



ILLUSTRATION AND COMMENT  
ON MEN'S DRESS  
BY ELY LIMITED - TORONTO











*To the Reader:*

*THIS booklet is issued to give an impression of the ELY LIMITED business now in existence for more than twenty-six years supplying clothing and gentlemen's furnishings of desirable quality and specializing in family trade.*

*We beg to thank our recognized customers for their continued patronage and cordially invite those who do not know our shops well to become acquainted with our service and the wares we sell.*

*Yours sincerely,*

*ELY LIMITED,*

*President*

*For the convenience of our customers our Uptown Store at the corner of Bloor and Bay is open in the evening until 10.30 p.m.*





## *THE KING STREET STORE*

THE business of ELY LIMITED was started many years ago in a small store at the entrance to the King Edward Hotel, when larger premises were required the above location was obtained at 28 King St. West—increased floor space, enlarged departments and improved facilities make this shop a pleasant and desirable place to shop. The King Edward Store has since been discontinued.





## *THE BLOOR-BAY STORE*

**R**ECOGNIZING the importance of the new shopping centre developing around the corners of Bloor and Bay Streets—in June of this year ELY LIMITED opened the fine, new store pictured above, which is more convenient in its location for many customers. Two floors are occupied and ample stocks of Clothing and Gentlemen's Furnishings are constantly on hand.



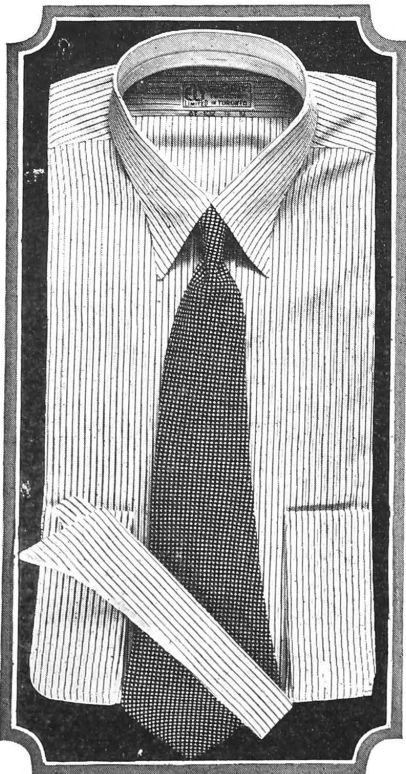
# DANDIES of the PAST



C.W. JEFFERYS

## Fashionable dress in Early Britain

The Tunic is woven in tartan pattern. The legs are clothed in the Bracco, of linen or leather, the ancestor of the trousers of to-day.



## Special Order Dept.

IN addition to an interesting selection of suits and overcoats, ready for immediate use; in our special measure department we make to our customers' orders suits and overcoats which reflect the best English ideas in gentlemen's clothing.

In order to get well-made clothes nowadays it is not absolutely necessary to have them tailored to your special order. In fact, often a better result is obtained in our ready-to-wear-clothes, which can be finished and delivered on a few hours' notice.

**"Elycloth" Shirts** For business purposes these usually have two collars of like material. These shirts are outstanding in quality. They can also be obtained with collars attached—usually worn for sporting purposes but also excellent for business and lounge wear.

ELY's celebrated Neckwear. For many years ELY ties have been recognized as a very fine, high-class product.



"DRESS WELL AND SUCCEED"





### *The Duke of York Suit*

**I**F there is one color more than another that can be considered the fashion for this autumn, brown tones are it—grey browns, purple browns and blue browns are all in the running. Not only are they recognized as the fashionable colors, but the effect produced in comparison with greys or blues make them the desirable selection for autumn and winter wear.

IN the model shown above the special features are the new soft rolling collar and front, and the general simplicity of its lines. The best of materials and expert tailoring are necessary to produce this rolling front effect and yet make a coat that will not "break" even after long service.

The waistcoat is slightly higher in cut than formerly and it has six buttons. In use, the bottom one is usually left unbuttoned.

### *Gay Suspenders . . . .*

In reference to the very gay suspenders shown above, if some one, on the 25th of December, presents you with a pair you are here informed that they are the very latest fashion.





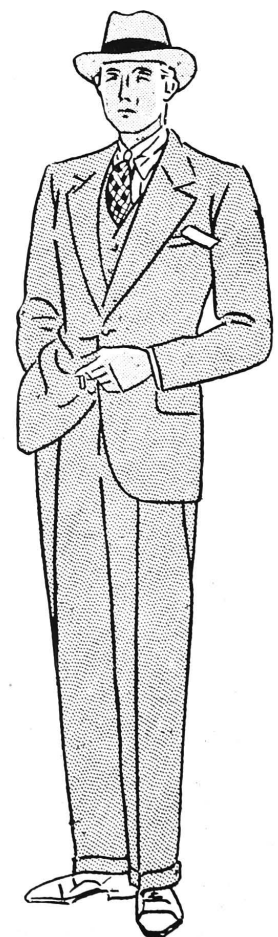
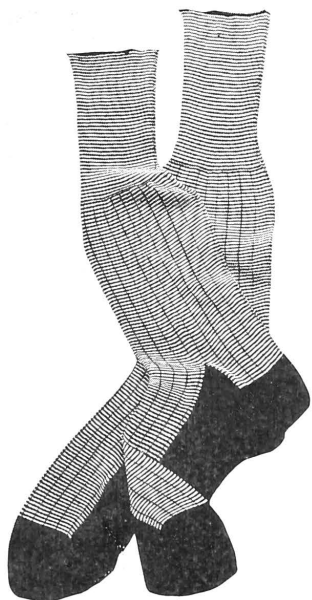


### *The Navy Suit and Its Uses*

IN every man's wardrobe and particularly in the younger man's, a navy suit is almost indispensable. For Sunday wear, for the afternoon tea dance, for the occasional house party as well as for business uses, it fills that place between the distinctly informal and really formal that makes it just right for many occasions.

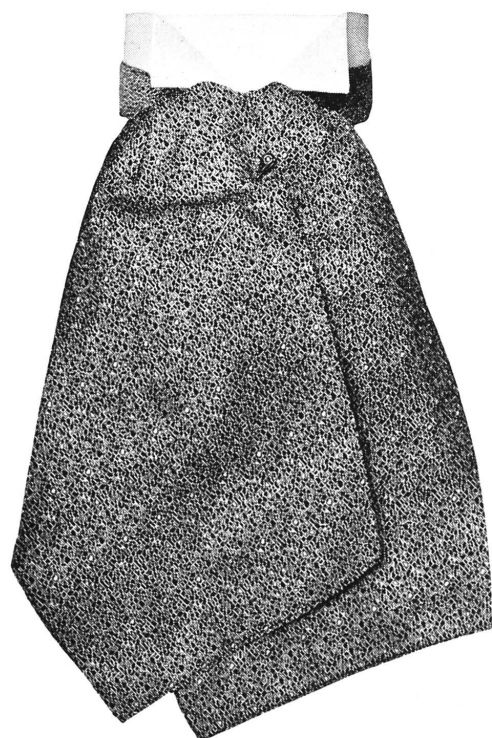
#### *Six-and-Three Ribbed Hosiery*

These light weight cashmere hose, late arrivals from "good old London," are very smart and snappy. Unusually close-fitting at the ankle, they give just the required touch of color and effect, and are unusually comfortable in service.



*The  
"Duke of York" Suit  
in Navy Blue*





The "Willington" Cravat

## Formal Day Dress

As illustrated above, correct for all formal day occasions such as church, day wedding, the races, matinee, garden party, reception, etc., etc.

