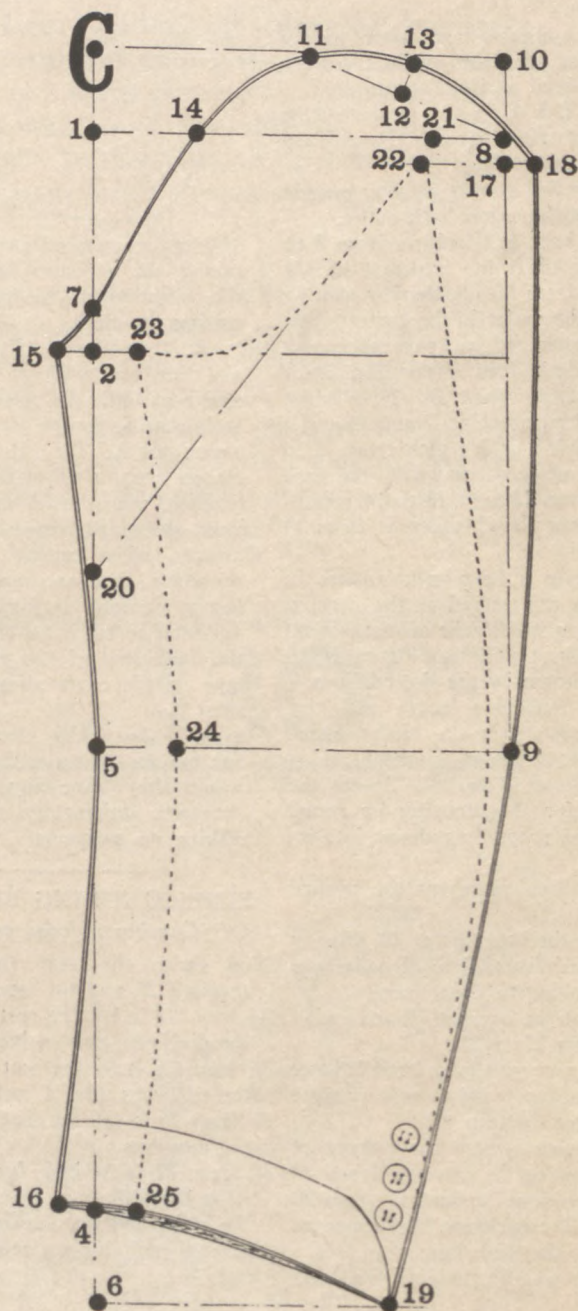
I also note that the back shoulder is raised one-half inch at 15; quite true point 24 is one-half inch down at the shoulder point, but I might state that I've seen quite a number of drafts very similar to this one where the back shoulder seam stays at point 15, and the forepart appears to be dropped about one-quarter inch at 24.

Yours faithfully,

REUBEN SYTNER.



Sigmund Romberg, composer of "Nina Rosa."



The Merchant Tailor Counsel

(Drafted by the Divisions of the Tailor's Square)

Mr. L. L. I. writes: "I would like you to help me and give me the following information. What is the best alteration for coats that fall away from the neck and also hang loose over the seat in folds, as shown in my sketch? I want to make this alteration to finished coats. Also show me how to manipulate my patterns for men who stoop and have a very round back."

Answer to Mr. L. L. I.: It is true that these days the merchant tailors have to make clothes for men who are far from being of the model type. It therefore requires skillful knowledge and ability to manipulate the pattern for the individual shape and attitude of the figure.

The remedy for this defect on a finished coat is to rip off the collar and rip open the shoulder seams, also the side seams and take out the backpart.

Press it smoothly and after having done this, take the original pattern and proceed as in Diagram 1.

Points 1, 2, 3, 4, 5 and 6 represent the backpart after it was ripped and pressed smoothly.

Now to enable you to get best results you need the center back outlet.

Drop the back $\frac{1}{2}$ inch as from 3 to 7. Also shift the backpart in $\frac{1}{4}$ inch as from 3 to 8, thereby making use of the outlet in the center seam. Now mark the backpart as shown by the dash lines, down from point 6 and from point 8. Now pivot the pattern at point 7 and swing it forward $\frac{1}{2}$ or $\frac{3}{4}$ inch from 12 to 13, and shape as shown by the dash lines from 13 to 11, 13 to 14, rounding it over the shoulder as from 14 to 15.

Now to give a long back balance in the back and to reduce the flare of which you speak, take off the amount you think it will need from 11 to 16 as shown by the dotted lines.

To avoid extensive length and give more length over the blades, shape the front shoulder, rounding it as shown from 17 to 18. To cut the pattern for the stooping or round back type, proceed as shown in Diagram 2.

The solid lines represent the normal pattern.

