

THE SPRING BOOK OF B. KUPPENHEIMER & CO.

Illustrating a new century of clothing—radically different from the old—and incidentally depicting the more striking changes in men's wear during the past one hundred years.



B·KUPPENHEIMER
&·COMPANY·MAN
UFACTURERS·OF
FINE·CLOTHING
CORNER·JACKSON
BOULEVARD·AND
FRANKLIN·STRE
ET·CHICAGO·ILLI
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SPRING BOOK

B. Kuppenheimer & Co.

MANUFACTURERS OF

Fine Clothing.

S.W. COR. JACKSON & FRANKLIN STS.



Chicago,

Nov. 23, 1899.

Librarian, Cornell University,

Itaca ~~Utica~~, N. Y.

Dear Sir:-

We have sent you by express prepaid a copy of our "Spring Book," which we trust will find a place in your Reference room because of its value historically and technically.

Yours very truly,

MR. DEALER:

Wouldn't you rather have our guaranteed clothing in stock, should a man ask for it, than sell him a less satisfactory sort?

ALBERT CLOTH—An all wool reversible material, the two sides of which are of different colors, each side finished so that no lining is required; used chiefly for overcoats.

ALPACA—A thin, shiny, double fold fabric, with a fine cotton warp; made from the curly hair of an animal of the camel tribe, found in South America.

ARMURE—A cloth woven in miniature imitation of feudal metal armor plates.

ASTRAKHAN—A woolen or silk material with a long and closely curled pile in imitation of the fur.

BEAVER—Similar to but with longer nap than Kersey; soft thick nap inside.

SPRING BOOK

*Illustrating a new century
of clothing - radically dif-
ferent from the old ❧ ❧*

M · D · C · C · C · C
B · KUPPENHEIMER & CO.
C · H · I · C · A · G · O

THIS book is an attempt to show fabrics and fashions for the coming spring. We say an attempt because nothing else can show stuffs or styles so well as finished garments.

We were the first makers of fine goods to “swatch” goods—and our assortments have exhibited the best taste and the best values from the beginning—no doubt about it. If any sample or picture in this book interests you sufficiently to cause you to send for a sample garment we are willing to reckon the cost of this book a pretty good investment.

That is the only way to know our clothes—the performance, not the promise. They more than fulfill expectations.

We want you to compare our clothes with other makes—cut for cut, cloth for cloth, pattern for pattern, trimming for trimming, lining for lining, insides for insides, making for making, price for price—detail for detail, ensemble for ensemble. We pay express charges both ways if you don’t buy.

But you will buy. No matter with what make you compare, no better made in all America. No other clothing as good as ours (if there is any) or not—wish there was more like it—has such a guarantee or has any guarantee at all.

That guarantee of ours is unique. Nothing like it. Some of our brightest dealers are growing under its help as they never grew before. They make great use of it. People buy with a new confidence when they know of it—know they can bring back, exchange, or get their money back for any fault—they know it’s safe clothing to buy, they know they are safe.

Of course you want your customers to feel safe and of course we want your trade. Shall we send you sample suits?—our expense, remember.

Period
about

1775



*Richard
(Beau)
Nash*

"KING OF THE PUMP ROOMS AT BATH."

b 1675—d 1761

"A dandy is a clothes-
wearing man—a man
whose trade, office and
existence consist in
the wearing of clothes."

—CARLYLE.

MR. DEALER:

The man who sells our clothing will have more customers and better customers than he who does not.

BEDFORD CORD—A close woven woolen cloth, having a raised corded surface, similar to cotton pique.

BOUCLE—A loosely woven fabric with a curly hairy surface.

BOX COAT—A short loose-fitting topcoat; a coachman's driving coat.

BOXCLOTH—Similar to Pilot cloth, thick and fulled, with Kersey face.

BRILLIANTINE—See Mohair.

BROADCLOTH—A very fine woolen cloth with a glossy finished surface.

CAMELSHAIR—Similar to Cheviot; extremely soft and silky.

Period
about

1800



"All of which ornaments set off this young fellow's figure to such advantage that you would hesitate to say which character in life he most resembled, and whether he was a boxer *en goguette* or a coachman in his gala suit."
—THACKERAY

MR. DEALER:

We expect to spend some money telling your customers that you or some other dealer sells our guaranteed clothing.

Who shall it be—you or the other fellow?

CASSIMERE—A general term for all-wool cloths, woven either plain or twilled, coarse or fine of "woolen" yarn. The pattern is always woven in plain and distinct and the cloth is never napped.

CASTOR BEAVER—A heavy, milled, face-finished, all-wool cloth, not quite as heavy as ordinary beavercloth.

CHESTERFIELD—A single breasted fly front overcoat, of medium length, plain back; also an English walking frock coat for stout men, made with four buttons, the top one only used.

CHEVIOT—A twill-woven, rough-finished woolen cloth.



NO. 1. THE NEW BOWDOIN SACK SUIT

About the nobbiest that you will see this season.

Class A: Suits

The suits in this class cannot be appreciated until they have been seen. They must be seen.

We can show but three samples—lots 1, 2 and 3—sufficient to show the goodness of materials which are the product of a big western mill. Obviously we cannot give its name—we control three-fourths of its yearly output.

These are fine 16-ounce cassimeres (not rough cheviots) of pure, long staple wool, free from shoddy and flocks.

We look after the tailoring as carefully as our more expensive styles. The linings and all the “fixings” are thoroughly dependable. Silk sewn throughout.

Stouts and longs at a slight advance.

We send sample suits anywhere for more business.

See fabrics 1, 2 and 3.

Linings, pocketings, buttons, sewing silk, bindings, interlinings—we couldn't afford to have them not as good as the rest of it; cloth, style and tailoring.

