

Dress

A MAGAZINE FOR MEN
ILLUSTRATING THE NEW



TAILORED BY

Lowndes
TORONTO

STYLES FOR AUTUMN
AND WINTER · 1909-1910



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Dress

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STYLES FOR AUTUMN
AND WINTER . 1909-1910



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BY
THE LOWNDES COMPANY LIMITED,
TORONTO

THE IMPORTANCE FROM A SOCIAL AND BUSINESS POINT OF VIEW OF BEING WELL DRESSED



carelessness and a want of neatness in attire indicate an entire lack of exactness, ambition and determination—qualities so essential to the accomplishment of all pursuits in life; on the other hand, a display of order and taste is a pledge that these excellent qualities extend to business transactions and penetrate the character. A worn, shabby or out-of-date suit is not a badge of ambition or prosperity and there is no person of whom the world is more shy than the slothful or unsuccessful man.

G The object of this magazine is not so much to laud the merits of 20th Century Brand Fine Tailored Garments for Men, because we feel that their merits are already sufficiently well known, but to show you the correct styles for the present season and coming winter, and to remind you of the fact that we are sole agents for these famous, hand-tailored garments and will be pleased to have your order for a suit or overcoat, either ready-for-service or made to special measure, from your choice of 350 carefully selected and stylish tweeds, worsteds, serges, chevots, meltons, beavers and fancy overcoatings in all the newest shades and weaves. Each illustration shows an exclusive 20th Century Brand Style.

G Correct attire for every possible occasion is illustrated in this magazine and the "Correct Dress" chart on page 50 will be found convenient for reference. Choose the style you like best and note the many styles of cuffs and flaps on pages 48 and 49, any of which you may have on your suit.

G 20th Century Brand Garments are each cut separately, are hand-tailored, under personal and expert supervision in the finest tailor shops in Canada, and because of their superior fit and style are now generally known as "the clothes with a national reputation for style and satisfaction". Note our name and address on the cover page.



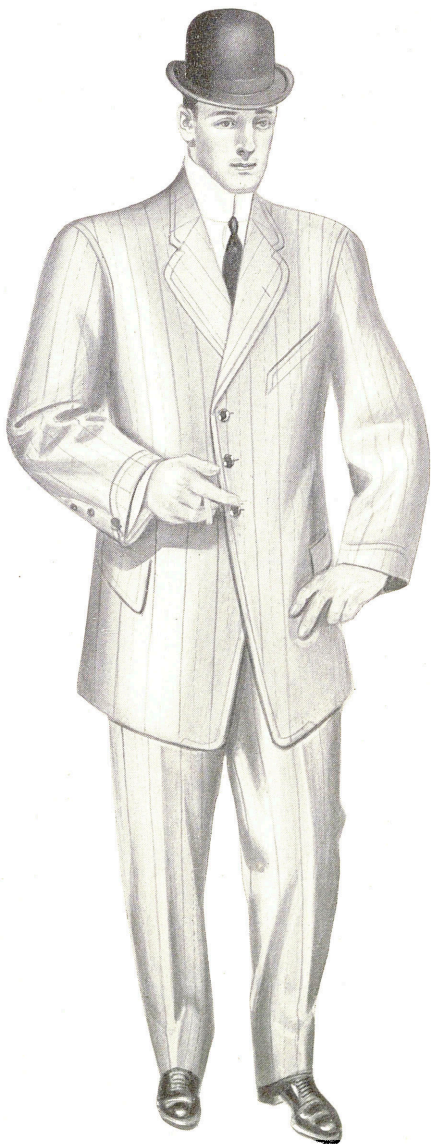
JOHN J. JORDAN, JR.

"The Best Dressed Man in Canada"

ALTHOUGH only 30 years of age, Mr. Jordan has already amassed a large fortune, and is recognized as one of the shrewdest business men in Canada. He started life practically without a penny, but even his schoolmates recall his ambition and determination to succeed. When he entered upon his business career he quickly saw the advantage of being well dressed, and ever since attaining manhood he has been most scrupulous about his personal appearance.

"I am convinced," he remarked, "that my determination to always dress well and stylishly has helped me materially in any success that I have attained. I consider that every dollar I have spent in good clothes has brought me big dividends. Many young men lack confidence and aggressiveness, and therefore are never successful, simply because they are conscious of their neglect to dress as they should if they wish to mingle with successful men—99 out of 100 of whom are very careful about their attire."

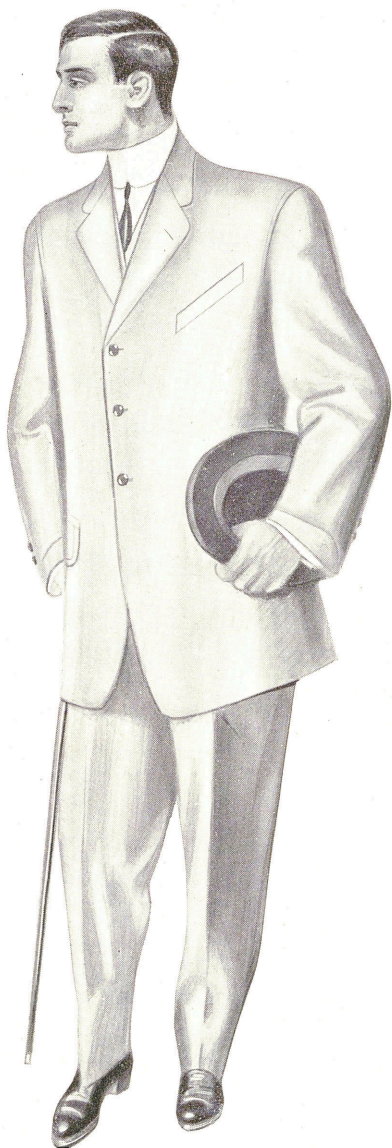
"It may be of interest to note that Mr. Jordan is generally considered by competent judges to be "the best dressed man in Canada." He is still unmarried, and in his wardrobe will be found many 20th Century Brand Garments. In the particular photo reproduced above he is wearing a 20th Century Brand suit—style M-6.



A smart three-button sack style, with nicely rounded lapels. The cuffs shown are appropriate to the style, but you may have your choice of any of the cuff styles on pages 48 and 49.



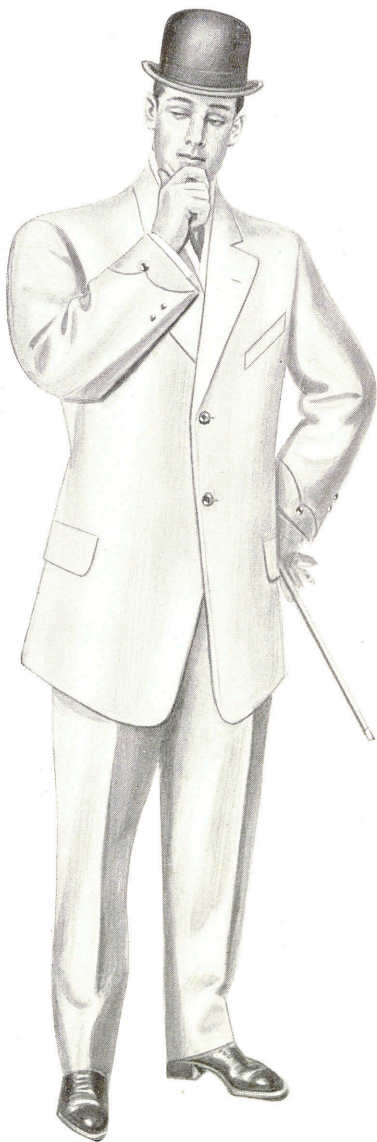
STYLE
M-14



STYLE
M-6

This style is particularly suitable for young men who wish to be correctly and smartly dressed, while avoiding all the fancy touches that are seen on our special styles for young men. Modest, yet very fashionable.

