



Progress
BRAND
Clothing

1910



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1010

“MERE TALK”

vs.

“COMMON SENSE”

IT WOULD be “**mere talk**,” and a waste of thousands of dollars that it costs to distribute this booklet, widespread from the Atlantic to the Pacific, if we had not something to say to “**Mr. Buyer of Clothes**,” that he should be anxious to find out.

No matter where you live, in this Canada of ours, it is “**common sense**” to expect that you want to know, how and where, your hard earned money can be exchanged for clothes that have value, and clothes that can be relied upon to keep you dressed up to the minute, in the style of the season.

We have found “**Mr. Wearer of Clothes**” always appreciative of the maker whose goods are so distinctive, for quality and design, that they deserve some *special christening*.

0925-64680

We have named our child "Progress Brand," and nothing is dearer to us than the knowledge that every garment we produce is the best possible result of progressive tailoring, that experts in our every department are able to turn out.

In the pages that follow, is illustrated the correct dress for 1910 in its final expression.—ALL PROGRESS MODELS.

We conclude this friendly chat with the assurance that while nothing of value in fabric that will wear, and in design that is advanced, escapes our alert attention, we continue to adhere to the principle that has made Progress Clothes, so popular.

"Best at the price."

"None better at any price."

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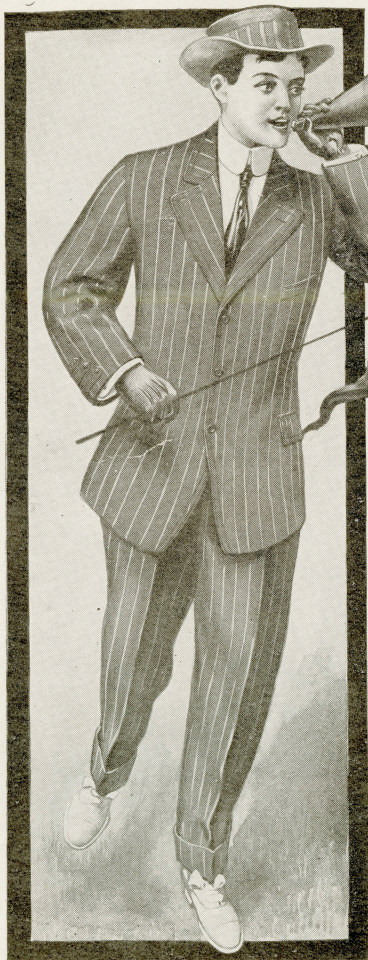
Thou Shalt look Inward as well as Outward



STUDY THE INSIDE FACTS

This inner construction reveals the secret of Progress Garments, and explains why they hold their shape as long as anything made from cloth can.

Tell the world you are feeling fine
——and look it



Single Breasted Sack, with required dash and snap, specially designed for young men.

Note neat finish of sleeve, peg top trousers with side straps to adjust waist, and belt loop holders.

Tailored in a variety of fabrics selected to indicate youth.

**“AERO ”
YOUNG
MEN’S
SACK**

A little better than seems necessary

Refined, Single Breasted Sack on conservative lines for business men.

Made in Stripes, Checks and Mixtures, including the popular shades of Grays, Browns and Olives, in a wide range of choice patterns.

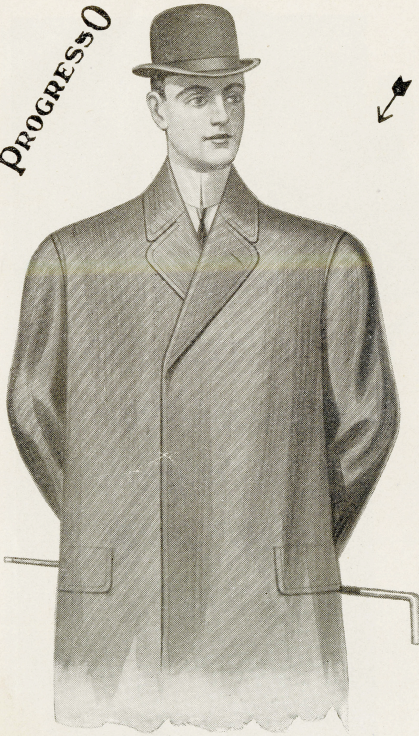
DIGNIFIED CUT



Not like any other coat

PROGRESSO

WEAR IT



The *salient feature* of this Coat is the roll of the collar only a portion of which moves, and when buttoned up gives the effect of a Military or Prussian collar, without the objectionable features conspicuous in other Convertible Overcoats.

Fig. 1

Perspective view of upper portion of Coat showing the Collar and Lapels in the open or fine weather position.

PROGRESSO ADJUSTABLE
Patented

Different—Quite Different

EITHER WAY ↘

PROGRESSO

This collar with the peculiar style of roll to it, very much enhances the appearance of the garment, insuring a snug fit at all times, with collar in either position.