That guarantee covers every point, skips none.

SPRING BOOK · MDCCC

This Garment Guaranteed by the Makers
B. KUPPENHEIMER & CO.
CHICAGO.

Mr. _____

Date _____

Lot I
Class A

The swatch shows a very good piece of goods—but not the making, the finish, the style, the fit, the value.

Lot 2
Class A

What would a tailor get for such cloth made to measure, fit and please no better?

This Garment Guaranteed by the Makers
B. KUPPENHEIMER & CO.
CHICAGO.

Mr. _____

Date _____

This Garment Guaranteed by the Makers
B. KUPPENHEIMER & CO.
CHICAGO.

Mr. _____

Date _____

Lot 3
Class A

Quality, style, making, fit, price, this will suit—you and your trade. A safe order.

WE'VE been talking much of a guarantee. What do we mean?

What we do mean is—we warrant our clothing in every way that clothing may be warranted; not emptily, but with a sense of responsibility.

Few “guarantees” have that sense of responsibility behind their utterance.

First, we guarantee the cloths. We know the cloths we buy are right, and do for the mills what we don't ask you to do for us—guarantee another's product. You are the go-between—tell of the guarantee and sell—we make good all claims, not you. You gain directly—we are satisfied to gain indirectly.

Second, we guarantee the styles. Our designers are famous. You can always be sure the line is right.

Third, we guarantee the making and fit. This, perhaps, is the most important guarantee. All the work is done under personal supervision of the members of the firm—in clean, well-lighted, cheerful, healthful workrooms by bright, contented, skilful work people. No sweatshop work, no human oppression and misery, no diseases. Every part of the manufacture is carried out as experience has demonstrated is the best way to do it. The least expensive garment is made as carefully as the higher priced. Cheap merchant tailors would go bankrupt if they gave as much attention to details and finish as we give our cheapest productions. We've been doing conscientious manufacturing for more than a quarter of a century and mean to as long as we are in business.

That is what our guarantee means in detail. This is what it means in effect—you take no risk at all, simply sell the goods, please your customer and pocket the profits. We do the taking back, exchanging, refunding, through you. It's our loss, not yours, but your gain.

Don't you want to do business that way?

MR. DEALER:

If none of our salesmen have called on you, we want to know why.

If one does call, but doesn't get your order, we want to know why.

CHINCHILLA—A thick, heavy, double woven fabric with a long napped surface rolled up into little tufts in imitation of Chinchilla fur.

CORDUROY—A thick cotton pile material, corded or ribbed on the surface.

CORKSCREW WORSTED—So called from its fancied resemblance to the twists of the corkscrew.

COVERT—A twill woven woolen cloth, sometimes with fulled face, sometimes sheared to imitate whipcord.

COWES—See Tuxedo.

CRASH—A strong coarse linen cloth.

CREPE—An all-wool cloth of irregular weave.

Period
about

1804



"Desultory, however,
as my illustrations
are, and of varied
character, as the
title page imports,
there may yet be
something in them
to please a diversity
of tastes."

—BATES.

MR. DEALER:

We look out for your customers before we look out for you.

Does any other maker do as much?

We guarantee—you take no risk at all.

CUTAWAY (FROCK)—A single breasted frock coat with Prince Albert back; the skirts of which are cut away in front from waist line to bottom of skirts behind.

DIAGONAL—A worsted cloth with prominent ridges.

DINNER JACKET—See Tuxedo.

DOESKIN—A compact twilled woolen, soft and pliable.

DRAP D' ALMA—A fine, close, flat ribbed twilled fabric of wool, or silk and wool, finished on but one side.

DRAP D' ETE—A fine light worsted fabric, woven in longitudinal cords.

DUCK—A sort of fine firm canvas.

In Passing

We are known to the trade as makers of high grade garments. No question about the elegance of our products—a quarter-century's enviable reputation rests on that. The bulk of our production has been going to the largest houses in the largest cities.

But we want particular men in the smaller towns to know our clothing as favorably as their metropolitan brethren. They are getting to. Hence our guarantee. No dealer need lose a single sale if he understands our guarantee—and permits his customer to understand it.

The selections in this book are but a few things—from our less expensive lines, (with exception of class F, which we do seem to slight in the matter of swatches).

These are all unusual values—priced far below what they should bring.

But our point is this: *as a matter of fact we have more styles at from \$10 to \$18 than any other house in the land.* And we want you to know how very good these lines are.

We send sample garments anywhere for more business.



No. 7. THE NEW EPSOM TOPCOAT

Note the swagger box back.

Flannel Outing Suits

We do not show samples in this book—only a picture that really means little—we want you to write.

There are grades and grades in summer clothing. Hence we want you to know ours, *as we make it.*

Soft all-wool Scotch flannels,
Also
Fine firm fast color serges,
Stout cool crashes,
And every other good hot weather stuff.

We make with the greatest of care—the dressy summer man is the most particular of men. We want his trade; can't afford any shortcomings of fashion, fabric or making; and the guarantee label is an insurance policy.

We send sample garments anywhere for more business.



No. 9. THE NEW BREAKWATER SUMMER SUIT
Of fine soft all-wool Scotch flannels.

No dealer need lose a single sale if he understands our guarantee and sees to it that his customer understands it.

HOW many manufacturers can afford to guarantee their clothing? More say so than do; more than should. And it is safe to say those who don't, can't.

If our clothing wasn't so well made—so much better than ordinary ready-made or cheap made to order—we couldn't guarantee, either. It wouldn't be honest.