### The "Lord Willington" Ascot

THIS style of cravat is time-honored. For generations it has been a favored style for formal day wear but not in very general use during the past twenty years. It is now revived and is finding a ready sale.



Formal Day Dress

# DANDIES of the PAST



*An Anglo Saxon Earl with his staff of office.*

## Evening Collars

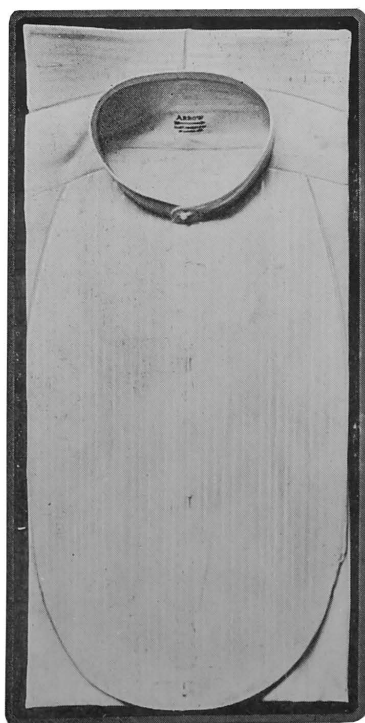
For both formal and informal evening dress the turn-point collar, with rather pronounced wings, is the prevailing fashion. The "Statesman" and the "Cameron" are two of our best styles.



*Formal  
Evening  
Dress  
Illustrated*



*The "Elyama" Topcoat  
In Natural Camel Color*

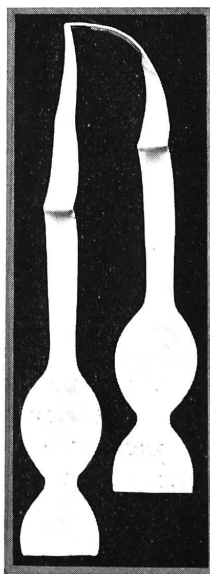


## Proper Evening Shirts

THESE are invariably stiff-bosomed, and have two studs that show. Either quite plain or with Paris pique cuffs and front. The proper and best form opens in front only and slips on like a coat.

### The "Thistle" Evening Tie

ILLUSTRATED to the right is quite a proper shape for formal evening dress. See that you secure the right length for correct tying.



INTRODUCED and properly worn for travelling or as a sporting type of overcoat, it is now often worn to good effect over evening clothes. It is warm, light and soft, and gives a pleasing swagger appearance and an agreeable change to the very formal sombre overcoat usually worn.





### *Formal Evening Clothes and Accessories*

THE evening suit is proper on all such occasions as an evening wedding, a ball, a reception, a formal dinner or theatre party, or any fairly formal occasion occurring after 6.00 p.m. One of the distinguishing differences between formal and informal evening dress is the wearing of the white tie and the white waistcoat. These are considered in proper form only when worn with the tail coat. It is sometimes said that So-and-so, who is looked upon as an authority, was seen wearing a white waistcoat with his dinner jacket. So, also, occasionally will be seen white ties with dinner jackets and, sometimes, by people who pay considerable attention to the niceties of dress. It is quite alright to do as you wish, but if you would not be criticized and prefer to wear the recognized convention, the white waistcoat and the white tie are considered, by the vast majority, only quite correct when worn with "tails."



# DANDIES of the PAST

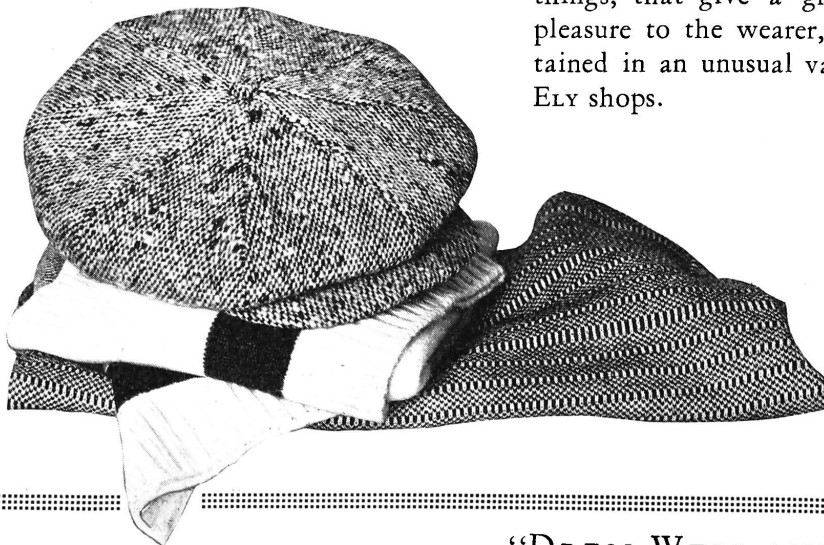


## *A Gallant of the time of Edward III serenading his Lady*

*His body garment is a Cotehardie, with long decorated streamers on the elbows. He wears a hood with a long tail called a Liripipe.*

## *For the Chilly Days*

FOR sporting wear, for travelling, motoring and country wear the wardrobe that contains, not one or two, but a half dozen or more, knitted garments is a pleasure to visit—so many really lovely things are now made by the Scotch knitters. Soft, woolly, comfortable, colorful things, that give a great deal of pleasure to the wearer, may be obtained in an unusual variety at the ELY shops.



## *The New Scotch Pullovers*

THESE garments that pull on over the head instead of buttoning up the front, as formerly, are not only the fashion but they look very smart and "sporty," particularly on the slight figure.



*This type of garment should be worn fairly large, not only for comfort but for appearance. From our experience they are usually bought too small to give the best effect.*



## *Scotch Golf Hose*

THE Highland knitters excell in producing really wonderful things in sporting hosiery. The variety is simply without limit. Patterns and color combinations to harmonize with your suit are easily obtainable.





*ELY LIMITED Specializes in  
Sporting Wear*

WHEN buying your sporting, travelling and country clothes, get right away from the fine, smooth surface materials so suitable for office wear. Choose, rather, a Homespun, a Harris or a Shetland or some such soft material with a brushed surface. These are more in keeping with out-door life. The more you observe, the more you will be convinced of the correctness of your choice.



*"Plus-Some" Sporting Suits  
Illustrated*

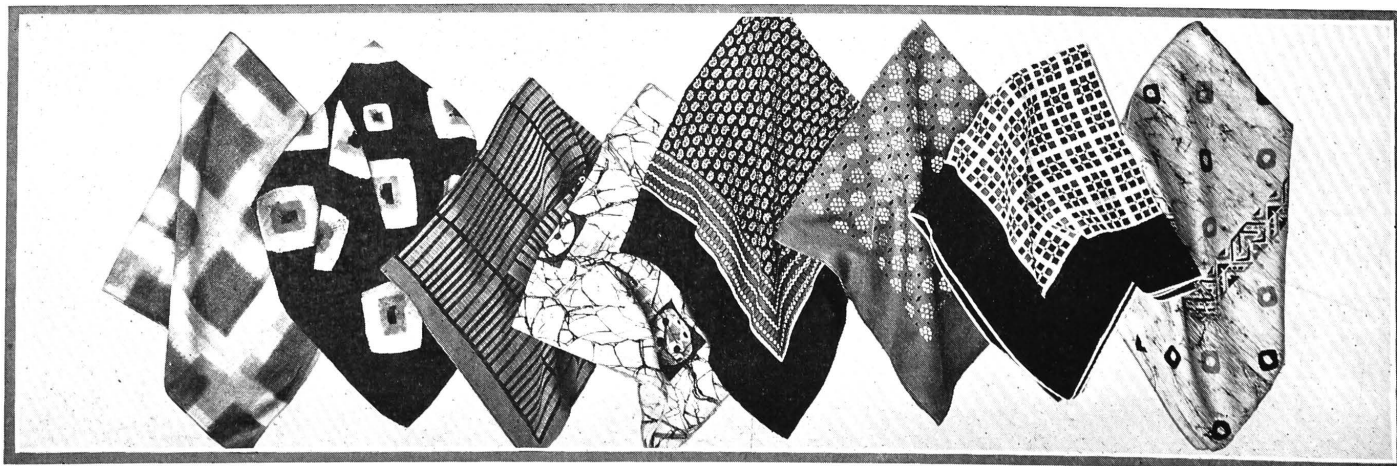
# DANDIES of the PAST



*A Dandy of the 15<sup>th</sup> Century  
with his hooded hawk on his wrist, and carrying his hat  
on the end of his cane, the fashionable mode of the day.*