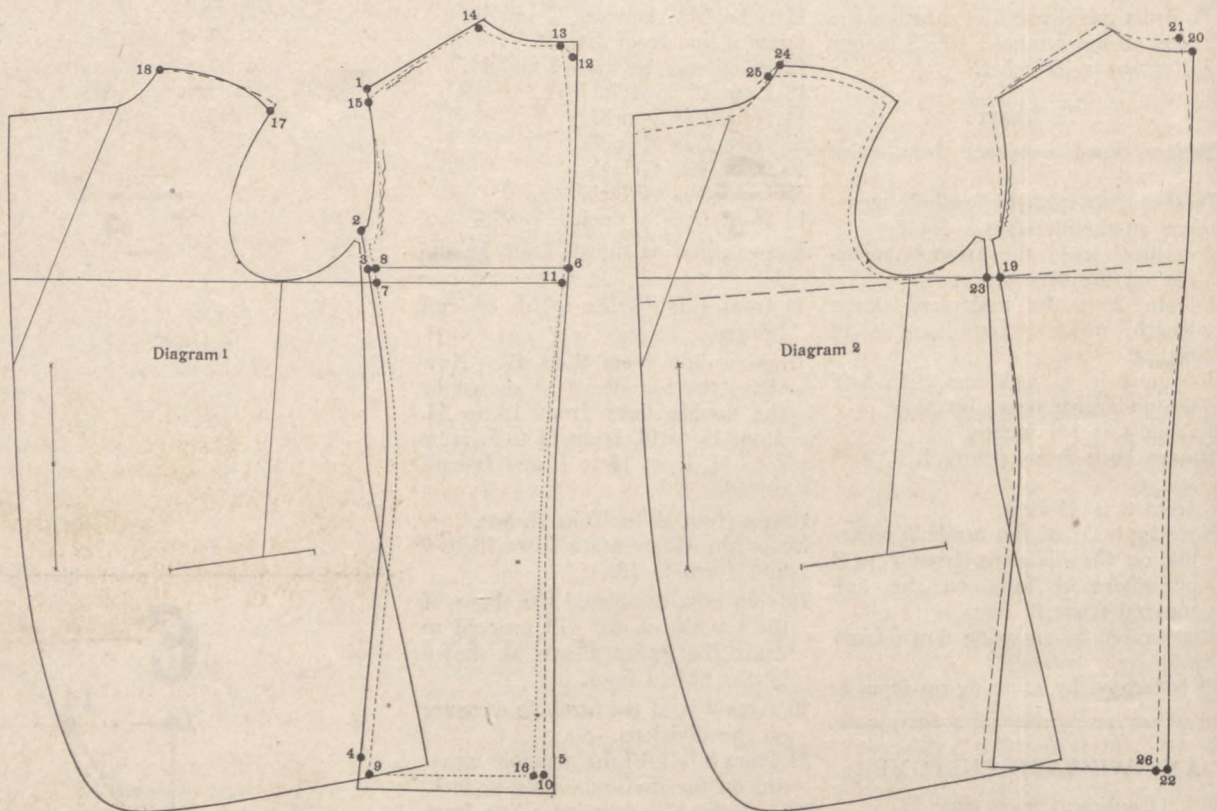
Now pivot the backpart at 19. Swing it forward from 20 to 21 and shape as shown by the dash lines.

Again pivot the back at 19 and swing it in from 22 to 23.

This will give you long back balance in the backpart and it will produce the desired pattern.

In the forepart, pivot the pattern at 23 and swing it forward from 24 to 25, the same amount as from 20 to 21 of the backpart, and shape as shown by the dash lines.

You will do well by studying the shape



of everyone of your customers when taking the measures and applying the variations to the pattern before cutting the cloth.

Mr. A. T. writes: "Should I draft and cut my overcoat and topcoat sleeve patterns the same way as the sack coat patterns?"

Answer to A. T.: Being that all sleeves are drafted by the size of the armhole you should draft and cut your sleeve patterns accordingly.

However, when cutting patterns for overcoats that are made up from heavy material, in such cases it is advisable to cut out a wide sleeve as the bulkiness of the material will take up the extra allowance in the sides.

We will always be pleased to help our readers to solve their problems when they have any difficulty in obtaining satisfactory results when making up garments.

PIMLICO RIDING BREECHES

(Continued from page 49)

Now draw the seat line from 33 through 25 and up locating 34.

35 from 34 is $\frac{1}{6}$ the seat measure on the divisions, plus $\frac{3}{4}$ inch.

36 from 35 is $\frac{1}{2}$ the seat measure on the divisions, plus 1 inch.

37 from 36 is $\frac{1}{6}$ the seat measure on the divisions.

38 from 37 is $\frac{1}{4}$ inch for every inch what the difference may be between the waist and seat measures.

Allow $\frac{1}{4}$ inch for seams at points 37 and 38.



The absent-minded window-dresser.

—Courtesy of Judge.

Take out the suppression dart as shown.

39 from 22 is 3 inches.

Now apply the knee measure by measuring the forepart from 21 to 17.

Place this on point 29 and continue applying the full knee measure plus 1 inch to point 40.