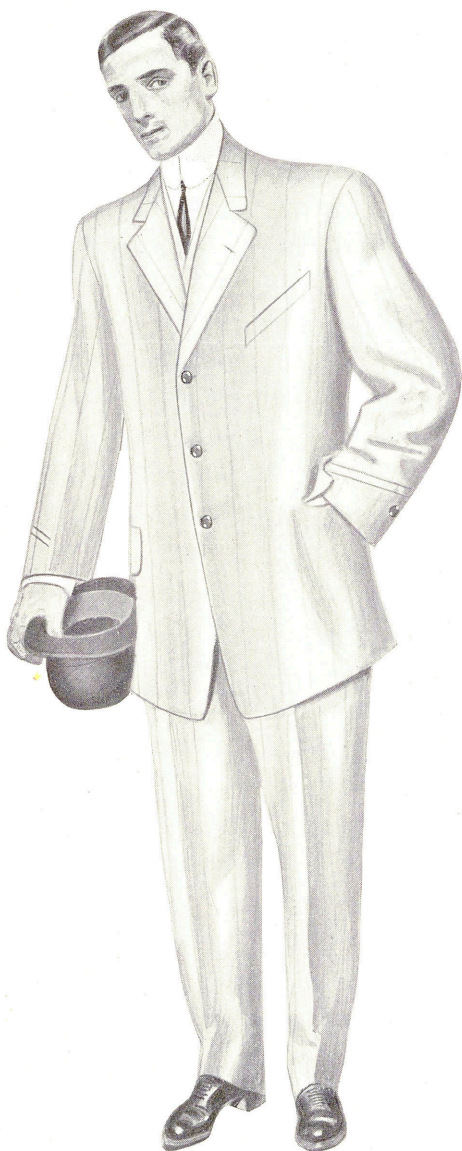




The two-button sack, and a splendid example of the designer's art. No more nicely modeled garment in the whole range. Front slightly dipped and made with plain or fancy cuffs.



STYLE
M-8



STYL E
M-5

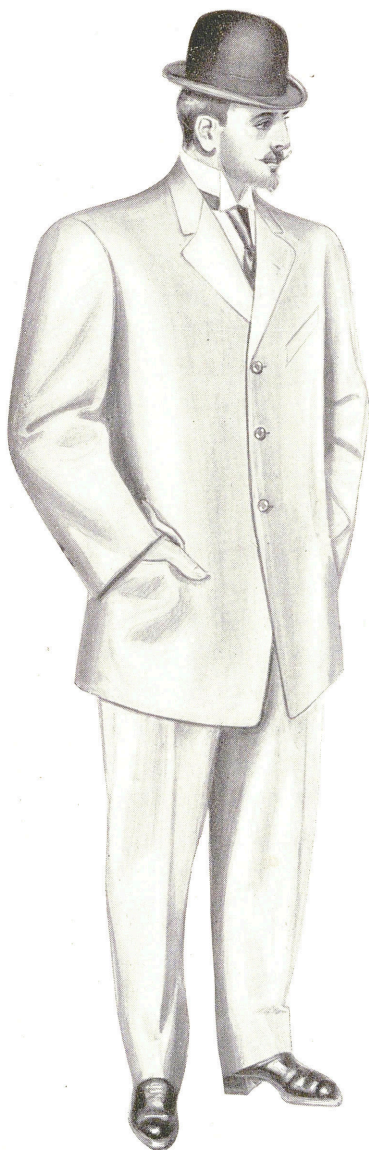
A very nifty style for young men, and one of the most popular models in our range. Made in your choice of 350 smart cloths, cleverly hand-tailored and made to fit as good clothes should fit.





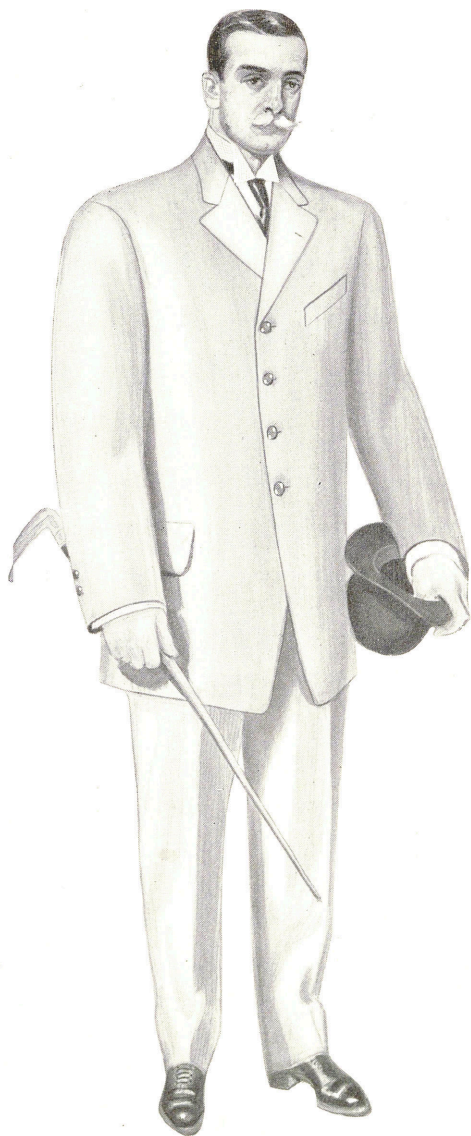
The double-breasted sack style is favored by many good dressers. Unless styled correctly it has a heavy, cumbersome appearance. Note the nice lines of this garment—the lapels particularly.

STYLE
M-9



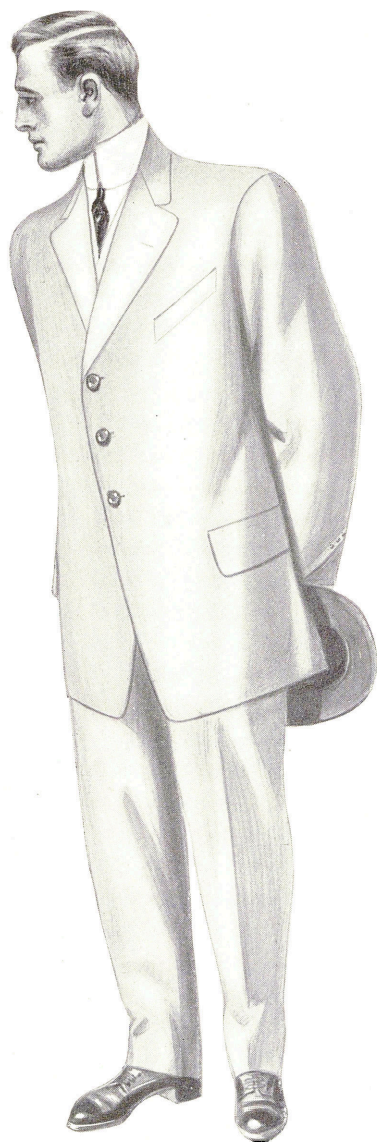
STYLE
M-3

Here is an absolutely correct and becoming style for the business and professional man. Full of style and devoid of any extreme features. Made in fine imported tweeds, worsteds and serges.



The four-button sack made perfectly plain, and a style most acceptable to middle-aged business men. Ready-for-service or made to your special order if you prefer.