Look for the Progress Label.

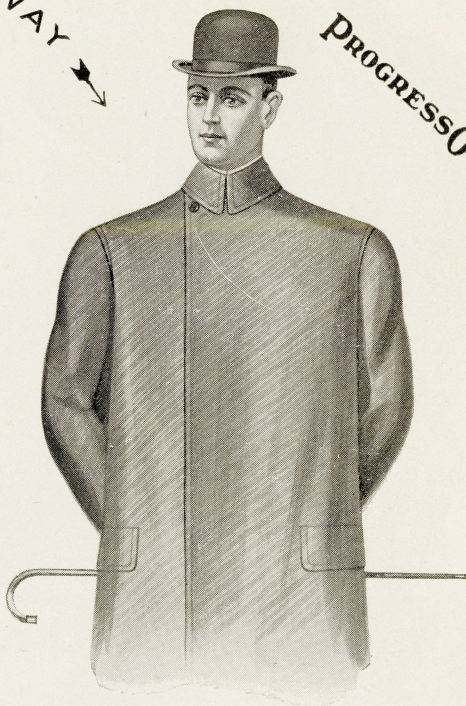


Fig. 2.

Perspective view showing upper portion of same coat with lapels and collar in a closed or severe weather position.

COLLAR OVERCOAT

March 1st, 1910.

Beware of imitations or those



Perfectly Simple.

THREE
SHAPES
IN
ONE.

A
COMFORT
IN
ANY
WEATHER.



Simply Perfect.

CONVERTIBLE
Patented

who offer just as good



The desire to meet the demand for a dressy, comfortable convertible coat, has brought out many freak creations, most of which have

Perfect and Simple.
failed to take, on account of unnatural contrivances.

The simplicity, ease and triple style of our Duplex appealed to the discerning public. We could not supply half the demand. Another season is coming, keep a sharp look-out for the coat that bears a *Progress Label*, and you will be sure to get a **Genuine Duplex**.

DUPLEX OVERCOAT

March 1st, 1910

To be exclusive, you must be Progress Clothed



Full Box or
Semi-Fitting
Back, Lined
to edge, or
Lapels fin-
ished plain.
Good form
on all oc-
casions.

**TOPPER
OVERCOAT**

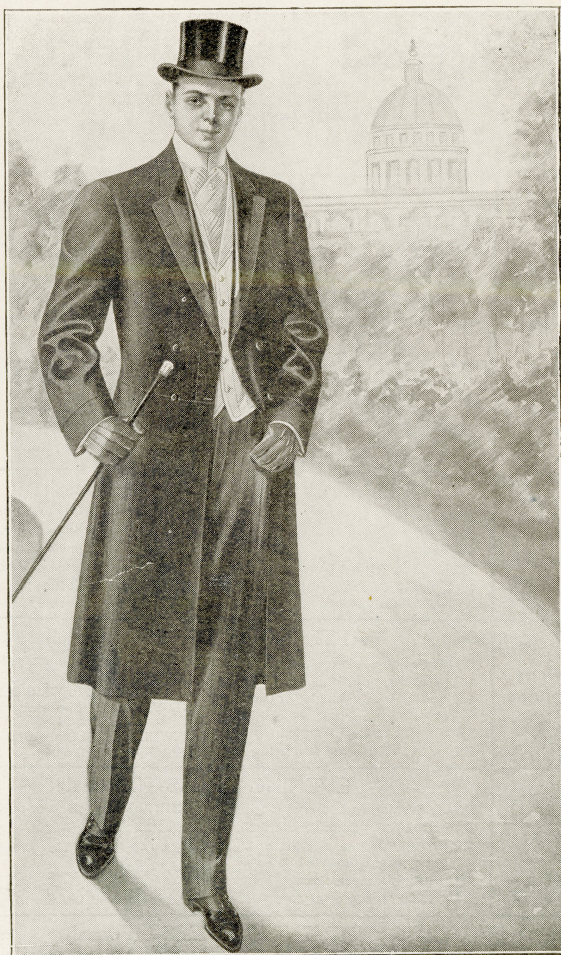
... 1910 ...