Apply the small knee and the calf in the same way, locating 41 and 42.

Now apply the bottom measure from 27 to 20 from 32 to 43, plus 3 inches.

Take out $\frac{1}{2}$ inch dart at point 44, and also $\frac{1}{2}$ inch dart at point 45.

Now shape the side seam of the backpart from 36 to 39 to 40, 41 to 42 and down to 43 as shown.

Shape from 43 to 45 to 44 and to 32. Shape from 28 to 29 to 30 to 31 and to 32.

Now draw a line from 40 to 30.

Measure the distance of the side seam of the forepart from 9 to 22 to 24 and to 21.

Make the side seam of the backpart the same length from 36 to 39 and down to 46.

Shape from 46 to 21 and to 30 as shown.

The front at the knee can be finished with either lacing or button as may be desired.

Finish all other points as represented. This completes the diagram.



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BY A SUCCESSFUL TAILOR

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* * *

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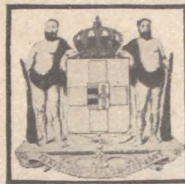
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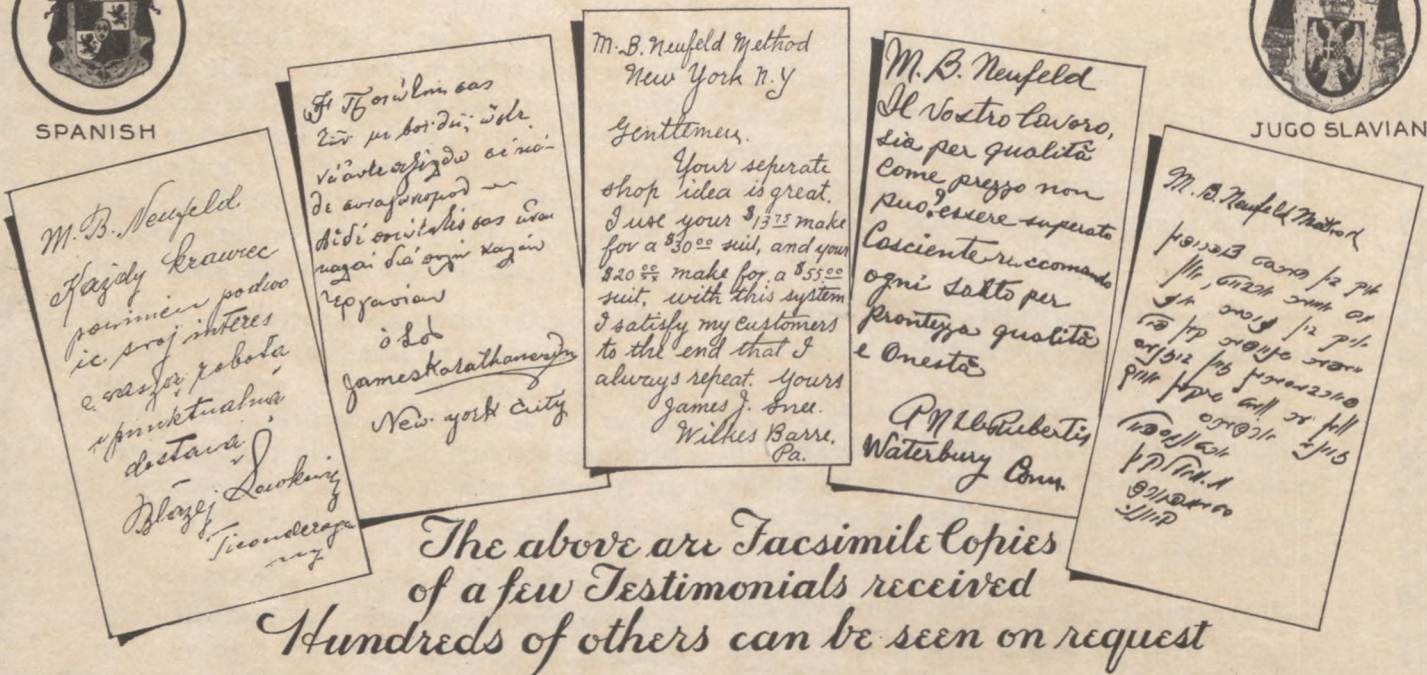
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	Suit Ex. Pts.						
Shop X	\$15.00	\$13.00	\$10.00	\$10.00	\$7.85	\$2.95	\$2.85
Shop 1	15.00	15.00	13.40	13.40	10.15	3.45	3.25
Shop 2	17.00	17.00	15.00	15.00	11.65	3.55	3.35
Shop 3	19.00	19.00	16.50	16.50	12.95	4.10	3.85
Shop 4	20.65	20.65	17.90	17.90	14.00	4.95	4.55
Shop 5	22.55	22.55	19.00	19.00	15.10	5.50	5.05
Shop 6	25.00	25.00	21.05	21.05	15.80	6.25	5.70



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