



All-wool's the thing

IT gives you more wear and satisfaction; it's the only fabric that stays stylish; that's enough for us; we use nothing else.

Many young men like the plain sacks; it takes master designing to make them look different; ours do—they look more stylish.



WELL O.C.T. 1915

ARROW

Donchester

DRESS SHIRTS

The bosom of a DONCHESTER SHIRT—like good manners—is never out of place. The lower end of the bosom, being free, slides over the trouser band, instead of buckling up and bulging out of the waistcoat opening.

\$1.50, \$2.00 and \$3.00

CLUETT, PEABODY & CO., Inc.

MAKERS TROY, N. Y.

BEER MODEL - GIMBEL'S



BEER MODEL - GIMBEL'S



366B-10 CALLOT EVENING GOWN



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ORTIZ



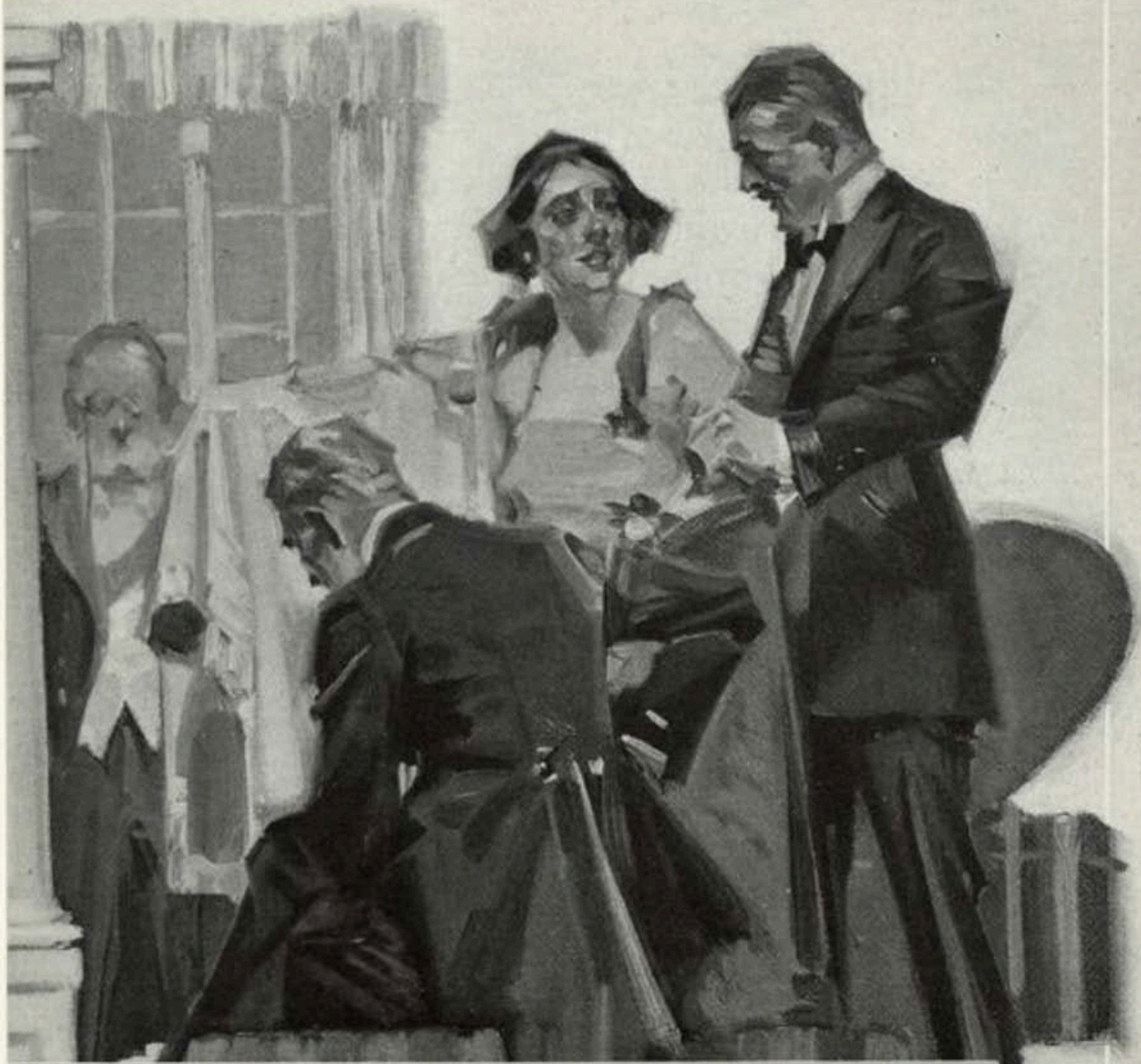
— DE MARTY

66-1912

LA CARESSE A LA ROSE

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Robe de dîner, de Dœuillet



Clothes for evening affairs

FULL DRESS some call them; the name isn't so important as to have such clothes perfect fitting and of the right quality.

You'll get, in our evening clothes—"full dress" or Tuxedo—all the latest and most sensible ideas in smart fashion; the finest fabrics woven; silk lined. Ask the merchant who sells our clothes about this.

COUTURIERS DESIGN FOR AFTER-

NOON AND EVENING, PLANNING

FOR EACH WITH IMPARTIAL SKILL



The greedy ermine collar on this black velvet evening gown decided if it couldn't be both cape collar and "choker," it wouldn't be either; so it stretched its tape to protect the shoulders and its "choker" to conceal the cors and its satisfaction to cover the situation. The pockets at each side are embroidered in deep shades of silk in various colours

Only recently have couturiers appreciated the sartorial possibilities of the monastic garb which, in its mundane form, is dubbed the chemise frock. Here also the coloured chiffon is embroidered in silk of the same shade, hung over abstinence coloured satin, edged with bands of bolinsky, and girdled with a most unmonastic silk and chiffon cord



