







Back of 983  
Center Vest

**Model No. 983**

**Young Men's Fly-Front Topcoat**

A smart form-fitting model. Well lined pocket.  
Form-fitting back as shown unless otherwise  
ordered.



Back of 984  
Center Vest

**Model No. 984**

**Form-Fitting Three-Button-Then  
Topcoat**

Popular and stylish. Well lined pocket.  
Form-fitting back as shown unless otherwise  
ordered.



Back of 985  
Center Vest

**Model No. 985**

**Chesterfield Topcoat**

Authentic fly-front model. Well lined pocket.  
Medium fitting back as shown unless otherwise  
ordered.



Back of Purdue  
Center Vest

**The PURDUE  
Bal-Raglan Topcoat**

The popular utility model with considerable  
military collar. Slight sleeves with cuffs. Slack  
anklets. Six-inch edges.  
Very loose back as shown unless otherwise  
ordered.



**DOUBLE BREASTED SACK SUITS**  
 Sizes 36 to 44

- 30 Men's Suits, double breasted, made of all wool, soft finished navy serge, also medium dark domestic tweed, as cut 30..... 5.00
- 31 Dark and Medium Canadian Tweeds, strong wearing cloth, in browns and greys, with overplaid, as cut 30..... 6.50
- 32 Strong Domestic Tweeds, medium grey, green mixed and dark grey, with colored overchecks, as cut 30..... 7.50
- 33 Campbell's Twilled Worsted Serge, hard finish, in navy blue and black English material, as cut 30..... 8.50
- 34 Grey Mixed Tweed, green overplaid, also black ground, green mixed with overplaid of red, good linings, as cut 30..... 8.50
- 35 Medium Dark Grey Ground Tweed, with double thread overcheck of green, very nobby and neat, as cut 30..... 10.00
- 40 Men's Suits, all wool, fawn and grey home-spuns, with red and green colored overchecks, 3-buttoned, double breasted, as cut 40.. 9.00
- 41 Navy Blue Imported English Worsted Serge, hard finished material, good trimmings, as cut 40..... 10.50

- 42 Black and Navy Blue, Clay Twilled English Worsted, soft finished cloth, silk sewn, as cut 40..... 11.00
- 43 Dark Grey Scotch Tweed, genuine imported cloth, with blue stripe and red overplaid, as cut 40..... 12.50
- 44 **EATONIAN** Worsted Serge, black and navy blue, twilled finish; a cloth specially woven for us, good trimmings, as cut 40..... 12.50

**55 Double Breasted Suits of Fine Navy Blue and Black Clay Twill Botany Worsted, with strong lining; the material is an English manufactured cloth. No special sizes filled for this line; regular sizes 34 to 44 chest measurement, special at... 7.49**

- 50 Medium Grey Tweed, all wool, small checked pattern, with red and green overplaid, nicely finished, as cut 50..... 10.00
- 51 Light Grey Bannockburn Effect Tweed with overplaid, best trimmings, as cut 50.... 13.50
- 52 Imported Scotch Tweed Suits, light brown, with red and green overplaid, as cut 50..... 13.50

- 53 Choice Navy Blue Clay Twilled Worsted Serge, indigo dye, will not fade, with best lining, as cut 50..... 15.00
  - 54 Scotch Tweed, green effect, with overplaid, soft cloth, good linings, as cut 50..... 16.50
- NOTE.—Write us for samples of Men's or Boys' Clothing.

**NORFOLK SUITS**  
 (Coat and Pants only.)  
 Sizes 34 to 44

- 60 Men's Norfolk Jacket Suits (coat and pants only,) made of domestic tweed, light brown and grey mixed with colored overplaid, as cut 60..... 6.50
- 61 Norfolk Jacket Suits, grey ground with stripes and red overplaid, as cut 60..... 7.50
- 62 Men's Norfolk Suits (coat and pants only,) light brown check effect with red thread, good trimmings, as cut 60..... 8.50
- 63 Men's Norfolk Suits (coat, pants and vest,) in grey mixed English tweeds, nicely made, as cut 60..... 9.00
- 64 Men's Norfolk Jacket Suits (coat and pants only,) light grey homespun Halifax with dark 1/2 in. check, as cut 60..... 8.50
- 65 Men's Norfolk Suits (coat and pants only,) belt straps and yoke, light grey tweed green mixed with colored overplaid, as cut 65..... 8.50





≡ KORDYAN • LWÓW ≡  
UL. KILIŃSKIEGO 17  
RÓG. HETMAŃSKIEJ



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## COATS AND PANTS.

All Coats and Vests sold from stock. Sizes from 34 to 44.

Fig. 1.

Fig. 2.

Fig. 3.



Vest (Fig. 1), fine white Duck, small gilt or white buttons, very attractive.

No. 47—Vest only ..... each, \$1.50

Royal Coat (Fig. 2), made of choice Army Duck, invisible buttons, fine linen braid trimmings.

No. 39—Coat only ..... each, \$1.75

Coat, Tuxedo style (Fig. 3), French figured material, trimmed with  $\frac{1}{4}$ -inch silk braid; a handsome and natty garment.

No. 52 ..... each, \$3.00

No. 53—Trousers to match all White Coats and Vests ..... each, \$1.75

Always give inside leg and waist measure for Trousers and chest measure for Coats.

For Embroidering Initials only or Full Name with fine red braid on top pocket or bottom corner of Coat or Vest, extra, \$0.15

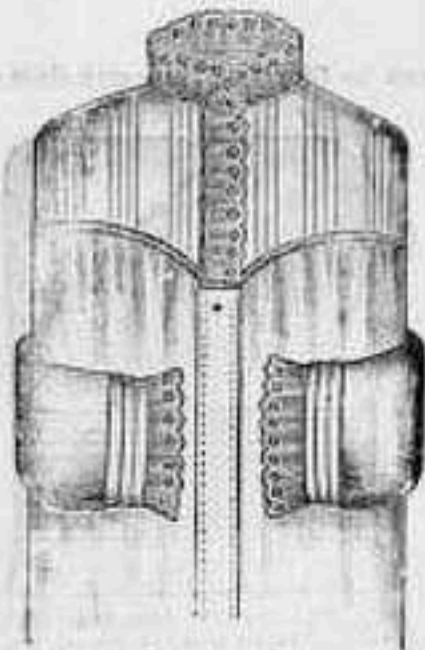


WGET/149

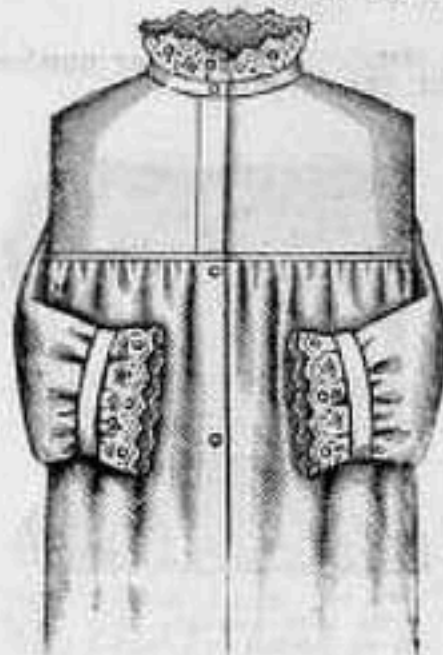


# Night Gowns.

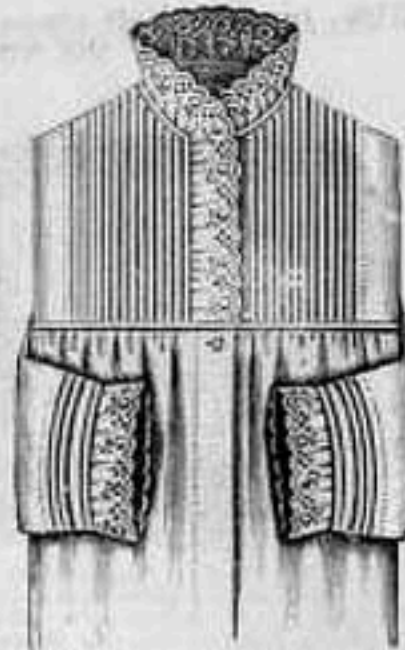
Sizes, 13, 14, 15, 16 inches.



No. 589. Muslin; Mother Hubbard tuck yoke, finished with featherstitching; neck and sleeves with embroidery ruffle. 75c; in extra size, 85c; in cambric, \$1.25.



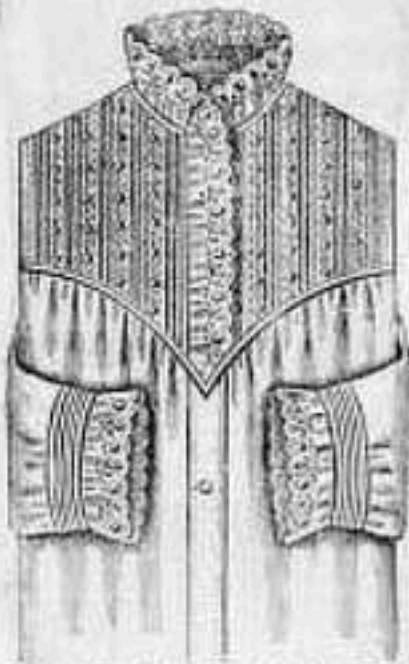
No. 591. Canton Flannel; Mother Hubbard, neck and sleeves with embroidery edge. \$1.00; extra size, \$1.40.



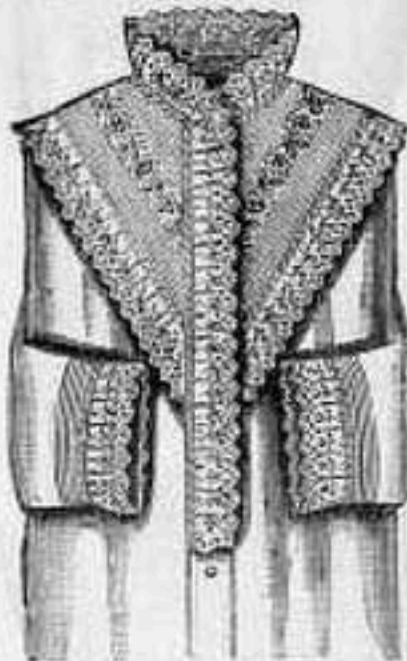
No. 593. Muslin; Mother Hubbard tuck yoke, neck and sleeves with embroidery edge. 50c; finer, 80c.



No. 595. Muslin, tuck yoke with embroidery beading, finished with three embroidery ruffles, neck and sleeves to match, \$1.15.



No. 597. Muslin, pointed yoke of fine tucks and embroidery on neck and sleeves with embroidery ruffles. 85c; finer, \$1.00; extra size, \$1.25; in cambric, \$2.40.



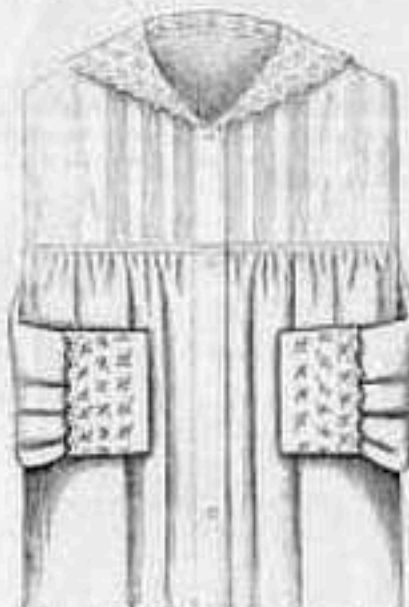
No. 599. Muslin, pointed yoke of fine tucks and embroidery on neck and sleeves, finished with featherstitching. \$1.25.



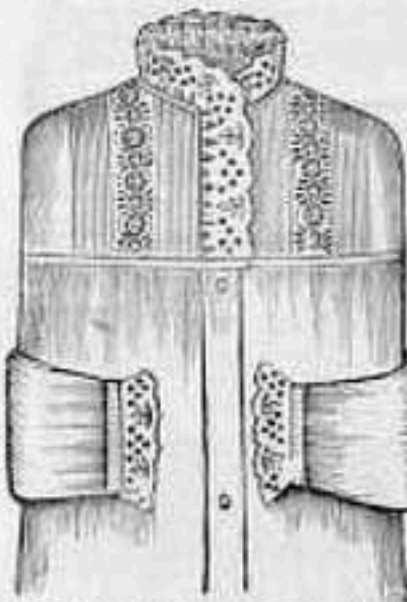
No. 601. Cambric; Mother Hubbard yoke of Platte Val insertions and tucks, double ruffle around neck, 95c.



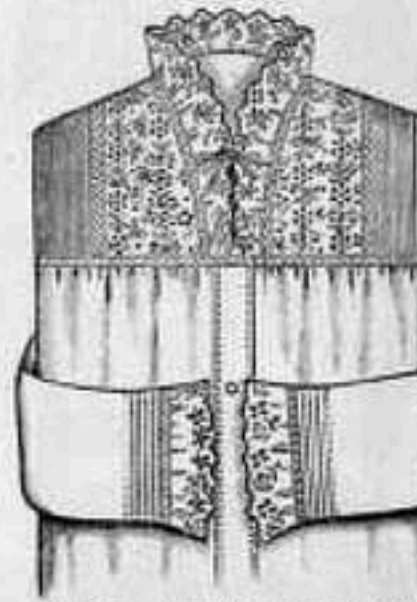
No. 603. Fine Muslin; hand embroidered \$2.00; less elaborate, \$1.75.



No. 605. Muslin or Cambric; Mother Hubbard tuck yoke, deep rolling collar of fine embroidery, full sleeves with deep cuffs. \$1.10; in extra size, \$1.85 and \$1.50.



No. 607. Muslin; Mother Hubbard yoke of fine tucks and insertion, embroidery ruffle on neck and sleeves. 85c; finer, 95c; extra size, \$1.50; cambric, \$1.50.



No. 609. Muslin; Mother Hubbard yoke of all over embroidery and fine tucks, finished with featherstitching, neck and sleeves to match, 95c.



No. 611. Fine Muslin, fancy yoke of all over embroidery insertions, finished with featherstitching, double ruffle around neck, sleeves to match, \$3.25.