## Those Fancy Handkerchiefs

Not as much in evidence locally as in England and on the Continent—are nevertheless correct and smart for sporting, lounge and business uses. Reserve your fine white linen for evening and formal dress occasions but we advise the man who considers such things to use colored handkerchiefs on practically all informal day occasions.



"DRESS WELL AND SUCCEED"

## Interesting Every-Day Coats

At the present time we are showing between-season and winter top coats of loose, unconventional cut. These are very comfortable and useful, and far smarter than many of the more conventional styles.



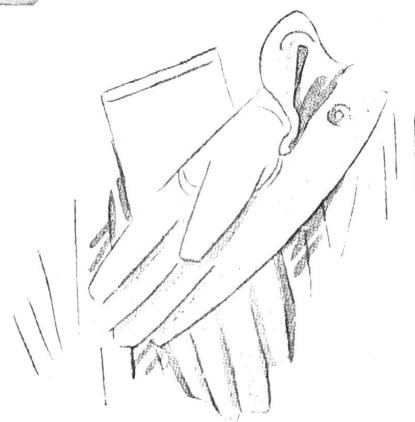
*The "Elyama" Overcoat—Has a soft velvet-like surface and is one of our most interesting garments for outing wear.*





### *Swagger Top-coats*

It is not without reason that the English clothes-makers have won such a name as producers of the smartest swagger top-coats. Include in your wardrobe one or more of these useful, unconventional garments. They are not a "to-order" purchase. They have individuality and are strictly an English production and can only be obtained through the men's specialty shops in their ready-to-wear departments.



*Town-made gloves, hand-sewn, military tan in color, are fashionable, smart in appearance and very serviceable.*

# DANDIES of the PAST



*Sir Walter Raleigh spreads his cloak for Queen Elizabeth to pass over a muddy pathway. He wears a wide crimped starch ruff round his neck, an embroidered doublet coming to a point below the waist, trunk hose stuffed with sawdust or rags round his loins, and skin tights.*

## An Account at ELY'S

GIVEN the proper references, we are glad to conduct open accounts with responsible persons. Our business is largely done with club members and with persons who find it more convenient to pay by cheque than for the individual purchase. There are other advantages in dealing at ELY'S for the customer who has an account with us. Through it you become intimately acquainted with our shops and the wares we sell. As far as possible, we continue the same staff, you become acquainted with the personnel who study your requirements and you receive an interested personal attention. If you have not now an account at ELY'S, and you feel you are entitled to one, a request will secure the advantages which an account affords. Statements are issued monthly and payment is expected when the account is rendered.

## Fancy Foulard Mufflers

in bold printed designs as shown below give an idea of the new effects obtainable. As these scarves are easily cleaned they give real service. When you are making up your Christmas list these fine English comforts make ideal gifts.



*Imported Mufflers in Fashion's  
Latest Fancy*





### *Clothing at a Price*

**A**N apparently low price, asked for a coat or any other garment where price is the greatest consideration, may be particularly attractive at the time of the purchase but, as a rule with such purchases, in a very short time doubt creeps into the mind and before the first season has ended regrets take the place of hopes. When a selection is made and the cost is a secondary consideration, as the seasons pass and the garment continues to be a pleasing and interesting possession, the cost is forgotten and the wisdom and economy of the purchase is realized.



*Ely's "Pull-ons"*

*The latest style in Men's Gloves*

# DANDIES of the PAST



## A Cavalier of the time of Charles I.

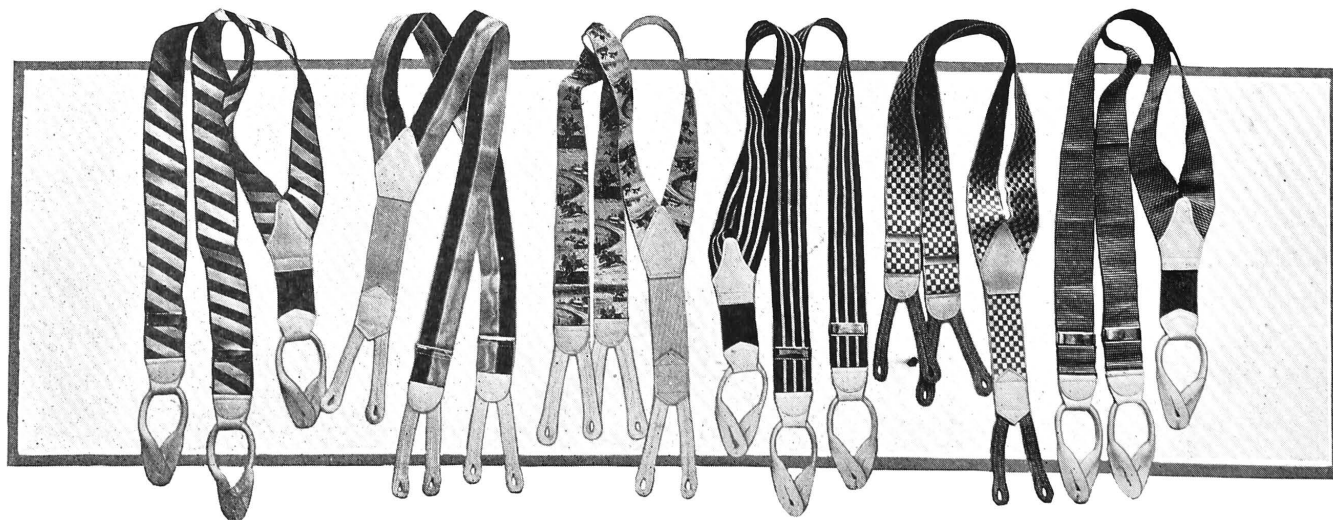
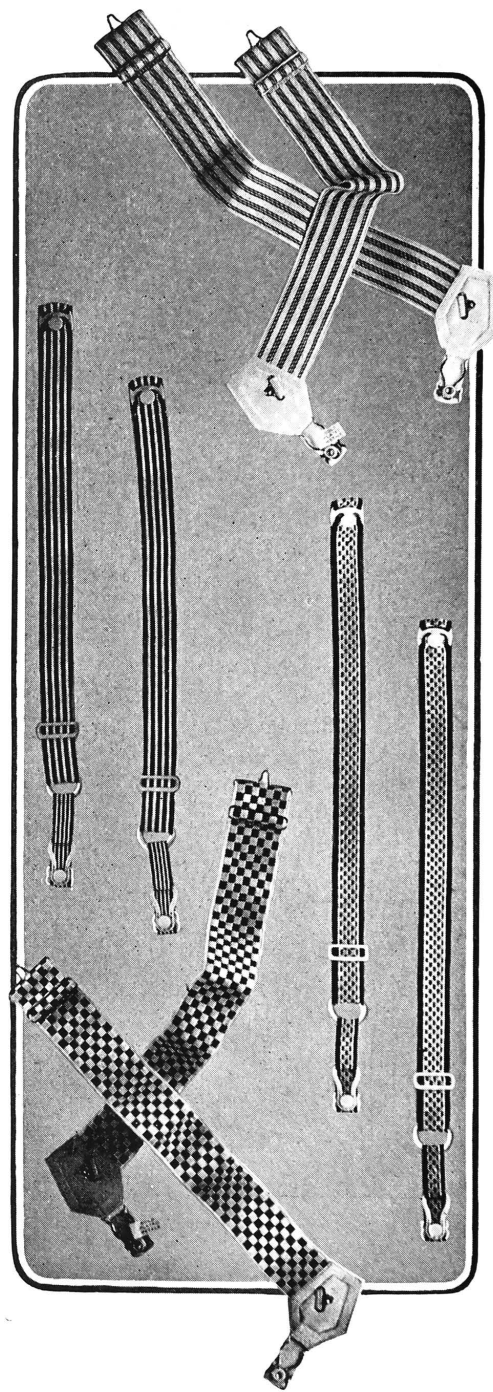
Braid, buttons, brocade and lace decorate his doublet or jacket, with slashed sleeves, and his knee breeches, the forerunners of the modern plus fours.