No other clothing in the world so free from fault of fashion, fabric, fit or finish; none more likely to please the most fastidious dressers; none appealing more strongly to close, economical purchasers. Our name alone is a warranty of excellence—known for over a quarter of a century for undeviating high standards and superior manufacture.

All garments sewed with silk.
All pockets and other vulnerable points strongly stayed.
All buttons firmly fastened.
Collars and lapels stitched by hand.

Buttonholes hand-made.
All interlining thoroughly made.
Where silk linings are employed, guaranteed pure dye Spital-fields silks that will give two season's wear.

We repeat this from our 1899-1900 "overcoat book"—it means something:

"B. KUPPENHEIMER & CO. give employment to about twenty-five hundred of the best of the craft, to the *utter exclusion of sweat-shop or child labor*; for, be it borne in mind, every part of a KUPPENHEIMER garment, the seen and the unseen, must be honest and cleanly made. Moreover, we do not employ promiscuous labor. Our tailors are employed by us only, and are under strict discipline. The high standard of KUPPENHEIMER clothing is constantly kept before them by precept and example. A majority of them have been in our employ for years, and new recruits are promoted as vacancies occur, which accounts for the uniformity of our clothing. There is no risk of a good garment this season and a disappointment the season following."

MR. DEALER:

We are satisfied to guarantee, exchange, refund.

You have nothing to say about it.

Only—please your customer.

ELYSIAN—Overcoat cloth something like but rougher than Chinchilla, straight hair.

ESTAMENE—Similar to Serge, but having a rough nappy face.

ETAMINE—A light woolen cloth similar to Batiste and Nun's Cloth.

FARMER SATIN—A lining of cotton chain and wool filling, finished with a high lustre. Also called Italian cloth.

FILLING—The woof or weft threads of a woven fabric.

FLANNEL—A soft light-weight woolen fabric of which the yarn is but slightly twisted.

FRIEZE—A heavy, shaggy, curled nap woolen cloth.



Class B: Suits

Of the assortment we show but three samples—lots 4, 5 and 6—all superior fabrics, well known to the trade.

The tailoring is of the very best character, making suits such as usually fetch about twenty-five per cent higher, even in decidedly inferior makes.

The lining is fine English Beatrice Serge, and in every respect these suits are absolutely trustworthy.

They will be excellent value to retail at \$12.50.

Stouts and longs at a slight advance.

We send sample suits anywhere for more business.

See fabrics 4, 5 and 6.

No. 2. THE NEW MILITARY SACK SUIT

Notice the jaunty and quite martial cut of the coat

“Made by hand” is a pretty sophistry to use for advertising purposes, but “MADE BY KUPPENHEIMER” when it comes down to reality is in nine cases out of ten better than the ordinary custom-made article costing twice as much. As large manufacturers we also have a great advantage in that we can afford to secure the services of the very best designers and cutters, and there are no better men in the world in these particular branches than are in our employ.

SPRING BOOK · M D C C C C

This Garment Guaranteed by the Makers
B. KUPPENHEIMER & CO.
CHICAGO.

Mr. _____

Date _____

Lot 4
Class B

Particular men, dressy, clothes-wise, will like as not choose this. No disappointment in fabric, fashion, fit or finish.

Lot 5
Class B

Fine looking, fine wearing.
Not a cloth to make a mistake in.

This Garment Guaranteed by the Makers
B. KUPPENHEIMER & CO.
CHICAGO.

Mr. _____

Date _____

Lot 6
Class B

Fine enough for dress-up, sturdy enough for hardest wear—all around satisfaction in it.

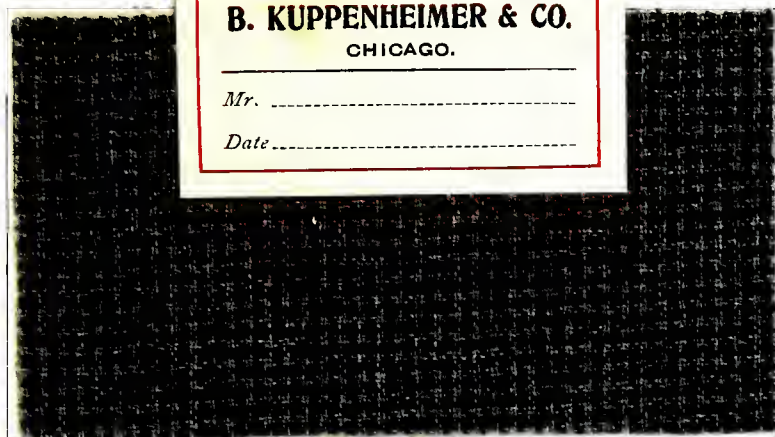
This Garment Guaranteed by the Makers
B. KUPPENHEIMER & CO.
CHICAGO.

Mr. _____

Date _____

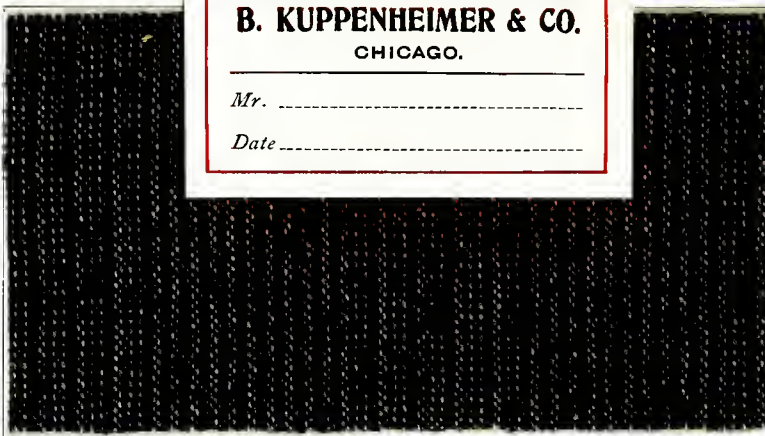
SUPPLEMENT TO CLASS B

THE quality of the cloths comprised in assortment B is so high and the variety so good that we cannot rest satisfied with showing but three swatches in the book. Here are three more. There are eleven styles of this particular cloth and many others at the same price. Note carefully how very good they