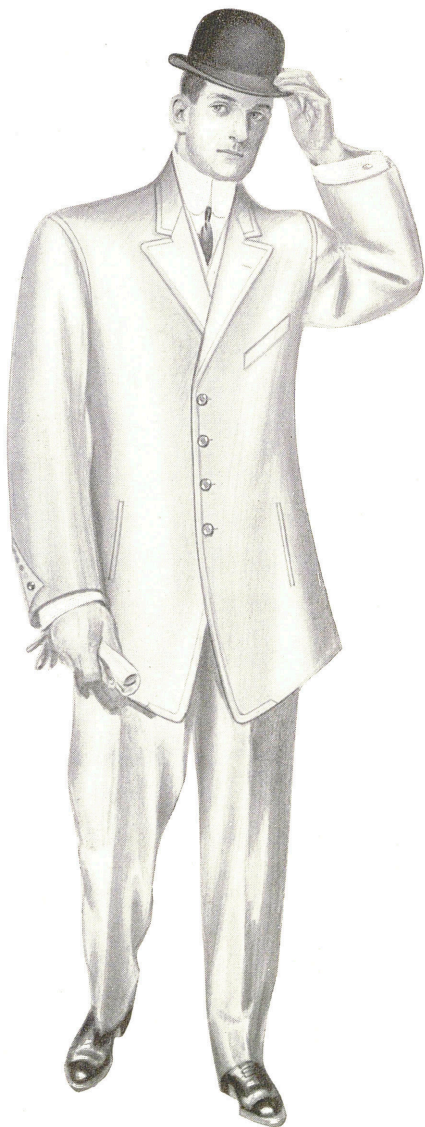
STYLE
M-1



STYLE
M-10

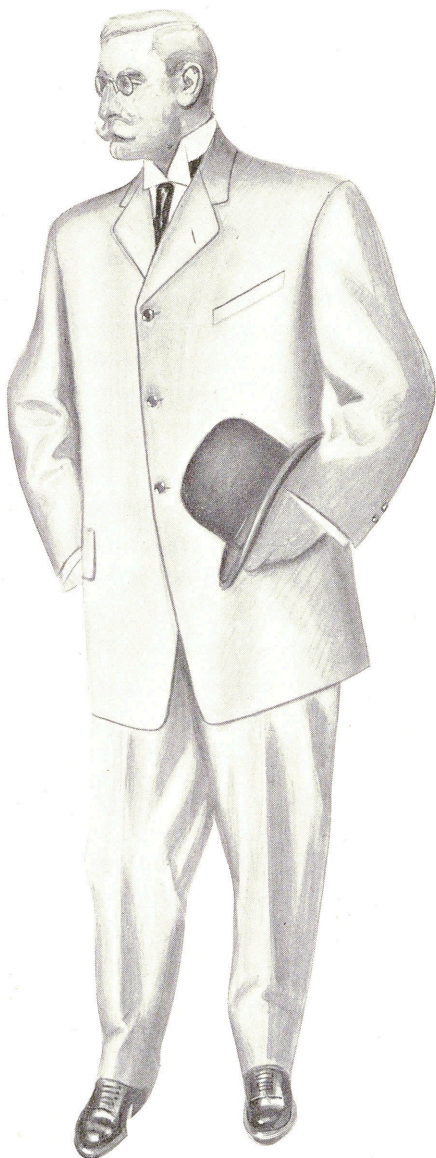
A staple style with new touches that give it distinction and character. The quiet dresser will appreciate it. Made in any of the 350 handsome and serviceable worsteds, tweeds or serges.





A four-button sack with slash pockets, pointed lapels and cuffs, dipped front. A young man's style exclusively, and a very distinctive one.

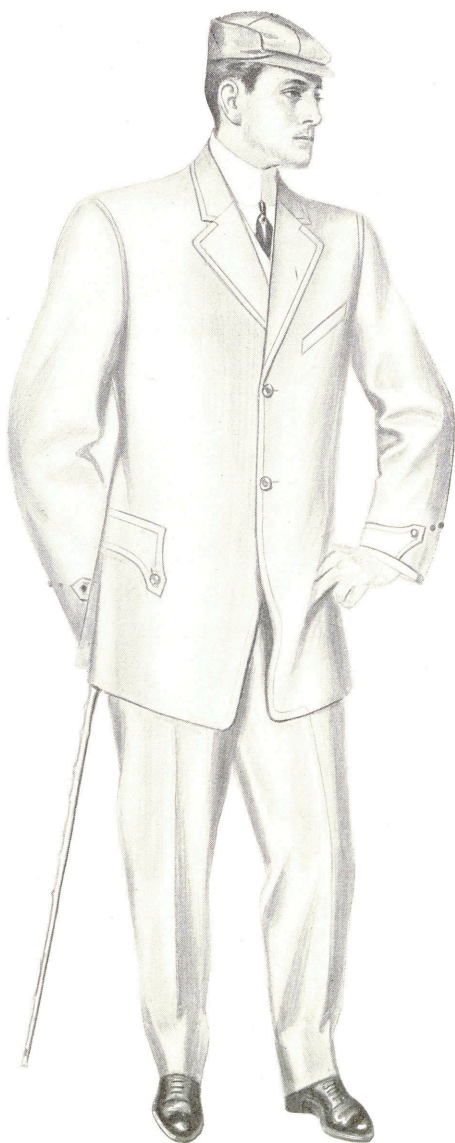
STYLE
M-15



STYLE
M-2

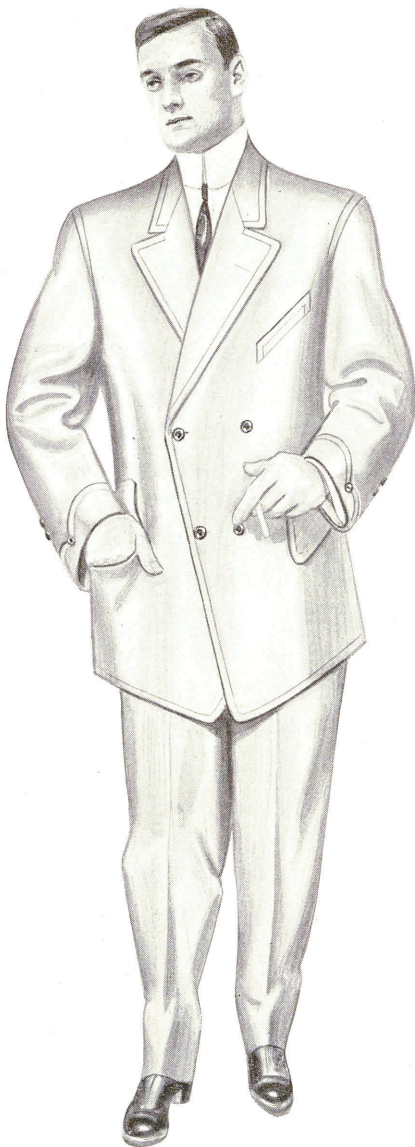
Particularly suitable to men of mature years—and mature weight—showing that age is no bar to style. Note how every line of the garment drapes with the figure lines. A nice example of clever designing and tailoring.





Another two-button style for young men, with pocket flaps and cuffs to match. Not too extreme—just nifty. Note the snug fitting collar and new style lapels.

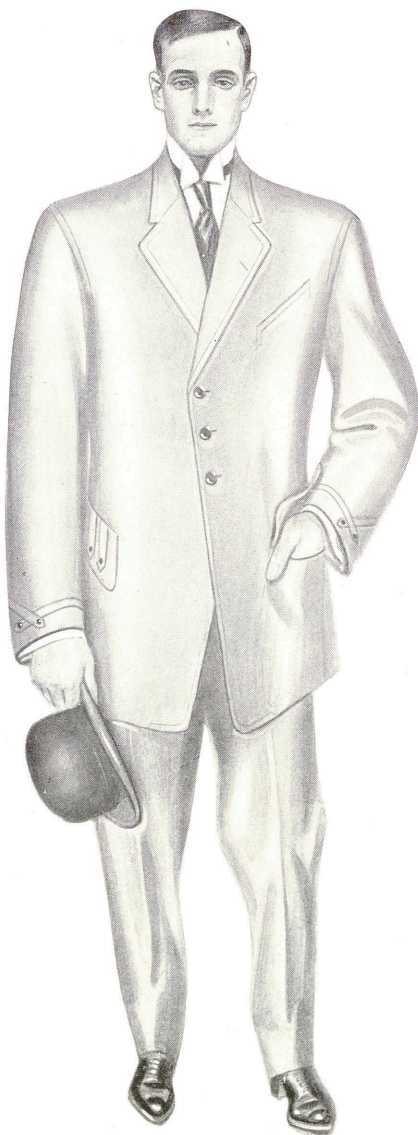
STYLE
M-18



STYLE
M-12

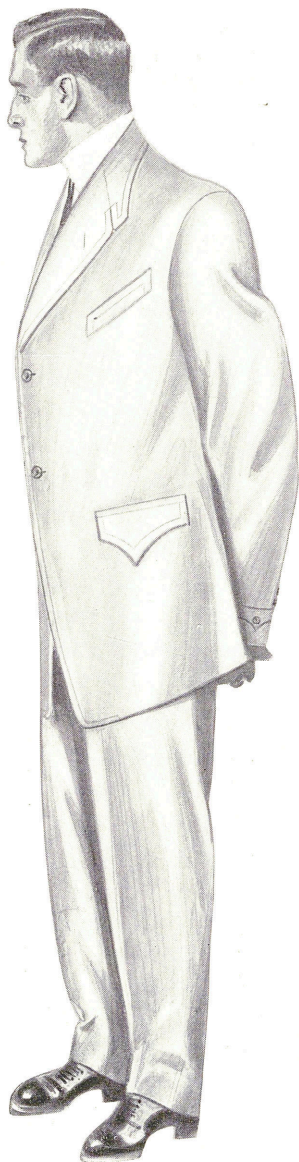
An entirely new and absolutely exclusive style for young men that has created quite a sensation in the tailoring world. A clever merging of single and double-breasted styles with an effect that is both novel and pleasing.