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Heft 1

Frühjahr 1921

Inhalt: **Der neue Stil**

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Der Herr bei uns und —  
anderswo  
Man reist wieder  
Der Herr in Gesellschaft  
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GENTLEMAN  
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*S. Heilmann an*

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HEFT NR. 2  
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# DER HERR

in

U. S. A.



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Metro-  
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Mayer



Photo:  
Paramount



Photo:  
Metro-  
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Mayer

Der Golfspieler William Bakewell in einem braunen Windbreaker aus Wildleder mit großen Brusttaschen und Reißverschluß. Interessant ist auch der untere Ansatz der blusenartigen Sportweste. Dazu bräunlich getönte Knickerbockers aus gerwirtem Tweed

Mitte: Der amerikanische Filmschauspieler Richard Arlen in einem braunen, dicken Sportulster aus Camotex. Der Mantel schließt doppelreihig auf drei Knopfpaare und ist mit einem breiten Ringsgurt versehen

Rechts: Der Besuchsanzug des Amerikaners besteht aus einem dunklen Cutaway, dazu doppelreihige weiße Tuchweste und langes, graugestreiftes Kammgarnbeinkleid. Die weißen Gamaschen, der flott aufgesetzte stumpfe Zylinder und die weißgepunktete schwarze Schleife geben dem Träger eine originelle Eleganz

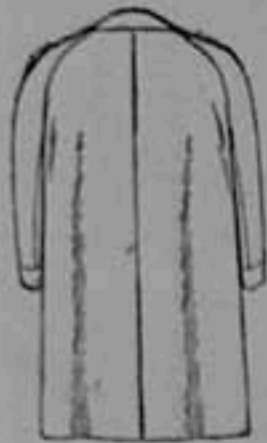
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GAZETTE

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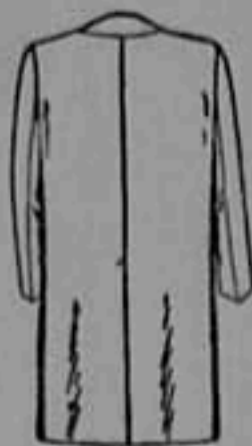
RÜCKENANSICHTEN

HEFT Nr. 2

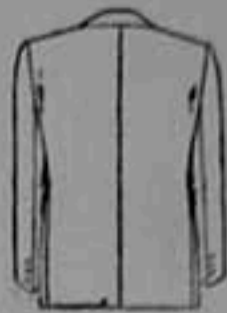
SOMMER 1933



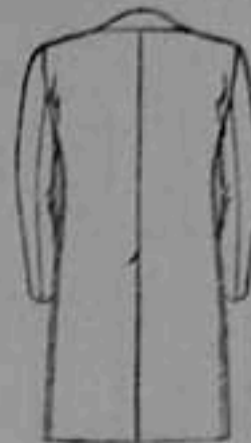
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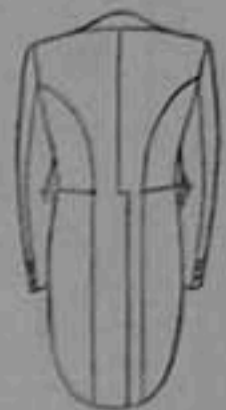
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Rückenansicht  
für alle  
Sakkoformen



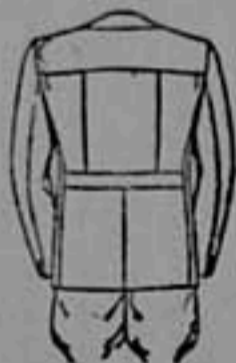
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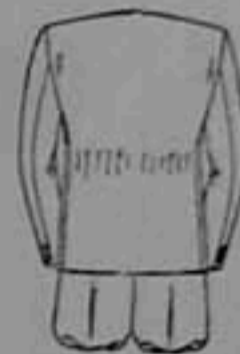
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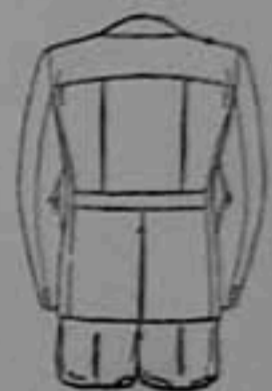
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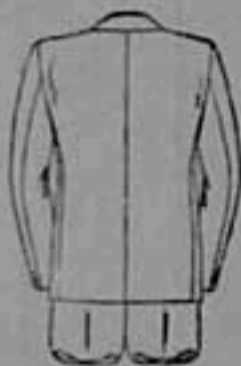
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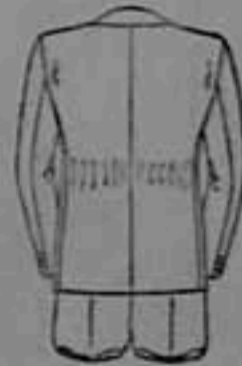
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12 383



12 384



2855



12 396



12 397



12 398



12 399



12 400



12 401



12 402



12 403







1922

1922

Leichter Flanשמantel in Raglanform als Ueberhülle für die sommerliche Abendkleidung. Im Farbton silbergrau oder beige gehalten, mit breitem Kragen und Hevers. Der Mantel zeigt eine angenehme Weite.

Modell der im Text näher beschriebenen Meljacke, die außerordentlich vornehm, flott und dekorativ wirkt.

Typische Form des Sommer-Smokings aus luftdurchlässigem Material. Die Hevers haben steigende Linie und sind mit mottierter Seide belegt. Der Abstieg verläuft in gemäßigter Rundung.

Elegant wirkende Form des Abendanzuges aus fein in sich gemustertem Porotwint. Der schwarze Plastron vermittelt eine festliche gesellschaftliche Note in Verbindung mit der doppelreihigen hellen Weste, die einen Kragen und Hevers in verbreiteter Form zeigt.



GENTLEMAN'S  
GAZETTE







of the Road,"  
er, 1915



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SEPT. 21, 1918

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H. H. H. H.

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Norman  
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of  
Base  
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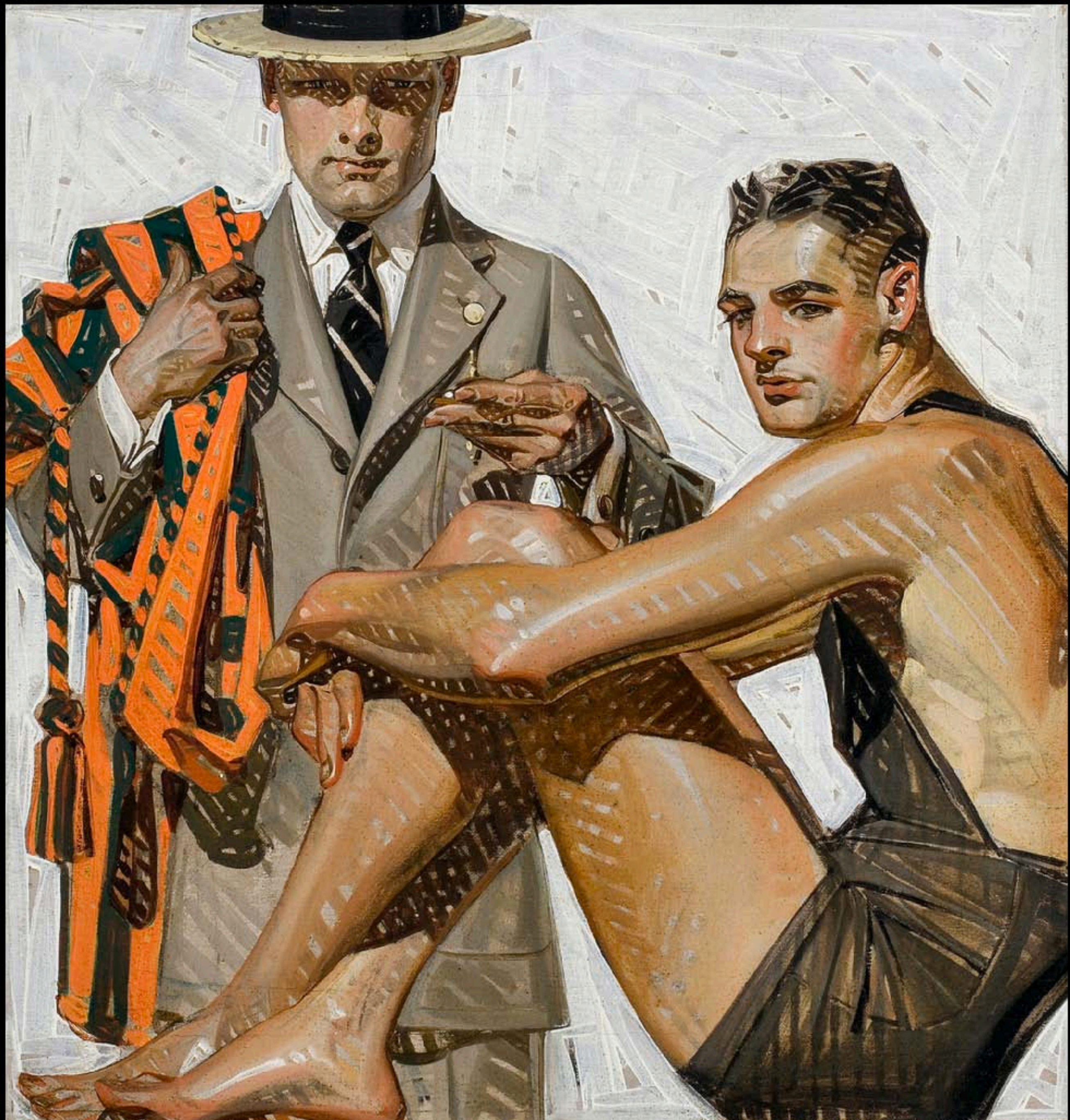


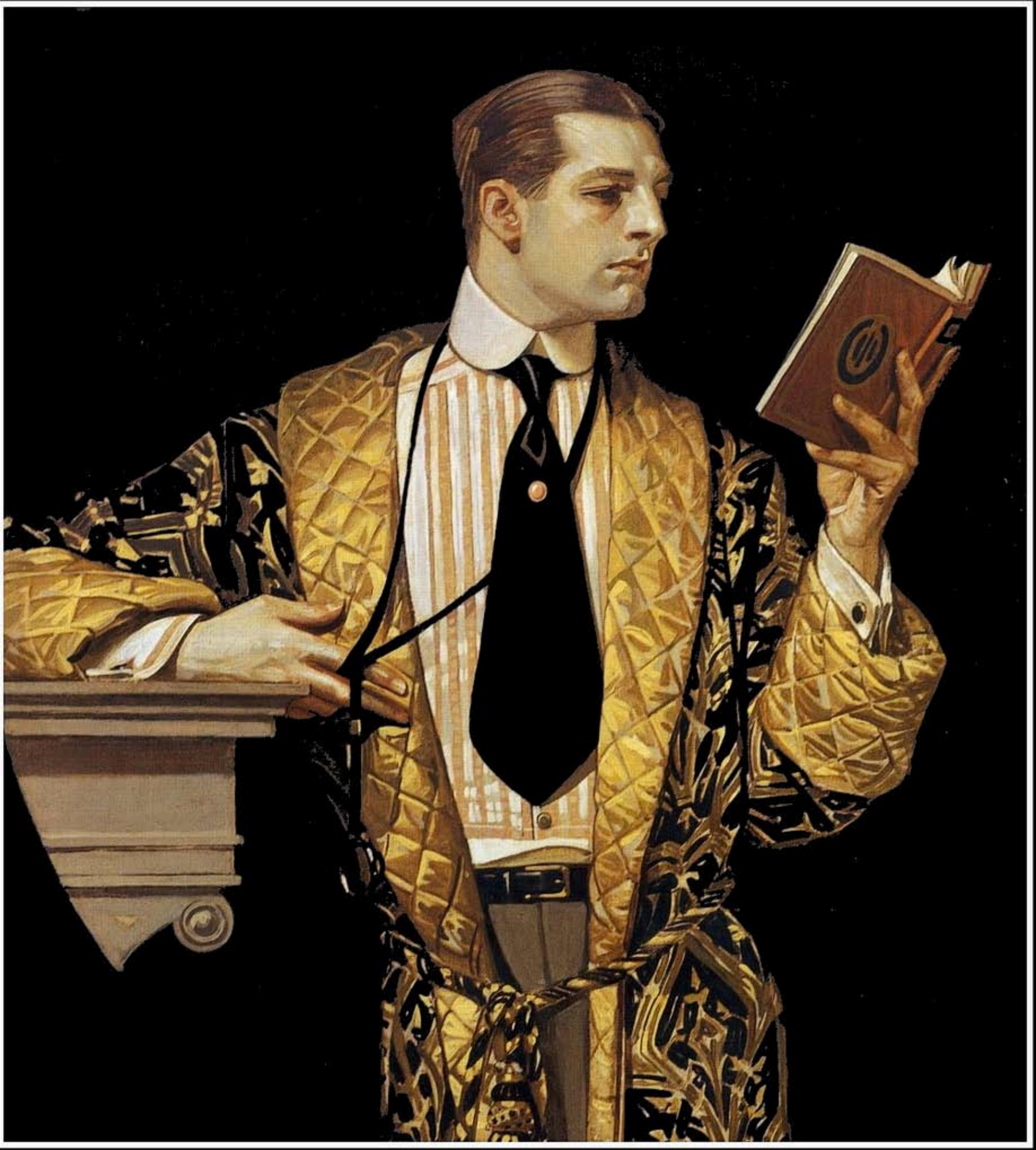
ARROW  
DRESS SHIRTS  
AND COLLARS















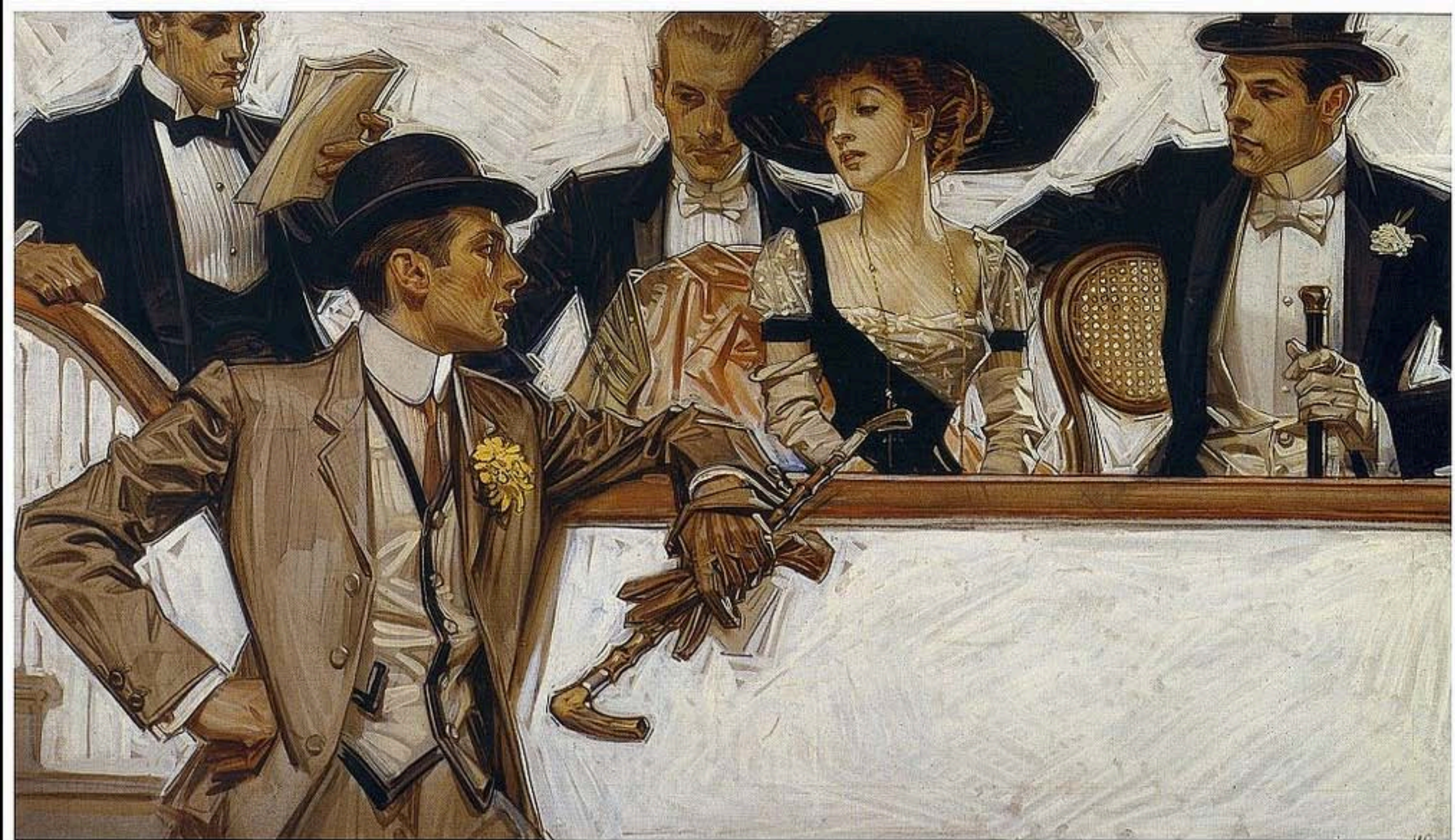
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FAMOUS FOR THEIR COLORS