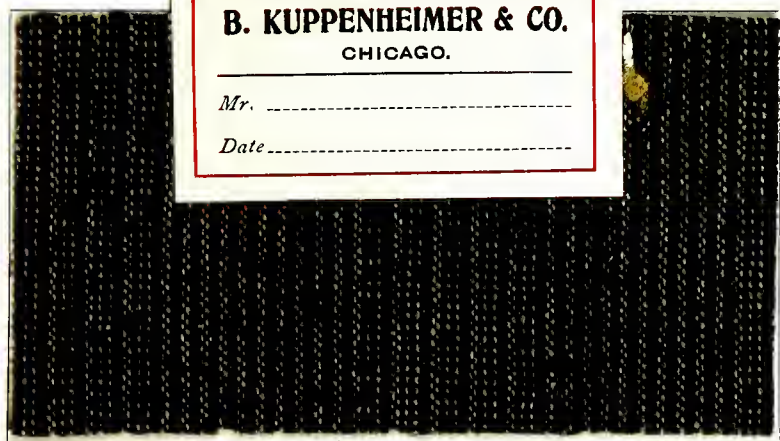


CLASS B—LOT 4 X

are. Not a speck of shoddy or flocks—pure wool, hard wearing, of particularly neat styles. They are the best value we have ever offered at



CLASS B—LOT 5 X



CLASS B—LOT 6 X

any price. If we had the cloths to buy now we couldn't offer them under 25% to 33⅓% advance—and even yet prices haven't stopped going up. It is best to order at once.

B. KUPPENHEIMER & CO., Chicago

Period
about

1810



*George
(Beau)
Brummel*

b 1778—d 1840

“His chief aim was to avoid anything marked; one of his aphorisms being, that the severest mortification a gentleman could incur, was, to attract observation in the street by his outward appearance.”

—CAPTAIN JESSE

MR. DEALER:

Is your store good enough for our clothing?

Even the worst store is too good for the poorest makes.

FROCK—Properly the Prince Albert coat ; also the three button cutaway.

FRONT FALLS—Trousers, not made with a single fly opening, but with a wide front flap, buttoning on both sides.

FULL DRESS—Black “clawhammer” coat, low cut vest and trousers to match.

FULLED—Made thicker and more compact by shrinking.

FUR BEAVER—A long napped cloth imitating fur.

GOLF COAT—A red flannel coat for Golf playing ; single breasted sack style.

HAIRCLOTH—A lining woven of horsehair.

HERRINGBONE—A fishbone woven cloth.

Class C: Topcoats

The three samples—lots 7, 8 and 9—fairly well illustrate an unmatched and unmatchable line of spring topcoats.

They are excellent pure wool double twist covert and whipcords, splendidly tailored, and intended to retail for about \$12. The best Princess Serge lining is used, and all the trimmings and “fixings” are first-class.

We make and sell more overcoats and better overcoats than any other house in America.

We send sample coats anywhere for more business.

See fabrics 7, 8 and 9.

If some dealer in this town was wide-awake enough to put in a stock of KUPPENHEIMER guaranteed clothing only, he'd have all the business of the town, more likely than not.

It's a mistake to think most men prefer bad to good.



No. 8. THE NEW BOULEVARD TOPCOAT

A smart every-day coat for correct dressers.

SPRING BOOK · MDCCC

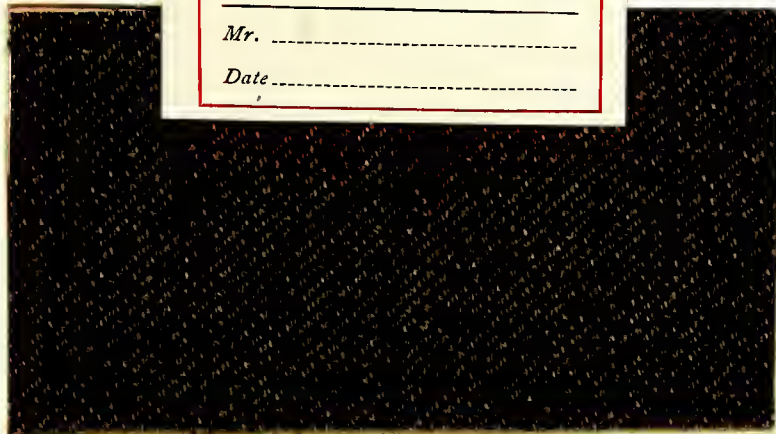
This Garment Guaranteed by the Makers

B. KUPPENHEIMER & CO.

CHICAGO.

Mr. _____

Date _____



Lot 7

Class C

Fine fabrics look better made up than they do in the swatch—we'd prefer to send the garment than show this sample—you judge better.