With all the capriciousness of its youth and its modernity this wily black velvet evening gown fairly refused to have a long and stately train—but the wrathful ghosts of all the trains of long ago combined themselves into ethereal black tulle and trailed along behind the rhinestone shoulder crops and the velvet and rhinestone girdle, just as they used to do

Almost from time immemorial the black evening gown has trailed its train across the drawing-room of fashion. This black satin gown adheres strictly to the tradition of its ancestors and to the dogma of the slim silhouette. Black tulle over flesh-coloured tulle winds itself all the way up from the doubly pointed train to the jet frettle on the right shoulder



TC Nov 1915

Donchester — an
ARROW
 Evening SHIRT

THE MOST IMPORTANT REQUISITE OF A DRESS SHIRT IS GOOD APPEARANCE. A SHIRT THAT FITS BADLY AND THAT HAS A BOSOM WHICH CREASES AND BULGES CANNOT BE CALLED A DRESS SHIRT. THE "DONCHESTER" HAS A PATENT BOSOM WHICH IS ATTACHED TO THE SHIRT IN SUCH A WAY THAT IT ALWAYS REMAINS FLAT, IMMACULATE, AND IN ITS PLACE

CLUETT, PEABODY & CO., Inc., MAKERS

\$1.50, \$2.00 AND \$3.00

ESTABLISHED EVENING WEAR - 1915

DOUBLE-BREASTED FROCK COAT (2101-6). An appropriate garment for church or semi-dress occasions or for street wear after mid-day. Made of soft cheviot, vicuna or diagonal worsted, black or gray; silk-faced, serge or silk-lined with vest to match, and trousers usually of different material, quiet in tone.



21014-19

TUXEDO (2105-13), of vicuna fabrics, silk- or satin-faced. For wear during the warm weather, and appropriate for informal occasions at all seasons of the year.



2101-4

FULL DRESS COAT, of dress worsted or the more popular soft-faced vicuna; coat with silk or satin facing; vest and trousers plain or braided. White Dress Vests, double- and single-breasted. Dress shirts, ties and bows, silk half-hose.

2101	Coat	\$20 00-36 00
2102	Vest	4 50- 9 00
2103	Trousers	9 50-13 50

Inverness Coats of black cheviots and vicuna, in light and heavy weights, lined with satin or wool, with or without sleeves, and intended mainly for wear over evening dress.

