



The  
ARROW  
STYLE BOOK




The  
ARROW  
STYLE BOOK


THE  
ARROW  
STYLE  
BOOK



ARROW COLLARS  
ARROW SHIRTS  
ARROW HANDKERCHIEFS  
ARROW UNDERWEAR



## OFFICERS and DIRECTORS



### CLUETT, PEABODY & CO., INC.

FOUNDED 1851

EXECUTIVE OFFICES: TROY, N. Y.



#### OFFICERS


*Chairman of the Board*

E. H. CLUETT


<i>President</i>	C. R. PALMER
<i>Vice-President</i>	R. O. KENNEDY
<i>Vice-President</i>	S. L. CLUETT
<i>Vice-President</i>	F. G. PEABODY
<i>Vice-President</i>	W. C. MORGAN
<i>Vice-President</i>	H. P. STATZELL
<i>Secretary</i>	H. M. GROUT
<i>Treasurer</i>	D. A. GILLESPIE

#### DIRECTORS

WADDILL CATCHINGS	S. J. MCAULEY
E. H. CLUETT	W. C. MORGAN
G. A. CLUETT	C. R. PALMER
S. L. CLUETT	R. S. PAYNE
D. A. GILLESPIE	F. G. PEABODY
H. M. GROUT	E. C. PFEFFER
JOHN M. HANCOCK	H. P. STATZELL
R. O. KENNEDY	J. C. TURRELL
E. A. LAFLEUR	H. T. YOUNG



## FOREWORD



*Cluett, Peabody & Co., Inc. present their Newly Revised  
Catalog of  
Arrow Collars, Shirts, Handkerchiefs  
and Underwear*

In the Collar Section we have illustrated all the current styles of our various brands.

In the Shirt, Handkerchief and Underwear Sections we have shown only a few of the staple numbers. Our salesman will call on you periodically with the complete line of Arrow Products.

You will have many occasions to refer to this catalog, aside from ordering goods.

In the center you will find an authentic Dress Chart, which you may consult with absolute confidence.

On pages 41, 42, 43 and 44 are illustrated some of the Resale Helps which we are constantly supplying to our customers.

The best artistic talent in the world is employed in the preparation of our Window Cards, Posters, Cutouts, Stickers, Display Racks, Newspaper Electros, etc., and we shall welcome every opportunity to assist you in your resale problems.

Important information on "How to Measure a Collar" and "How to Measure a Shirt" are clearly illustrated on pages 13 and 18.

Arrow Products will be consistently and generously advertised in the leading national mediums.

The addresses of our thirteen salesrooms appear on the last page of this catalog. Our nearest office will serve you promptly and efficiently.

**Concentrate on ARROW  
Increase Your TURNOVERS with no  
LEFTOVERS**

GOLDEN ARROW COLLARS



Golden Arrow Collars

Starched, for the trim, neat, civil style that starch alone can give. But *light*—it weighs but  $\frac{3}{8}$  of an ounce. And *pliant*—you can tie it in a knot, untie it, wear it! Its texture is as fine as beautiful linen. No soft collar ever felt so easy, no starched collar ever looked so well. . . .

GOLDEN ARROW COLLARS



SUDBURY

Front  $2\frac{1}{2}$  in. Back  $1\frac{1}{2}$  in. Band  $\frac{1}{4}$  in.  
 Sizes  $11\frac{1}{2}$  to  $17\frac{1}{2}$ — $13\frac{1}{4}$  to  $16\frac{3}{4}$



ARDSLEY

Front  $2\frac{3}{4}$  in. Back  $1\frac{1}{2}$  in. Band 1 in.  
 Sizes 13 to 18— $13\frac{1}{4}$  to 17 $\frac{1}{4}$



HEMPSTEAD

Front  $2\frac{3}{4}$  in. Back  $1\frac{1}{2}$  in. Band  $1\frac{1}{8}$  in.  
 Sizes 13 to  $17\frac{1}{2}$ — $13\frac{1}{4}$  to 17 $\frac{1}{4}$



LENOX

Front  $2\frac{3}{4}$  in. Back  $1\frac{1}{2}$  in. Band  $1\frac{1}{8}$  in.  
 Sizes 13 to  $17\frac{1}{2}$ — $13\frac{1}{4}$  to 17 $\frac{1}{4}$



HAMPTON

Front  $3\frac{1}{4}$  in. Back  $1\frac{1}{2}$  in. Band  $1\frac{1}{8}$  in.  
 Sizes  $15\frac{1}{2}$  to  $17\frac{1}{2}$ — $13\frac{1}{4}$  to  $16\frac{3}{4}$



OSTEND

Front  $3\frac{1}{4}$  in. Back  $1\frac{1}{2}$  in. Band  $\frac{1}{2}$  in.  
 Sizes  $13\frac{1}{2}$  to  $17\frac{1}{2}$ — $13\frac{1}{4}$  to  $16\frac{3}{4}$



GOLDEN ARROW WINDOWS



ARROW *Starched* COLLARS



**BARTH**  
Front  $2\frac{1}{2}$  in. Back  $1\frac{1}{2}$  in. Band  $\frac{3}{4}$  in.  
Sizes 13 to  $17\frac{1}{4}$ — $13\frac{3}{4}$  to  $16\frac{3}{4}$



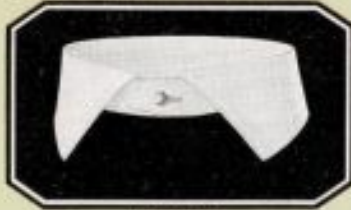
**GREYLOCK**  
Front  $1\frac{1}{2}$  in. Back  $1\frac{1}{2}$  in. Band  $\frac{3}{4}$  in.  
Sizes 12 to 18— $13\frac{3}{4}$  to  $17\frac{3}{4}$



**ANCOVER**  
Front  $2\frac{1}{4}$  in. Back  $1\frac{1}{2}$  in. Band  $\frac{7}{8}$  in.  
Sizes  $12\frac{1}{2}$  to  $18\frac{1}{4}$ — $13\frac{3}{4}$  to  $17\frac{3}{4}$



**LAKOTA**  
Front  $2\frac{1}{2}$  in. Back  $1\frac{1}{4}$  in. Band  $\frac{3}{4}$  in.  
Space 1 in. Sizes 13 to 22— $11\frac{1}{2}$  to  $17\frac{3}{4}$



**AVOLYN**  
Front  $2\frac{1}{2}$  in. Back  $1\frac{1}{2}$  in. Band  $\frac{3}{4}$  in.  
Space  $\frac{3}{4}$  in. Sizes 12 to 20— $13\frac{3}{4}$  to  $17\frac{3}{4}$



**PAR**  
Front  $2\frac{1}{2}$  in. Back  $1\frac{1}{4}$  in. Band 1 in.  
Sizes 12 to  $17\frac{1}{4}$ — $13\frac{3}{4}$  to  $16\frac{3}{4}$