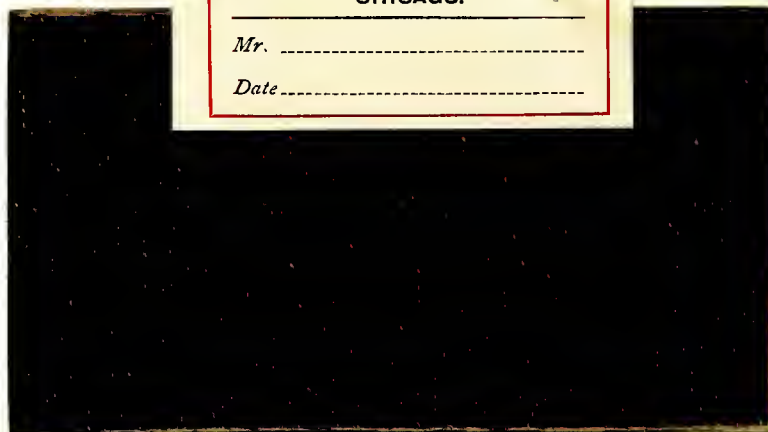
This Garment Guaranteed by the Makers

B. KUPPENHEIMER & CO.

CHICAGO.

Mr. _____

Date _____



Lot 8

Class C

Ever see such a cloth—plus Kuppenheimer guaranteed tailoring—at the price? Lots of wear in it. Lots of clothes comfort.

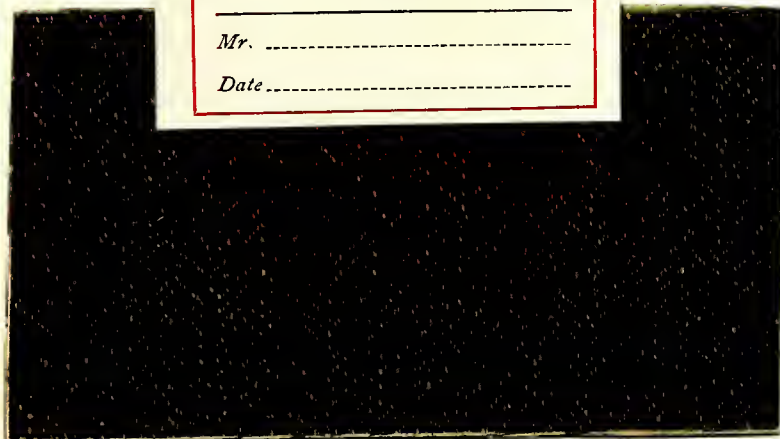
This Garment Guaranteed by the Makers

B. KUPPENHEIMER & CO.

CHICAGO.

Mr. _____

Date _____



Lot 9

Class C

Fine looking cloth—but you ought to see it made up! Let us send a coat. We pay charges.

THERE is a very prompt mail order department that we count one of the chiefest advantages of and inducements for dealing here.

When you see your stock running out of sizes it's a half promise that one or more of the same might be sold. The fact that you write for something is enough for us to know that your need is pressing. We fill that order very promptly. If you are reasonably early realizing your need we get the goods to you before you have lost a sale through being "just out." There's no excuse for any merchant being "just out."

No matter how far away, a mile or a thousand, you can buy through our mail order department, when need arises, as safely as though you were here in person. We couldn't afford to let it be otherwise—and every employe knows that better than anything else.

Order from anything—from stock, from this book or any other maker's book—it's easier for us to please than to make a mistake.

<p>This Garment Guaranteed by the Makers B. KUPPENHEIMER & CO. CHICAGO.</p> <hr/> <p>Mr. Date</p>

No dealer need lose a single sale if he understands our guarantee and sees to it that his customer understands it.

MR. DEALER:

A satisfactory margin of profit and a thoroughly guaranteed stock.

What more can you want?

HOPSACKING—A sort of homespun “in-and-out” woven fabric.

HOMESPUN—A coarse woolen stuff in imitation of home-made cloth.

HUNTING COAT—A short red cutaway ; English.

KNICKERBOCKERS—Knee breeches.

INVERNESS—A long loose overcoat with cape, without sleeves ; for full dress wear.

ITALIAN CLOTH—A wool or wool and cotton lining material, satin finished face.

JACKET—A short coat, usually not extending below the knees.

JEANS—A twilled undressed cloth with cotton warp and wool filling or sometimes all cotton.

WORSTEDS. We believe it is true that we carry the largest and the best line in America.

Know what that means? Some pretty big clothes makers are content to go to market a couple of times a year and buy what they can get. Not so with us. We have an organization that, in effect, lives with the weavers—knows everything on the looms at home and abroad, manages to get first pick, often has to help the manufacturer and his textile artist. And the savings we make are evident in the prices we make to our trade.

Not every fabric is such that we think it good enough for our ready-to-put-on guaranteed clothing. We take a proper pride in having our assortments correct, as if we had to please a large clientage of want-to-be-measured and make-my-way customers. More particular, in fact, because we cannot afford any shortcomings whatever in our ready-to-wear garments. We take infinitely more pains than the merchant tailor getting two and three times the prices our garments sell for.

It is always a pleasure to send samples of our fine fancy pure worsteds. It's a proud assortment.

<p>This Garment Guaranteed by the Makers B. KUPPENHEIMER & CO. CHICAGO.</p> <hr/> <p><i>Mr.</i></p> <p><i>Date</i></p>
--

This is our guarantee label, sewed in the inside pocket of every coat of our guaranteed make. The seller should write his customer's name and date of sale on it. This completes the guarantee. We wish the buyer to feel safe. He is safe. He can get his money back if necessary.

MR. DEALER:

Kuppenheimer ready-to-wear, ready-fitting, guaranteed clothing is miles away better than the ordinary ready-made or cheap made-to-order.

Don't frighten trade away—stick to us—we guarantee; make good; create your trade; hold it for you.

KERSEY—A heavy closely woven cloth with a smooth face and glossy finish.

KERSEYMERE—A fine twilled woolen cloth of peculiar texture, one thread of warp and two of weft being, always above.

MACKINTOSH—A long loose overcoat of waterproof material; for wear in stormy weather.

MARSEILLES—A sort of figured pique.