2104	Each	\$32 00-45 00
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2105-13

2105	Men's Coat	\$22 00-28 50
2106	Men's Vest	6 00- 7 50
2107	Men's Trousers	10 50-13 50
2108	Young Men's Coat	18 00-24 00
2109	Young Men's Vest	5 00- 7 00
21010	Young Men's Trousers	9 50-11 50
21011	Boys' Coat	15 00-17 50
21012	Boys' Vest	4 00
21013	Boys' Trousers	7 50- 8 50

21014	Men's Coats and Vests	\$22 00-45 00
21015	Young Men's Coats and Vests	20 00-36 00
Also Double- or Single-Breasted Fancy Vests of cloth, Marseilles, etc.		
21016	Each	3 00-9 50
Extra Trousers of worsted or cheviot.		
21017	Men's	6 00-12 00
21018	Young Men's	5 00-11 00
21019	Boys'	4 00- 6 50



21020-21

CUTAWAY OR ENGLISH WALKING COAT, of black or gray, mixed cheviot, vicuna or worsted, with vest to match, and trousers of different goods, or for ordinary business wear, of the same material throughout. Also entire suit of fancy Scotch goods, cut with full skirts and convenient for travelling and morning wear.

21020	Men's Suits	\$20 00-45 00
21021	Young Men's Suits	16 00-35 00

Draped Gowns and Newest Neck Fixings



6561

6561—LADIES' AND MISSES' COLLARS AND CHEMISETTES. The Pattern Includes Five Collars. Collar No. 1 Rolled High or Low. No. 2 Standing Collar with Flaring Points, to be Made with or without the Chemisette and Rolled in Two Styles. No. 3 The Fashionable "Chin" Collar, Cut Circular and Suitable for Velvet or Fur. No. 4 Standing Collar with Square Tabs at Sides and Back, and Pleated Jabot in Front. No. 5 Standing Collar with High Flaring Section in Graduated Depth. Sizes small, medium and large. For the medium size No. 1 requires $\frac{3}{4}$ yard; No. 2, $\frac{3}{4}$ yard; No. 3, $\frac{3}{4}$ yard; No. 4, $\frac{3}{4}$ yard; No. 5, $\frac{3}{4}$ yard, each of 27-inch material. Price, 10 cents.

Embroidery 11339; transfer pattern, 15 cents.
Embroidery 11904; transfer pattern, 10 cents.
Embroidery 12073; transfer pattern, containing 3 designs, 15 cents.
Embroidery 11904; transfer pattern, 10 cents.



around lower edge of outer skirt with closed front, about $3\frac{1}{2}$ yards. Sizes 22, 24, 26, 28, 30, 32 and 34 waist. Price, 15 cents.

6562 and 6185 as illustrated, in the medium size, require $2\frac{1}{2}$ yards 36-inch material for outer waist, short puff sleeves and underbody; 3 yards 36-inch for tunic; $1\frac{1}{4}$ yard 36-inch lining for upper part of gown; $\frac{1}{2}$ yard 36-inch lace for lower part of gown; $\frac{1}{2}$ yard 7-inch lace and $2\frac{1}{4}$ yards fur to trim.

6166—LADIES' BLOUSE. Underbody with High, Square or Round Neck. Long or Elbow Shirred Sleeves, or Short Puff Sleeves. Underbody May be Finished with Surplus Waist Gathered at Shoulders, or with Bristles. Sizes 34, 36, 38, 40, 42 and 44 bust. Price, 15 cents.

6529—LADIES' DRAPED SKIRT. High Waistline. Two-Piece Foundation Closed at Left Side Seam; Front Gore Slightly Gathered at Top. The One-Piece Tunic May be Closed at Center-Front and is Perforated for Open Front. Width around lower edge of foundation about 2 $\frac{1}{2}$ yards; width of tunic about $1\frac{1}{4}$ yard. Sizes 22, 24, 26, 28 and 30 waist. Price, 15 cents.

6466 and 6529 as illustrated, in medium size, require 4 yards 36-inch satin for foundation gown, underbody and girde; 3 yards 40-inch chiffon for bretelles, sleeves and tunic; $1\frac{1}{4}$ yard 9-inch lace.