A style that is popular with dressy young men. Has many distinctive features, including long lapel and particularly smart pocket flaps and cuffs.

STYLE
M-11



STYLE
M-20

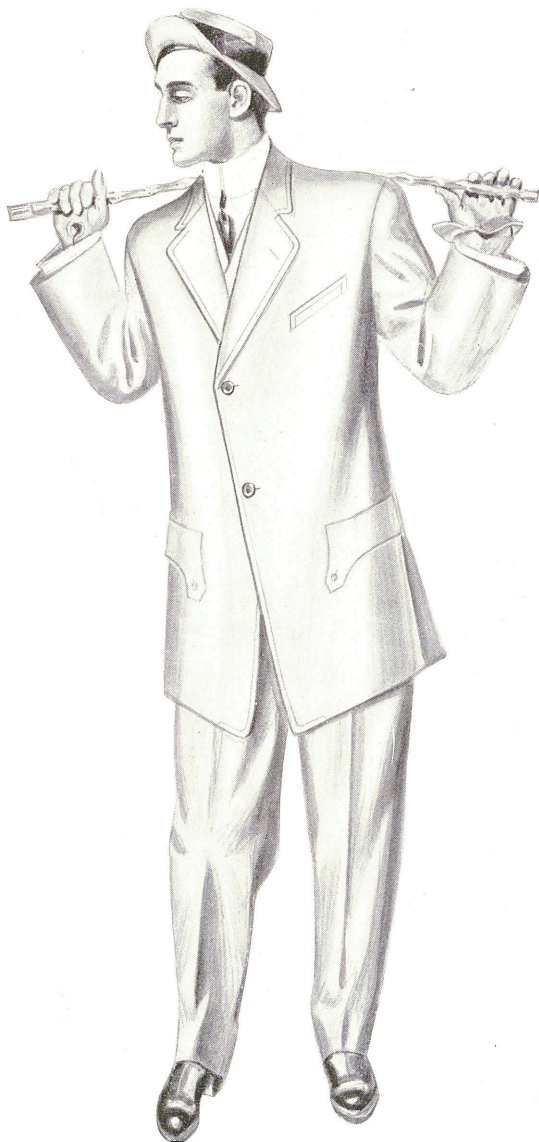
Made in all the new striped and plain cloths. The dip front, fancy cuffs, pocket flaps, dressy lapels and perfect fitting collar and shoulders, make this college style most popular. Your choice of any of the cuffs or flaps on pages 48 and 49.





Another swagger style for young men who insist upon distinction in their clothes. Exclusive and characteristic, and made specially to appeal to smart dressers. Ready-for-service or to-your-special-measure.

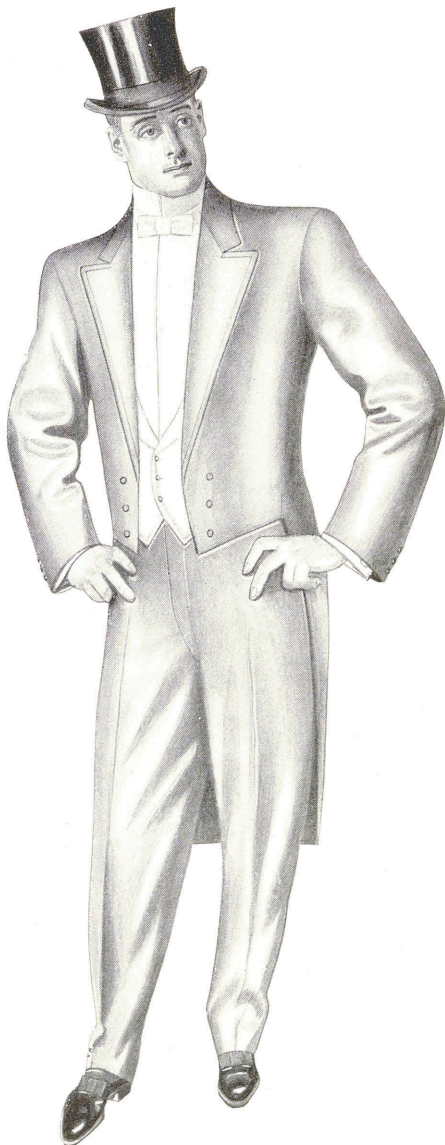
STYLE
M-16



STYLE
M-17

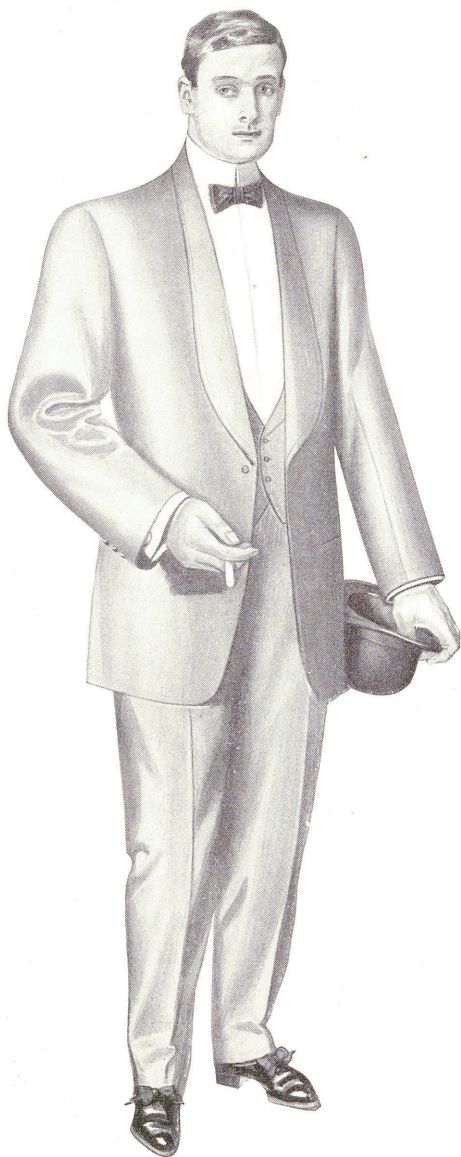
The young man who insists upon the ultra-modish will find this style most acceptable. Note the shapeliness and smart lines of the coat. Correct shoulders, correct lapels—a smart style for smart people.





The true test of tailoring taste and ability is in the making of the full dress suit. This is a special department, with special tailors and special care in every detail. Silk lined throughout, with dull cord facings to $\frac{3}{8}$ -inch from edge, or mohair lined and silk faced.