**DOWNS**  
Front  $2\frac{1}{2}$  in. Back  $1\frac{1}{2}$  in. Band 1 in.  
Sizes 12 to 18— $13\frac{3}{4}$  to  $17\frac{3}{4}$



**DORSET**  
Front  $2\frac{1}{2}$  in. Back  $1\frac{1}{2}$  in. Band 1 in.  
Sizes 12 to 18— $13\frac{3}{4}$  to  $17\frac{3}{4}$



### ARROW Starched COLLARS



**KEBO**  
Front 2½ in. Back 1½ in. Band 1 in.  
Sizes 12 to 17½—13¾ to 16¾



**ALDEN**  
Front 2½ in. Back 1½ in. Band 1¼ in.  
Sizes 13 to 17½—13¾ to 16¾



**BOYD**  
Front 3¼ in. Back 1½ in. Band ¾ in.  
Sizes 13 to 17½—13¾ to 16¾



**DART**  
Front 3 in. Back 1½ in. Band 1¼ in.  
Sizes 13 to 17½—13¾ to 16¾



**ARVERNE**  
Front 1¾ in. Back 1½ in. Band ¾ in.  
Sizes 12 to 17½—13¾ to 16¾



**GAGE**  
Front 2½ in. Back 1½ in. Band ¾ in.  
Sizes 12 to 17½—13¾ to 16¾



**PELL**  
Front 2½ in. Back 1½ in. Band 1 in.  
Sizes 12 to 17½—13¾ to 16¾



**DUNCAN**  
Front 2½ in. Back 1½ in. Band 1 in.  
Sizes 12 to 18—13¾ to 17¾



### ARROW Starched COLLARS



**SPUR**  
Front 2½ in. Back 1½ in. Band 1¼ in.  
Sizes 12 to 18—13¾ to 17¾



**DRAKE**  
Front 2¼ in. Back 1½ in. Band 1½ in.  
Sizes 12 to 17½—13¾ to 16¾



**MARCY**  
Front 2½ in. Back 1½ in. Band 1¼ in.  
Sizes 12 to 18—13¾ to 17¾



**TREND**  
Front 1¾ in. Back 1½ in. Band 1 in.  
Sizes 13 to 17½—13¾ to 16¾



**THE GUARDS**  
Front 1¾ in. Back 1½ in. Band 1¼ in.  
Sizes 13 to 17½—13¾ to 16¾



**ASHBOURNE 1**  
Front 1¾ in. Back 1½ in. Band 1¼ in.  
Sizes 12 to 20—13¾ to 17¾



**ASHBOURNE 2**  
Front 2 in. Back 1½ in. Band 1½ in.  
Sizes 12 to 20—13¾ to 17¾



**HUMBERT**  
Front 1¾ in. Back 1½ in. Band ¾ in.  
Sizes 12 to 20—13¾ to 17¾



ARROW Starched COLLARS



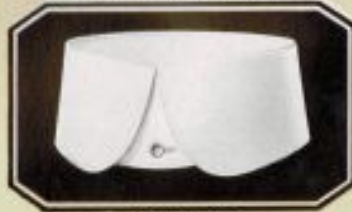
**MEYRICK**  
Front 2¼ in. Back 1¾ in. Band 1½ in.  
Space ½ in. Sizes 13 to 19½—13¾ to 17¾



**CHASE**  
Front 2 in. Back 1¾ in. Band 1¼ in.  
Sizes 12 to 18—13¾ to 16¾



**DEVON**  
Front 2¼ in. Back 1¾ in. Band 1½ in.  
Sizes 12 to 18—13¾ to 17¾



**MARLEY**  
Front 2½ in. Back 2 in. Band 2 in.  
Sizes 12 to 17½—13¾ to 17¾



**LINDSAY**  
Front 2¼ in. Back 1¾ in. Band 1½ in.  
Sizes 12 to 18—13¾ to 17¾



**LYNN**  
Front 2½ in. Back 1¾ in. Band 1½ in.  
Sizes 13 to 17½—13¾ to 16¾



**WHIP (Form-Fit)**  
Front 2¼ in. Back 1¾ in. Band 1½ in.  
Sizes 12 to 17½—13¾ to 17¾

ARROW Starched COLLARS



**GORDON (Form-Fit)**  
Front 2¼ in. Back 2 in. Band 1½ in.  
Sizes 12 to 18—13¾ to 17¾



**BERWICK (Form-Fit)**  
Front 2½ in. Back 2¼ in. Band 2¼ in.  
Sizes 13 to 17½—13¾ to 16¾



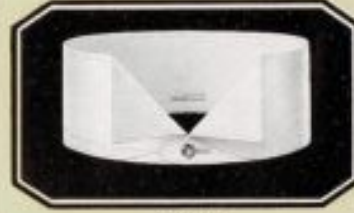
**KALITAN (Form-Fit)**  
Front 2¾ in. Back 2½ in. Band 2 in.  
Sizes 12 to 17½—13¾ to 17¾



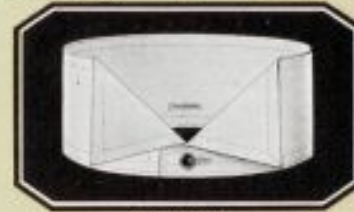
**CONTOUR (Form-Fit)**  
Front 2¾ in. Back 1¾ in. Band 1½ in.  
Sizes 12 to 18—13¾ to 17¾



**CHEVY**  
Front 1¾ in. Back 1½ in.  
Sizes 13½ to 17½—13¾ to 16¾



**MALL**  
Front 2¾ in. Back 1¾ in.  
Sizes 12 to 18—13¾ to 16¾



**CANTAB**  
Front 2¼ in. Back 1¾ in.  
Sizes 13½ to 18—13¾ to 17¾



## ARROW Starched COLLARS



**TUXARA**

Front  $1\frac{1}{2}$  in. Back  $1\frac{1}{2}$  in.  
Sizes 12 to 19— $13\frac{1}{4}$  to  $17\frac{1}{4}$



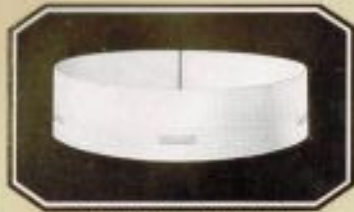
**ELDRED**

Front  $1\frac{3}{4}$  in. Back  $1\frac{1}{2}$  in.  
Sizes 12 to  $18\frac{1}{2}$



**WELCHOR**

Front  $2\frac{1}{4}$  in. Back  $1\frac{1}{4}$  in.  
Sizes 13 to 18— $13\frac{3}{4}$  to  $17\frac{3}{4}$



**MILITARY REGULAR**

Front  $1\frac{9}{16}$  in. Back  $1\frac{1}{16}$  in.  
Sizes 12 to 17



**CANTERBURY 1 (Anglican)**

Front  $1\frac{1}{2}$  in. Back  $1\frac{1}{2}$  in.  
Sizes  $13\frac{1}{2}$  to 18— $13\frac{3}{4}$  to  $16\frac{3}{4}$