Beading 12136; transfer pattern of 1 large and 14 small motifs, 15 cents.

6531—LADIES' DRAPED TUNIC SKIRT. High Waistline. Skirt is Built on a Three-Piece Foundation Lengthened by a Straight, One-Piece Gathered Flounce. Fullness in Tunic is Pleated in at Waist; Front and Back Edges Meet at Center-Front and Center-Back, or Made with a Seam; Perforated for Open Front and Back. Width around lower edge of lower flounce about 3 yards; upper flounce about $2\frac{1}{2}$ yards; width of tunic with closed front about $5\frac{1}{4}$ yards. Sizes 22, 24, 26, 28 and 30 waist. Price, 15 cents.

6466 and 6531 as illustrated, in medium size, require 6 yards 27-inch satin for tunic, underbody and girde; $1\frac{1}{4}$ yard 27-inch chiffon; $5\frac{1}{4}$ yards 33-inch lace flouncing; $1\frac{1}{4}$ yard 9-inch lace to trim.

DESCRIPTION OF COSTUME ON FRONT COVER

6510—LADIES' CORSAJE. Set-In Shield with Collar in Two Styles; Long One-Piece Sleeves Perforated for Shorter Length with Turn-Back Cuffs; Attached Four-Piece Skirt with Slightly Raised Waistline. Width around lower edge about 2 $\frac{1}{2}$ yards. Sizes 34, 36, 38, 40, 42, 44, 46 and 48 bust. Size 36 requires $4\frac{1}{4}$ yards 44-inch material. Price, 15 cents.

Embroidery 11800; transfer pattern in yellow only, of two different borders, 1 and $1\frac{1}{4}$ inch wide, and 2 motifs 2 and $4\frac{1}{2}$ inches high, 15 cents.



6565

6565—LADIES' AND MISSES' COLLARS AND CHEMISETTES. The High "Chin" Collar Shown in View No. 1 Attached to a Tucked Chemisette and Closing at Left Side. Flaring Collar No. 2 Finished with a Ribbon Bow and Jabot. Collar No. 3 with Chemisette Front Which May be Rolled High or Low. Collar No. 4 Closed at Center-Back, the Upper Back Edge in Two Styles. Sailor Collar No. 5 and Large Revers Cut in One Piece. Standing Collar No. 6 with Pointed Tabs at Sides and Back and with Double Revers. Sizes small, medium and large. For the medium size No. 1 requires 1 yard; No. 2, $\frac{3}{4}$ yard; No. 3, $\frac{3}{4}$ yard; No. 4, $\frac{3}{4}$ yard; No. 5, $\frac{3}{4}$ yard; No. 6, $\frac{3}{4}$ yard, each of 27-inch material. Price, 10 cents.

Embroidery 12047; transfer pattern, 10 cents.
Embroidery 12175; transfer pattern of rambler rose sprays, 10 cents.
Embroidery 11741; transfer pattern containing 60 sprays, 15 cents.
Embroidery 11339; transfer pattern, 15 cents.





EVENING CLOTHES

AN IMPORTANT FEATURE OF A MAN'S WARDROBE. THEY MUST BE PERFECTLY TAILORED AND RICHLY LINED, SO AS TO RETAIN THEIR STYLE AND APPEARANCE

Costume - Evening wear - 1912

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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.