THE SCOTCH WHISKY DISTILLERS COMPANY



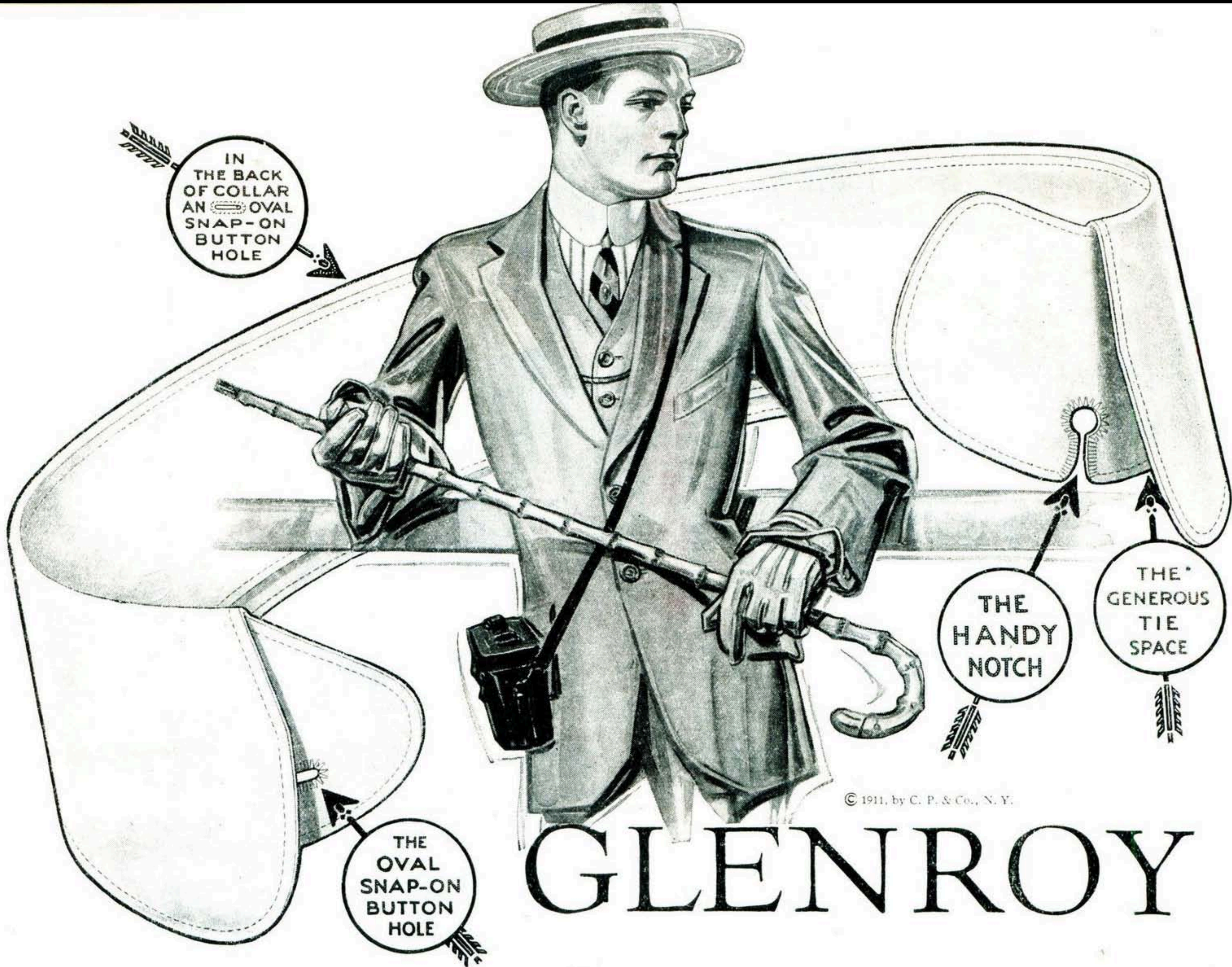
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IN THE BACK OF COLLAR AN OVAL SNAP-ON BUTTON HOLE

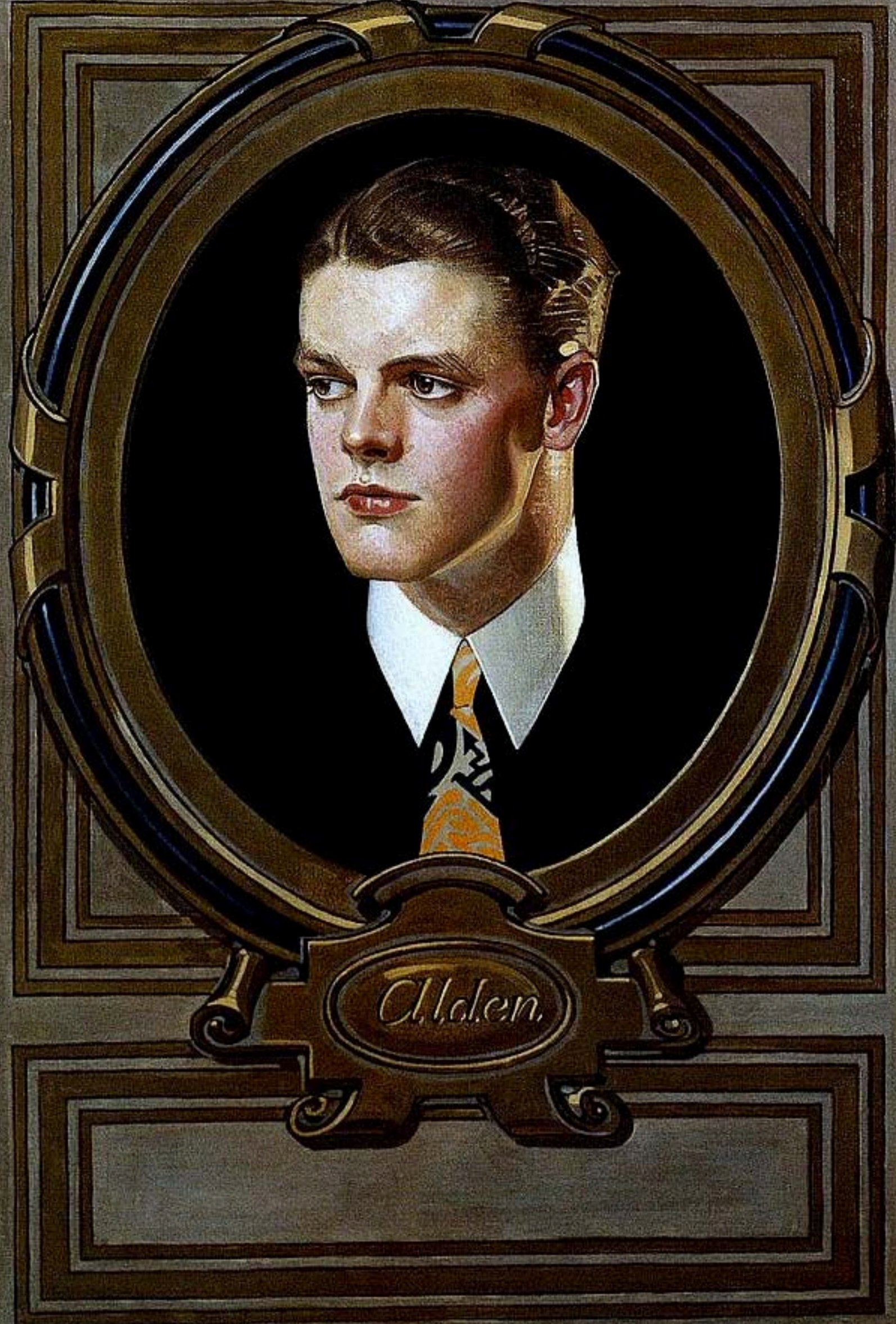
THE HANDY NOTCH

THE " GENEROUS TIE SPACE

THE OVAL SNAP-ON BUTTON HOLE

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*THE END OF THE DAY*

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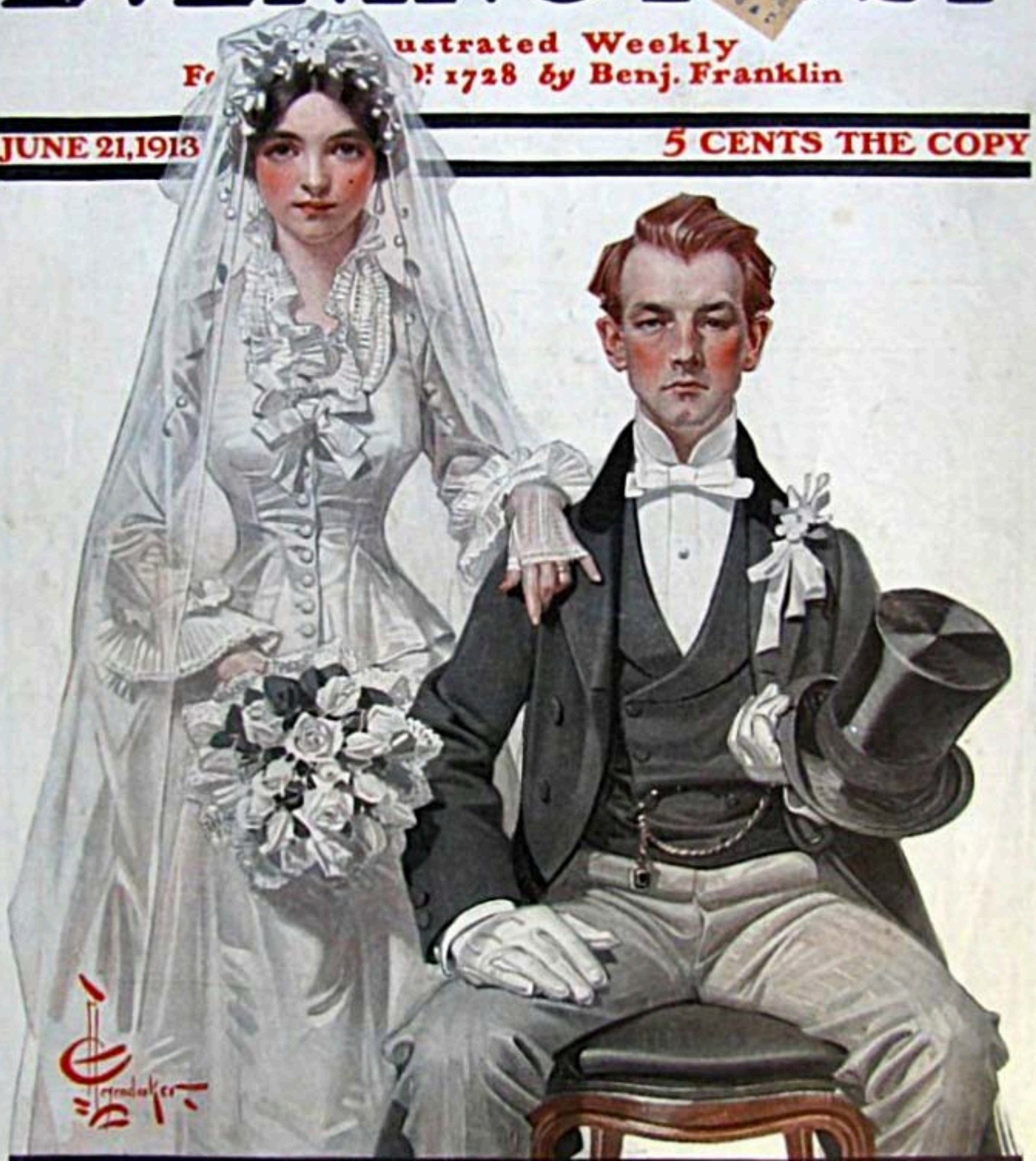
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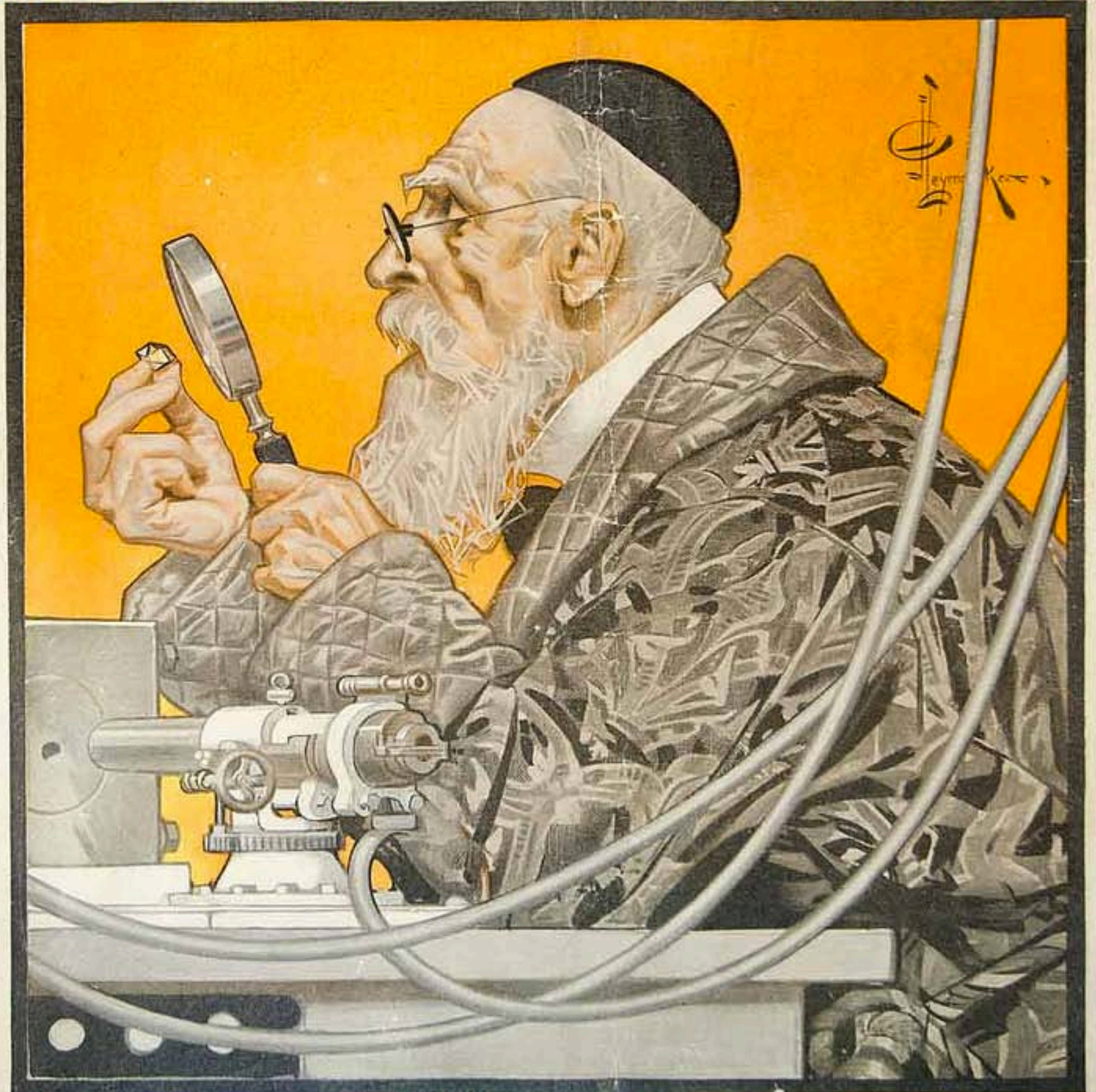
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Springtime







