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*Lowndes*  
TORONTO

THE LOWNDES COMPANY LIMITED

142-144 West Front Street

TORONTO



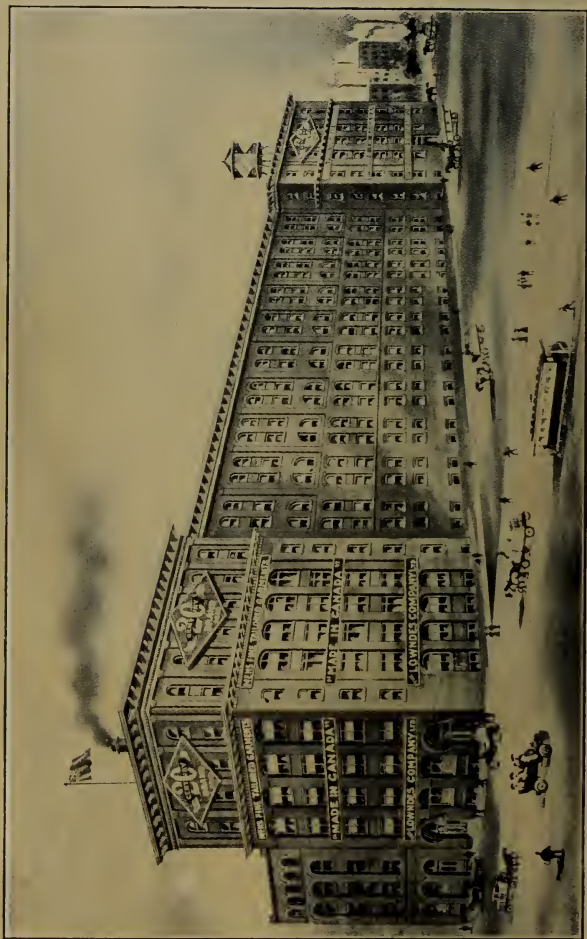
# *Dress* A MAGAZINE FOR MEN

ILLUSTRATING THE NEW



STYLES FOR  
FALL AND WINTER 1910-11

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THE LOWNDES COMPANY, LIMITED  
TORONTO



HOME OF 20th CENTURY BRAND FINE TAILORED GARMENTS FOR MEN



**E**VERY man is interested in the clothes question. Most men enjoy being well dressed. The law and the climate compel attention to the subject even among those who might otherwise overlook its importance. Some men go through life making mistake upon mistake in buying clothes. They either pay too much, too little or pay just enough, but do not get what they pay for.

¶ If you will read the few facts here given, and remember them, you will have learned something about good and stylish clothes, how they are made and how to obtain them, that will save you trouble and save you money for the rest of your life.

¶ 20th Century Brand garments are tailored in the tailor shops illustrated on the opposite page. They are among the largest and finest in the world devoted exclusively to the tailoring of fine garments for men. They are unquestionably the finest, most sanitary and best equipped in Canada. Each floor is 50 x 250 feet, perfectly lighted and perfectly ventilated.

¶ Every garment that bears the 20th Century Brand label is cut and tailored throughout in these shops. Cheap garments are tailored in unsanitary sweat-shops. The pictures on this and succeeding pages will give you an idea of the difference between a high-class tailor shop and a crowded sweat-shop. On this page we illustrate a section of our woollen department.



Buy our woollens from the most famous mills in England, Scotland and Ireland. The dressiest Scotch tweeds, best English worsteds, finest Irish serges and newest West of England trouserings are represented in our immense stock. There is not a mill in the world that makes cloth too high in quality for us. It would be sheer folly to put our standard of tailoring on poor cloth. You can be assured that the materials in our garments are of the highest grade in their respective qualities, that the linings, hair cloth, canvas, padding, buttons and silk thread are of a quality that is only found in clothes of the better sort.

¶ And another point to bear in mind is that we buy cloth from the mills in immense quantities, whereas the custom tailor buys from the jobber in suit lengths—a very extravagant method of buying, but unavoidable because of limited business.