EVENING GOWN 1915

3490-11





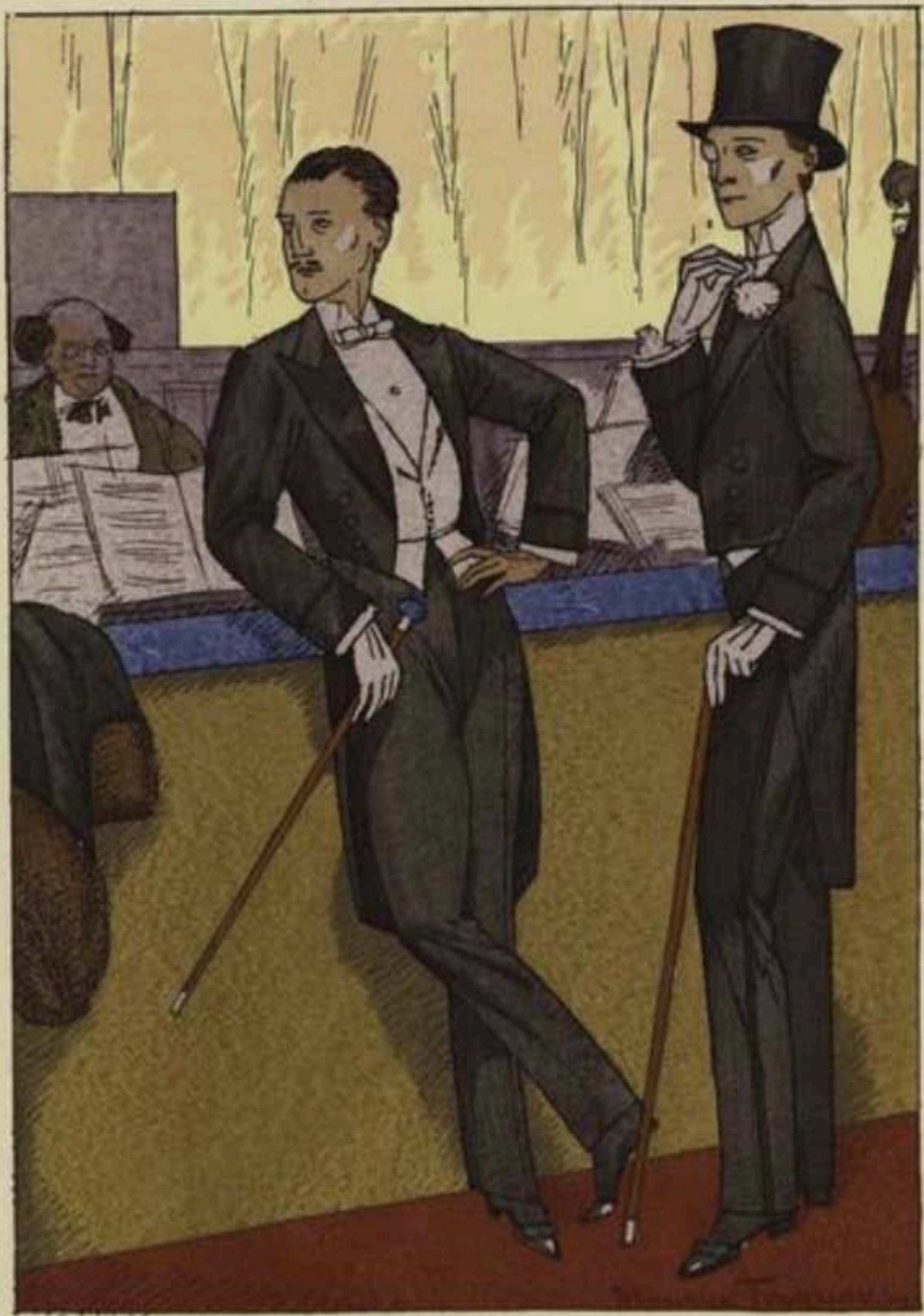
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FULL dress clothes for spring are more graceful than ever; the coats are made with softer fronts; the waistline is a little more defined; waistcoats are made to show more shirt bosom than formerly. Ask your clothier to show you a full dress or Tuxedo suit at \$35 or more.

FLOOR
GIMBEL EVE'S
GOWN





Habilles par Barclay.

Gen 1919

Costume - Evening wear - 1919



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HERE is Fashion's latest decree in Full Dress and Tuxedo. Note their individuality and exceptional style. There is nothing newer or better made.

Costume - Evening Wear - 1912



The Long Evening Coat

Drawings by Anna May Cooper

The fitted coat shown above is an excellent example of the good lines to be obtained by the use of a good line, as becoming to most figures. For general wear a smooth-finished crepe, or serge, or flannel, blue or gray, would be practical, but for dress occasions broadcloth or corded silk in one of the lighter colors would be more satisfactory. No patterns can be supplied for this coat, but other coat patterns will aid in making it.