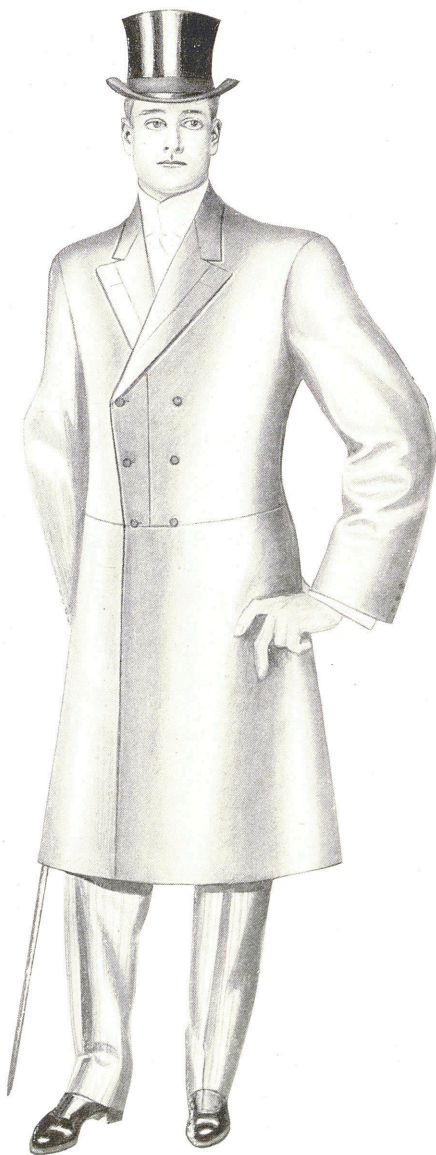
**DRESS
SUIT**



TUXEDO COAT

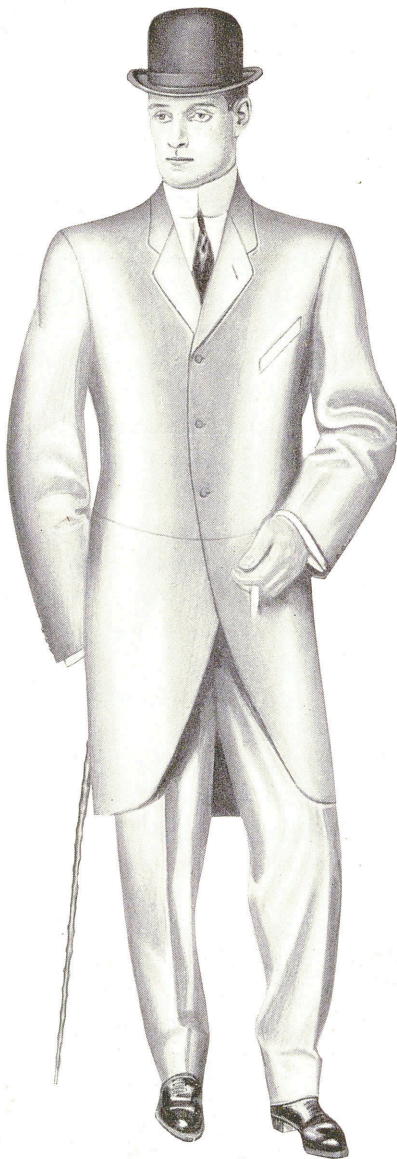
The Tuxedo coat or dinner jacket should fit faultlessly and be tailored with scrupulous care. Made with peaked lapel or shawl roll. Much of the reputation that 20th Century Brand Garments have won is based on the production of dress and semi-dress clothes.





The Frock or Prince Albert coat, being worn on dress occasions particularly, calls for special care in styling and tailoring. We make it only in finest imported vicunas, cheviots and llamas, silk lined throughout with barathea facings, or mohair lined with silk facings.

PRI INCE
ALB ERT



MORNING COAT

The Morning or Cut-away Frock is made from cheviots and vicunas, both in black and Oxford grey, and is very proper for afternoon wear. It is a very dressy garment when styled correctly and tailored with the greatest care.

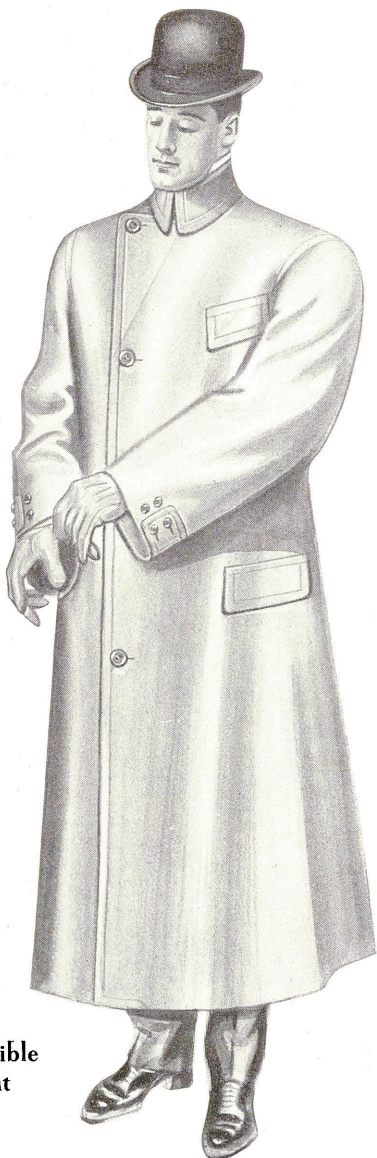




The Celebrated **M**
Patented in C



Can be worn, as illustrated, either as a fair weather or stormy we
ten seconds. The cleverest and most useful garment ever designe
coat for driving or motoring and a fashionable street coat. Made
and every Muto coat bears the 20th Century Brand label.



TO Convertible Overcoat

la Sept. 8, 1908

er coat. Collar moves up, it doesn't roll up. Can be converted in
Made in both showerproof and heavy weight materials. A grand
clusively in Canada by The Lowndes Company, Limited, Toronto,

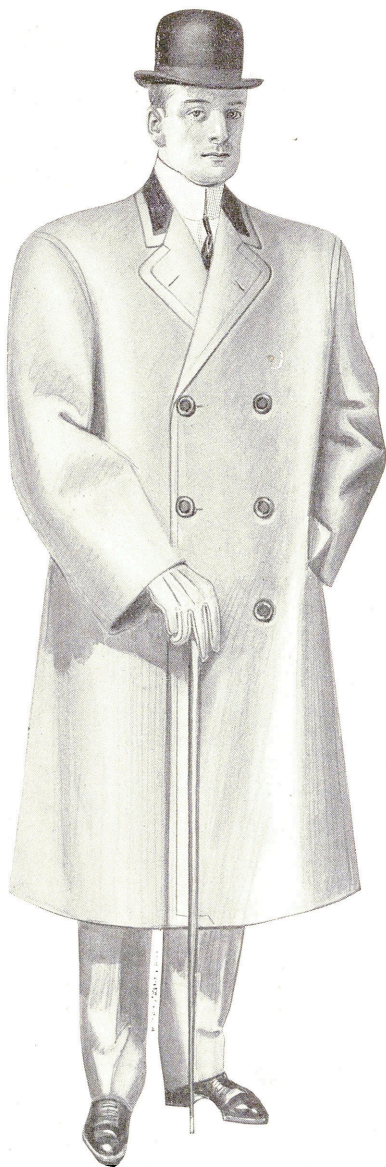




The Chesterfield—Made in black or grey imported cheviots, silk lined throughout, silk faced to buttonhole, as shown, or silk faced to $\frac{3}{8}$ inch from edge—a new and smart touch.