## Suspenders—Plain and Fancy

THE new ELY suspenders are quite smart and decorative in effect. Military and club striped designs are used in the webbings. They are strong and very well made.

## Gentlemen's Garters

WHILE this is a minor department it receives the same thoughtful consideration that the larger departments receive. The latest and best—always fresh elastics—constantly in stock.



"DRESS WELL AND SUCCEED"





### *The "Albert"*

. . . . . *a Dress Overcoat*

**H**ERE is pictured a fine model in dress overcoats; suitable for general wear but designed and especially intended for formal occasion of both day and evening; very suitable for the horse show, for church or for weddings. For wearing with dress clothes, this model is well adapted.



# DANDIES of the PAST



*King Charles II, wearing his new style cassock (the first frock coat), and petticoat breeches, and accompanied by his spaniels.*

## The Latest in Hosiery

WE doubt if there is another stock so complete with all that is best in fancy hosiery. It is a hobby with us, and we always have a very elaborate, well-selected assortment.



"DRESS WELL AND SUCCEED"

## A Note About Ties

MILITARY striped ties, made of all silk repp, are always to be found in abundance in our neckwear department. For sporting or for business wear, for the college youth and especially for the man who likes a dash of color and design in his neckwear, nothing really takes the place of these time-honored military striped ties.



*Shirt, Tie and Hat for the College Youth*

The shirt, tie and hat illustrated above is of particular interest to the college youth. The good quality, white oxford shirt with collar and cuffs attached has a special place in his wardrobe. The hat—an exclusive shape—is made expressly for the ELY stores and is becoming to most men.





*"Plus-Some"  
Sporting Suit*

## *The "Windsor" Suit Designed for Young Men*

THE suit pictured on this page is designed particularly for the college trade. It includes an extra pair of trousers or a pair of knickers, and is made in strong, well-designed materials suitable for college or business wear, and for sporting purposes. These suits, extensively featured in our Bloor-Bay store, are quite moderate in price, ranging from \$28.50 to \$45.00 per suit, including the four pieces.



*The "Windsor"  
College Suit*

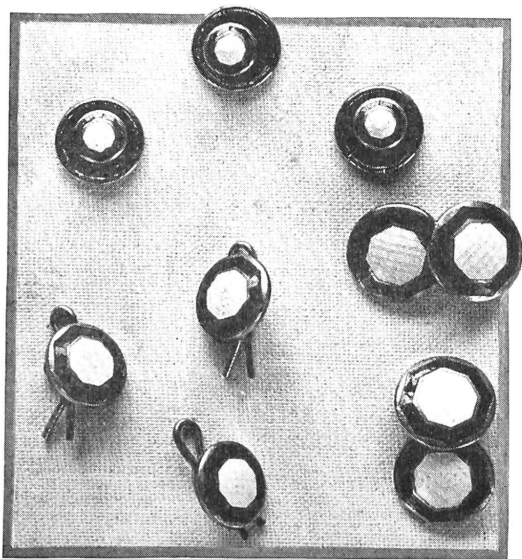
## DANDIES of the PAST



*Beau Nash, the arbiter of fashion at Bath, in the Eighteenth Century, inspecting a new arrival through his quizzing glass.*

## Dress Sets

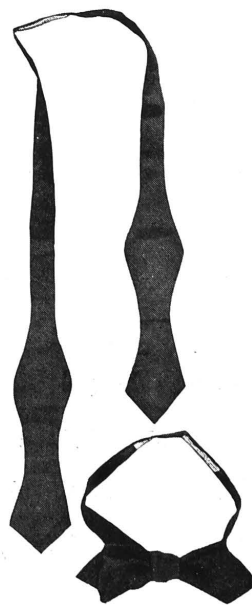
DESIGNED for informal evening wear. Fancy sets composed of vest buttons, cuff links and studs that harmonize in design and color are often used to good effect.



*Informal Evening Dress Set*

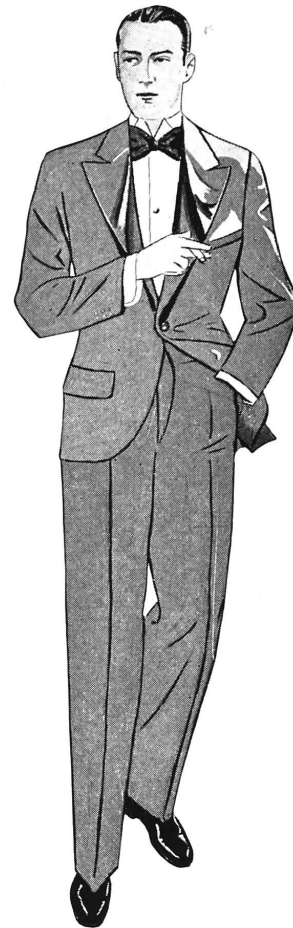
## Tuxedo Tie

THE new style shown to the right, is a late introduction by ELY LIMITED. It is a slight modification from the "Thistle" bow shown for the past several seasons. This slightly narrower tie with pointed ends is now in demand.



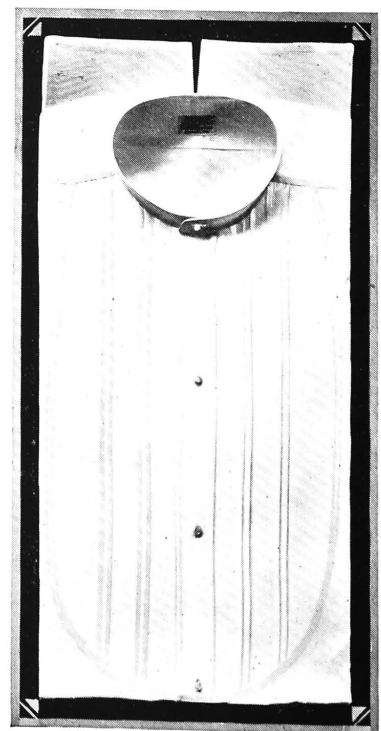
## Informal Evening Clothes

Now becoming very generally worn for small, intimate house parties and every-evening home use.