White broadcloth was used for the long coat shown above. Heavy white lace-over yellow silk, outlined by strips of the cloth, made the collar and gave a pretty touch of color. It is fastened with white braided buttons. No patterns can be supplied for this coat, but it may easily be duplicated. It is to be gathered, with a seam under the strips in both front and back.

Woolen-broad cloth makes the most fitted coat shown above a good utility garment. Made of good material and machine-stitched, trimming is not necessary, though the collar and cuffs may be of velvet if desired. No patterns can be supplied for this coat, which is without seams in the front, being fitted by the under-arm and center-back seams.

3428—Tan-colored broadcloth and golden-brown velvet were effectively combined in making this costume coat for evening wear. If made in a darker color it would be equally suitable for semi-general use. Patterns (No. 3428) for this coat, with a broad collar, come in six sizes: 34 to 44 inches bust measure. Trim requires four yards and a half of 18-inch material.

For a young girl's evening wear the Prince's cape and hood is always pretty. No patterns can be supplied for the one shown here, as it is the regular circular cape, having the silk cord trimming applied to give a nice effect. Light tan, old rose or cream-colored broadcloth, with silk or moiré, and white ribbons, are good color combinations.

3424—As an evening coat, and one which may also be worn during day, this coat can hardly be improved. It is made of silk, with generously proportioned sleeves, making it easy to slip into, and the high fitted collar is an advantage if one does not wear hair. Make the coat of broadcloth, or of any woven material with a smooth finish. Patterns (No. 3424) come in six sizes: 22 to 42 inches bust measure. Trim requires four yards and a half of 18-inch material.



PATTERNS (including Guide-Chart) for the numbered designs shown on this page can be supplied at fifteen cents for each number, post free. The amount of material required for the various sizes is printed on the pattern envelope. Order from your nearest dealer in patterns; or by mail, giving number of pattern and bust measure, and enclosing the price to the Fashion Bureau, The Ladies Home Journal, Philadelphia.



COLES PHILLIPS

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#7929(1912)

Costume. - Evening wear - 1912

PHILIP



Costume - Evening wear - 1919.

SP 1919
American

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A. Y. PUBLISHERS

Whitney



W

1912, American cat., Whitney Skirt Co., N.Y., 1912

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Costume-Evening Wear-1912



What's correct?

DO you know what's right in evening dress or the Tuxedo? Probably not; you don't need to. Our dress clothes are correct in every detail: style, fabrics, silk linings, and all.



Costume - Eveningwear - 1918 - ©1918 B. Kuppenheimer, Chicago

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Costume - Evening wear - 1915

Worcester
258 216TH AVENUE
NEW YORK



1915, Fernand Léger

In the Park

302

DESIGNS shown in this magazine as a rule will last and please their wearers for several seasons. Everything we show is so intensely practical as well as exquisitely new and beautiful.



8035D

8037D

8039D

FIG. 8035D. Open coat of broadened velvet on an immense loop and trimmed with spiral bands of pomegranate, berries, almond collar and cuffs of fur. Material required: 2 1/2 yards 48 inches wide.

FIG. 8037D. Evening wrap of game velvet bordered with metallic brocade about the entire hem and the kimono sleeves; heavy cord and fur at armholes; collar and cuffs of ermine. Material required: 2 yards 48 inches wide, 1 1/2 yards 36 inches wide.

FIG. 8039D. Evening wrap of metallic crepe fastened with matching gloves bordered with fur to match the evening hem and the collar; fur cuffs of ermine-imitation. Material required: 2 1/2 yards 48 inches wide.



PAQUIR "BACCHANTE" GOWN

3668-8

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THE personality of Kuppenheimer Clothes is hard to describe, but easy to appreciate; it's exceptionally well evidenced in this illustration.

YOU'LL find the same distinctive style-character in every garment we make; and the pure wool fabrics and masterly tailoring insure permanence in service to the last.

You'd better see them; now being displayed by clothiers everywhere. Send for the book, "Styles for Men."