28

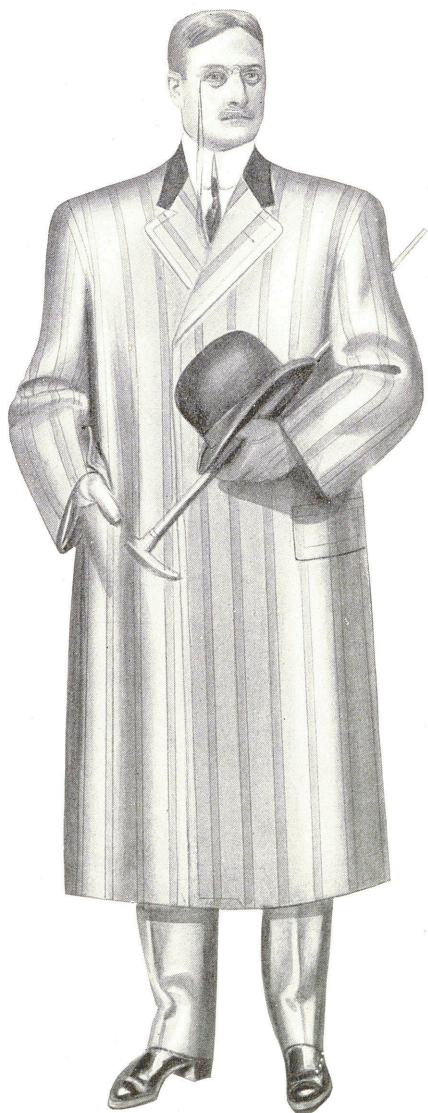
STYLE
P-24



STYLE
M-39

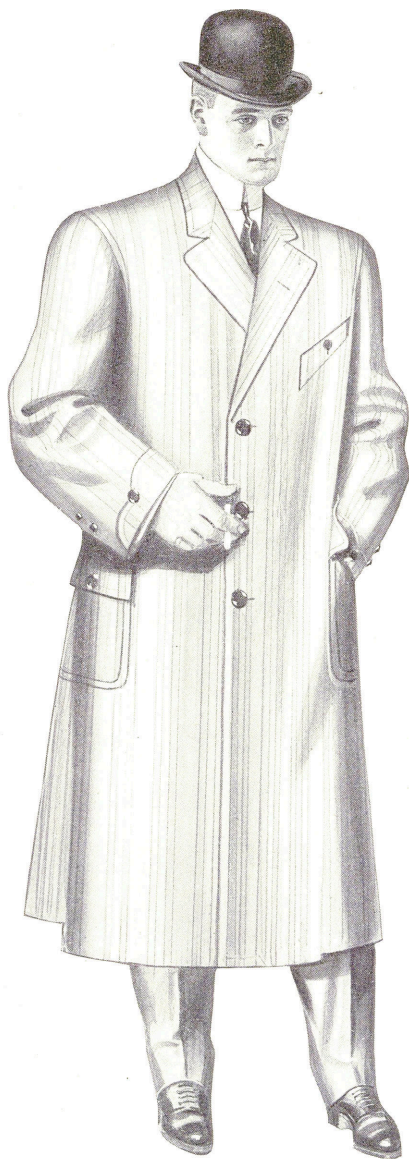
A distinctly stylish model and one of the smartest double-breasted styles ever produced. Made 47 inches long in black or brown meltons or cheviots—inlaid velvet collar.





Fancy overcoatings will be very fashionable this season. The style shown here is our 50-inch model made in striped cheviot with velvet collar. Look particularly well in all dark-colored fancy overcoatings.

STYLE
M-38



STYLE
M-21

Here is a very swagger style for young men—
Made in light-weight fancy tweeds with patch
pockets and smart cuff. Note the long, grace-
ful lapels and handsome lines of this garment.

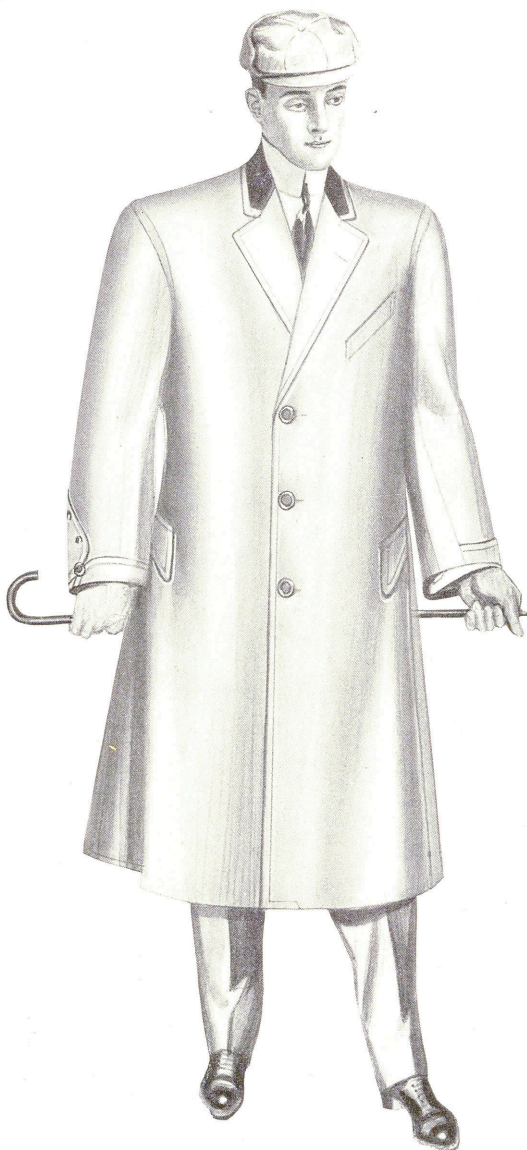




A Stylish Winter Dress Coat—Made 50 inches long in either black or grey cheviots or black or brown meltons. Can be worn on all occasions—a most serviceable garment.

STYLE
M-22





STYLE
M-25

Made in both light and heavy weight plain and fancy cloths, button through, with inlaid velvet collar and smart cuffs and pocket flaps. Long lapels and handsomely styled throughout—47 inches long.





Our 50-inch Showerproof Oversack. The most useful garment in any man's wardrobe. A splendid raincoat and a dressy garment for fair weather. Roomy and drapes perfectly. Striped or plain materials.

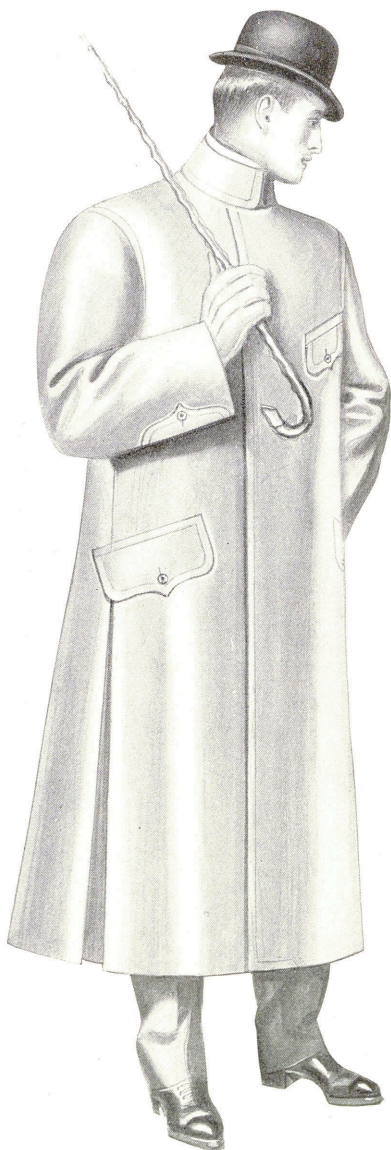
STYLE
M-30



STYLE
M-36

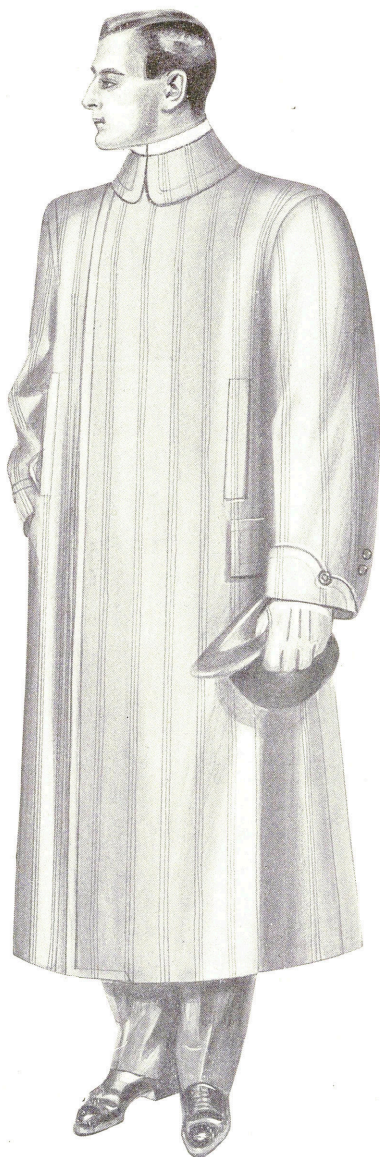
Our 52-inch English Ulster—Made in plain or fancy cloths. Collar turns up and lapels button across, making Cossack Collar for stormy weather. Adjustable cuff tightens up for driving.