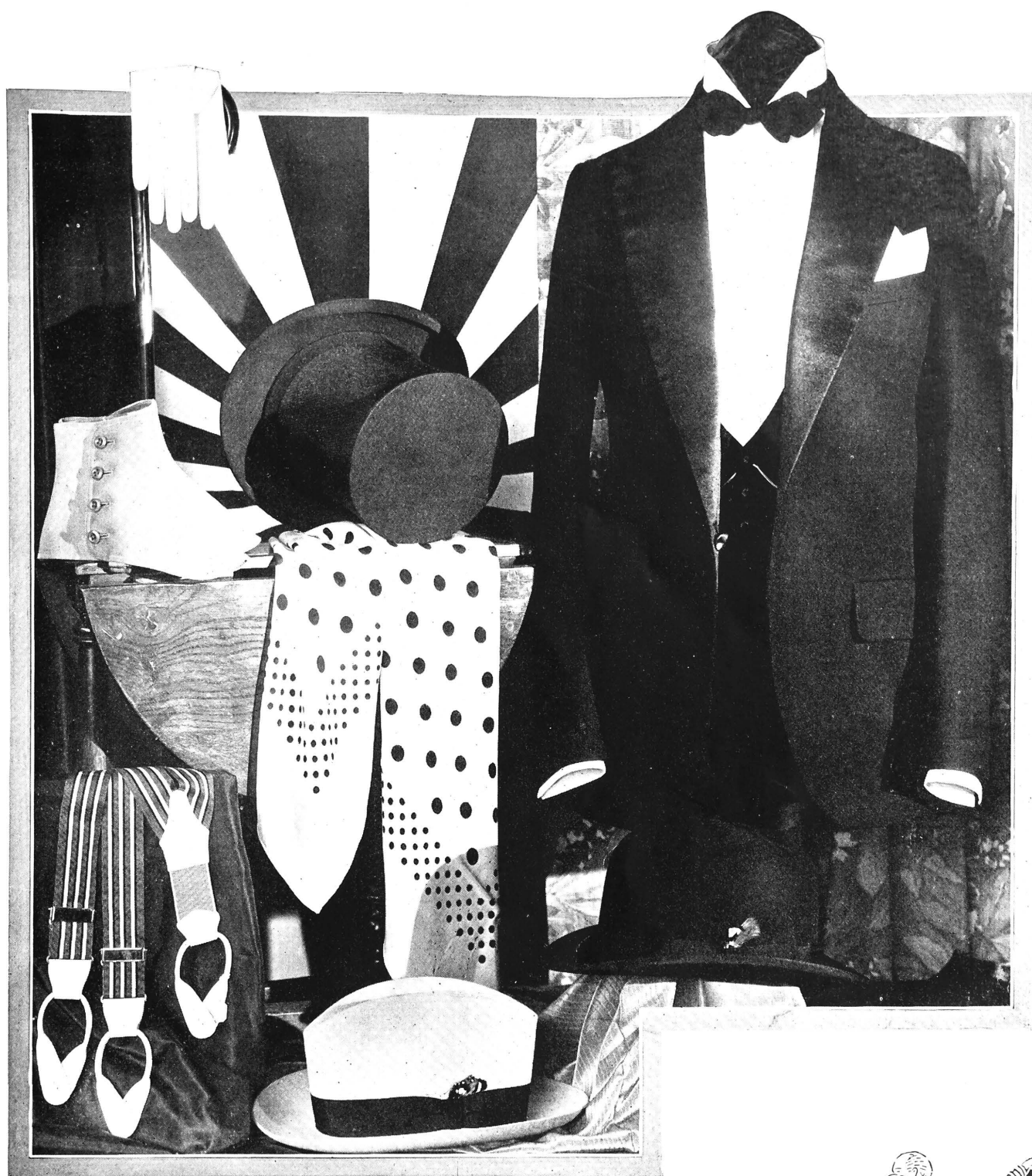
## Informal Evening Shirts

ILLUSTRATED below. Are distinguished from formal evening shirts by the tucked or pleated bosoms—a little less starch—a little more elaborate in effect.



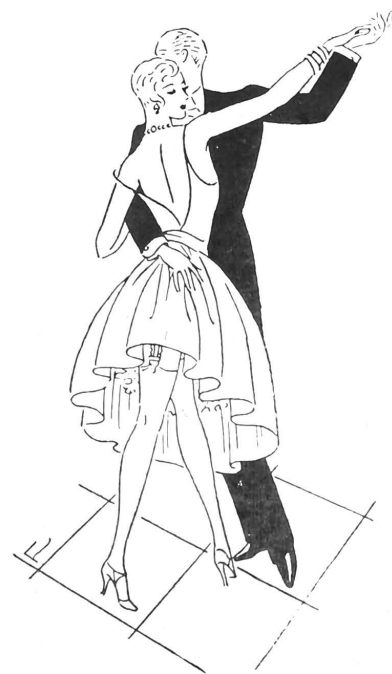
*Informal Evening Shirt*





*Informal Evening Suit . . . . .  
and Other Things for Evening Wear*

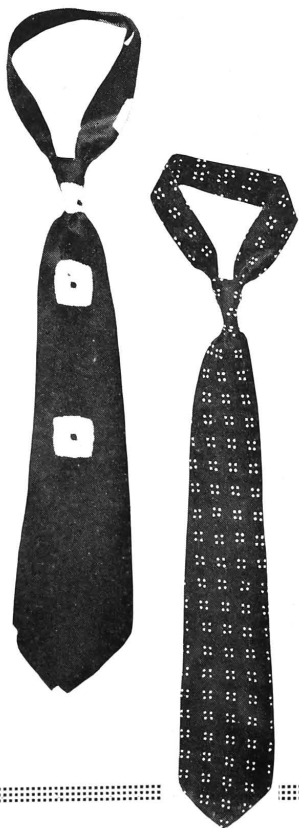
ACCORDING to many indications this will be the most dressy season since the war. Each successive season has seen more attention given to the niceties of dress by both men and women. The opera hat, along with many other articles of dress, is staging a comeback and will be worn again as in the good old days.



# DANDIES of the PAST



*Beau Brummell, the friend of George IV, who introduced the modern trousers into English fashionable dress, and popularized a simpler cut of clothes.*



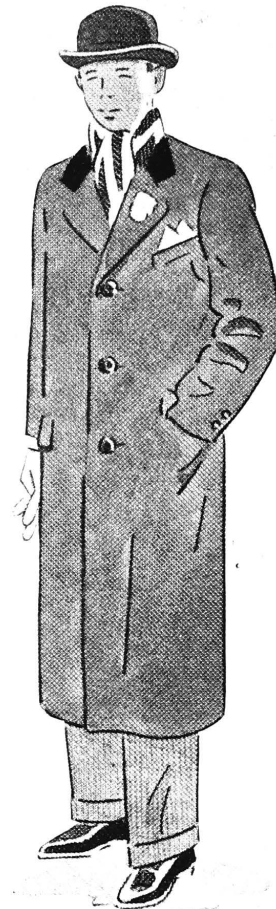
## Suits and Overcoats for College Days

WE specialize in clothing for the younger generation and, particularly in our shop at the corner of Bloor and Bay Streets; a brand has been established and the clothing especially designed to meet the demand for suitable college wear. It is called the "Windsor Brand" and is sold at quite moderate prices.

To the right are shown two overcoats especially designed for young men. These are sold in our Bloor Street shop under the "Windsor Brand". They retail from \$22.50 to \$35.00 each.

## For College Days

A black Christie and a navy overcoat of plain conventional style are necessary articles in the college youth's wardrobe.