THE HOUSE OF KUPPENHEIMER
CHICAGO

Society Brand Clothes

FOR YOUNG MEN AND MEN WHO STAY YOUNG

At church, in society, in business, everywhere—Society Brand Clothes. They are authoritative in style and proportioned to fit all types of men without tedious measurements and fittings.

For your guide and safeguard rely on the Society Brand label. It is the pledge of the makers.

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

*Invariably correct for all ages.
Society Brand Clothes typify the
modern trend toward youthfulness,
in business, in thought
and in dress.*



G. L. D. & C.

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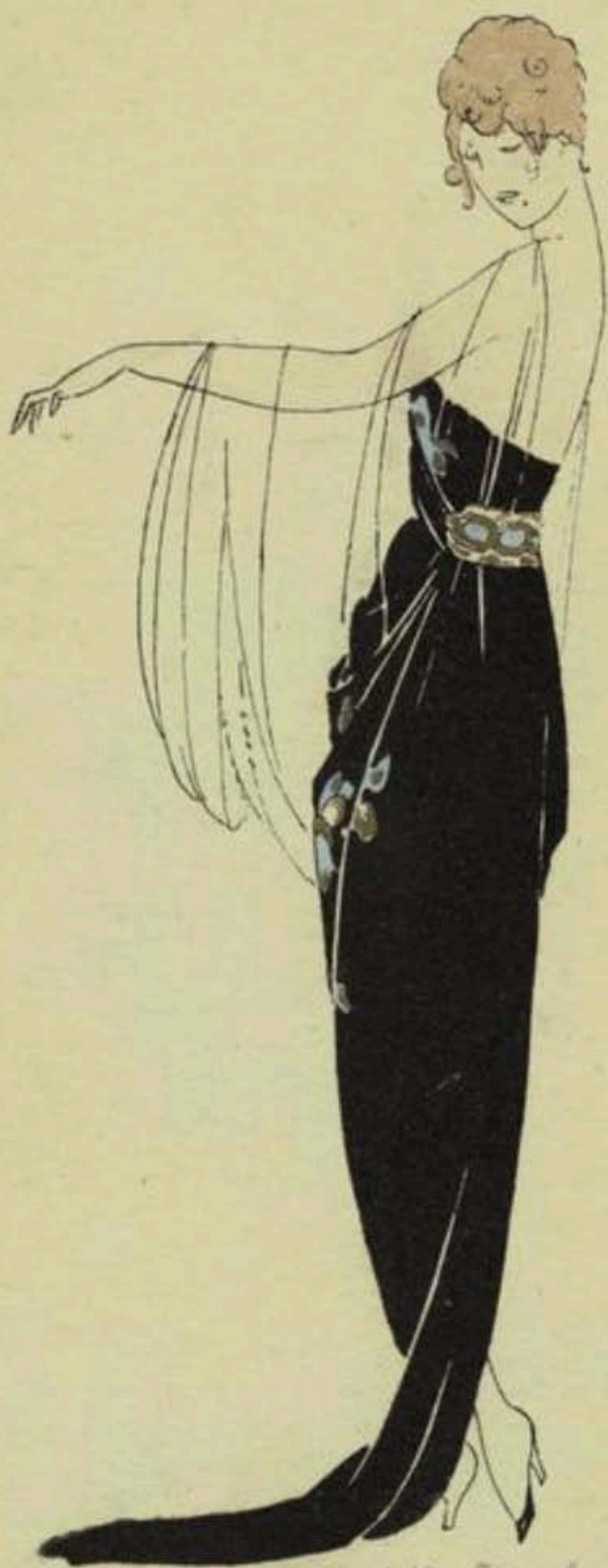


Starz B. Kuppenheimer & Co., Chicago
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THERE are times when a Prince Albert or a Cutaway is essential. Be sure to have them right by selecting garments as illustrated above. They are correct to the very moment.