Cossack Collar Ulster with fancy pockets and cuffs. Slightly shaped at waist. Side pleats, no centre vent. Hand tailored and styled-to-the-minute.

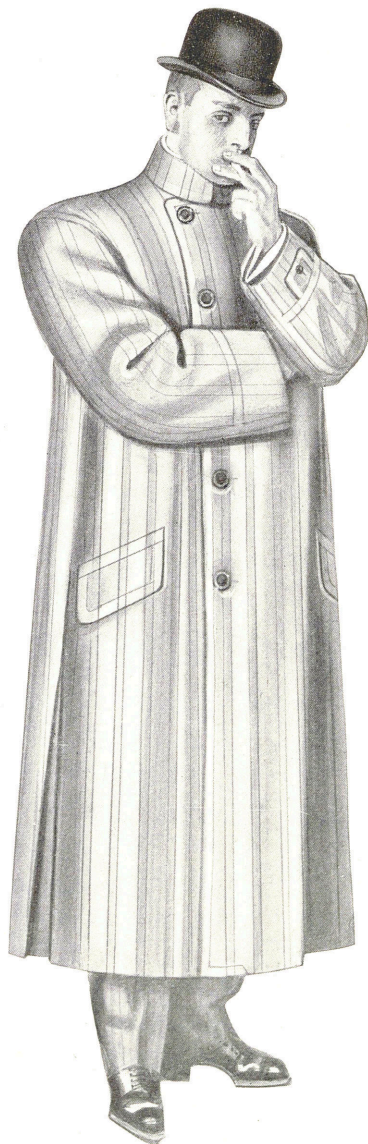
STYLE
M-28



STYLE
M-37

Our Popular Prussian Ulster—Made in showerproof and winter weight cloths. Side and muff pockets, neat cuff. Single breasted and made in 50-inch length.





Cossack Collar Ulster— A full skirted garment with side pleats and centre vent. Warm, roomy and stylish. Ticket pocket on sleeve. A magnificent coat for Canadian winters.

STYLE
M-26



STYLE
M-27

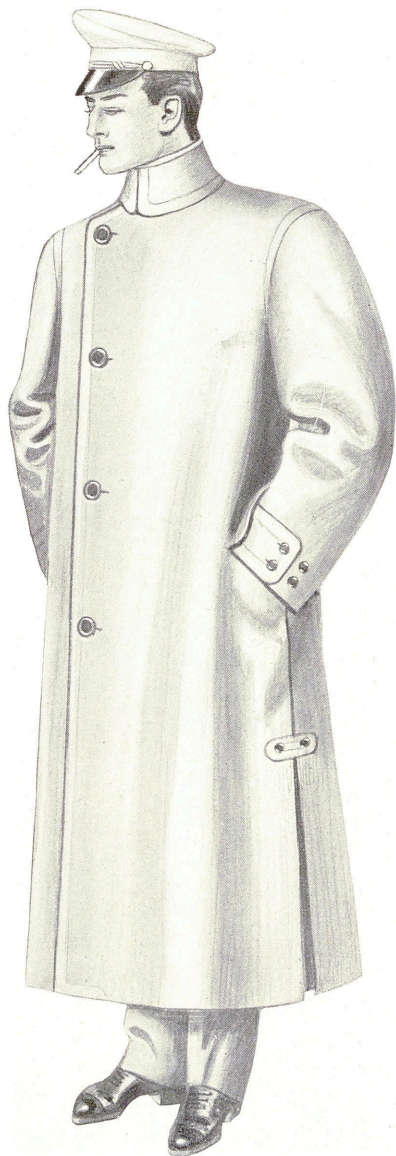
A snappy ulster style for young men, with inverted side and back pleats and straps on side. Very boxy and a grand coat for street wear or driving.





Double-breasted auto ulster with adjustable cuffs and inside wool cuffs. Padlocked side seams, no vent. A splendid driving or motor-ing coat.

STYLE
M-33



STYLE
M-34

Our 52-inch single-breasted Auto Coat with padlocked side pleats which can be undone to increase skirt room for driving or automobiling; adjustable cuffs. Chamois or rubber interlined if desired.

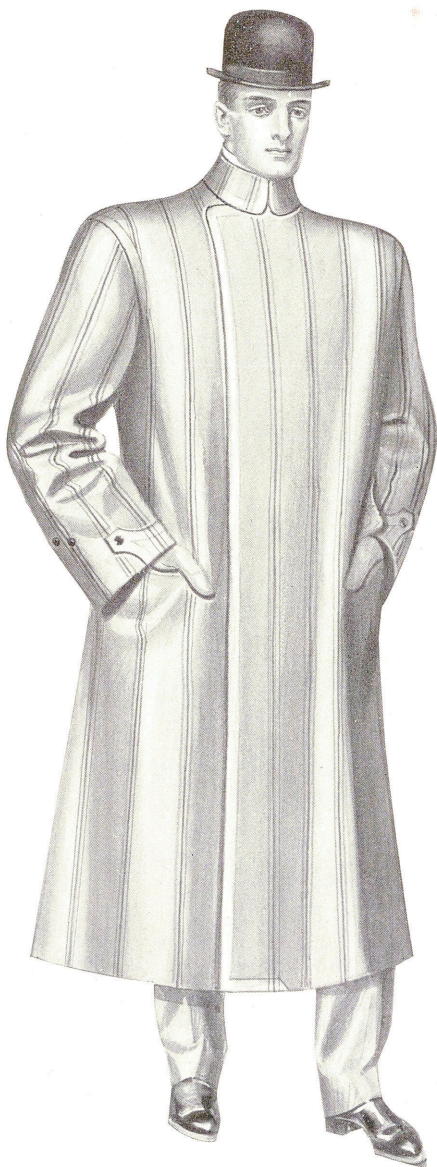




Our staple coat for business, professional or elderly men. Has slightly higher opening than other styles and a little less width in shoulder. Made in all colors of meltons, beavers or cheviots.

STYLE
M-35





STYLE
M-31

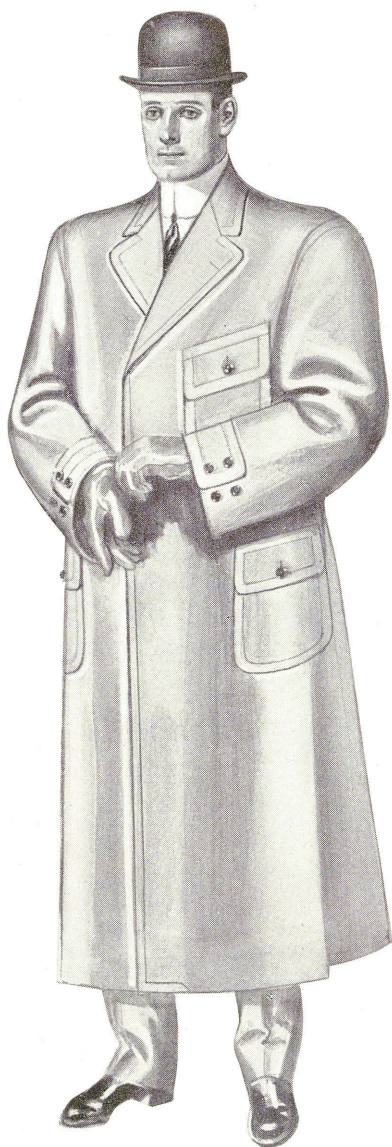
Our Cossack Ulster—Made in one of the most popular styles. A very neat and comfortable coat. Note the snug collar and the perfect fitting concave shoulders.





Forty-five-inch raw edge melton oversack with inlaid velvet collar. Made in black, brown, or Oxford and Cambridge greys—the latter, a light grey, is new and will be very popular for Fall.