**CANTERBURY 2 (Anglican)**

Front 2 in. Back  $1\frac{1}{2}$  in.  
Sizes  $13\frac{1}{2}$  to  $17\frac{1}{2}$ — $13\frac{3}{4}$  to  $16\frac{3}{4}$



**ETON 6**

Front  $2\frac{1}{2}$  in. Back  $2\frac{1}{2}$  in.  
Sizes  $16\frac{1}{2}$  to 24

## ARROW Starched COLLARS



**CATHEDRAL A (Roman)**

Front  $1\frac{1}{2}$  in. Back  $1\frac{1}{2}$  in. Band  $1\frac{1}{2}$  in.  
Sizes  $13\frac{1}{2}$  to 18— $13\frac{3}{4}$  to  $16\frac{3}{4}$



**CATHEDRAL B (Roman)**

Front  $2\frac{1}{2}$  in. Back  $1\frac{1}{2}$  in. Band  $1\frac{1}{2}$  in.  
Sizes  $13\frac{1}{2}$  to  $17\frac{1}{2}$ — $13\frac{3}{4}$  to  $16\frac{3}{4}$



**E&W CHURCHMAN No. 2**

Front 2 in. Back  $1\frac{1}{2}$  in.  
Sizes 14 to  $18\frac{1}{2}$



**SAYBROOK**

Width  $3\frac{3}{4}$  in.  
Regular Sizes 9 to 11 $\frac{1}{2}$

### HOW TO MEASURE A COLLAR

This is the Top usually consisting of Front, Back and Interlining

This is the Band usually consisting of Front, Back and Interlining



Measure collar (on collar-attached shirt) from end of buttonhole to the center of the button. Measure a detached collar (or a shirt neckband) from the end of one buttonhole to the end of the other and subtract  $\frac{1}{4}$ "

11 10 9 8 7 5 4 3 2 1 8

35c ARROW Soft COLLARS



**TATE**  
Front 2 1/4 in. Back 1 1/2 in. Band 3/4 in.  
Sizes 12 to 20—13 1/4 to 17 1/4



**BERKS**  
Front 2 1/4 in. Back 1 1/2 in. Band 1 in.  
Sizes 13 to 17 1/2—13 1/4 to 16 1/4



**KIPP**  
Front 2 1/4 in. Back 1 1/2 in. Band 1 in.  
Sizes 12 to 17 1/2—13 1/4 to 16 1/4



**TIMES**  
Front 3 1/4 in. Back 1 1/2 in. Band 1 in.  
Sizes 13 to 17 1/2—13 1/4 to 16 1/4



**ART**  
Front 2 1/4 in. Back 1 1/2 in. Band 1 1/4 in.  
Sizes 12 to 18 1/2—13 1/4 to 17 1/4



**DIX**  
Front 2 1/4 in. Back 1 1/2 in. Band 1 1/4 in.  
Sizes 12 1/2 to 17 1/2—13 1/4 to 16 1/4



**TOUR**  
Front 2 1/4 in. Back 1 1/2 in. Band 1 1/4 in.  
Sizes 12 to 18—13 1/4 to 16 1/4



**RAND**  
Front 2 1/4 in. Back 1 1/2 in. Band 1 1/4 in.  
Sizes 13 to 17 1/2—13 1/4 to 16 1/4

25c ARROW Soft COLLARS



**MACK**  
Front 1 3/4 in. Back 1 1/2 in. Band 3/4 in.  
Sizes 12 to 17 1/2—13 1/4 to 16 1/4



**GALT**  
Front 2 1/2 in. Back 1 1/2 in. Band 3/4 in.  
Sizes 13 to 17 1/2—13 1/4 to 16 1/4



**TEAL**  
Front 2 1/4 in. Back 1 1/2 in. Band 3/4 in.  
Sizes 12 to 20—13 1/4 to 17 1/4



**ROY**  
Front 2 1/4 in. Back 1 1/2 in. Band 1 in.  
Sizes 12 to 17 1/2—13 1/4 to 16 1/4



**WARE**  
Front 2 1/4 in. Back 1 1/2 in. Band 1 in.  
Sizes 13 to 17 1/2—13 1/4 to 16 1/4



**TIDE**  
Front 2 1/4 in. Back 1 1/2 in. Band 1 1/4 in.  
Sizes 12 to 17 1/2—13 1/4 to 16 1/4



**E & W Linen Starched COLLARS**



**ERIC**  
Front 1½ in. Back 1½ in. Band 1 in.  
Sizes 13½ to 17½—13¼ to 16¼



**BUCKS**  
Front 2½ in. Back 1½ in. Band 1 in.  
Sizes 13½ to 17½—13¼ to 16¼



**LLOYD**  
Front 2½ in. Back 1½ in. Band 1½ in.  
Sizes 13½ to 17½—13¼ to 16¼



**CELT**  
Front 2½ in. Back 1½ in. Band 1½ in.  
Sizes 13½ to 17½—13¼ to 16¼



**HOST**  
Front 1¾ in. Back 1½ in.  
Sizes 13 to 17½—13¼ to 16¼



**OPERA**  
Front 2¾ in. Back 2 in.  
Sizes 13½ to 17½—13¼ to 16¼



**PROM**  
Front 2½ in. Back 1¾ in.  
Sizes 13 to 17½—13¼ to 16¼



**CIRO**  
Front 2½ in. Back 1¾ in.  
Sizes 13½ to 17½—13¼ to 16¼

**ARROW SHIRTS**

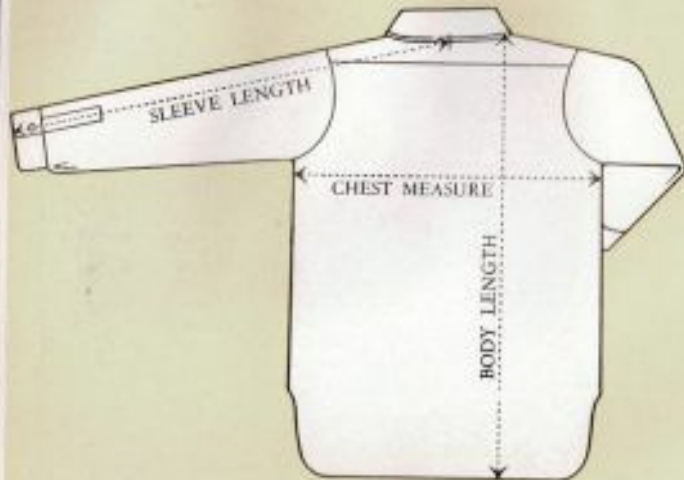
IT PAYS TO INSIST ON ARROWS



NO MATTER HOW YOU LOOK AT IT  
**90% of SHIRT STYLE**  
IS IN THE COLLAR

If the collar on a shirt is not exactly right, then from a style standpoint the shirt is a botch. That's why it pays to insist on Arrows. Arrow Collars on Arrow Shirts cost no more than ordinary collars on ordinary shirts.