¶ You will notice that we speak of woollens first, and for a good reason—they are the foundation of all good clothes.

¶ Having bought the finest woollens obtainable, best open-air shrunk canvas, soft finish, 75-to-the-inch hair cloth, silk, satin, mohair serge and other high-grade linings, ivory and buffalo horn buttons (no cheap composition buttons), the next important operation is preparing the styles or designs for the season. Our designer and assistant designer travel widely, watch every movement of the mode and have produced styles that have helped largely to make 20th Century Brand garments the style standard. Our styles are correct, authentic and thoroughly metropolitan as compared with the more or less antiquated styles produced by local tailors.



**M**OST of the good woollen mills claim that their goods are "thoroughly shrunk." We take no chances, however, and every bolt of cloth we buy is unwound, re-shrunk by the most modern and effective system known and re-examined for imperfections. This is one of the "secrets" of the shape-retaining qualities of 20th Century Brand garments.

Now look at the picture of our cutting room (on the page opposite) where the next important operation is carried on. Ready-made clothes are cut ten to twenty at a time with a band knife—a very cheap, but unsatisfactory and inaccurate method. We cut every garment individually with the shears—the only method by which accuracy of design and perfection of fit can be obtained.

The cut and trimmed garments now go to the tailor shops, and right here it might be well to disabuse the public mind of a few alleged "secrets" of fine tailoring. The man who goes to an exclusive custom tailor and pays him \$40 to \$50 for a suit imagines that every stitch on his coat, trousers and vest is done by hand. Not much! In the highest priced custom-tailored garments made in America there is a great deal of machine work—in fact more machine work than hand work. There are a few operations in the making of a garment that can be done more satisfactorily and more artistically by hand than by machine work. In our own tailor shops, which, as you will see by the illustrations, are filled with hand workers, we do by hand work every operation which we consider can be done better by hand than by machine. And we use machines just as the highest priced custom tailor does and for the same operations.



IN our coat shops each garment passes through 26 distinct operations, with expert specialists doing the work in each of these 26 stages. Any one of them can do what he does much better than an all-round coat maker who may be a fairly good tailor but who is not a specialist in any particular branch of the art and science of coat making. The degree of perfection that our specialists arrive at through years of practice and study in one small department of coat making is nothing short of amazing. Custom tailors who visit our tailor shops (and they are always welcome) never fail to express their astonishment at the perfection of workmanship which this system of specialization produces. It is the old story of the "Jack-of-all-trades" being master of none and giving way to the specialist in this and every other department of human endeavor.

Among the operations in the making of a coat which can be done better by hand than by machine, is putting on the collar, which controls the balancing of the coat. This is done by specialists who do nothing else and who are among the cleverest hand workers in our shops. Another important operation demanding highly skilled hand workers is manipulating the canvas and hair cloth to make a perfect breast and front for the coat. Many good coat makers do not excel in this branch of work with the result that an otherwise well-tailored garment fails to keep its shape. Our canvas and hair cloth workers do absolutely nothing else and their exceptional ability in this particular line of work has much to do with the shape-retaining qualities for which 20th Century Brand garments are famous.





**S**HAPING collars and lapels is another important hand operation. Every corner, every curve and every notch must match perfectly. The edges on all our garments are turned out by hand and you will notice that they are worked out very thin and very evenly. Putting in sleeves and sleeve head paddings requires very skilful hand work. Our sleeves hang perfectly, never drag and never pucker in the seam.

☪ The silk department where all the fine silk work is done by hand, particularly the facing of lapels on dress garments, is manned by unquestionably the most highly skilled silk workers in Canada and we challenge comparison of our work in this line with any in America.

☪ The pressing off is all done absolutely with hand irons. Ready made clothes are pressed off on pressing machines. Our pressers do not shape our garments. The shape is tailored into them before they reach the pressers. Garments that are shaped with the iron are quickly unshaped by the weather. The edges on 20th Century Brand garments are shaped so evenly and perfectly that the presser has little or nothing to do in the way of stretching or shrinking.