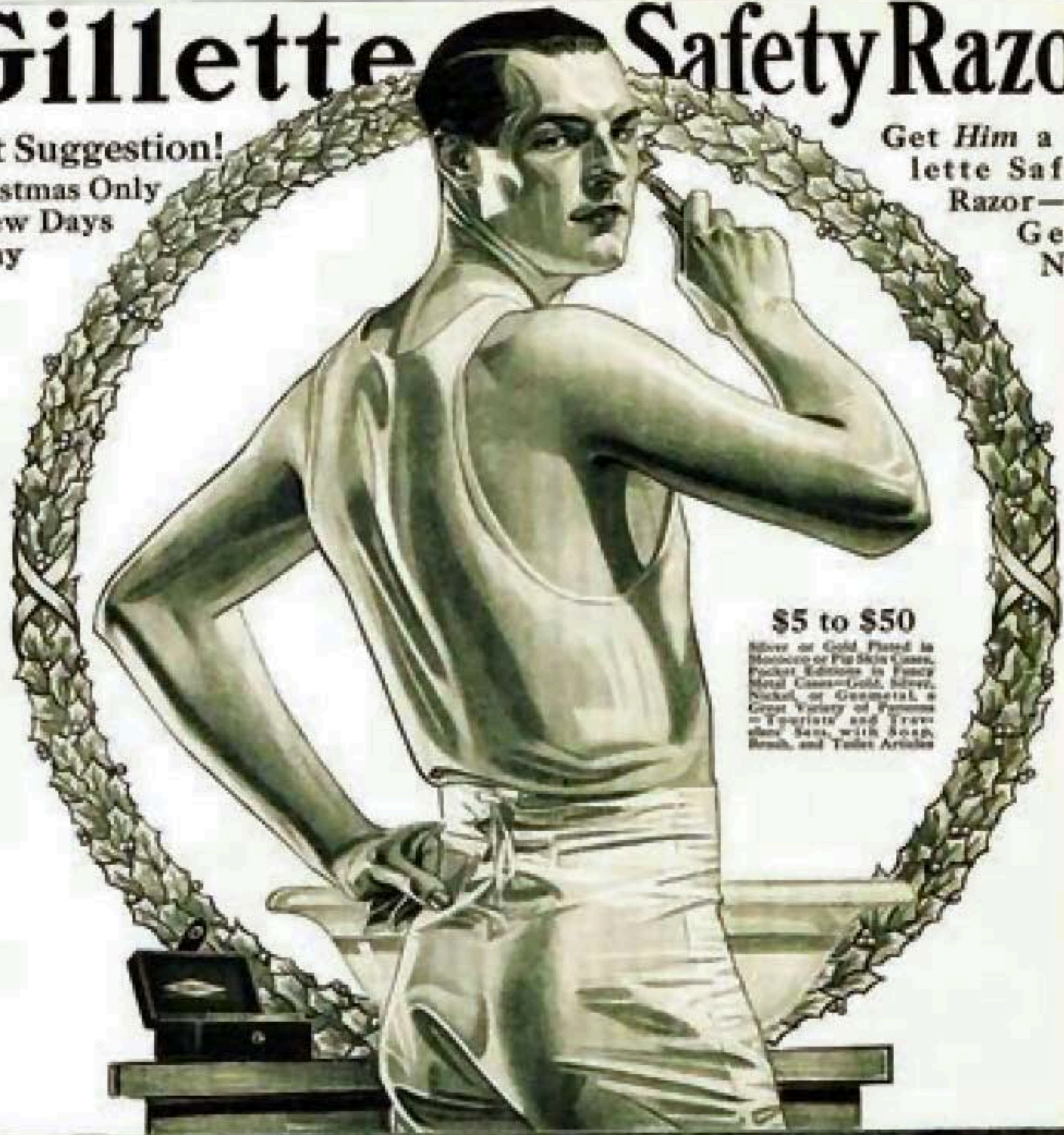




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GOOD  
CLOTHES









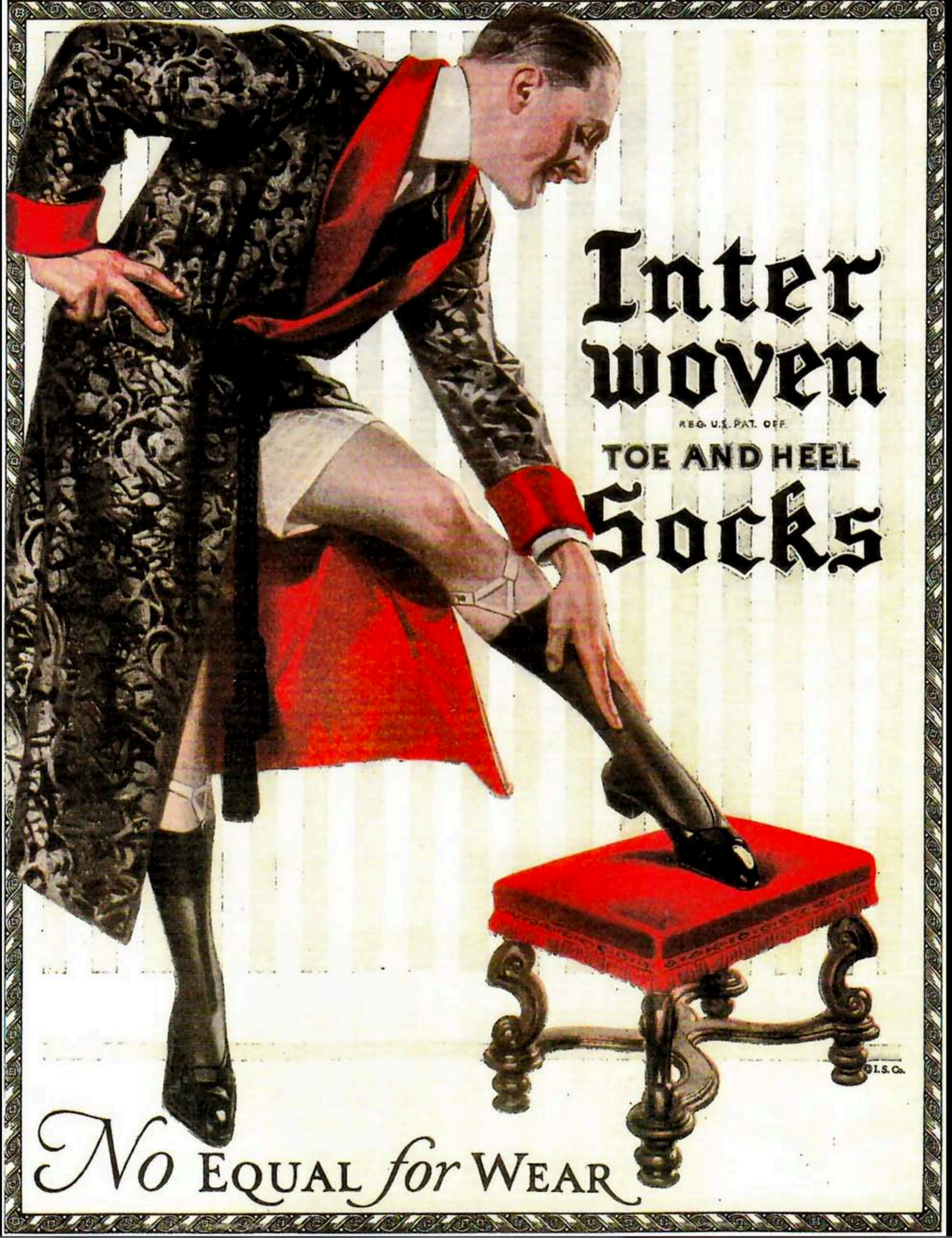
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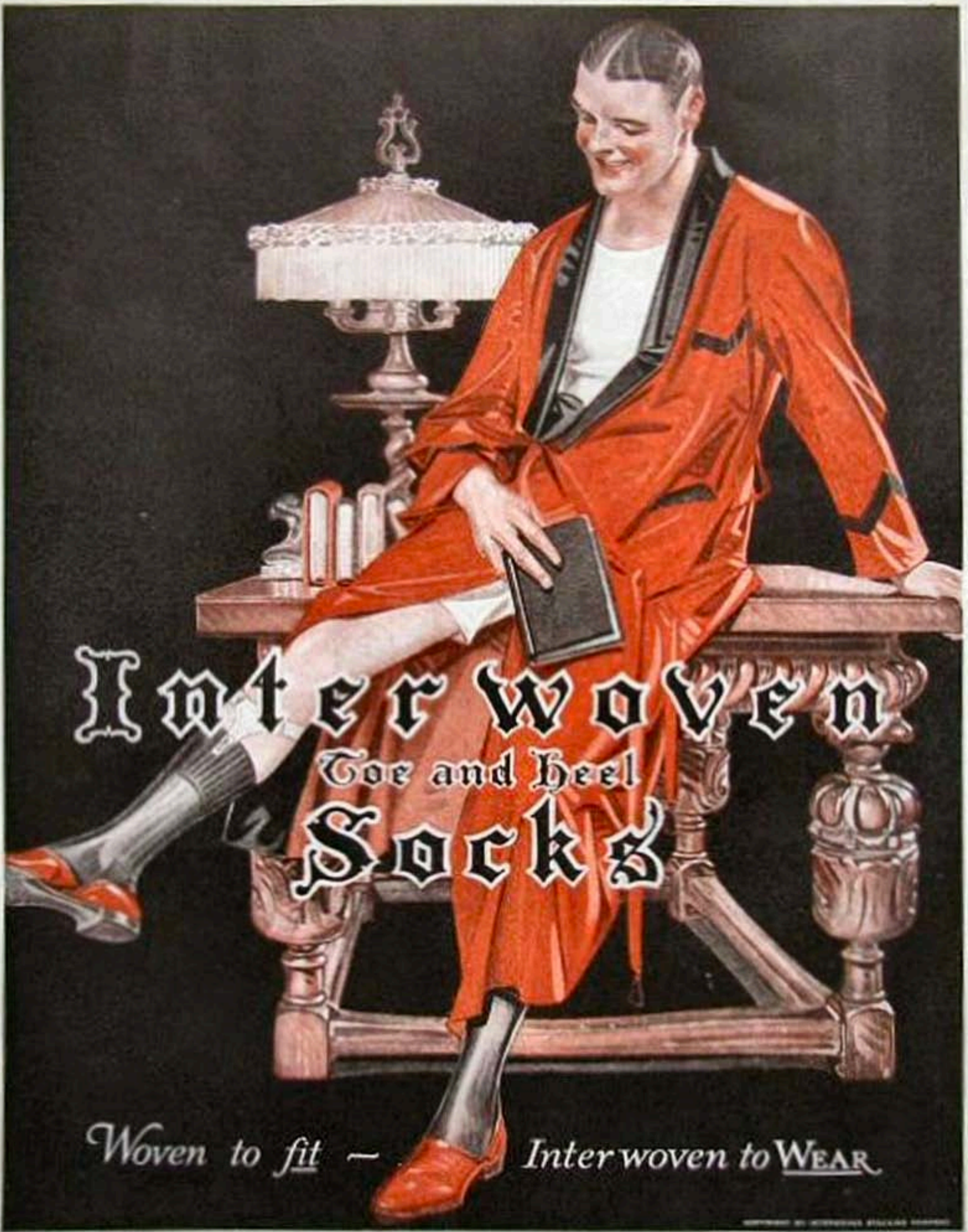
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## TOE AND HEEL