## HOW TO MEASURE A SHIRT



*Sleeve:* Fold yoke on itself and mark center at junction with neckband by creasing. Lay out flat and measure from center of Yoke to end of Sleeve.

*Chest:* Measure width of buttoned Shirt at a point one inch below arm pits and multiply by two.

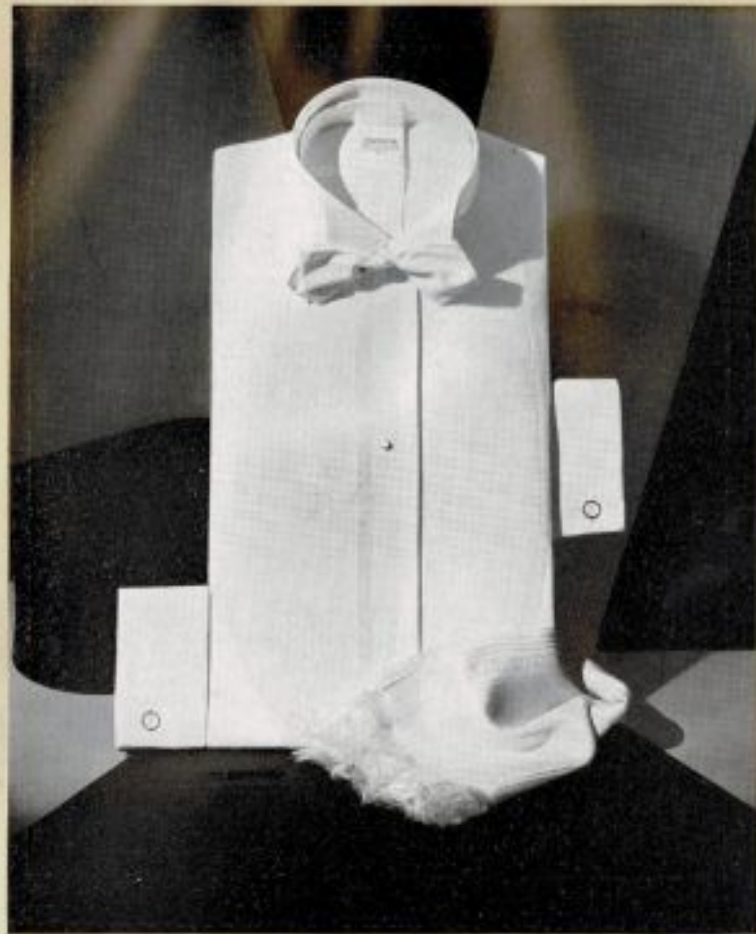
*Body:* Fold yoke so that front and back are even at bottom of tail. Measure front fold of yoke at neck to bottom of tail.

## ARROW SHIRTS



# ARROW SHIRTS

ARROW *Dress* SHIRTS



ARROW OPEN BACK DRESS SHIRTS

KIRK LINE—Made in a variety of patterns of Domestic and Imported novelty pique bosom and cuffs. Closed front with one or two studs to show. Opens all the way down the back, thus permitting the wearer to adjust jewelry before putting on shirt.

*Stock carried at all our salerooms*

ARROW *Dress* SHIRTS



ARROW PLEATED DRESS SHIRTS

ARNO LINE—The line of Arno Dress Shirts consists of a number of exclusive patterns of plain and imported novelty pique with starched or semi-starched French Cuffs attached. Closed front with one or two studs to show. Opens all the way down the back, thus permitting the wearer to adjust jewelry before putting on shirt.

*Stock carried at all our salerooms*



## ARROW Dress SHIRTS



ARROW DRESS SHIRTS

**DON KIRK LINE**—Several patterns of the popular Open Back Kirk with the patented Donchester Bosom which, not being attached to the body of the shirt at the waist, will not bulge no matter what position the wearer may assume. Bosom and cuffs are of plain and imported pique with one or two studs to show. Starched cuffs to match.

*Stock carried at all our salesrooms*



## ARROW Dress SHIRTS



ARROW PLEATED DRESS SHIRTS

**DON ARNO LINE**—This line is made up of a variety of plain and imported novelty pique with starched and semi-starched French Cuffs and one stud to show. Opens all the way down the back and has the patented Donchester Bosom which, like good manners, is never out of place no matter what position the wearer may assume.

*Stock carried at all our salesrooms*



# THE WHAT AND THE WHEN OF WEAR

ISSUED BY CLUETT, PEABODY & CO., INC.



## DAY DRESS

### INFORMAL—BUSINESS, SOCIAL, CLUB AFFAIRS, ETC.

The SUIT	The HAT	CRAVAT and COLLAR	The SHIRT	HOSE and SHOES	JEWELRY
<p><i>Coat:</i> Double or single breasted Jacket.</p> <p><i>Vaistcoat:</i> Same material as suit. Plain colors, brown, beige, blue linen, double or single.</p> <p><i>Trousers:</i> Same as coat.</p>	<p>Derby, soft felt in various colors and stiff straw hats. Leghorns and Panamas in season.</p>	<p><i>Cravat:</i> Throwover bow or four-in-hand tie. Foulards, crepes, and plain colors.</p> <p><i>Collar:</i> Low turn-down or wing.</p>	<p>Of white material, with French cuffs. Also of colored shirtings, with detached starch collar to match.</p>	<p><i>Hose:</i> Wool, lisle or silk hose to harmonize with suit or shoes.</p> <p><i>Shoes:</i> Black or tan oxfords. Spats. Black or tan calf boots with white lurch or tan canvas.</p>	<p>Gold studs and links. Single pearl or jeweled pin. Wrist or pocket watch.</p>

### FORMAL—DAY WEDDINGS, TEAS, RECEPTIONS, ETC.

The SUIT	The HAT	CRAVAT and COLLAR	The SHIRT	HOSE and SHOES	JEWELRY
<p><i>Overcoat:</i> Black or gray S. B. Chesterfield.</p> <p><i>Coat:</i> The Gateway.</p> <p><i>Vaistcoat:</i> S. B. same material as coat or D. B. of pale brown, silver-toned grays or white.</p> <p><i>Trousers:</i> Dark ground with pencil stripes in subdued tones.</p>	<p>High silk hat with band not over 2 inches high.</p>	<p><i>Cravat:</i> Full throwovers, four-in-hands, or pointed end bows, plain colors or faintly indicated self figures and stripes. For weddings the four-in-hand or throwover should be in pastel shades or white. Bows in pastel shades or dark colors.</p> <p><i>Collar:</i> The Cantab or Host wing collar. Gray Macha</p> <p><i>Gloves:</i> Gray Suede Gloves.</p>	<p>Open-back Arrow with starched cuffs. Bosoms plain, pique or pleated.</p>	<p><i>Hose:</i> Black silk with white or self-locking or striped in gray of two tones.</p> <p><i>Shoes:</i> Patent leather shoes, buttoned or oxfords with white, lawn or tan spats.</p>	<p>Plain gold or Mother of Pearl links and bosom studs. Very small gold or platinum watch-guard. Seal ring.</p>