☪ The buttonholes on our garments are the best wearing holes that can possibly be made, the buttons are of the best quality obtainable and are sewed on to stay on. You would be surprised what an amount of care and taste must be exercised in this small matter of buttons. They must be correct in size, shade, style and quality, and must be most carefully spaced.



HE final operation of examining the garment for any imperfection in tailoring is a most important one, and is done by a staff of eight competent and experienced examiners who are given plenty of time to do the work thoroughly. Their examination is a most critical one and the garment must measure up in every particular to the 20th Century Brand standard or back to the tailor shop it goes. When once the garment has been passed by the final examiners it is boxed and made ready for shipment. It is also ready to fit and ready to give entire satisfaction.

You, who are a specialist in your profession or business, will, from your daily contact with competition, appreciate the fact that we, who are specialists in the production of fine garments for men, are in the best possible position to serve you satisfactorily.

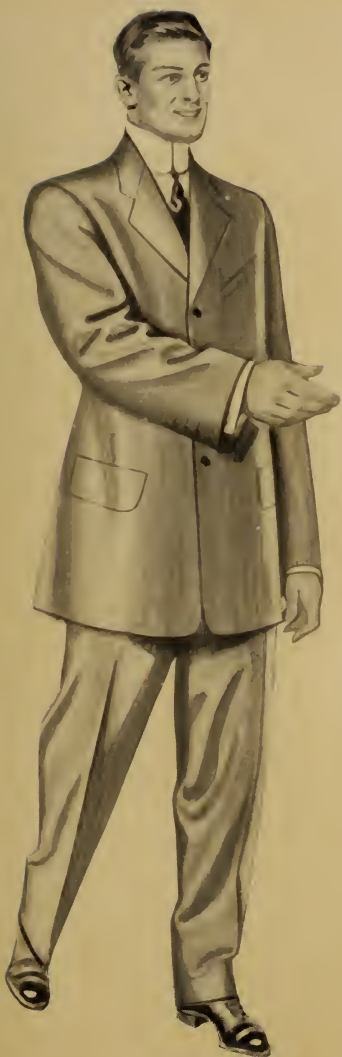
Note the name of our agent on the cover page of this magazine. If the particular garment you want is not in stock you can have it made to your special measure from your choice of any of the 400 cloth samples which our agent will be pleased to show you. With our new type and model system a perfect fit is assured.

## THE LOWNDES COMPANY LIMITED TORONTO



Note the trade mark without which no garment is a genuine 20th Century Brand garment:





Model 8  
Type Y

A natty three button style absolutely correct in every detail and will be much worn this season. Made from your choice of 300 of the newest cloths.





The new three button sack. A clean cut, graceful style absolutely devoid of frills but rich in character and tailored with unusual attention to detail.

Model 2  
Type R



Model 9  
Type Y

The very newest three button sack. A virile style and tailored specially for young men who demand smartness without freakishness, and vogue without vulgarity.





A gingery two button model with graceful lapels and slant welt pockets. A style much favored by dressy young men. Tailored in master style.

Model 10  
Type Y



Model 3  
Type R

A smart two button style with long lapels. Not a trace of freakishness about it. Perfectly draped. Tailored and trimmed by specialists throughout.





A new three button sack with soft roll lapels and rounded English front. This style is very different—it is also very correct.

Model 4  
Type R





Model 1  
Type R

This style is designed specially for elderly men and those who prefer a very quiet, conservative cut. Coat buttons up fairly high. Perfectly plain and genteel. Made in fine tweeds, worsteds, serges, etc.





Showing the marked stylishness of our three button double breasted sack—an old favorite with new touches on it. Looks particularly smart in any of the many blue serges we show.

**Model A**  
**Type R**



Model C  
Type Y

Our designing of the two button double breasted sack. Exemplifying the artistic qualities that can be tailored into a standard style. Slant welt pockets. Ready-to-fit or to-your-measure.





The tall man's style, showing long, gracefully designed coat. With our new type and model system we can fit from stock men of almost every height and weight.