# Socks

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*No* EQUAL *for* WEAR



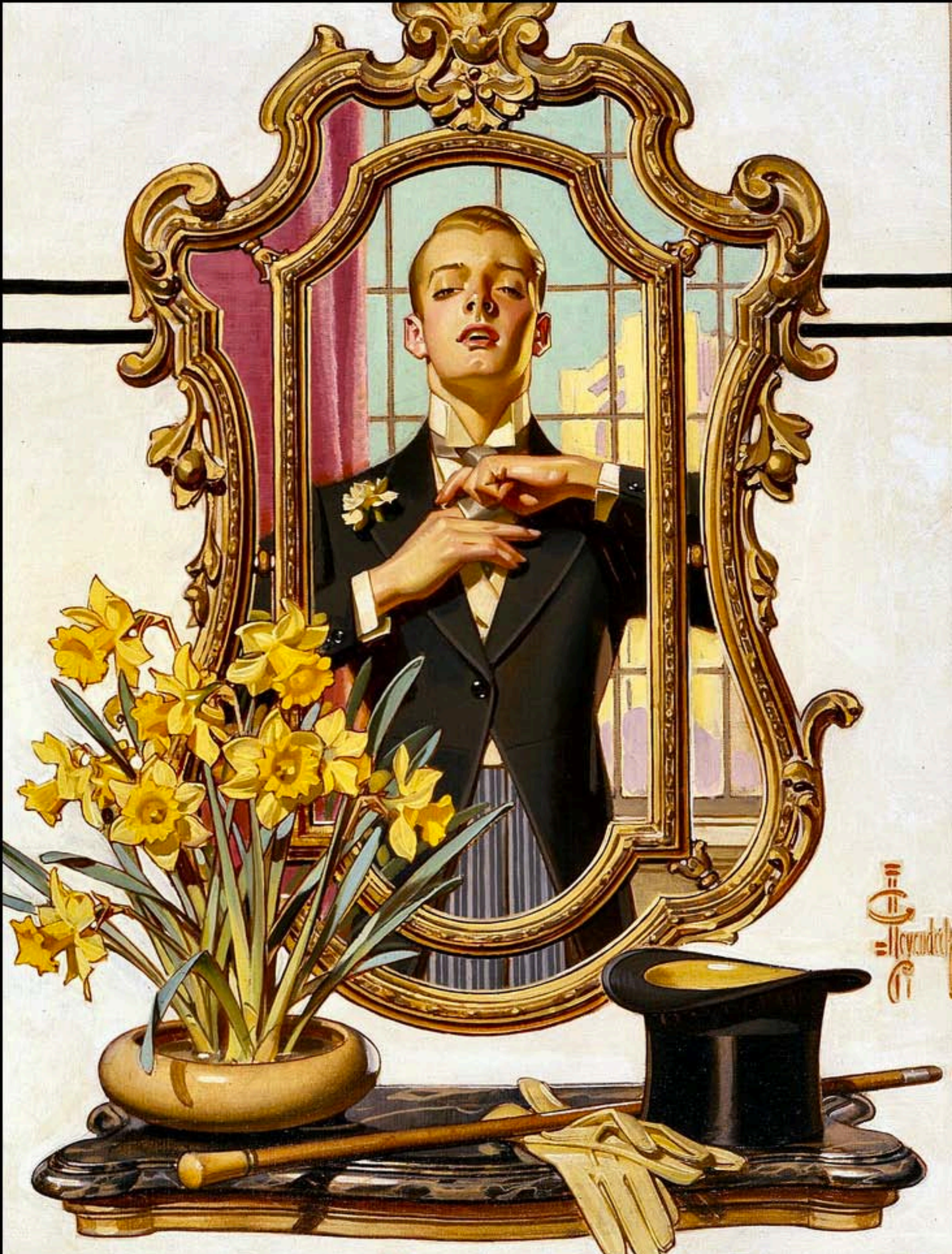
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Toe and Heel  
Socks

Woven to fit — Interwoven to WEAR

# Kuppenheimer

GOOD  
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E A S T E R



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# Interwoven Hocks

BECAUSE THEY FIT AS WELL AS WEAR

# Kuppenheimer

## GOOD CLOTHES



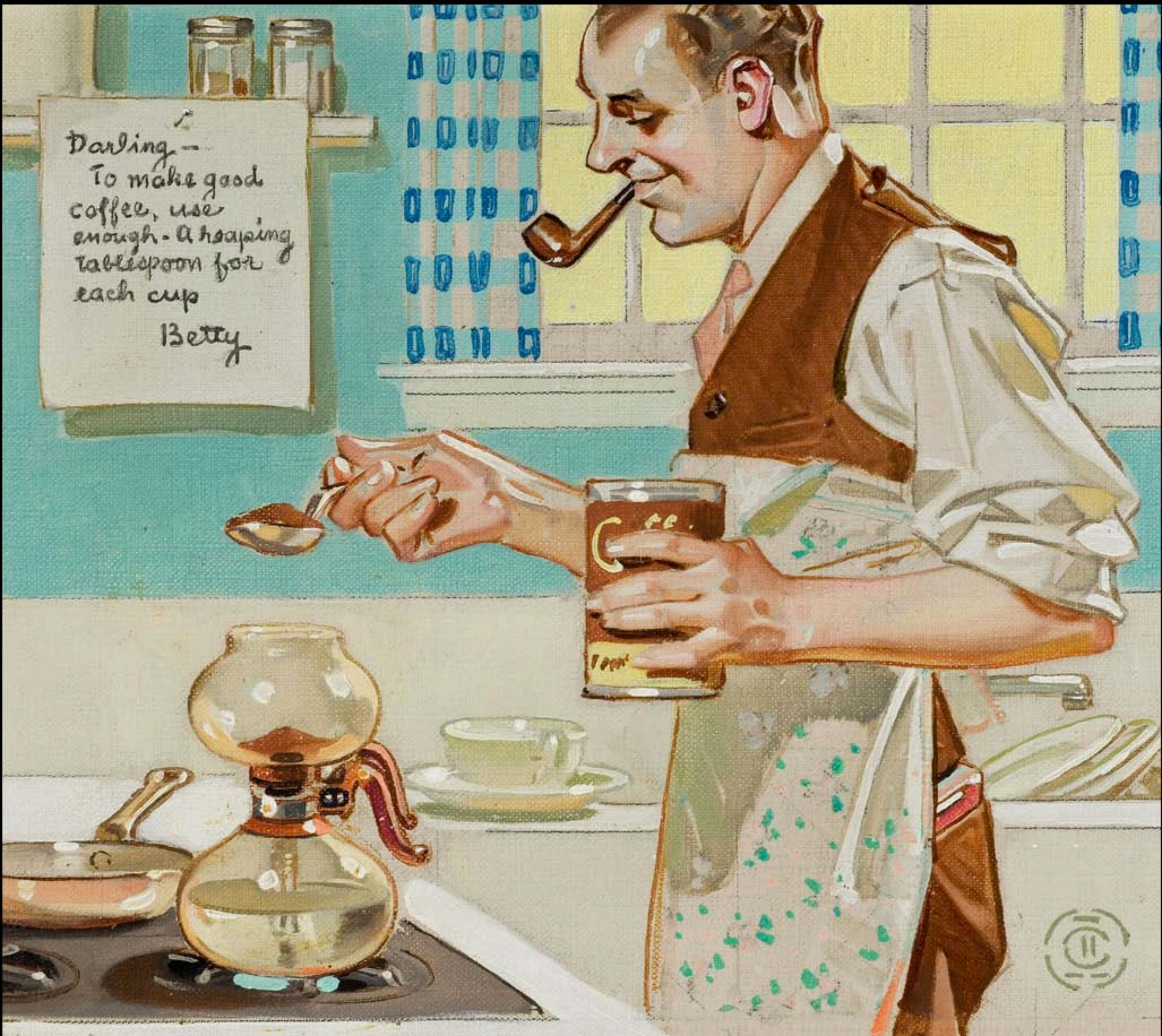
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ORR & CO.



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coffee, use  
enough - a heaping  
tablespoon for  
each cup  
Betty



# Kuppenheimer

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In Canada, \$2.25 up.

Send for booklet, "Proper Dress."

Cluett, Peabody & Company, Troy, N. Y.



## Two rules about coffee you may not know

RULE NO. 1 is about *making* coffee. To get all its rich and satisfying flavor, use a heaping tablespoonful for every cup.

RULE NO. 2 is about *drinking* coffee. The buoyant lift it gives you is too good to miss by drinking it only once a day. It brightens conversation. It helps you think more quickly and clearly. It actually rests

you when you're tired. These are benefits you want at midday and in the evening. And if you're like 97 people out of 100, you don't need to worry about sleeping, for the lift lasts only about two hours.

So the rule about drinking coffee is this:

Go ahead and enjoy it at every meal.

*Published by the Pan American coffee producers, for the benefit of the American public, the largest consumers of coffee in the world.*

BRAZIL • COLOMBIA • COSTA RICA • CUBA • EL SALVADOR • VENEZUELA



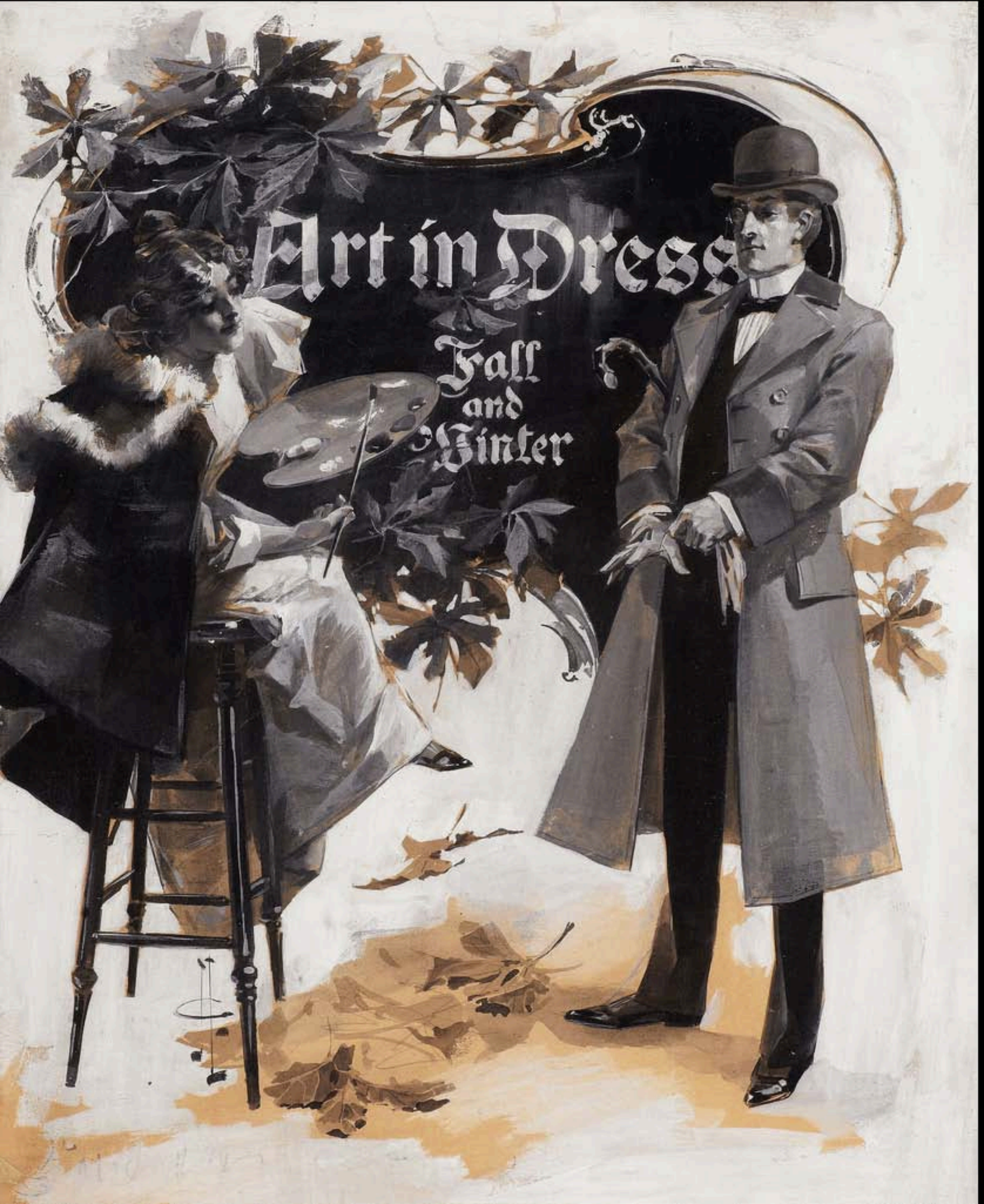
The American Coffee Bureau  
New York City

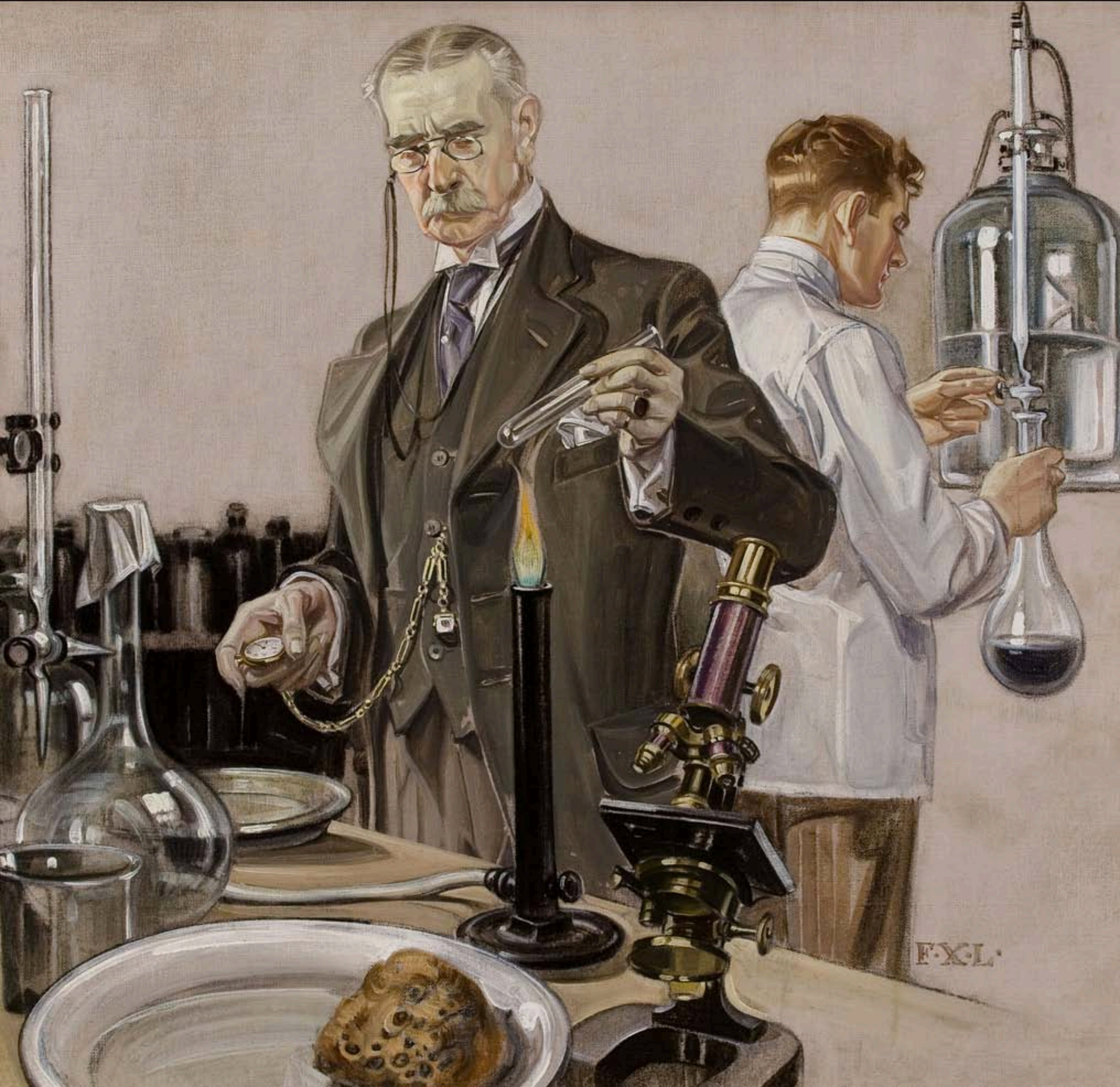




# Art in Dress

Fall  
and  
Winter





F.X.L.







***Klavicle Trench.*** A Great-Coat with the snap and set-up that go with military lines, combined with the freedom of the comfortable kimona sleeves. Distinguished Great-Coats of many kinds are a Kuppenheimer specialty.