*The College Bowler is now in stock in shapes and styles particularly becoming to the younger element.*



*College Youths in "Windsor Brand" Overcoats*



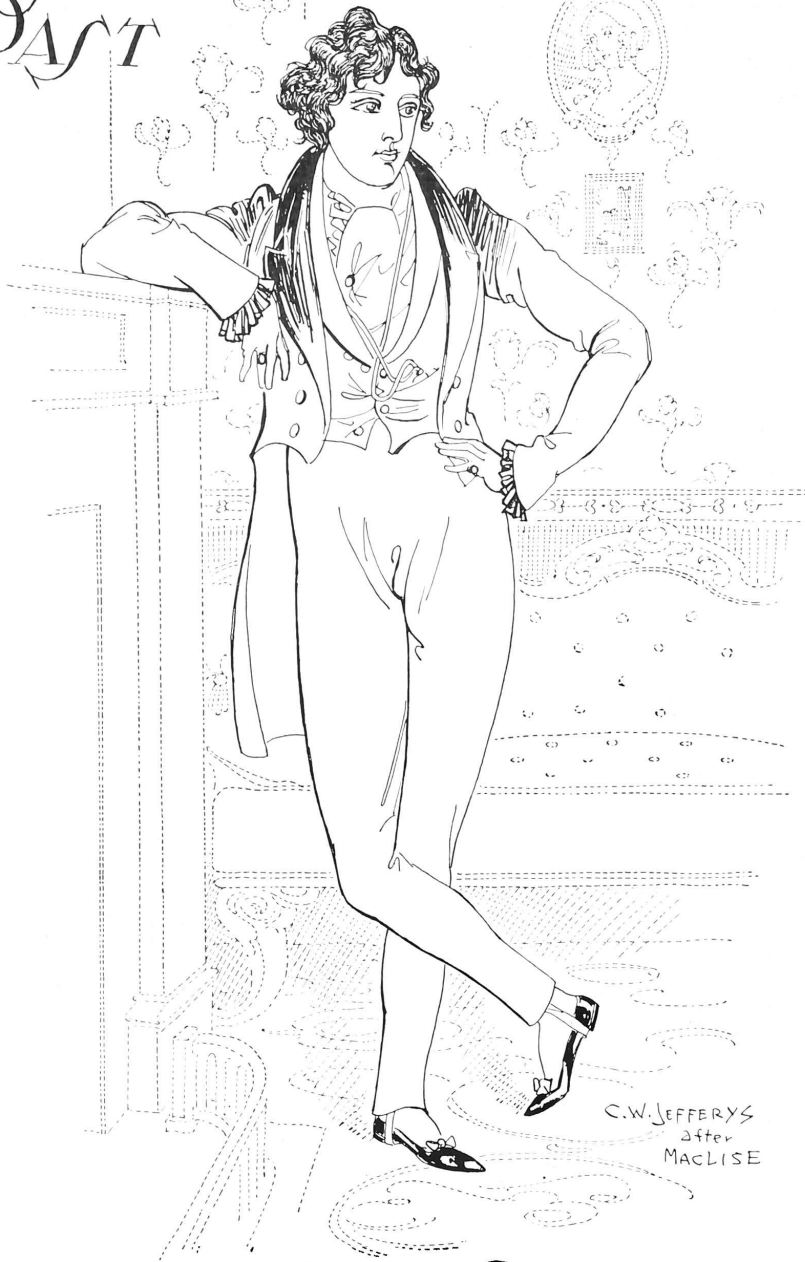


### *Overcoats for College and Business Wear*

**E**XPRESSLY designed for younger men. While the demand for navy overcoats will continue throughout this winter, tweeds in chevron and indistinct check designs will be more in demand than formerly, and soft heather and grey brown shades will continue to grow in popularity. Many of this season's coats will be worn in one of the many indistinct over-plaid effects, as shown in the illustration.



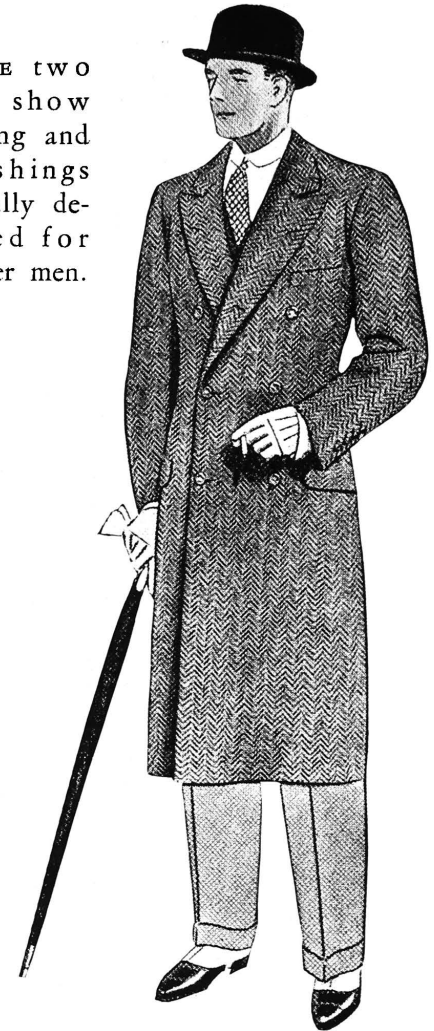
# DANDIES of the PAST



C.W. JEFFERYS  
after  
MACLISE

## For the Young Set

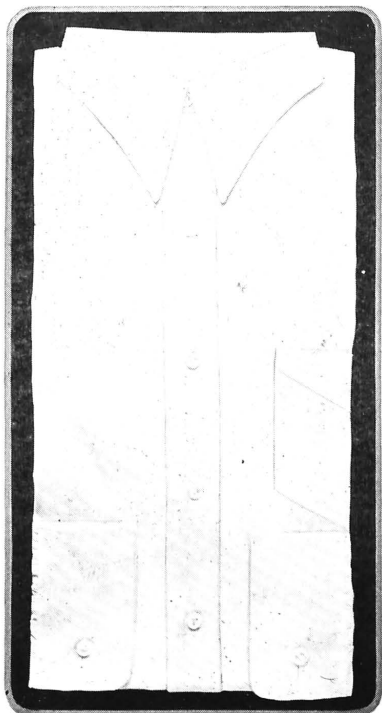
THESE two pages show clothing and furnishings especially designed for younger men.



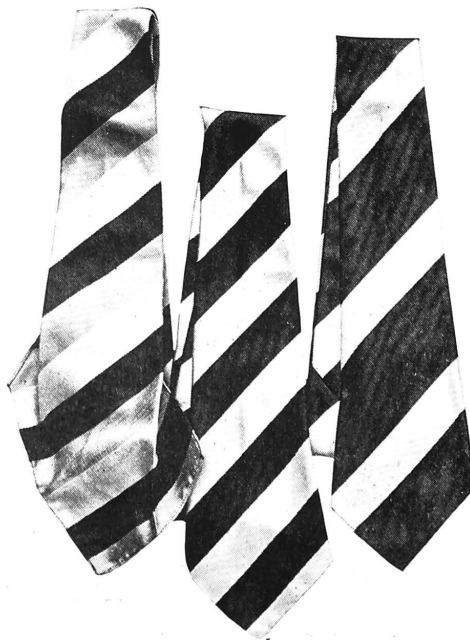
These plain one-and-one designs in shirts are in favor at the present time and can be had in many color combinations.