Model 14  
Type L



Model 17  
Type C

A clever tailor can do more to improve the corpulent man's figure than half a dozen obesity specialists. Note the trim appearance of a very stout man in our "corpulent" sack.





Showing how we fit the short, regularly proportioned man. It requires clever designing to overcome rather than accentuate a man's figure who is below the average height.

**Model 16**  
**Type S**



Model 15  
Type L

Another style for men who are above the average height. Proportioned to give the tall man grace of figure and symmetry of form.





The Kitchener straight front single breasted sack, a style that has marked individuality and is favored by quiet dressers. Made in your choice of 400 imported cloths.

**Model 5**  
**Type R**





MODEL

42

The dress suit is the tailor's masterpiece. We design, cut, tailor and trim them as an artist would paint a picture. Silk lined throughout with dull cord facings to  $\frac{3}{8}$  inch from edge or mohair lined and silk faced.





The Tuxedo Coat calls for specially fine tailoring. Made with peaked lapels. Silk lined throughout and faced to  $\frac{3}{8}$  inch from edge with cord or barathea silk facing. **MODEL 41**



MODEL

44

Compare the lines of this garment with the old-fashioned frock made by local tailors. Made in vicunas, cheviots and llamas, silk lined throughout or mohair lined and silk faced.





The new and correct morning coat. Note the lapels, the dressy cut of the skirt and the shoulder effect. Made in cheviots and vicunas in black and Oxford grey. Perfect fitting.

**MODEL**  
**46**





**MODEL  
106-D**

The Rostand, a variation of the celebrated double breasted Paddock style. The designing and tailoring of this garment are quite beyond the average tailor. An exclusive 20th Century Brand creation.





A particularly handsome garment with shaped or form-fitting back, long, graceful lapels and inlaid velvet collar. Not loud in any respect, but extremely smart.

**MODEL**  
**105**



MODEL  
102-A

A conservative style but tailored so excellently as to give it distinction—50 inches long with full back and generous skirt. Made in all suitable overcoatings.





Another genteel style made 50 inches long with shaped back. Tailored in plain, diagonal and herring bone cheviots and in beavers. Perfect fitting.

**MODEL  
103**

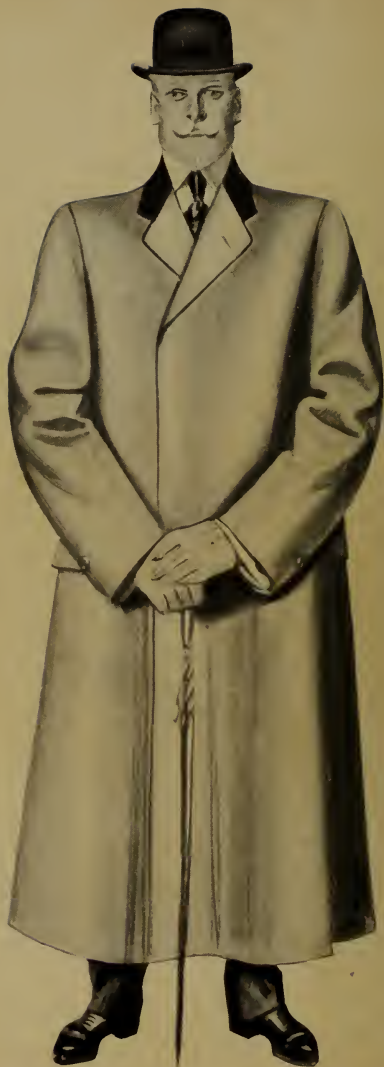




MODEL  
104

The 47 inch box back, button through over-sack with self collar and patch pockets. A stunning garment with absolutely new and distinctive styling.





This style oversack is made specially for quiet dressers and elderly men. It buttons up fairly high and has slightly narrower shoulders than other models. Distinctly stylish and serviceable.