## EVENING DRESS

### INFORMAL—CLUB, INFORMAL DANCES, ETC.

The SUIT	The HAT	CRAVAT and COLLAR	The SHIRT	HOSE and SHOES	JEWELRY
<p><i>Coat:</i> Single or double breasted Dinner Jacket—peaked collar preferred.</p> <p><i>Vaistcoat:</i> Same material as coat or white or gray single or double breasted.</p> <p><i>Trousers:</i> To match coat.</p>	<p>Derby, gray or black Homburg. In summer, straws.</p>	<p><i>Cravat:</i> Black butterfly or straight tie.</p> <p><i>Collar:</i> Wing like Tuxedo or Prism or a turn-down collar.</p>	<p>Open-back, plain, pleated or pique, showing 1 or 2 studs with starched or semi-starched French cuffs.</p> <p>Like Kirk, Arno, Don Kirk, Don Arno.</p>	<p><i>Hose:</i> Black or gray.</p> <p><i>Shoes:</i> Patent leather pumps or oxfords.</p>	<p>Pearl or Mother of Pearl in gold links and studs. Pocket watch.</p>

### FORMAL—WEDDINGS, BANQUETS, OPERAS AND RECEPTIONS

The SUIT	The HAT	CRAVAT and COLLAR	The SHIRT	HOSE and SHOES	JEWELRY
<p><i>Overcoat:</i> Dark Blue or Black D. B. or Chesterfield.</p> <p><i>Coat:</i> Tail coat—lapels silk faced.</p> <p><i>Vaistcoat:</i> D. B. or S. B. of white pique or other tub material. Hollowed V opening or extremely hollowed opening.</p> <p><i>Trousers:</i> Same material as coat.</p>	<p>Silk rep crash or opera or silk with felt band. In summer, straws.</p>	<p><i>Cravat:</i> White—Evening Dress. Rather long club effect with pointed ends or extended butterfly showing round or pointed ends.</p> <p><i>Collar:</i> The Arrow wing Cantab or the Linen Host or Cirio. White Gloves.</p>	<p>Open-back, closed front, showing 1 or 2 studs. Plain bosom, always fully starched. Single starched cuffs.</p> <p>Like Don I, Don II.</p>	<p><i>Hose:</i> Black or blue Silk.</p> <p><i>Shoes:</i> Low cut oxfords of patent leather.</p>	<p>Single pearl in bosom or with two pearl studs. Mother of Pearl links. Pocket watch.</p>



## ARROW Broadcloth SHIRTS



# ARROW

## Broadcloth SHIRTS

Made with ARROW COLLAR Attached, and with NECKBAND



## ARROW Broadcloth SHIRTS



### *Spartan Line* —

These shirts are made of a fine quality of Broadcloth expressly constructed to show value for \$1.50 or \$1.65. The cloth is 10 to 12 picks finer than the customary material used in this grade of shirt. Made in two ways:

*SPARTAN*—with Arrow Collar attached

*SPARTAN N*—with neckband

### *Trump Line* —

The most popular Broadcloth Shirt in America today and one of the few asked for by style name. Made of extraordinary fine quality broadcloth plus the usual excellent Arrow style and workmanship.

*TRUMP*—with Arrow Collar attached

*TRUMP N*—with neckband

### *Paddock Line* —

A full count specially constructed all single domestic Broadcloth. This cloth is by far better consumer value than all single imported cloth heretofore largely used in the same construction.

*PADDOCK*—with Arrow Collar attached

*PADDOCK N*—with neckband

Full shrunk collar

### *Mayfair Line* —

A 2-ply and single (2 x 1) Broadcloth of fine Egyptian cotton, gassed to obtain a high luster in the finishing. Exceptional value.

*MAYFAIR*—with Arrow Collar attached

*MAYFAIR N*—with neckband

Preshrunk throughout

### *Baronet Line* —

An imported 2-ply (2 x 2) Broadcloth made from the finest Sakelarides yarn, all combed and gassed. Highly mercerized, insuring a permanent luster and specially finished to obtain a minimum of shrinkage.

*BARONET*—with Arrow Collar attached

*BARONET N*—with neckband

Preshrunk throughout

### *Sir Galahad* —

The finest 2-ply (2 x 2) imported Broadcloth counting 160 x 84. Made of Egypt's finest long staple yarns, woven and finished by England's best craftsmen, and tailored by America's best shirtmakers.

*SIR GALAHAD*—with Arrow Collar attached

*SIR GALAHAD N*—with neckband

Preshrunk throughout





# TRUMP SHIRT *Window Displays*



# ARROW *Colored SHIRTS*



BARTH

A negligee shirt styled in all the popular materials with two of the new popular starched Barth collars to match. Soft French Cuffs.

*Only ARROW SHIRTS have Arrow Collars attached or to match*

11 10 9 8 7 5 4 3 2 1 8

ARROW Colored SHIRTS



HEMPSTEAD

A negligee shirt with soft French Cuffs and two Arrow Hempstead starched collars to match. Styled in the popular shirtings.

Only ARROW SHIRTS have Arrow Collars attached or to match

ARROW Colored SHIRTS



THE SPADE

The Spade Line has the starched demi-bosom with starched cuffs and two starched Arrow Collars to match. Made in a wide range of materials and patterns.

Only ARROW SHIRTS have Arrow Collars attached or to match



### ARROW Colored SHIRTS



HENLEY

This Line has the popular top dressed Arrow Collar attached and the soft cow-hed cuffs. Styled in a variety of patterns.

Only ARROW SHIRTS have Arrow Collars attached or to match



### ARROW Colored SHIRTS



PARK

The Park model is made with the soft Arrow Collar attached, soft cow-hed cuffs with sewed-on button. Styled in fabrics suitable for soft collars.

Only ARROW SHIRTS have Arrow Collars attached or to match

## ARROW Colored SHIRTS



ARAMORE

The Aramore has the popular handless Arrow Collar attached and cow-hoel cuffs. Made in Broadcloths, plain Oxfords, and Woven Madrases both in plain colors and patterned goods. An exceedingly fine shirt for sports. May be worn open at the neck or with cravat.

Only ARROW SHIRTS have Arrow Collars attached or to match

## ARROW Packet HANDKERCHIEFS



### THE ARROW PACKET HANDKERCHIEFS

are made of a superior cloth specially woven for the purpose and have uniformly even hems.