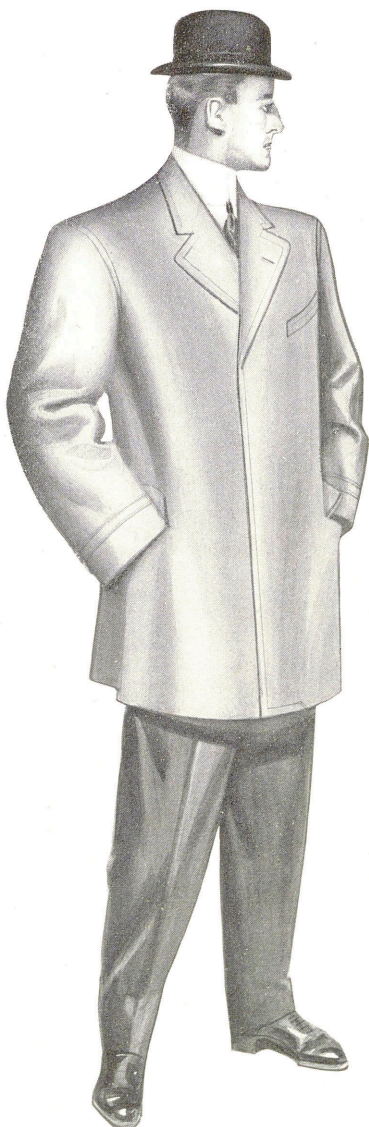
STYLE
M-40



STYLE
M-29

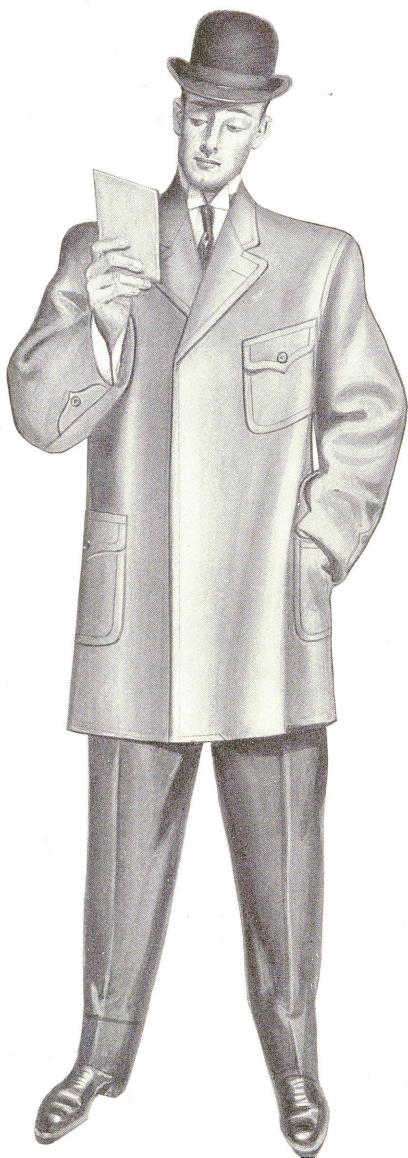
Fifty-inch winter oversack with self collar, patch pockets and adjustable cuff. A very stunning coat and one of the most stylish in the range.





The Topper Coat—Made in imported covert cloths and whipcords in your choice of many shades. The proper riding coat and worn by some as a street coat. Made 34 to 36 inches long.

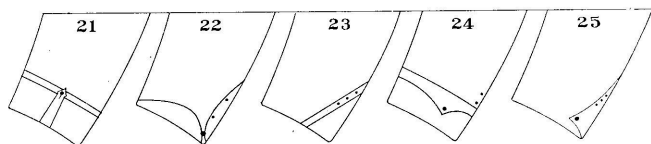
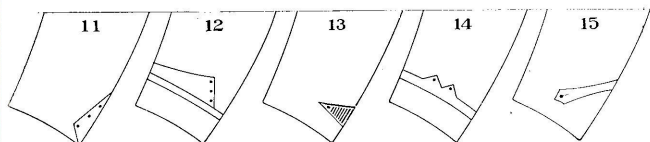
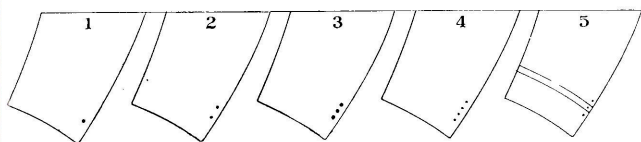
STYLE
K-23



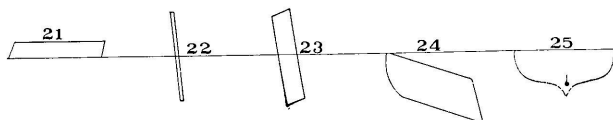
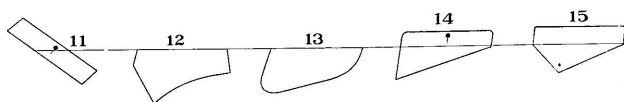
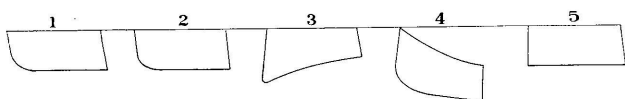
STYLE
K-24

The Topper Coat with a few embellishments. Note the patch pockets, button flaps and the neat cuff. A very nice example of smart styling and careful tailoring.

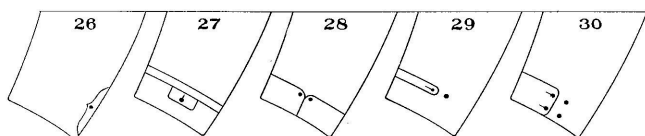
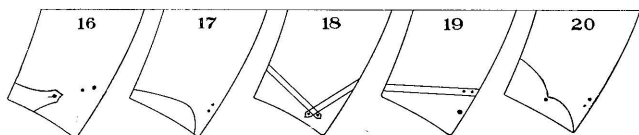
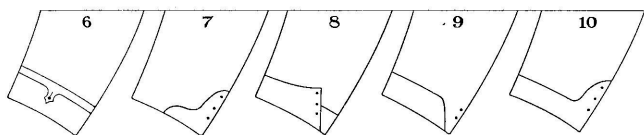




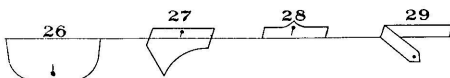
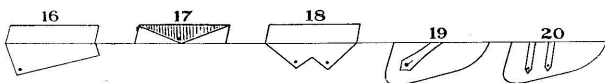
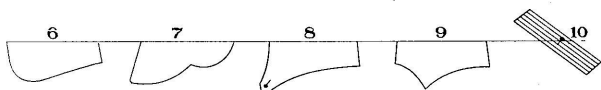
YOUR CHOICE OF ANY OF THESE
CUFF STYLES



YOUR CHOICE OF ANY OF THESE
STYLES OF POCKET FLAPS



YOUR CHOICE OF ANY OF THESE
CUFF STYLES



YOUR CHOICE OF ANY OF THESE
STYLES OF POCKET FLAPS

CORRECT ATTIRE FOR FORMAL AND INFORMAL DRESS OCCASIONS

DAY DRESS

For all events before 6 o'clock. Day weddings, calls, receptions, matinees.

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

Coat—Prince Albert or single-breasted cutaway frock.

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

Trousers—Striped worsted, light to medium tones.

Shirt and Cuffs—White, square cornered cuffs.

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

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

Gloves—Light grey suede.

Hat—High silk.

Shoes—Patent leather.

INFORMAL DRESS

For stag dinners and parties.

Overcoat—Long or short model.

Coat—Tuxedo or dinner coat.

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

Trousers—Same material as coat.

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

Collar—Wing or fold styles.

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

Gloves—Gray suede.

Hat—Black fedora or derby.

Shoes—Patent leather.

FORMAL EVENING DRESS

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

Overcoat—Long model.

Coat—Full dress.

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

Trousers—To match coat.

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

Collar—Standing shape.

Neckwear—White lawn bow tie.

Gloves—White, one button, stitched.

Hat—Opera, high silk.

Shoes—Patent leather or pumps.

FINE GARMENTS FOR MEN



KEEP this magazine for reference. You may not require a suit or overcoat just at present, but when you are choosing becoming styles a little later on you will find this fashion guide of great service to you.

Upon—every style shown in this magazine is correct in every detail. It is simply a question of choosing the most suitable style for your age and figure. Note the Agent's name on cover page.

AUTUMN & WINTER
1909-1910