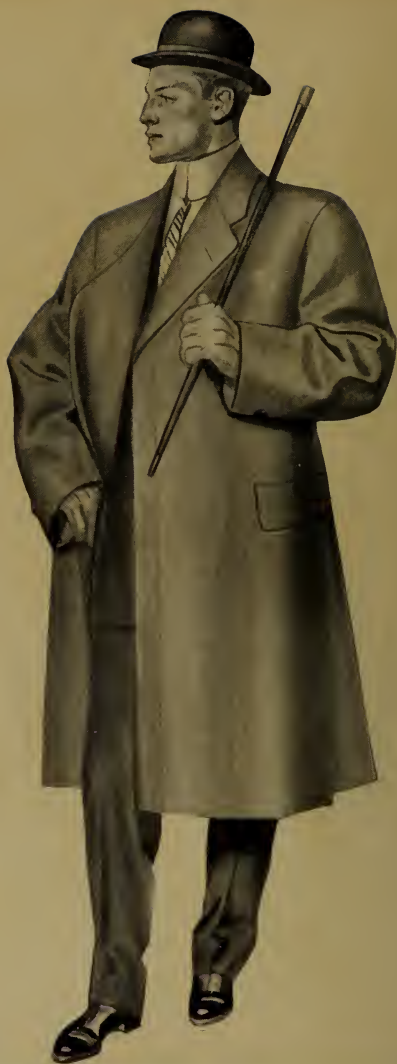
**MODEL  
101**



**MODEL**  
**102-B**

The 45 inch Melton oversack with velvet collar. One of the dressiest, most useful and most serviceable garments a man can wear.





The 42 inch light weight oversack with self collar. A very handy and dressy coat for moderate weather wear. Perfectly styled.

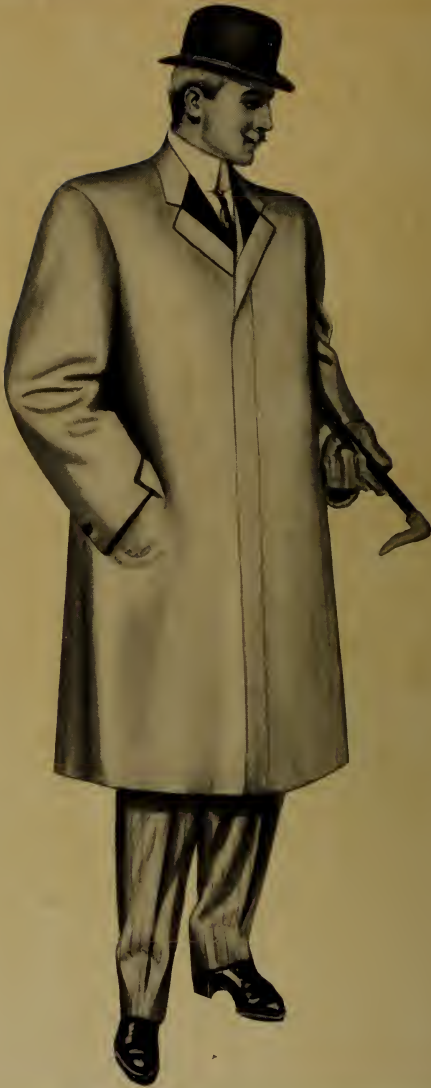
**MODEL  
102-C**



MODEL  
102-E

The Chesterfield overcoat is one of the aristocrats of the wardrobe. This style made 45 inches long, silk lined throughout with silk facing to  $\frac{3}{8}$  inch from buttonhole or mohair lined and silk faced.





The Chesterfield oversack made 42 inches long, in black or grey imported cheviots, silk lined throughout and silk faced to buttonhole or mohair lined and silk faced to buttonhole.