MATELASSE—A silk and wool or all-wool brocade, usually employed for waistcoats.

MELANGE—A French word signifying mixture.

MELTON—A stout woolen cloth, fullered, sheared and finished without a nap—like Kersey but without the gloss.

Class D: Suits

An exceptionally fine line of which we can show but three swatches—lots 10, 11 and 12. These are all pure worsteds, of which we have an immense variety—probably the largest in the country.

No matter how good value you may expect these will surprise you. Nothing has ever appeared in the market equaling these. They can be judged best from the made-up suits, which we will gladly submit on approval in case our salesman has not called upon you.

Both single and double-breasted waistcoats are supplied—the latter style 50 cents extra.

Stouts and longs at a slight advance.

We send sample suits anywhere for more business.

See fabrics 10, 11 and 12.



No. 3. THE NEW RUGBY SACK SUIT
A sure favorite with dressy men.

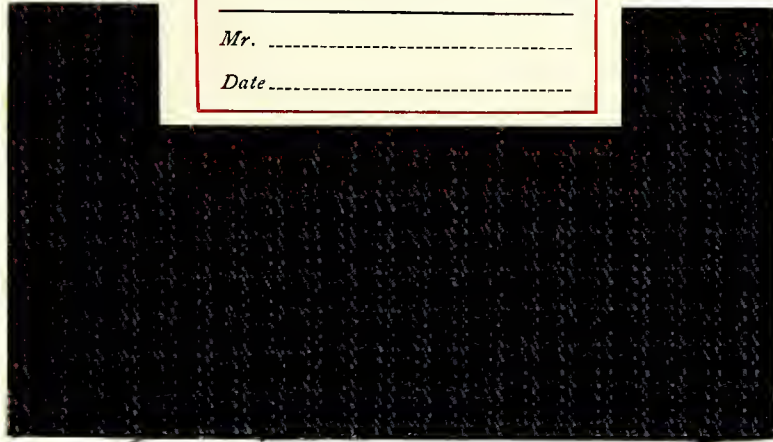
No dealer need lose a single sale if he understands our guarantee and sees to it that his customer understands it.

SPRING BOOK · MDCCC

This Garment Guaranteed by the Makers
B. KUPPENHEIMER & CO.
CHICAGO.

Mr. _____

Date _____



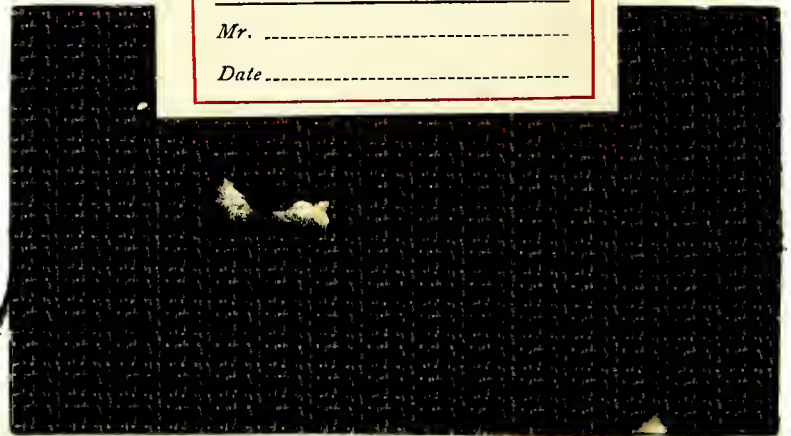
Lot 10 Class D

Can you imagine from this bit of cloth what the finished garments are like?
We send sample garments anywhere for new business.

This Garment Guaranteed by the Makers
B. KUPPENHEIMER & CO.
CHICAGO.

Mr. _____

Date _____



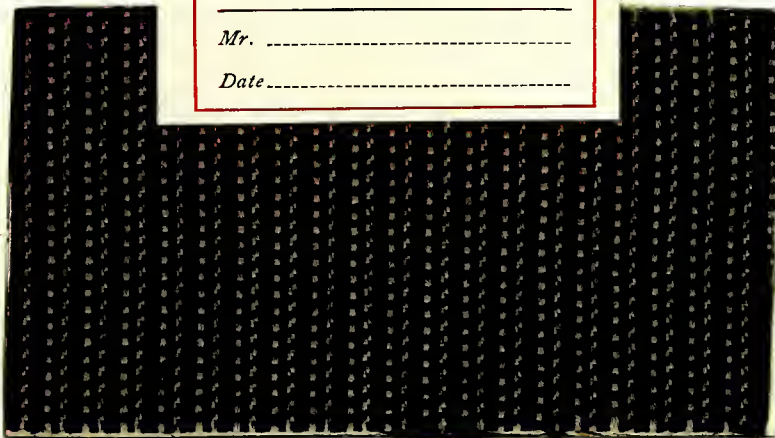
Lot 11 Class D

What can you tell from a swatch? We'll send a suit instead if you say so.

This Garment Guaranteed by the Makers
B. KUPPENHEIMER & CO.
CHICAGO.

Mr. _____

Date _____



Lot 12 Class D

Looks good in the swatch—looks better in the suit.
Send for a suit to see. Our expense both ways if returned.

Period
about

1814



"Exhibits as fine
an exemplar as we
could wish for,
of the dandy
of the D'Orsay
type, and pre-
Victorian period."
—BATES.

MR. DEALER:

Your customer can feel safe in Kuppenheimer guaranteed clothing. He sees the quality, style, workmanship, fit; knows he can bring it back.

Can he feel equally safe in ordinary ready-made or cheap made-to-order?