The packages are unusually attractive and come in the following qualities

Quality "C".	retailing at 1 for 10¢—Red Package
Quality "H"	" 2 for 25¢—Yellow Package
Quality "D".	" 1 for 25¢—Blue Package
Quality "L" Linen	" 1 for 35¢—Green Package
Quality "M" Linen	" 1 for 50¢—Black Package

Qualities "C" "H" and "D" packed 5 dozen Handkerchiefs to the carton.  
Qualities "L" and "M" packed 1 dozen Handkerchiefs to the carton.

## ARROW HANDKERCHIEFS



DISPLAY CASE

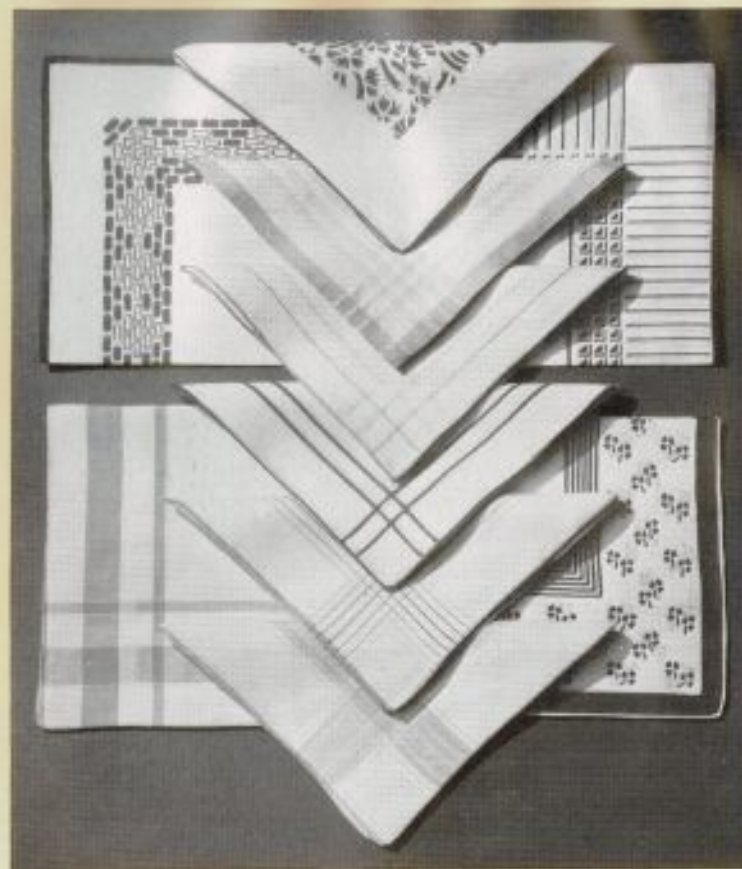
This Plate-Glass Case, with spring door, given free with initial order for 25 dozen assorted Arrow Packet Handkerchiefs



THE TRADE BUILDER

A 5-dozen assortment of Fancy Arrow Handkerchiefs, packed in an attractive compact Counter Display. Each handkerchief is neatly folded and enveloped in cellophane

## ARROW *Fancy* HANDKERCHIEFS

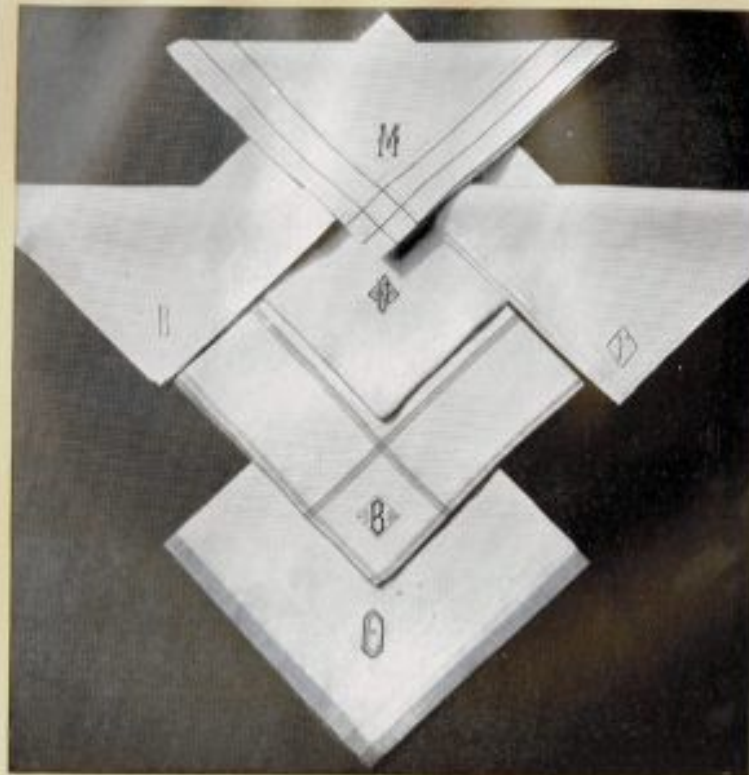


Arrow Handkerchiefs for men are known everywhere for their unvarying quality in fabrics and needlework.

The Arrow Fancy Line embraces Domestic woven bordered ideas, Irish Hand Block Prints—Irish Linen woven borders with Hand Rolled Edges—Irish Linen woven borders with neatly hemstitched hems—French Linens, French Silks and Japanese Silks.

They retail profitably at 25c, 35c, 50c, \$1.00, and \$1.50—you'll find a wide variety to choose from.

## ARROW Initial HANDKERCHIEFS



### INITIAL HANDKERCHIEFS

*Are Constantly Growing In Popularity*

Good merchants are taking advantage of this popularity by keeping well balanced stocks of men's Initial Handkerchiefs the year round—Larger volume—Bigger profits.

Arrow Initial Handkerchiefs are profitable because staple initials are carried in all Salesrooms for immediate delivery—which means quicker service and greater turn-over.

Arrow Initials can be had either on Plain or Fancy fabrics—Fine Cotton or Irish Linen.

#### Popular Scale for 25 Dozen Initial Handkerchiefs

A	B	C	D	E	F	G	H	J	K
1 1/2	1 1/2	1 1/2	1	1 1/2	1 1/2	1 1/2	1 1/2	1 1/2	1 1/2
L	M	N	O	P	R	S	T	W	
1	1 1/2	1 1/2	1 1/2	1	1 1/2	1 1/2	1	1 1/2	Total 25 Dozen

## ARROW Initial HANDKERCHIEFS

(PURE WHITE LINEN)

*The following styles of Pure White Linen Arrow Handkerchiefs are carried in stock at all our salesrooms for immediate delivery and your convenience.*

**PL 25**—Good quality Pure White Irish Linen; 3/16 in. hem—17 inches square—Boxed 5 dozens—makes an outstanding value to retail for 25c each.

**PL 1** (Dungiven)—Fine quality Pure White Irish Linen, 3/16 or 1/2 in. hems—17 1/2 inches square—Boxed 1 dozens—a real 35c value.