Correct Dress Chart

for all occasions

<p>General Wear During Business Hours</p>	<p>BUSINESS DRESS</p> <p>COAT, Sack or Cutaway. WAIST COAT, same as Coat or Fancy TROUSERS, to match Sack Coat; or Fancy Worsted with Cutaway. HAT, Derby or Alpine with Sack; Derby or Silk with Cutaway, Sennit Straw.</p> <p>SHIRT, White or Fancy with cuffs attached. COLLAR, Wing or Fold. CRAVAT, Four-in-hand or Tie. GLOVES, Silk or Lisle. JEWELRY, Gold Links, Chain and Cravat Pin. SHOES, Black or Tan Laced, with Sack; Black with Cutaway.</p>	
<p>Golfing Bicycling Motoring Boating</p>	<p>OUTING DRESS</p> <p>COAT, Sack or Norfolk. WAISTCOAT, Fancy or to match Coat. TROUSERS, Serge, Tweed, Flannel, Duck or Tweed Knickerbockers. HAT, Alpine or Cap; Panama or Straw in season.</p> <p>SHIRT, Flannel, Oxford, Madras or Silk. COLLAR, Fold, Stock or Soft Fold. CRAVAT, Four-in-hand, Neckerchief or Stock. GLOVES, Chamois or Silk. JEWELRY, Links, Guard or Chain. SHOES, Laced Calf, Tan or Canvas, high or low.</p>	
<p>Teas Church Matinees Promenade</p>	<p>AFTERNOON DRESS—(Informal)</p> <p>COAT, Frock or Morning Coat. WAISTCOAT, Same as Coat, White or Fancy. TROUSERS, Striped Worsted. HAT, Silk with Frock; Silk or Derby with Morning Coat.</p> <p>SHIRT, Plain, White or Pique. COLLAR, Wing, Standing or Fold. CRAVAT, Ascot or Four-in-hand. GLOVES, Grey Suede or Silk. JEWELRY, Cravat Pin and Gold Links. SHOES, Patent Leather.</p>	
<p>Day Weddings Receptions Calls Matinees</p>	<p>AFTERNOON DRESS—(Formal)</p> <p>COAT, Frock. WAISTCOAT, same as Coat, or of White Duck; single or double-breasted. TROUSERS, Striped Worsted. HAT, Silk, with Broad Band.</p> <p>SHIRT, Plain White, cuffs attached. COLLAR, Standing. CRAVAT, Ascot in White or Pearl. GLOVES, Grey Suede or White Cape to match Cravat. JEWELRY, Gold Links, Studs and Pin. SHOES, Patent Leather.</p>	
<p>Club Stag and Home Dinner</p>	<p>EVENING DRESS—(Informal)</p> <p>COAT, Evening Jacket. OVERCOAT, Covert or Chesterfield. WAISTCOAT, same as Coat or Light Fancy, single-breasted. TROUSERS, same as Coat. HAT, Black, Derby or Alpine.</p> <p>SHIRT, White, plain or pleated; cuffs attached. COLLAR, Fold or Wing. CRAVAT, Black Tie, Broad end, or Grey Silk. GLOVES, Grey Suede. JEWELRY, Gold Studs and Links. SHOES, Patent Leather high or low.</p>	
<p>Weddings Theatre Receptions Formal Dinners Balls after 6 p. m.</p>	<p>EVENING DRESS—(Formal)</p> <p>COAT, Swallowtail or Evening Dress. OVERCOAT. WAISTCOAT, Single or Double-breasted, White. TROUSERS, same as Coat, with broad outer seams. HAT, Silk.</p> <p>SHIRT, Plain White, with cuffs attached. COLLAR, Standing. CRAVAT, White Tie, broad end. GLOVES, White Glace. JEWELRY, Pearl Links and Studs. SHOES, Patent Leather; Pumps.</p>	

Appearance Rules the World



PRINCE ALBERT OR FROCK

A dignified garment pleasing in its general lines. Though a conventional coat, this season's style is distinguished from previous years by the long soft roll finished in barathea silk, and made to close with two buttons.

A Man of the World must seem to be
what he wishes to be



EVENING WEAR

Our new models of evening wear are exceptional in tailoring, fit, finish and style. The accentuated dip and entire absence of seams in the front, are novel features.

Buying Progress Clothes is better than Guessing



The "Wee Man" deserves encouragement, and should be taught to be proud of his clothes.

Here is Reliability, whether you look for it or not



Dress him like his Dad, in progress "Boy-Proof" suits, and make him happy.

The Reason Why

some dealers offer "something just as good" as **Progress Brand Garments**, is obvious. The less there is in a garment, the smaller the cost. The smaller the cost, the greater the profit—and there are some merchants who are out for the large profits, even if they have to look for new customers every day.

Progress Brand Clothing affords the dealer only an honest legitimate profit, plus the gain that comes from satisfied customers.

Look for the **Progress Label**. You will find it in an honestly-made garment, and in the hands of an honest clothier. Every garment guaranteed — "*satisfaction or money back.*"

Should you have any difficulty in procuring **Progress Brand Garments**, write us direct. While we cannot sell you at retail, we will place you in communication with the nearest merchants handling our goods, a man who will be satisfied to serve you at a legitimate profit.

Address:

H. Vineberg & Co., Limited

Sole makers of

Progress Brand Clothing

MONTREAL.



THE CLOTHES
YOU WILL
EVENTUALLY BUY



THE CLOTHES
YOU WILL
EVENTUALLY BUY

FOR SALE BY

GEO. E. FORD & SONS

SACKVILLE, N. B.