MERCERIZED—A term applied to cotton fabrics of which the yarn is chemically treated and the fabric finished by a mechanical process, obtaining the appearance and many of the qualities of silk, more or less permanent. Named after Mercer, discoverer of process.

MIXTURE—General term for any melange weave or effect.

MOHAIR—A light, thin, shiny fabric of enormous durability; from the wool of the Angora goat, found in Asia.

MOLESKIN—A medium heavy twilled cotton cloth, napped inside and printed outside.

MOMIE—French for mummy. A woolen cloth of puckered or fluted appearance.

Period
about

1815



“The very Napoleon, the very Byron, in some seven years, has become obsolete, and were now a foreigner to his Europe. Thus is the Law of Progress secured; and in clothes, as in all other external things, whatsoever, no fashion will continue.”

—CARLYLE.

MR. DEALER:

A man who gets fooled in a suit or coat at one dealer's, buys of another next time.

Kuppenheimer guaranteed if you want him to feel safe and come back; any cheap sort if you don't care and want to go out of business.

MONTAGNAC—A heavy napped cloth, a portion of the nap being wooly lobs, the rest straight napped.

MOIRE—Watered.

NAP—The wooly surface of a fabric.

NEWMARKET—An overcoat cut in the style of a frock coat; a surtout.

NORFOLK JACKET—A single breasted sack coat having two or three box plaits in back, two in front and a belt, of material. Most used for hunting and outdoor sports.

NUN'S CLOTH—A soft, firm, clinging woolen fabric, light and strong; an entire suit weighs but thirty-two ounces on an average.

WHERE THE WORK IS DONE



105,000 square feet devoted to making and selling the best clothing in the land—the guaranteed bring-it-back-if-necessary kind.



No. 5. THE NEW SALISBURY CUTAWAY SUIT
With a little more dignity than is usually obtained in a cutaway frock.

Class E: Bullock Suits

See sample No. 13. Standard all-the-year-round weight. Note the quality. Made up in our best manner.

Sacks and frocks.

We send sample suits anywhere for more business.

See swatch 13.

FULL DRESS AND TUXEDO SUITS

as we make them are comparable only to the better class of merchant tailoring. Identical cloths, equally correct styles, sometimes better fit—and you can sell for half the reasonable made-to-order price.

Write us. We send sample garments anywhere for more business.

WE have an advertising department that is always at your service. It is in charge of a man who knows *your* wants pretty well—we pay him for understanding your business as well as he does ours.

There are various clever things that bright minds from everywhere conjure up and bring to our notice. The sort we adopt are worth the while. Trivial things, if ever we put out any, are stopped. Everything must have a business argument and selling value. Never an advertising campaign more earnestly, studiously considered. We mean to sell through you and several thousand other dealers more clothing than ever before; we sell more than many a big maker now, but not enough. Most manufacturers would lose money if they made as good clothing as we make. Can't ever be enough of it made. But people are learning.

Then whatever help you need is yours for the asking. Some puzzling, upsetting local condition; want circulars written; advertisements made up; advice on new storekeeping ways and means; how to get around the other fellow—write. Experience, not theory, answers.

And twice a month you will get an information sheet telling what Chicago stores are doing. Gratis.

MR. DEALER:

It isn't so far to the next town but a man can go there for Kuppenheimer clothes if he can't buy at home.

Shall we tell him to buy at home or away?

We help our dealers.

PADDOCK—A rather long, slightly form-fitting overcoat, somewhat similar to the Newmarket.

PALETOT—A long loose overcoat.

PATENT BEAVER—Similar to Castor Beaver with more of a cloth finish.

PEA JACKET—A short coat of thick closely woven cloth, worn in rough weather.

PILOT CLOTH—A medium heavy, smooth, blue cloth similar to Kersey or Beaver, minus the nap.

PIQUE—A heavy cotton fabric having a surface that is corded or having a raised lozenge pattern.

PRINCE ALBERT—A double breasted frock coat, cut form fitting.

RAGLAN—A loose overcoat, the sleeves of which are continued over the shoulders up to the collar.

Period
about
1820



"Garments, after we have noticed them in a superficial way, are chiefly interesting to us, because they are arch betrayers of the physical and mental poise of the man."
—QUIGLEY.

MR. DEALER:

Tell your customer there's no sweatshop work in the good, dependable, Kuppenheimer guaranteed clothing.

Tell him, a new garment or money back for the one that goes wrong.

REEFER—A short round coat or jacket.

SACK—A business coat with pockets, made single and double breasted.

SATINET—A cheap clothing material similar to cassimere, made with a cotton warp and a filling of short, inferior or shoddy wool, which is mixed with enough long wool to enable it to be spun and woven in a way to bring the filling to the surface of the cloth; afterwards fulled, sheared and the pattern printed on the face.

SATIN RHADAME—A lustrous silk satin the face crossed and broken by fine twilled lines, extending diagonally across the web.

Class F: Suits

Although we show but two samples—Nos. 14 and 15—in this line the unusual high quality is quite apparent. This is one of our very best lines, and comprises a vast variety of fancy worsteds of the finest texture and choicest patterns.

We know the value is absolutely unequaled at the price, compare with what you will.

Made in regular sizes, stouts and longs—all same price.

(NOTE—In our higher price suits we make no extra charge for extra sizes.)

We would like to write you more in detail about these suits. Shall we?

We send sample suits anywhere for more business.

See fabrics 14 and 15.



No. 6. THE NEW BEACONSFIELD FROCK SUIT
The nobbiest Prince Albert Suit designed in several seasons.

CLERICAL WEAR

Some few garments (notably coats, vests, trousers) in stock; other sorts can be had on short notice. Very few houses are as well equipped to do this very particular tailoring as particularly well. Write us about it.