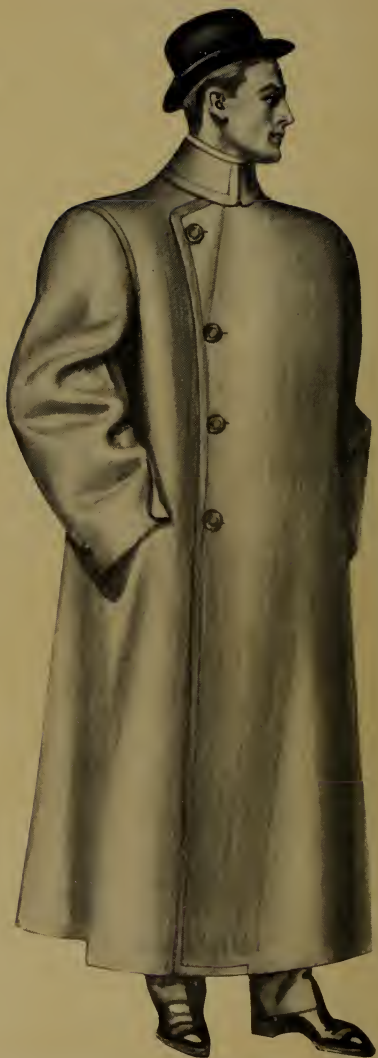
**MODEL**  
**102-D**



MODEL  
107

The latest style in Inverness oversack—a very dressy garment. Cape is lined with grey or black Cedar Valley silk of finest quality. Made 47 inches long with centre vent.





**MODEL**  
**113**

The new Muto convertible collar coat, shown on this page with collar up for stormy weather wear and on the next page with collar down for fair weather. The old Muto was a grand coat but the NEW





MUTO, with the clever device for raising and lowering the collar, places this garment absolutely in a class by itself. Patented and tailored only by The Lowndes Company Limited.

**MODEL  
113**



The new 52 inch double-breasted English ulster with belted back and extra muff pockets. A big, generous garment and one in which style and protection are cleverly combined.

**MODEL**  
**114-D**



**MODEL**  
**110**

The Prussian ulster with button through front. This is an ideal Canadian winter coat. Smart for street wear and a grand coat for driving or motoring.

  
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The newest double-breasted ulster with slash pockets in the plaited side seams and belted back. Note the style and character as compared with old-fashioned ulsters. **MODEL 115-D**



MODEL  
111

A grand cold weather garment with the maximum of warmth, comfort and style. Note the snug fitting Cossack collar, fly front, perfect shoulders and full skirt. Made in a wealth of warm woollens.





The single breasted Auto coat with shaped back. The full, bell skirt gives extra protection for the legs. Chamois lined to waist or knee if desired.

**MODEL  
112**



MODEL  
108

The Topper is a very handy coat to have in your wardrobe. Proper for riding and permissible for street wear. Made 34 to 36 inches long from finest imported covert cloths and whipcords.



## CORRECT DRESS FOR SPECIAL OCCASIONS

### FOR WEDDINGS

**T**HE proper dress for weddings consists of Chesterfield overcoat in black or Oxford gray, frock or cutaway coat, white vest with frock and either white or matching coat with cutaway. The trousers should be worsted of light colored cloth, though darker cloths are permissible. The shirt and cuffs should be pure white, collar poke or wing, tie Ascot or once-over with frock ; once-over or four-in-hand with cutaway, color white or matching gloves, which should be pearl suede. The silk hat should be worn with the frock coat or cutaway, though black derby is sometimes worn with cutaway. Shoes should be plain black or patent leather, button tops preferred ; hosiery dark or dark toned fancy ; jewelry, gold links and studs, pearl or gold scarf pin.

### FOR FUNERALS

**T**HE proper dress for mourners and pallbearers consists of black frock coat and waistcoat, trousers of same material as coat or very dark ; white shirt, collar and cuffs, black tie, black silk hat with mourning band, black gloves and black shoes. In cases of emergency a black cutaway and very dark trousers may be worn instead of full frock suit of black. For men, not pallbearers or mourners, attending either a house or church funeral, the correct dress is the same as above given without mourning band on hat, which should be silk, but black derby is permissible in an emergency. If it is not convenient or possible to appear in absolutely correct attire any very dark sack suit may be worn, although a black one is preferable. White or black and white shirt, sombre colored tie and gloves should always be worn. If a man must wear a soft hat it should be black.