**PL 4** (Ballymena)—Exceptionally fine Plain White Irish Linen, 3/16 or 1/2 in. hems—18 inches square—Boxed 1 dozens—Makes friends everywhere at 50c each.

**PL 7** (Cavan)—Fine quality Sheer Irish Linen with plain white cord design—Hand Rolled Edge—17 1/2 inches square—Boxed 1 dozens—very popular handkerchief—to retail for 50c each.

**PL 16** (Clare)—Exceptional quality of sheer hand loomed white Irish Linen with cord design—The choice of the well groomed man—Boxed 1/2 dozens—sells freely at \$1.00 each.

### Initial Linens

**PLI 18**—Initialed Handkerchief of Irish Linen—Pure white with an attractive block initial finely embroidered in white—17 inches square—neat 3/16 inch hem—Boxed 1/2 dozens—an unusual value to retail for 25c each.

**PLI 19**—Initialed Handkerchief of fine Irish Linen—Pure white, with an attractive initial in white surrounded with a diamond outline, finely embroidered in white—18 inch square—3/16 inch hem—Boxed 3/12 dozens. You'll find it hard to duplicate this handkerchief for a 50c retailer.

*Carried in all Salesrooms in all initials except  
I Q U V X Y Z for your convenience*

## ARROW UNDERWEAR



### ARROW UNDERWEAR

The Arrow Underwear Line embraces an unusual variety of patterns of the popular "Yach" shirt and slacks.

They come plain, solid colors, with broad stripes, and in plaid, checks, and bold figures.

The slacks are made in the following ways: with elastic adjusters, edge-able hocks, all around elastic, and with elastic at back of band.

Shown in quarter slacks and half slacks and carried in stock in all our showrooms.

## ARROW Resale HELPS



No. 10 Circus Display

Metal frame and base with white paper background. Holds 6 cutboard inserts. A splendid display device for your window or store.

No. 11 Circus Display

Metal frame with white paper background. Made to hold 10 colored cutboard collar inserts which we also supply. Just fix the corner of your window.

ARROW Resale HELPS

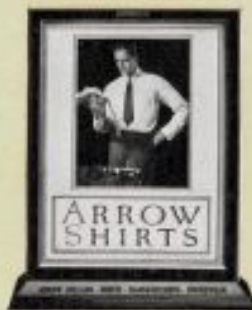
ARROW COLLARS



**ARROW**  
BROADCLOTH  
**SHIRTS**  
in white and pastel shades  
with Arrow collars attached

\$1.95 \$2.45 \$3.00 \$3.50 \$5.00

THE FRAMED 1-SHEET POSTER  
Size about 32" x 48"



Ebony and gold frame to hold our standardized 9 x 12 display cards  
Both of these excellent fixtures supplied without charge to our dealers

ARROW Resale HELPS

**New!**  
The Golden Arrow Collar

**ARROW SHIRTS**  
FOR THE SMART AFFAIR

**TRUMP LEADS - AND IT'S A GRAND SLAM OF AN ARROW-SHIRT BID**

**ARROW SHIRTS**  
DON'T let a low price lead you into a low quality shirt. Good shirts do cost a little more than the so-called "special" shirts, but they last a good deal longer. It's like buying a good tire. The first investment may be a bit larger, but the "average" you get out of the shirt more than makes you on the whole, a smart buyer. It's worth your while to look into our Arrow display.

Some of the newspaper and booklet electros which we supply gratis to Arrow dealers



## ARROW Resale HELPS



Here are just a few of the attractive and "pulling"  
Arrow Window Display cards and cutouts

## ALPHABETICAL INDEX

Name	GOLDEN ARROW COLLARS	Style	Page
Ardley		F- 2	5
Hampton		F-20	5
Hempstead		F- 7	5
Lenox		F- 1	5
Ostend		F-15	5
Sudbury		F-23	5
ARROW STARCHED COLLARS			
Alden		1260	8
Ancover		887	7
Arverne		1188	8
Ashbourne 1		849	9
Ashbourne 2		845	9
Avolyn		888	7
Barth		1274	7
Berwick		1092	11
Boyd		1262	8
Cantab		861	11
Canterbury 1		1183	12
Canterbury 2		1184	12
Cathedral A		1181	13
Cathedral B		1182	13
Chase		1234	10
Chevy		1271	11
Contour		1091	11
Dart		1244	8
Devon		989	10
Dorset		970	7
Downs		1255	7
Drake		1209	9
Duncan		1152	8
Eldred		434	12
Gage		1232	8
Gordon		1107	11
Greylock		1177	7
Humbert		956	9
Kalitan		1145	11
Kebo		1236	8
Lakota		435	7
Lindsay		771	10
Lynn		1254	10
Mall		1235	11
Marcy		1154	9
Marley		996	10

## ALPHABETICAL INDEX

Name	ARROW STARCHED COLLARS	Style	Page
Meyrick . . . . .		723	10
Military Regular . . . . .		1179	12
Par . . . . .		1210	7
Pell . . . . .		1230	8
Spur . . . . .		1176	9
The Guards . . . . .		1249	9
Trend . . . . .		1268	9
Tuxara . . . . .		1197	12
Welchor . . . . .		786	12
Whip . . . . .		1200	10
<b>ARROW ETON COLLARS</b>			
Eton 6 . . . . .		899	12
<b>ARROW CUFFS</b>			
Saybrook . . . . .		A-133	13
<b>E&amp;W STARCHED COLLARS</b>			
Churchman No. 2 . . . . .		W-24	13
<b>E&amp;W LINEN COLLARS</b>			
Bucks . . . . .		FL-12	16
Celt . . . . .		FL-14	16
Ciro . . . . .		FL-22	16
Eric . . . . .		FL-13	16
Host . . . . .		FL-4	16
Lloyd . . . . .		FL-16	16
Opera . . . . .		FL-11	16
Prom . . . . .		FL-5	16
<b>25c ARROW SOFT COLLARS</b>			
Galt . . . . .		1251	15
Mack . . . . .		1243	15
Roy . . . . .		1256	15
Teal . . . . .		1233	15
Tide . . . . .		1242	15
Ware . . . . .		1259	15
<b>35c ARROW SOFT COLLARS</b>			
Art . . . . .		DL-336	14
Berks . . . . .		DL-342	14
Dix . . . . .		DL-340	14
Kipp . . . . .		DL-341	14
Rand . . . . .		DL-338	14
Tate . . . . .		DL-337	14
Times . . . . .		DL-343	14
Tour . . . . .		DL-339	14