Costume-Evening Wear - 1912

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1919, French
GU No. 1919

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Costume-Evening wear-1919



FIG. 37

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AMERICA

58

Costume - Evening wear - 1912



FIG. 26

#5200, 1912
America

40

Costume - Evening Wear - 1912



9

246-15

FIG. 6

*5300, 1912

America

Costume - Evening wear - 1912



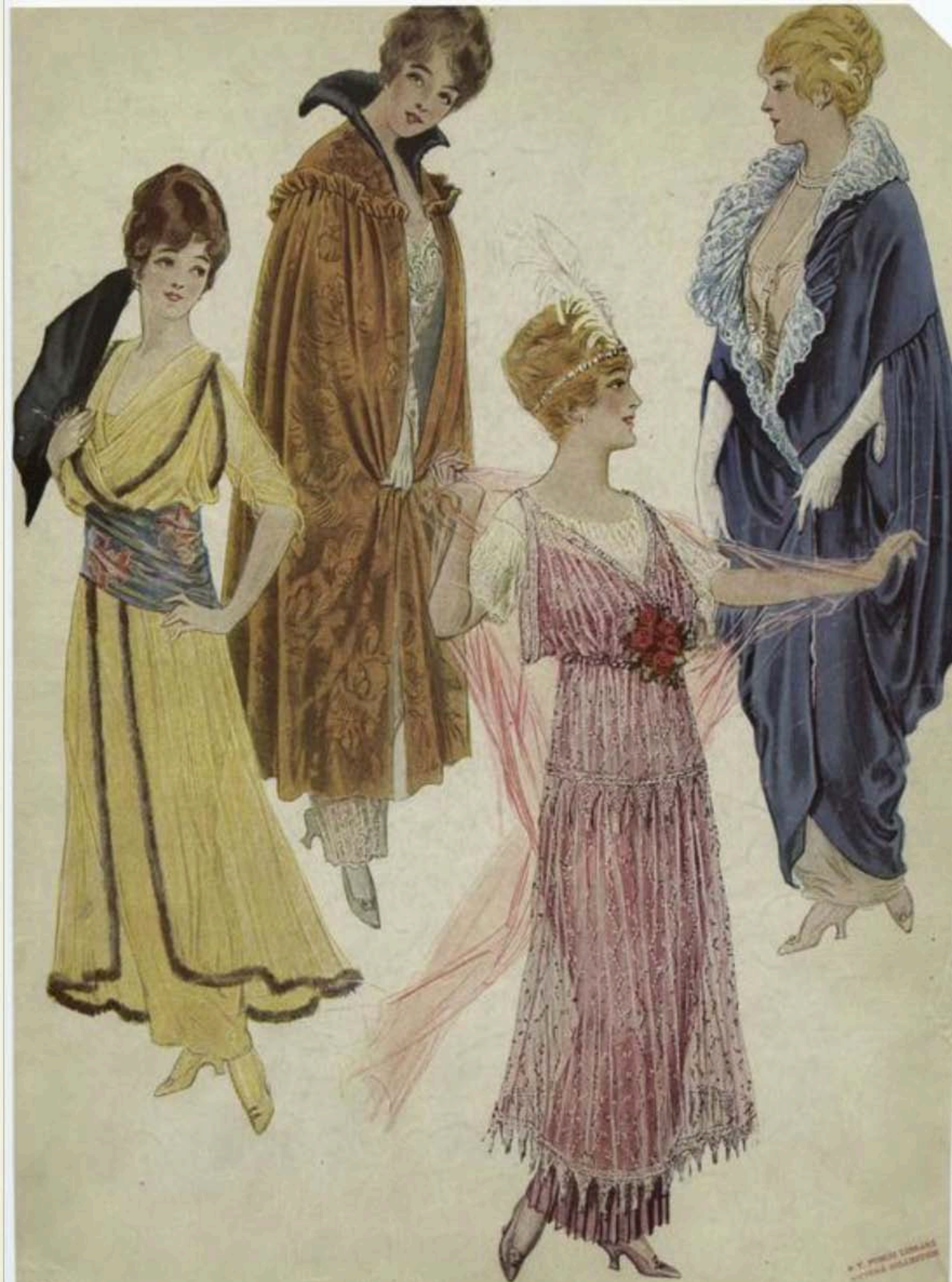
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FIG. 3

" 5200, 1912

America

Costume - Evening wear - 1910





50

(b)

FIG. 38

45300, 1912
AMERICA

Costume - Evening wear - 1912