**THE WAYNE.** On the avenue, at the boat races, at the track meets—wherever young men gather—you will see the Wayne. The smart pocket effect, trim waist, the well bred lines, mark it one of the season's achievements.



**Cavalier.** The call of winter outdoors is a call to the Belted Ulsterettes. Your vigorous young man feels ready for any weather when he pulls together the snug, all-round belt. A variety of yoke and plaited backs and a choice of pockets as well.



# ARROW

DRESS &  
COLLARS  
& SHIRTS





ARROW



11/11/11







# Kuppenheimer

GOOD CLOTHES

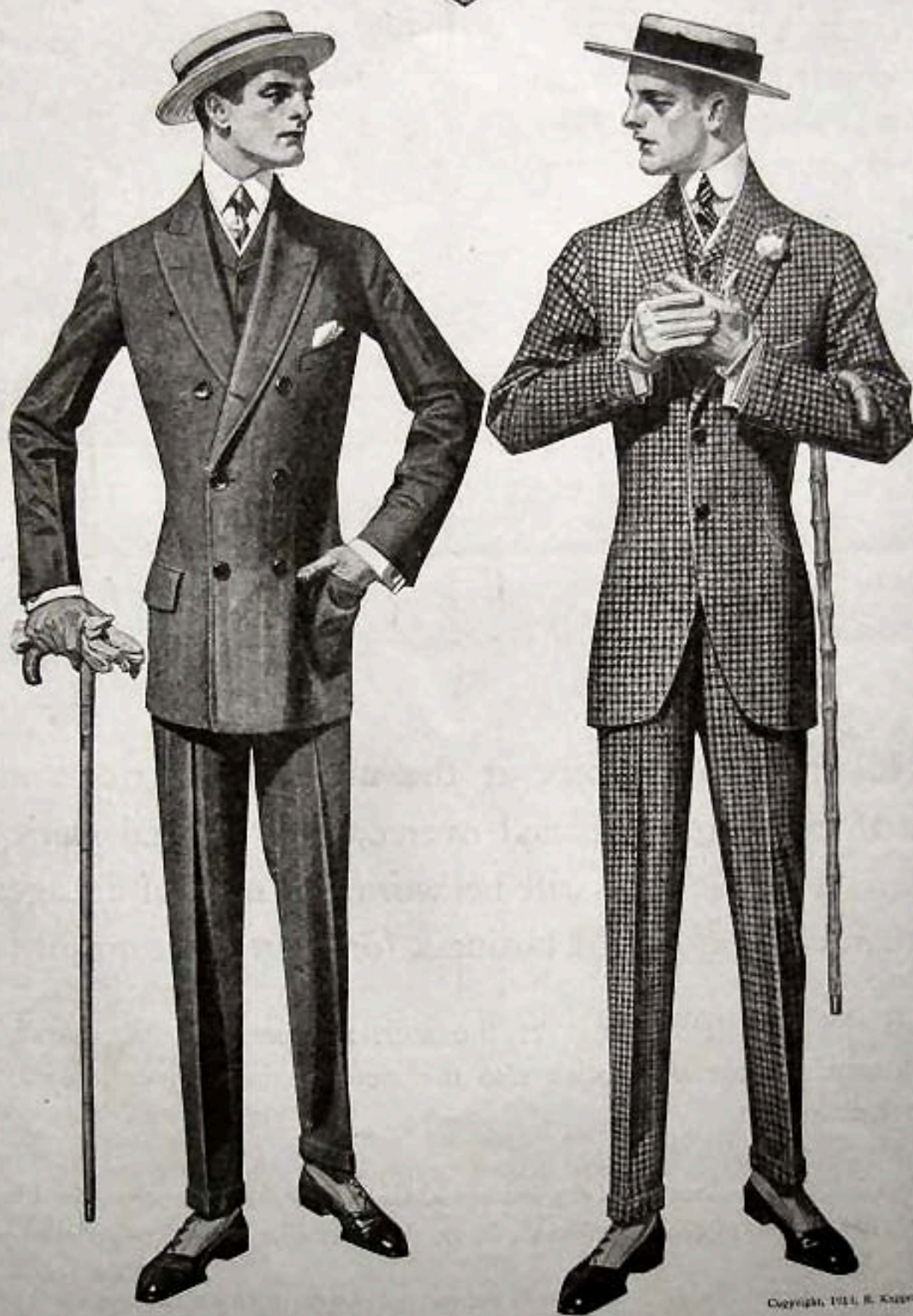


*An investment in good appearance*



# Kuppenheimer





Copyright, 1911, R. Kuppenheimer & Company

The surest proof of a man's faith in himself is to be well dressed—and it's a compliment to those about him.

HERE is a true illustration of how a man should really look in Kuppenheimer Clothes.

# By The House of KUPPENHEIMER

*The  
Tourist*

**Y**OU can see half-a-dozen of the season's smartest top-coats at your Kuppenheimer dealer's. This one is a bit unusual: a most practical coat, serviceable in all weathers. Wear the belt outside as illustrated, or inside with the coat buttoned over it. Has slushed pockets of the new saddle-bag type. An all-round utility coat—yet see how it sets up a man's figure. Write for our new book, "Styles for Men."

HOUSE OF KUPPENHEIMER  
Chicago



# The House of Kuppenheimer

*The  
Beaufort*



Copyright 1906, The House of Kuppenheimer

**J**UST picture to yourself the effect of the new Saxons, Flannels, clear-cut and demi-finished Worsteds, made up in this modish Lounge Suit for young men. One of a score of our models



*Concord* an **ARROW**  
**COLLAR** *for Summer*



# The Roland

(By the House of Kuppenheimer)



**T**WO thoughts about your next overcoat:

*Don't be too easily satisfied!*

Make up your mind that this Winter you will have all the generous overcoat luxury your money will command.

The ROLAND shown here is a double-breasted Box-back overcoat, with a style of its own. It has roomy patch pockets, cuffs on the sleeve and a collar that can be turned up for warmth.

Go where the good overcoats are!

There are coats and coats. As with everything else—the most are ordinary. They just about get by.

Know the Make of your overcoat. Ask to be shown a few Kuppenheimer coats. Just slip into one and you'll find yourself saying—“Some Overcoat House—that House of Kuppenheimer.”

Why, man, it's known everywhere as the Great Overcoat House, and has been for years. See the coats. *You* can tell.

Prices—\$20 to \$50

Kuppenheimer Clothes are sold by a representative store in nearly every Metropolitan center of the United States and Canada. Your name on a post card will bring you our Book of Fashions.

**THE HOUSE OF KUPPENHEIMER  
CHICAGO**

Copyright, 1911, The House of Kuppenheimer







Legend  
1920



# Kuppenheimer

GOOD

CLOTHES



—an Investment in Good Appearance

© 1934

# The Club-Fellow

& WASHINGTON MIRROR  
*The National Journal of Society*









Copyright, 1911. The House of Kuppenheimer

Kuppenheimer Style is based on what good taste has stamped with its approval.  
Kuppenheimer Quality is a truthful expression of the highest standards—in fabrics—in tailoring.  
This Style, this Quality and a certainty of Clothes Satisfaction are yours at prices consistent with all three.

Our book, *Styles for Men*, will be sent free on your request.  
Sold by the better clothiers throughout the United States and Canada.

**THE HOUSE OF KUPPENHEIMER**  
CHICAGO

# Kuppenheimer

## GOOD CLOTHES



Get acquainted with the new prices for Kuppenheimer good Clothes.  
You will see even finer fabrics, better tailoring, correct styles at lower prices.  
*A real investment in good appearance.*

The HOUSE of KUPPENHEIMER • Chicago

By *The House of* KUPPENHEIMER

*The  
Beltsac*

**W**AITING your selection: a remarkable range of Kuppenheimer Beltsacs, some full-belted, others with half or three-quarter belts: either single or double-breasted. The latest slant on the good clothes idea with a touch of the easy outdoor feeling. As much sought after for general wear as for sports and the country. Let us have your name on a card so our new book, "Styles for Men," will reach you.

HOUSE OF KUPPENHEIMER  
Chicago

Copyright 1917,  
The House of Kuppenheimer



# Kuppenheimer

GOOD  
CLOTHES



# HAPPY VALENTINE'S DAY





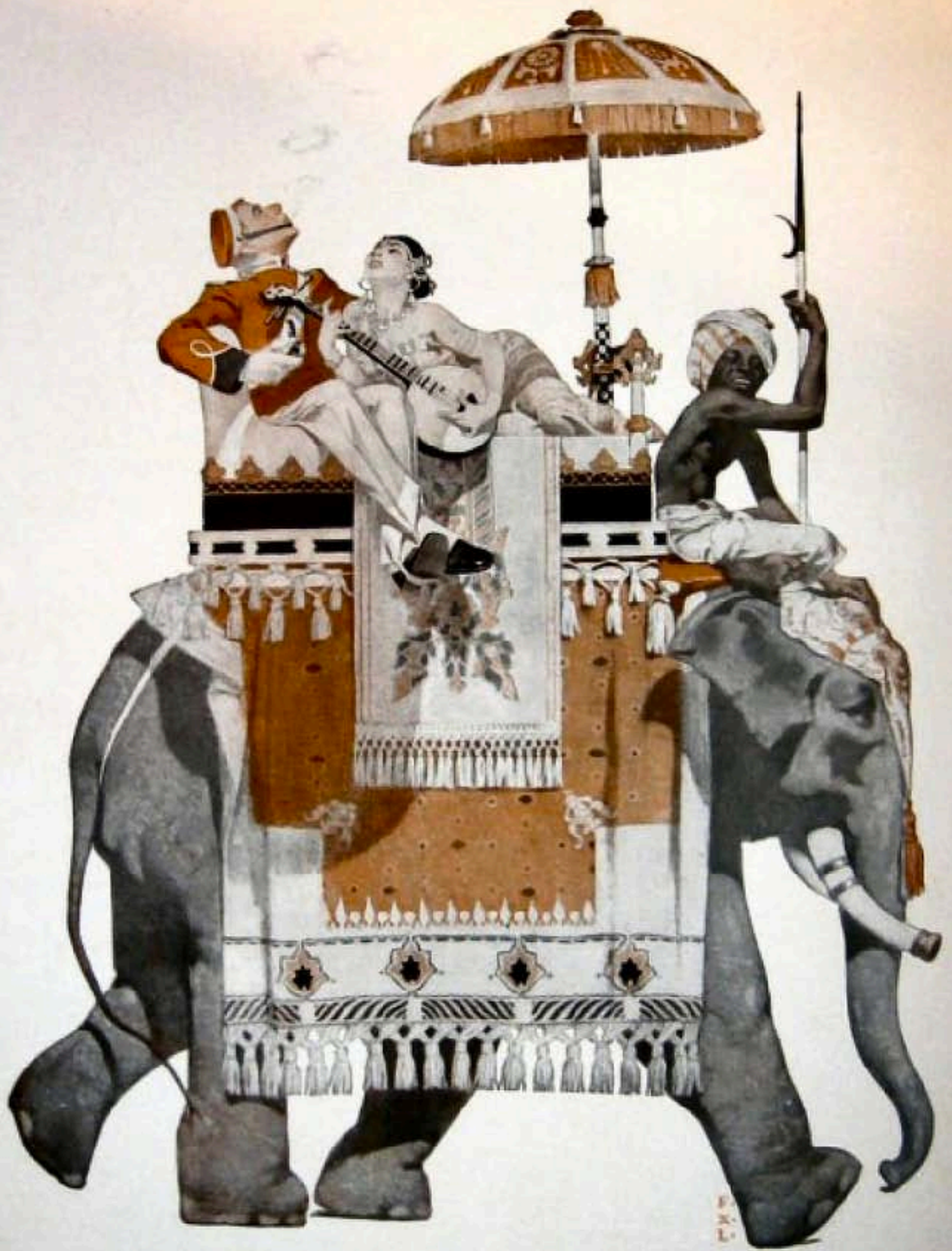
Kuppenheimer good clothes for Easter  
have the character and quality which appeal to men of  
discrimination; those for whom true value  
is important

*The* HOUSE of KUPPENHEIMER

# THE SATURDAY EVENING POST







"On the Road to Mandalay"