# CLUETT, PEABODY & CO., INC.

Executive Offices and Principal Plant, TROY, NEW YORK



## SALESROOMS

City	Street	Managers
ATLANTA	49 Auburn Avenue	H. B. Tenler
BOSTON	41 Bedford Street	S. S. Stow
CHICAGO	300 South Franklin Street	E. C. Pfeffer
CINCINNATI	233 East Sixth Street	A. V. Wolf
CLEVELAND	200 St. Clair Avenue, N.W.	P. A. Isaacson
DALLAS	814 Santa Fe Building	D. H. Hawkins
DETROIT	25 Jefferson Avenue, W.	W. F. Jenkins
LOS ANGELES	826 South Los Angeles Street	C. C. Goodman
NEW YORK	452 Lexington Avenue	U. P. Gookes
PHILADELPHIA	1218 Arch Street	E. C. Brooding
ST. LOUIS	1209 Washington Avenue	T. E. Balshaw
SAN FRANCISCO	150 Pine Street	E. A. La Fleur
SEATTLE	419 First Avenue, So.	E. H. Schroeder

## SAMPLE ROOMS

City	Street	Representative
BUFFALO	327 Washington Street	G. W. Lovers
BALTIMORE	714 Lexington Building	J. W. Bonesteel
COLUMBUS	1112 High Long Building	S. T. Foutle
DENVER	512 Interstate Tr. Building	R. L. Steele
HOUSTON	310 Bina Building	C. B. Eschenfelder
KANSAS CITY	508 Bryant Building	A. E. Wuerth
LOUISVILLE	361 Coleman Building	H. J. Barnes
MEMPHIS	517 Empire Building	E. H. Livermore
MILWAUKEE	3000 Plankinton Arcade	M. H. Phillips
MINNEAPOLIS	130 North Fourth Street	A. J. Christopher
NEW ORLEANS	504 Baronne Building	J. B. Bastian
OAKLAND	257 Blake Building	W. H. Hippen
PORTLAND	817 Terminal Sales Building	C. C. Kamsden
PITTSBURGH	613 Bessemer Building	W. S. Dunlop
SAN DIEGO	Maryland Hotel	J. J. Gilman
TOLEDO	518 Produce Exchange Building	M. B. Jackson
WASHINGTON, D. C.	349 Munsey Building	S. R. Van Horn

## TEXTILE DIVISION

Buying Office: 45 WORTH STREET, NEW YORK CITY Y. E. Morgan

MONTREAL  
TORONTO

## CANADIAN SALESROOMS

Head Office: KITCHENER

Sample Rooms: CALGARY HAMILTON LONDON OTTAWA

WINNIPEG  
VANCOUVER

## EXPORT DEPARTMENT

NEW YORK: 452 Lexington Avenue, J. L. PUFFER, Manager

## FOREIGN REPRESENTATIVES

AUSTRALIA, Sydney	P. B. Shentzer Co., Ltd.
CANAL ZONE, CHRISTOPHOL	Boyd Bros., Inc.
CHINA, SHANGHAI, HONGKONG, and HANKIN	Dodge & Seymour, Ltd.
CUBA, HAVANA	Boyd Bros.
DUTCH EAST INDIES, PADANG, BATAVIA, SEMARANG and SOERABAYA	J. E. Yels & Co.'s Handelsmaatschappij
HOLLAND, AMSTERDAM	Max Bloch, Inc.
INDIA, BOMBAY, CALCUTTA and KARACHI	Dodge & Seymour, Ltd.
MEXICO, MEXICO CITY	General Commission Company, S. A.
NEW ZEALAND, WELLINGTON	P. B. Shentzer Co., Ltd.
NORWAY, OSLO	Owens & Co., A/S
PHILIPPINE ISLANDS, MANILA	Wm. B. Anderson & Co.
PORTO RICO, SAN JUAN	J. M. Busby
SOUTH AFRICA, JOHANNESBURG and CAPE TOWN	H. E. Bubb
VENEZUELA, MARACAIBO and CARACAS	Alfredo Osorio S. & Hijos

WHOLESALE PRICE LIST

ARROW

COLLARS

SHIRTS

HANDKERCHIEFS

UNDERWEAR



1929

CLUETT, PEABODY & CO. INC., TROY, N. Y.

ARROW COLLARS		<i>Per dozen</i>
GOLDEN ARROW COLLARS		\$2.50
ARROW STARCHED COLLARS		1.85
LINEN WING COLLARS		2.50
ARROW 25c SOFT COLLARS		1.85
ARROW 35c SOFT COLLARS		2.50

ARROW CUFFS		
ARROW MEN'S CUFFS		3.20

ARROW SHIRTS		
FANCY SHIRTS		12.50 to 66.00
FANCY WHITE DRESS SHIRTS		18.00 to 42.00

ARROW UNDERWEAR		
UNIONS		7.00 to 13.25
GRAD KNITTED UNDERSHIRTS		3.75 to 15.00
GRAD DRAWERS		3.75 to 36.00

PACKETS		ARROW HANDKERCHIEFS	
Quality C—Packed 5 dozen in a carton			.65
Quality H— " " " "			.95
Quality D— " " " "			1.80
Quality D-1—Packed 1 dozen in a carton			1.80
Quality L—Linen—Packed 1 dozen in a carton			2.60
Quality M— " " " " "			3.60

LINENS		
PL 25 Plain Linen—Packed 5 dozen to a box		2.00
PL 1 (Dungiven)—Packed 1 dozen to a box		2.40
PL 4 (Ballymena)— " " " "		3.50
PL 7 (Cavan) corded—Packed 1 dozen to a box		3.75
PL 16 (Clare) corded— Packed 1/4 dozen to a box, 1 dozen to a carton		7.25

ARROW HANDKERCHIEFS		
INITIALED LINENS		
PLI 18 Linen, white initial—Packed 1/2 dozen to a box		<i>Per dozen</i> \$2.00
PLI 19 " " " —Packed 1/4 dozen in a box		3.75

FANCY BORDERED INITIAL HANDKERCHIEFS		
25c Retailer, Cotton, Colored Border, Colored Initial— Packed 1/4 dozen to a box, 1 dozen to a carton		2.00
35c Retailer, Cotton, Colored Border, Colored Initial— Packed 1/4 dozen to a box, 1 dozen to a carton		2.40
50c Retailer, Linen, Colored Border, Colored Initial— Packed 1/4 dozen to a box, 1 dozen to a carton		3.75

FANCY COLORED BORDERED HANDKERCHIEFS		
CB Line—Cotton—Packed 1 dozen to a box		1.85
RA Line—Cotton— Packed 1/4 dozen to a box, 1 dozen to a carton		2.40
LB Line—Linen (Hand Rolled Edges)— Packed 1 dozen to a box		3.75
Block Prints, Linen—Hemstitched— Packed 1 dozen to a box		3.75
Block Prints, Linen—Hand Rolled Edges— Packed 1 dozen to a box		3.85
French Linen—Hand Rolled Edges— Packed 1/2 dozen to a box		5.75
Jap Silks—50c retailers—Packed 1 dozen to a box		3.75
Jap Silks—\$1.00 retailers—Packed 1/2 dozen to a box		7.50
Jap Silks—\$1.50 retailers—Packed 1/2 dozen to a box		10.50

*All prices quoted are subject to change without notice*

CLUETT, PEABODY & CO. INC., TROY, N. Y.