SELF RESPECT AND GOOD  
CLOTHES GO HAND-IN-HAND



## YOUR FIGURE AND COMPLEXION MUST BE CONSIDERED

**T**HE question of complexion is always a serious one, and every man must exercise good taste in the matter of colors most suitable. A swarthy complexion does not appear to advantage against pale colors. Such a man should avoid contrast with his complexion. Strong colors are his forte, not pale tints. Color inharmonies will ruin a man's appearance as surely as a badly fitting suit. A good rule is to wear that which harmonizes with your eyes. Small men should not wear large pattern cloths or strong stripes. Stout men should not accentuate their stoutness with loud patterned cloths or stripes. This color chart is submitted with a view to correcting bad color combinations and shows harmonious combinations.

SHIRT	SCARF	HOSE	GLOVES
Blue.	White, Gray, Brown, Tan, Maroon, Blue, Green, Corn.	Gray, Brown, Tan, Maroon, Blue, Green, Corn.	Tan, Gray, Chamois, Green, Oxblood, Brown.
Gray.	White, Purple, Blue, Red, Gray, Green, Brown, Lavender, Heliotrope, Tan.	Purple, Blue, Red, Gray, Green, Brown, Lavender, Heliotrope, Tan, Black.	Gray, Tan, Dark Green, Brown.
Lavender.	White, Gray, Green, Lavender, Purple, Navy, Black.	Gray, Green, Lavender, Purple, Navy, Black.	Tan, Gray, Chamois.
Pink.	White, Maroon, Dark Green, Black, Pink.	Maroon, Dark Green, Black.	Gray, Oxford.
Green.	White, Gray, Green, Tan, Corn, Maroon, Brown, Pink, Blue, Lavender, Black.	Gray, Green, Tan, Corn, Maroon, Brown, Pink, Blue, Lavender, Black.	Tan, Gray, Green, Chamois, Oxblood, Brown.
Tan.	White, Blue, Brown, Tan, Maroon, Purple, Green, Black.	Blue, Brown, Tan, Maroon, Purple, Green, Black.	Tan, Gray, Chamois, Green, Brown.

## CORRECT ATTIRE FOR FORMAL AND INFORMAL DRESS OCCASIONS

### DAY DRESS

For all events before 6 o'clock. Calls, receptions, matinees.

**Overcoat**—Black or gray cheviot, made plain, silk lined or silk faced.

**Coat**—Prince Albert or single-breasted cutaway frock.

**Waistcoat**—Single-breasted to match coat, or a light colored fancy vest.

**Trousers**—Striped worsted, light to medium tones.

**Shirt and Cuffs**—White, square cornered cuffs.

**Collar**—Poke, standing, wing-shape or double-fold.

**Neckwear**—Ascot in black, white or dark effects and subdued patterns or folded four-in-hand.

**Gloves**—Light gray suede.

**Hat**—High silk.

**Shoes**—Patent Leather.

### INFORMAL DRESS

For stag dinners and parties.

**Overcoat**—Long or short model.

**Coat**—Tuxedo or dinner coat.

**Waistcoat**—Single-breasted to match coat, or colored silk vesting.

**Trousers**—Same material as coat.

**Shirt and Cuffs**—White, with square cornered link cuffs.

**Collar**—Wing or fold styles.

**Neckwear**—Black satin or black silk bow, or color to match vest.

**Gloves**—Gray suede.

**Hat**—Black fedora or derby.

**Shoes**—Patent leather.

### FORMAL EVENING DRESS

**Full Dress**—For all formal events after 6 o'clock. Receptions formal dinners, theatres.

**Overcoat**—Long model.

**Coat**—Full dress.

**Waistcoat**—To match coat or single or double-breasted white piqué.

**Trousers**—To match coat.

**Shirt and Cuffs**—White, with square cornered link cuffs.

**Collar**—Standing shape.

**Neckwear**—White lawn bow tie.

**Gloves**—White, one button, stitched.

**Hat**—Opera, high silk.

**Shoes**—Patent leather or pumps.



FINE GARMENTS FOR MEN



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