C. K. SATYANAGARA



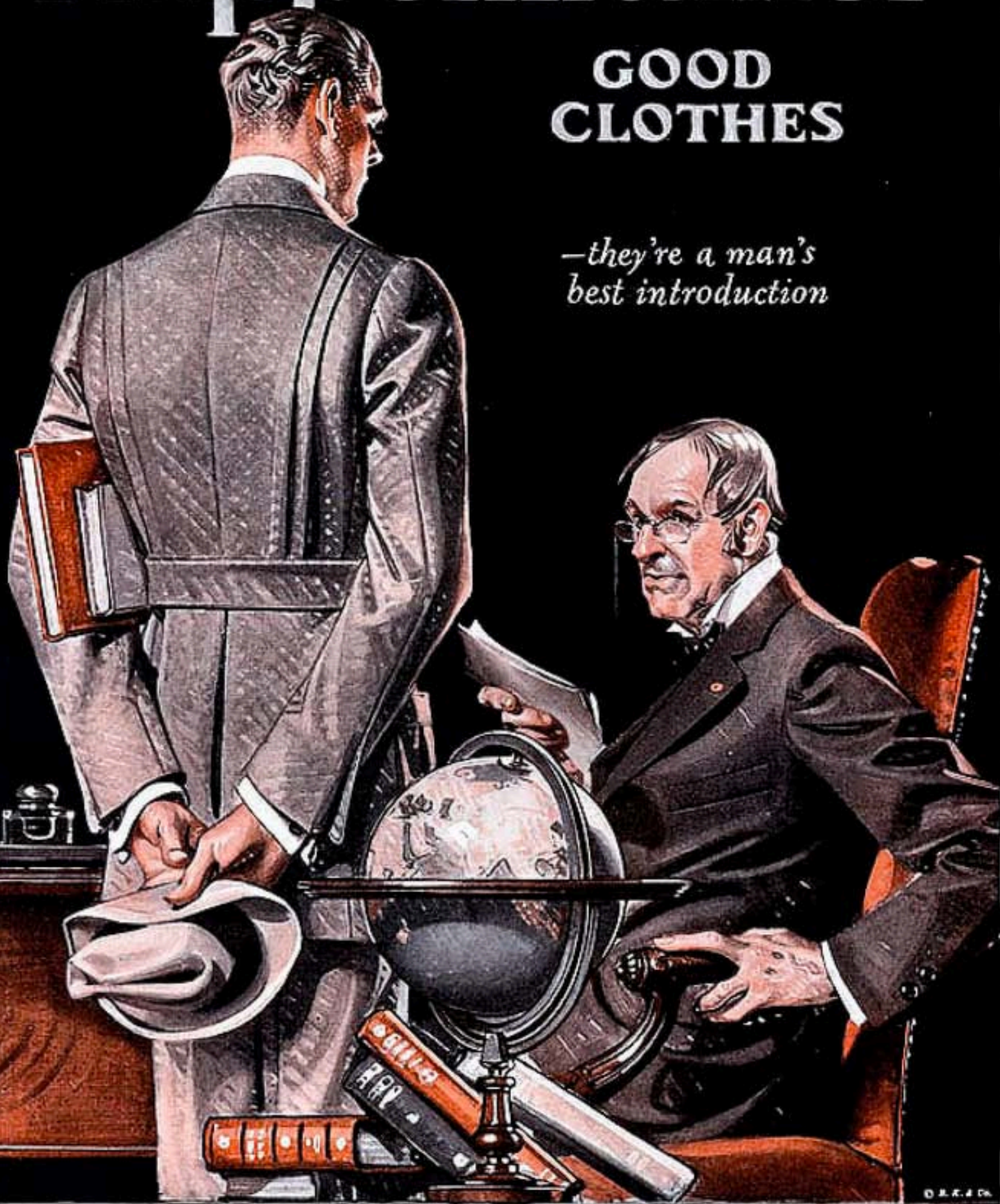
➤Arrow➤

The Quality Shows

# Kuppenheimer

GOOD  
CLOTHES

*—they're a man's  
best introduction*



*An Investment in Good Appearance*

# Kuppenheimer

GOOD CLOTHES

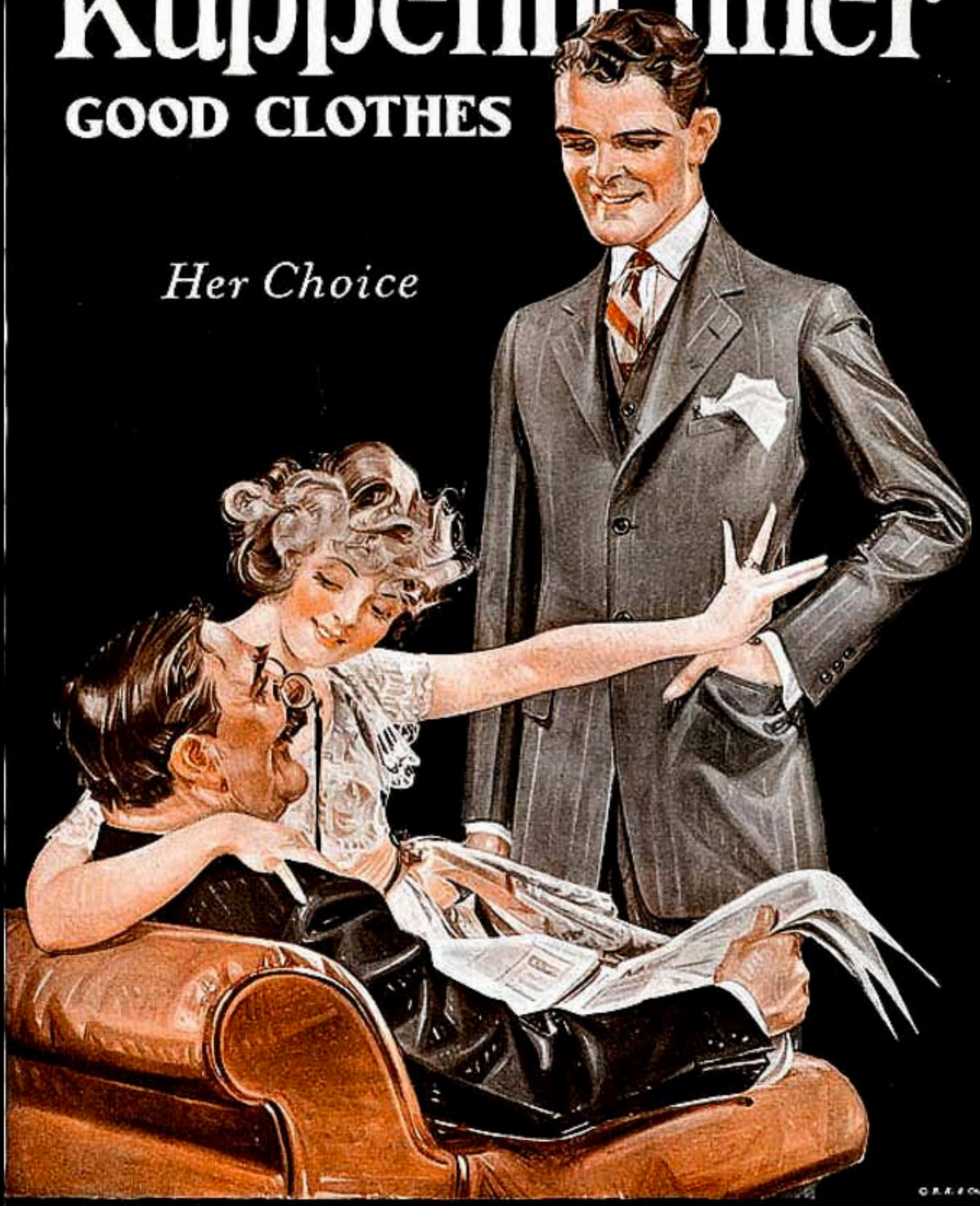


An Investment  
in Good Appearance

# Kuppenheimer

GOOD CLOTHES

*Her Choice*



G. R. F. Co.

*—an Investment in Good Appearance*



# KUPPENHEIMER Good CLOTHES

Their good appearance, controlled fabrics and handcrafting » assure their leadership in quality, style and value



For Art by Lin

Number 44

. 28, '23

5c. T



Norman  
Rockwell

An Illustrated V  
Founded A. D. 1728 by

NOVEMBER 30, 1912

5c. THE COPY



Beginning

THE LITTLE FOHIPPUS—By Eugene Manlove Rhodes



# THE SATURDAY EVENING POST

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For

in

NOV. 29, '24

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## THANKSGIVING

# THE SATURDAY EVENING POST

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Franklin

APRIL 19, 1924



E A S T E R

# THE SATURDAY EVENING POST

BOULEVARD CAT  
27  
ST. JAMES PLACE  
LONDON W.C.2

An Illustrated  
Founded A. D. 1728 by *John Bull*

Vol. 96, No. 47. Published Weekly at  
Fivepence. Printed at No. 1, Abchurch  
Lane, London, E.C.4, by the  
Proprietor, The Saturday Post, Ltd.  
Incorporated in England.

NOV. 27, 1920

5c. THE COPY  
Inc. in Canada



Wilson

Beginning The Wrong Twin - By Harry Leon Wilson

# Kuppenheimer

GOOD

CLOTHES



The double-breasted suit is high in fashion's favor, and the new Kuppenheimer double-breasted is the favorite of them all. It is correct in every detail, broad shoulders, wide lapels, ...







***EVENING CLOTHES.*** Look around any gathering of men in evening dress and you will know why we consider it so important to have evening clothes right. Kuppenheimer evening clothes are correct and distinguished, expressing at once good form and good taste.