### The Young Disraeli

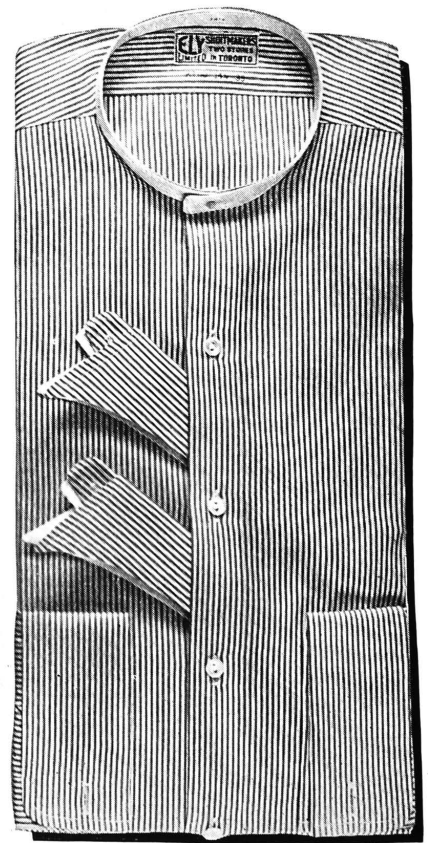
He wore a dress coat of black velvet lined with white satin, and long hanging wrist frills of black silk.



A fine model of shirt, used for college and sporting wear.



COLLEGE TIES made of all silk English repp. College stripes continue to be a popular feature in neckwear for young men.



"Elycloth" Shirts for long wear.

"DRESS WELL AND SUCCEED"



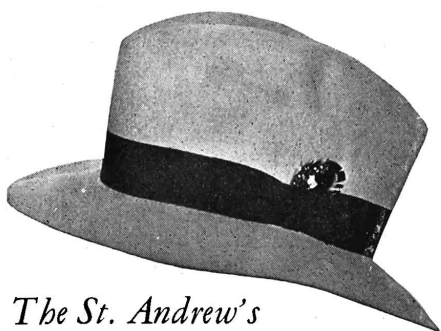


### *"Windsor Brand" Suits for Young Men*

ABOVE is pictured a particularly becoming model in a suit for business or college wear. Note that the pockets are patched on. In addition to the regulation three pieces a pair of Scotch knickers go with this suit so that it can be used for sporting purposes.

The father who considers the education of his boy important will not overlook the manner of dress affected by his growing son. Particularly in these budding years, it is well to encourage the idea that he should appear at his best at all times.

This part of his education should not be overlooked and proper direction should be given to all matters pertaining to his appearance. Many seniors are getting less than their due from life, because their manner of dress does not command the respect which their mentality and energies deserve.



*The St. Andrew's  
Sporting Hat*

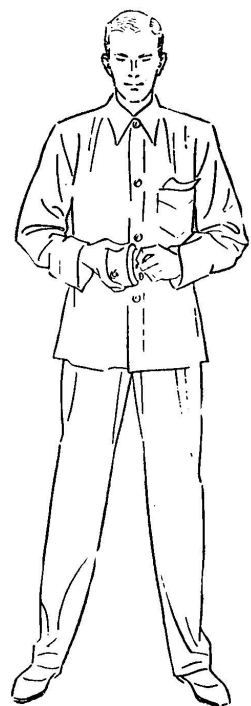


*Sporting Pullovers—  
Never were so many attractive special-  
ties shown in this interesting  
department*



### *Smart, Gay, Good Quality Pyjamas*

IT is a special feature with our shops to carry a large stock of pyjamas in very gay color combinations. Of course the materials used must be the best procurable, and then we doll them up in one way and another to give them an attractive appearance. We, of course, have them in very quiet color combinations, but we specialize in gorgeous designs and vividly contrasting colors carefully combined to make them very attractive. The prices range from \$2.50 to \$10.50 per suit.



"DRESS WELL AND SUCCEED"





### *"Carlton" Coffee Robes and House Gowns*

THESE interesting house garments, made of cashmere, silk or beautiful soft velvet in unique allover designs, make charming lounging robes. For many who have the leisure to sit about, or to have their breakfast in their apartments where they can dress with the greatest possible negligee, these luxurious garments are splendidly suited.

For travelling, for restful home evenings, for the days when you are not feeling just up to "par," these comfortable gowns are a real satisfaction. When making your Christmas list keep these robes in mind. The prices range from \$10.50 to \$65.00 each.



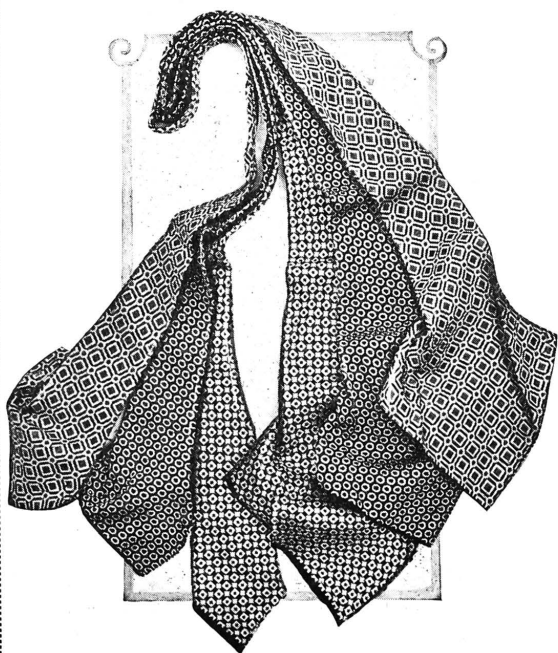
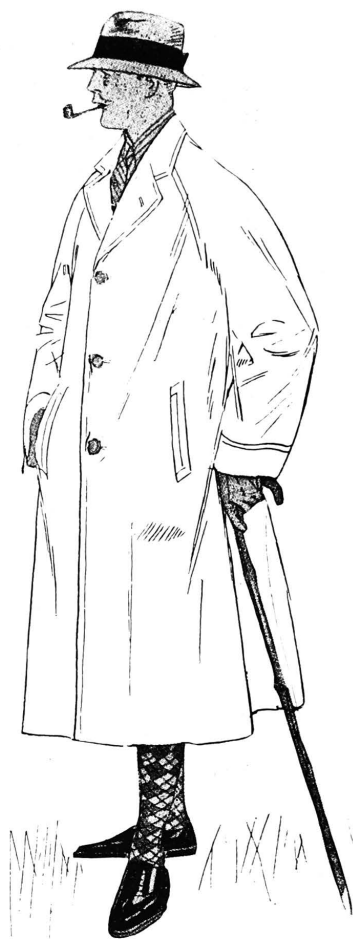
# DANDIES of the PAST



C.W. JEFFERYS  
after  
MACLISE

*Count D'Orsay, the accomplished Dandy of the Eighteen-Thirtys, a wit, a fine horseman, an amateur artist, a good swordsman and a fair shot.*

WE always have in stock a selection of wool gaberdine coats for stormy days.