SPRING BOOK · M D C C C C

This Garment Guaranteed by the Makers
B. KUPPENHEIMER & CO.
CHICAGO.

Mr. _____

Date _____

Lot 13 Class E

Bullock black diagonal, all-the-year-round weight.
Note the quality.

This Garment Guaranteed by the Makers
B. KUPPENHEIMER & CO.
CHICAGO.

Mr. _____

Date _____

Lot 14 Class F

We guarantee our cloths (knowing their goodness)
as well as our making. Don't go too much by the
swatch—send for sample garments.

This Garment Guaranteed by the Makers
B. KUPPENHEIMER & CO.
CHICAGO.

Mr. _____

Date _____

Lot 15 Class F

What is a fabric like this, made up by Kuppen-
heimer, with Kuppenheimer's guarantee, worth as
a trade maker and trade keeper?

Period
about
1825



*Benjamin
D'Israeli*

(LORD BEACONSFIELD)

b 1805—d 1881

Whose attire, according
to WILLIS, "served to make
him, even in the dim light,
rather a conspicuous figure."

MR. DEALER:

You think men aren't particular about guaranteed clothing?

Take care you don't fail!

SERGE—A fine diagonal twilled worsted—both all-worsted and with a worsted warp and “woolen” filling.

SERGE—A lining of cotton warp and wool filling woven three-leaf twill.

SHETLANDS—Very shaggy overcoating, named from the Shetland pony, the coat of which it is supposed to imitate in appearance.

SURAH SILK—Twill similar to woolen serge.

SURTOUT—An overcoat cut in the style of a frock coat.

THIBET—More elastic and softer than Melton, not so nappy as Cheviot, unfinished look.

TOPCOAT—A light overcoat.

TRICOT—A double-twill cloth, having both a warp and a filling effect.

Period
about

1835



Count D'Orsay

b 1798—d 1803

"He seemed showily dressed
till you looked for particulars,
and then it seemed only a
simple thing well fitted to a
magnificent person."
—N. P. WILLIS.

MR. DEALER:

Any of our clothes with the label are returnable.

It's not your loss—it's ours.

We seldom have to do it, tho—glad to, whenever we must.

TROUSERS—Never, never, call them "pants."

TUXEDO—A semi-formal dress coat without tails.

TWEED—An open, soft, flexible twilled cloth, closely spun and finely woven, but slightly fulled.

UNFINISHED WORSTED—A soft dull finished cloth, slight nap.

UNION CASSIMERE—Of a quality with satinets but with a woven instead of printed pattern.

VENETIAN—A cloth milled and cropped bare in finishing.

VICUNA—A soft twilled cloth similar to Cheviot, made of the wool of the Andes vicugna.

WALE—A ridge or streak rising above surface of cloth, running entire length or width.

In Trousers Again

Getting back into the field—and taking front rank at the start.

We shall show the very best line of trousers ever shown by any one house, we make no exceptions.

That is to say, we get woolens and worsteds for trousers only, make sure that the goods are right, cut from our perfect fitting patterns, made up by our best work people, skimp nothing and sell close. Trousers for particular people.

We doubt if any other house in the land can show quite as choice collections of

fancy pure worsteds,
all wool cassimeres,
homespuns,
tweeds, etc.

You can fit any man and every man—in waist, in legs, in purse.

We show the best trousers to be had, at prices that mean practically selling at cost to get double the trouser business of any other house making as good goods—if there is any other.

We send sample trousers anywhere for more business.



No. 10. TROUSERS

Made with side pockets unless ordered otherwise.



The Values we offer

We are in a position to undersell any possible competition. And we make the clothes better.

The first statement is warranted by contracts made when the market was favorable—contracts that give us a mastery of the market.

The second statement is borne out by quarter century of trying to make better than any one else. Comparison is proof.

In this sense the values in this book are unparalleled. The prices are closer to cost than any other dealer has ever sold, to our certain knowledge. You will say so, too, Mr. Dealer.

We own the goods cheap and we want more business. That is all there is to it.

We send sample garments anywhere for more business.

No. 4. THE NEW DOWNTOWN SACK SUIT

Double breasted—of fine blue serge. We're headquarters.

SERGE SUITS

No one else uses better cloth, produces better styles, or tailors better. Perhaps we should say no one else equals.

No one else can equal the prices.

We send sample garments anywhere for more business.

Period
about
1840



*Edward
Lytton
Bulwer*

(SIR E. BULWER LYTTON)

b 1803—d 1873

As gorgeous as D'Israeli himself, in gold and jewels and flashy waist-coat, but he didn't carry them well, as WILLIS testifies.

MR. DEALER:

You know what you can
sell better than we do.

Can a man get what he
comes in for?

WARP—The threads which are extended lengthwise in the loom and crossed by the filling or weft ; sometimes called the chain or end.

WEFT—The woof or filling of a fabric; the threads that cross the warp from selvage to selvage.

WHIPCORD—A worsted cloth having a small prominent twill.

WOOF—The threads that cross the warp in weaving ; the weft ; filling.

WOOLENS—Name for fabrics of carded wool ; usually soft woven.

WORSTEDS—Name for fabrics of combed wool ; usually hard woven.

YACHT CLOTH—A flannel heavier than ordinary flannel or serge, price dyed.

THIS sheet is your confidential price list. Do not keep it in the book, but in your desk or other safe place.

All mail orders are given prompt attention.

**B·KUPPENHEIMER
&·COMPANY·MAN
UFACTURERS·OF
FINE·CLOTHING
CORNER·JACKSON
BOULEVARD·AND
FRANKLIN·STRE
ET·CHICAGO·ILLI
NOIS·MDCCCC**