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

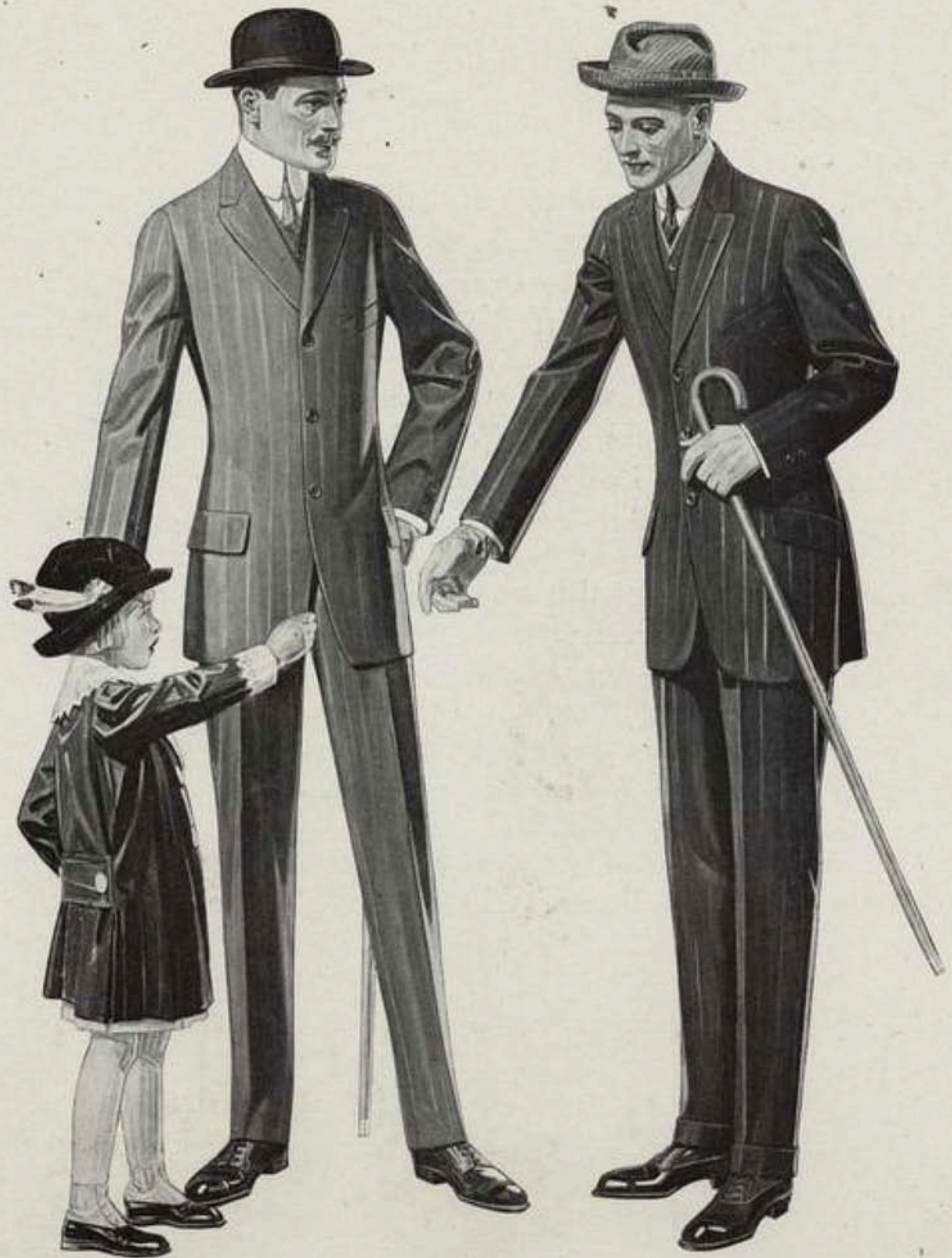
CAT







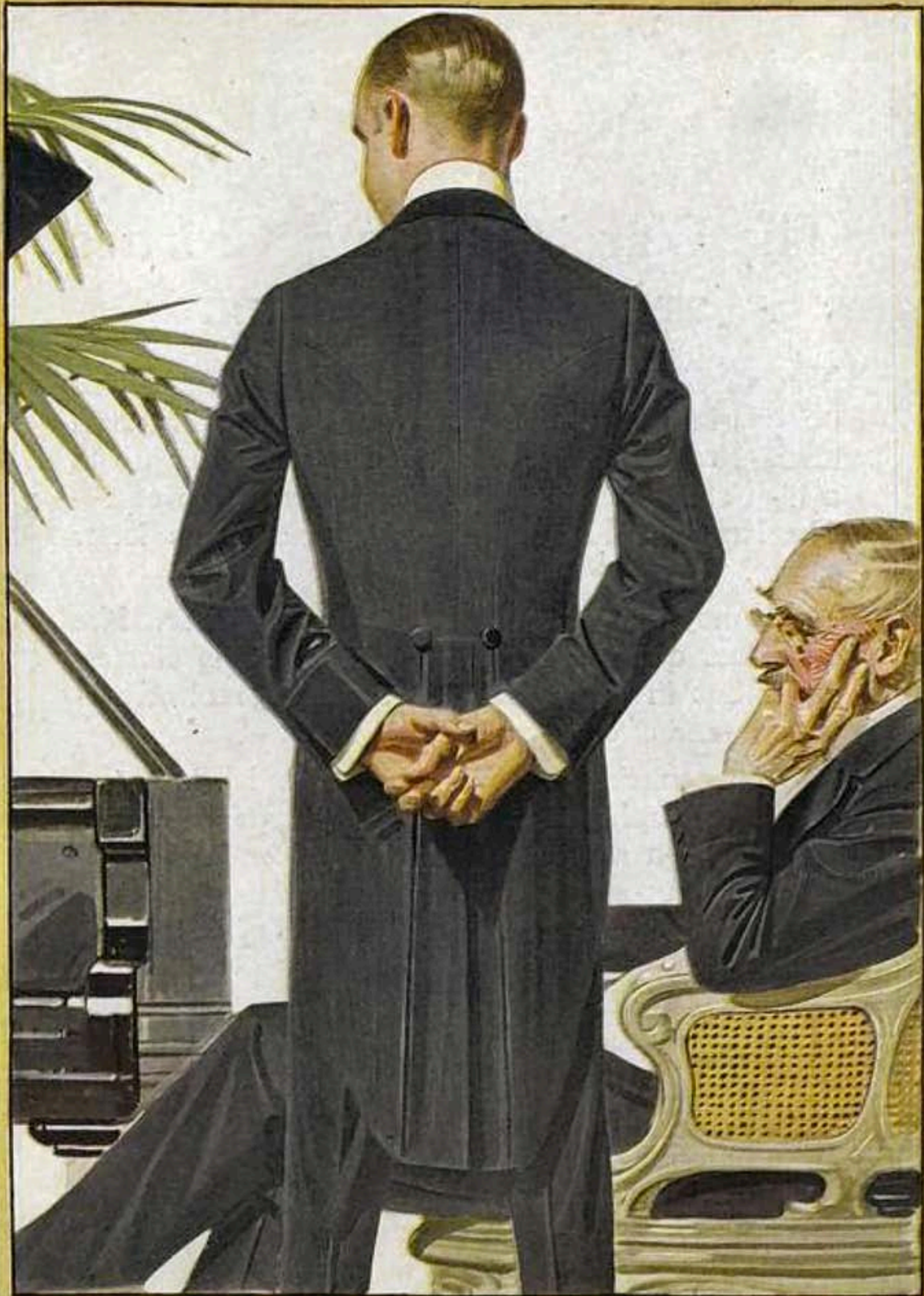
















# Kuppenheimer

GOOD CLOTHES



—AN INVESTMENT  
IN GOOD  
APPEARANCE

*Prices one-third less than last year*

G. R. F. M.

*Litton Dist. Co. 11821*



Copyright, 1913. The House of Kuppenheimer

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

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

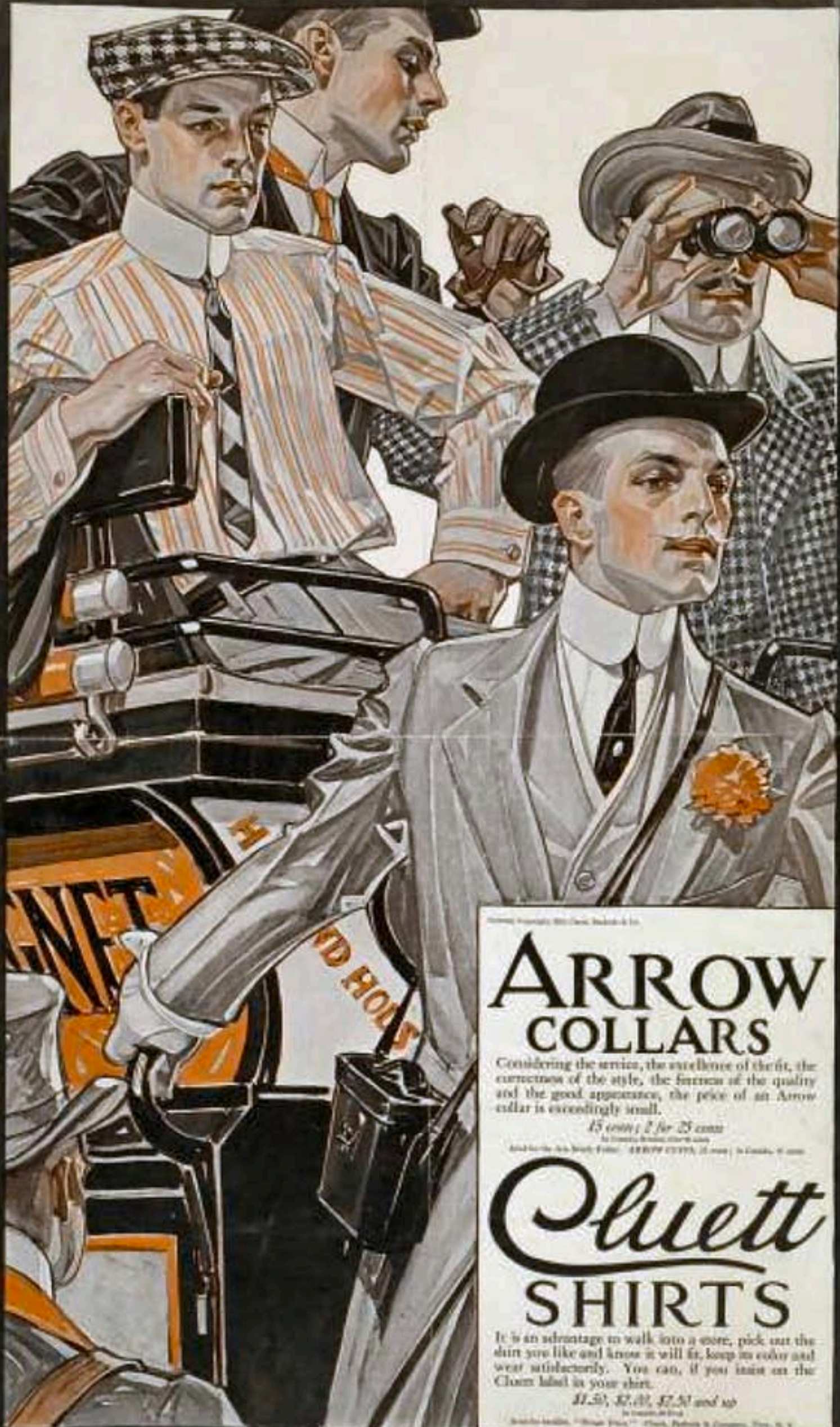
Many other styles to select from in both suits and overcoats at the stores of the leading clothiers throughout the United States and Canada

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

Our Book Styles for Men sent upon request.

**THE HOUSE OF KUPPENHEIMER**





Arrow Collars and Shirts, Inc., New York, N. Y.

# ARROW COLLARS

Considering the service, the excellence of the fit, the correctness of the style, the firmness of the quality and the good appearance, the price of an Arrow collar is exceedingly small.

*15 cents; 2 for 25 cents*

Arrow Collars and Shirts, Inc., New York, N. Y.

# Cluett SHIRTS

It is an advantage to walk into a store, pick out the shirt you like and know it will fit, keep its color and wear satisfactorily. You can, if you insist on the Cluett label in your shirt.

*\$1.50, \$2.00, \$2.50 and up*

Cluett, Macomber & Co., New York, N. Y.

Double spread advertisement of Arrow Collars and Cluett Shirts in THE SATURDAY EVENING POST for October 8, 1910, with a circulation of 1,600,000 copies.

# ARROW COLLARS AND SHIRTS

ARROW Collars are made in the greatest variety of styles and heights, in such a careful way, of such excellent fabrics, that even the most fastidious, to whom cost means nothing, give them preference.

2 for 25 cents

ARROW Shirts fit most men comfortably. They quickly reflect the tendencies of fashion. They do not lose their original freshness of color, and render such sterling service that the label will serve as your guide to shirt satisfaction.

\$1.50 and up.

CLUETT, PEABODY & COMPANY, INC., TROY, N. Y. Send for Booklets.





## ARROW COLLARS

The new Arrow Collar for summer—high enough in the back for good appearance, low enough in the front for comfort, and there's room for the cravat to slide and tie in. It's the Concord with the Ara-Notch and the Evanston with the usual buttonholes. 15c., 2 for 25c. In Europe, 25c. and 50c. per pair. Made in U.S.A.

Sold by Geo. Fox & Co.

CLUETT, PARSONS & CO., Inc., N.Y.

## Cluett SHIRTS

are made to meet the wants of men who have heretofore been unable to secure satisfaction in ready-made shirts. They are shirts that you can wear without a coat, and yet know and feel that you do not appear at a disadvantage. \$1.50 and more. 100% COTTON.

Sold by Retailer, "Proper Dress"

CLUETT, PARSONS & CO., Inc., N.Y.

© 1917 HARRIS & WELLS



GERMAN

TOBY

BOBET

BRIARLEY

MARQUEE

# ARROW COLLARS AND CLUETT SHIRTS

are favored by men who are familiar with the trend of fashion, and who, in their dress, impart an impression of distinguished individuality.

There is an ARROW COLLAR for every taste, every face and every occasion. 15c each 2 for 25c

Enough of the shirt appears to show that it is a collar but possibly being Cluett. \$1.50 and up

Sold by Famous Dress and Shoemakers, who put looks as fashion, to all nations

CLUETT, PARBIE & COMPANY, Makers, 107 Bow Street, Troy, N. Y.





## ARROW COLLARS

THE "BELMONT" is the new style with the "ARA-NOTCH" <sup>(TRADE MARK)</sup> which eliminates the buttonhole that bothers. It cannot gape open, sag down or work out of place. It is the easiest folded collar to put on and to take off.

15 cents each—2 for 25 cents "trial"

ARROW CUFFS: 15 cents a pair. In Canada, 15 cents a pair.

## Cluett SHIRTS

THERE is nothing that a man should be more particular about than a dress shirt. That is why we are so very particular about everything that goes into Cluett Coat Dress Shirts.

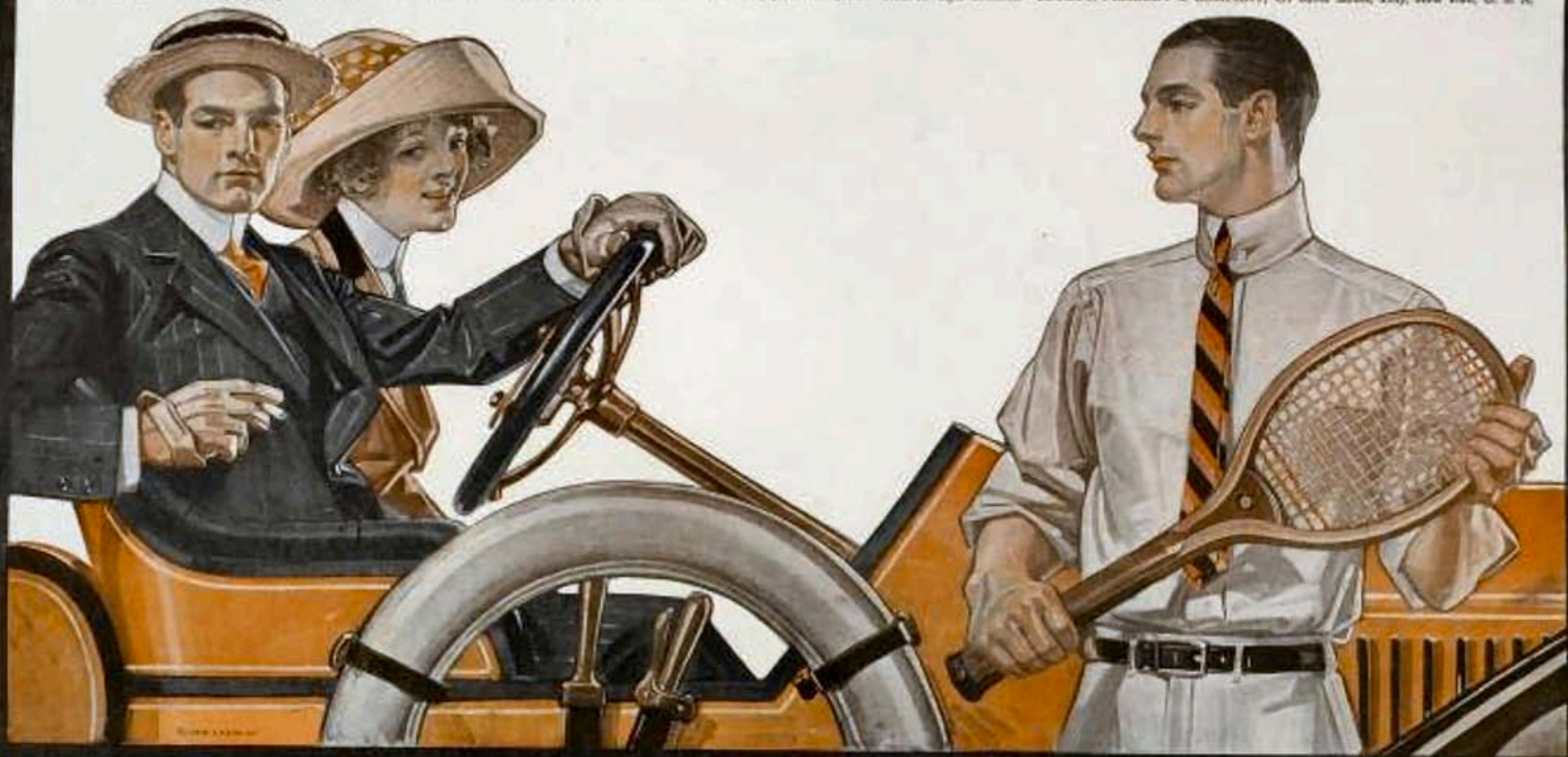
*\$1.50 to \$4.00*

\$1.25 and over in Canada.

CLUETT, McNEELY & COMPANY, 439 Park St., New York, N. Y. Sole Mfrs.

# ARROW COLLARS AND SHIRTS

fit each other, the man and the occasion, imparting to the dress an attractive and valuable air of *distinction*. ARROW COLLARS, 1 for 25 cents, \$1.30 a dozen. ARROW SHIRTS, \$1.50 and \$2.00. Send for style booklets. CLUETT, PEABODY & COMPANY, 417 50th Street, Troy, New York, U. S. A.





Simpson-Crawford Company  
REPRESENTING  
The House of Kuppenheimer  
Chicago



IVORY

IVORY

· I V O R Y S O A P ·  
· I T F L O A T S ·

**"THIS IS MY IDEA OF  
A CLEAN CUT TOWN  
AND BUSINESS SUIT"**  
*John Barrymore*

You have seen John Barrymore in "The Beloved Rogue." But you ought to see the Beloved Rogue in a 1917 model Spring suit. He knows clothes. We asked Mr. Barrymore to give us his ideas for a smart town and business suit for Spring. He said—"If I wished to be as smart as any man ever when I thought I might possibly be seen, I would like to look well dressed, but not dressed up. Conservatively accomplished."

And so, to these Barrymore ideals of good appearance, we created the Famous Fifties group of Sack Suits, single and double breasted models for Spring, 1917. — suits, which — as finished in every detail as Barrymore's set itself. Retailing at fifty dollars!

You can identify the Kuppenheimer Famous Fifties at Sack Suits by the Barrymore model has attached to the lapel buttonhole.

**Famous Fifties**

**"EVERY MAN SHOULD  
WANT A TOPCOAT  
LIKE THIS"**  
*Richard Barthelmess*

"What is that very nice word... and repeat?" we asked Richard Barthelmess, with a certain awe. For Mr. Barthelmess is a college man who knows a lot... from a college man's standpoint.

"Style," he replied. "It must have comfort and durability, too, and that without too much rigidity. But the first requisite is style."

So, from these specifications we created the Barthelmess Group of Topcoats for Spring, 1917 — what every man wants in a topcoat. No small part of the achievement made in the year. For this Group of Topcoats is a feature of the Kuppenheimer Famous Fifties for Spring, 1917 — individualized, well-made, sporty and yet topcoats retailing at fifty dollars.

You can identify the Famous Fifties group of topcoats at any Kuppenheimer store by the Barthelmess modification attached to the lapel buttonhole.

**Kuppenheimer**



Copyright, 1912 The House of Kuppenheimer

**T**ODAY, as in the past, Kuppenheimer Clothes mark the high tide of refinement and economy in men's wear.

Young men of eighteen to thirty years, good fellows who are still young at forty, older men and those in between, should not overlook the

pleasure of examining this season's offerings to be found in the stores of the more progressive merchants throughout the country.

The two English models as shown here are decidedly correct—other styles if you prefer them—an endless variety to select from.

Our book, *Styles for Men*, will be sent upon request

**THE HOUSE OF KUPPENHEIMER**  
CHICAGO

# Overland



## \$950

Completely Equipped, L. O. S. Toledo.  
With Electric Starter and Generator.  
\$1075, L. O. S. Toledo

**A** PROMINENT foreign automobile manufacturer was given the blue-prints and detailed specifications of the 1914 Overland and asked to figure out what the car could be sold for.

After considerable figuring and calculating he reported that if the model were manufactured in large lots of from one thousand to fifteen hundred cars a year, it could be sold for approximately \$1500.

Now note that he specified "1000 cars a year" as large lots. We make that many in a week! And there is the difference.

This man was an excellent manufacturer, but accustomed to doing business on, what we call, a small basis. Our idea of small business was his idea of big business.

Fifty thousand cars a year (our production) was beyond his limited conception.

When we told him we could market the car for \$950 he said it was a mechanical impossibility; inferred we were crazy.

A good many people are like this foreign manufacturer.

They cannot grasp what 50,000 cars a year means. They cannot understand the numerous and various manufacturing economies, which such an enormous production effects.

Yet if they will but compare the \$950 Overland with most any of the \$1200 to \$1400 cars they will be unable to find much material difference.

There are over 3000 Overland dealers. Look up the one in your town. Examine this car carefully.

Handsome 1914 catalogue and name of nearest dealer on request.

Please address Dept. 16

### The Willys-Overland Company, Toledo, Ohio

#### SPECIFICATIONS:

Electric head, side,  
tail and dash lights  
Storage battery

35 Horsepower motor  
114-inch wheelbase  
33x4 Q. D. tires

Stewart speedometer  
Mohair top, curtains  
and boot

Clear-vision rain-  
vision wind shield  
Electric horn

Manufacturers of the famous Overland Delivery Wagons, Garford and Willys-Utility Trucks. Full information on request