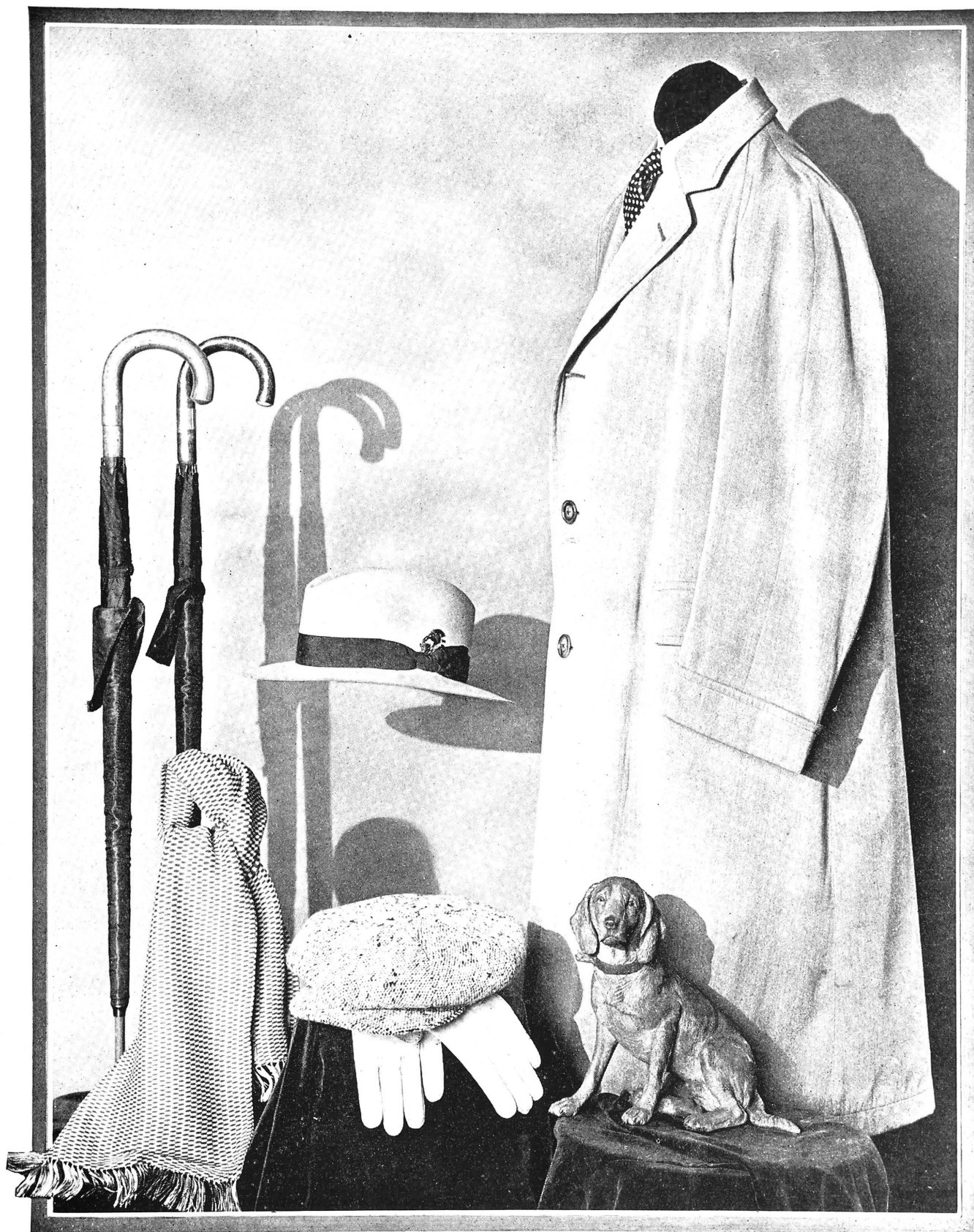
As the tie is a very prominent article in a man's dress it is necessary that the quality be the best obtainable or, at least, what would be considered very good. As ELY ties have a national reputation for quality and design you can buy with confidence.

To the left is pictured a group of ties in designs that are the fashion of the moment. Small all-over designs, in interesting color combinations, are the latest London fad.

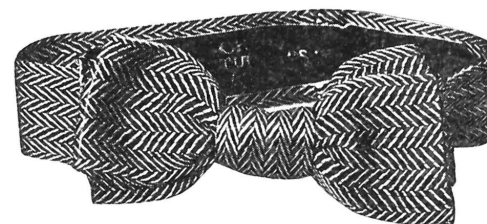


An "Elycloth" Shirt in one of the latest designs.





**T**HE above coat is made from a very good quality all wool waterproof gaberdine. This is a fine type of slip-on coat to have in your wardrobe, ready for service as a protection against wind and chill, and particularly as a protection in case of rain. It is very well designed, made with the raglan shoulder, loose and easy fitting and will give many seasons of service. The same model is also to be had in Harris and Lewis tweed, cameleda, and other cold weather materials.



*For the autumn and winter the bow tie will be little worn except with formal day clothes where it is in quite good form.*

# DANDIES of the PAST



## A Mid-Victorian Gentleman



Scotch Pullover in Fair-Isle Design

## Knitted Jackets

THE possession of a number of knitted jackets and pullovers in various weights and colors are things to be desired by the man who has the means to indulge himself. On account of the varieties in which they are made and the beautiful soft yarns used in their production, there are no other garments which contribute so much in satisfaction and comfort in their possession. When considering your Christmas gifts these make ideal presents and give the wearer lasting satisfaction and pleasure.

## Those Camel Coats

illustrated below—warmth without weight—smart and ideal for the cold weather.



## "Elyama" Overcoats

made of soft camel's hair and wool, as illustrated on the following page, are in for a run of popularity.



A Charming Pullover with  
Golf Hose to Match





ABOVE are illustrated the natural camel-color coats made of beautiful soft camel hair and wool. These are new arrivals in the clothing department. For many purposes they are well suited. They were originally designed for sporting wear but on account of their warmth without weight qualities and their swagger appearance, are now worn on almost every conceivable occasion. For the football game, for winter motoring, for evening wear, for a trip abroad or for general round-town use they are quite ideal, as they give the warmth that is required in our Canadian winter.



*Illustrated above are three black and white striped ties suitable for wear with morning coat.*

# A Dandy of the Present



## Comment on Men's Dress

\* \* \*

THE name is your guarantee.

\* \* \*

To those who occupy good seats at the theatre and are taken there in finely appointed cars, who are members of the most desirable clubs, etc., etc., it is a source of satisfaction to know of a shop for men where the policy is in favor of merchandise of the highest quality. Our wares are from time-honored, world-famous sources and the name ELY LIMITED is your guarantee of their quality.

ONE of the distinguishing features in the new overcoats for autumn and winter is that they are a little longer than formerly. The fashionable overcoat should drop two, three or even four inches below the knee to be in present day style.

\* \* \*

From Lord Chesterfield's letters—"He dresses as well as the people of sense and fashion. If he dresses better, as he thinks, he is a fop; if he dresses worse, he is negligent; but of the two I would rather have a young fellow too much than too little dressed. The excess on that side will wear off with age and reflection but if he is negligent at 20 he will be slovenly at 40 and uncompanionable at 50. So much for dress which I maintain to be a thing of consequence."

DRESS Well and Succeed.

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SOME men have not varied from the style of collar they wear for the past ten years. More than anything else this is an indication that they are getting old. Such men are slipping mentally. The world is moving, with constant changes taking place, and clothes and things to wear are no exception to the rule. It is a sign of advancing age to wear the same thing year after year.

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From the letters of Lord Chesterfield—"Do you dress well and not too well? Do you consider your air and manner of presenting yourself enough and not too much, neither negligent nor stiff? All these things deserve a degree of care—a second-rate attention—they give an additional lustre to real merit. My Lord Bacon says 'a pleasing figure is a perpetual letter of recommendation'."

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IN the various occupations of life men respect and give consideration to their well-dressed associates; to wear smart, becoming clothes is an indication of many desirable qualities.

\* \* \*

IN clothing, both for the men and the ladies, the commonplace has lost its charm. The "bargain" does not attract.

\* \* \*

DRESS is a habit to be encouraged. Inattention in these matters is a forerunner of worse. Lack of care in matters of dress shows a mental attitude noticeable to your associates, socially and in business. In buying a new suit it may cost you less than you expected, but if a little more, the chances are that it is a better investment.



"DRESS WELL AND SUCCEED"







