

BETWEEN THE COVERS RARE BOOKS

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Advertising Kit for a Midwest Clothing Company: Kloethe & Co.; Kahn Company; Kuh, Nathan & Fischer Co.

(Hot Springs, Arkansas, Indianapolis, and Chicago): Kloethe & Co., Kuh, Nathan & Fischer Co. 1909)

\$3000



Salesman's suitcase holding various materials. The Edwardian-era advertising kit provides a fascinating group of artifacts preserving the marketing methods of the Sincerity Clothes line of men's suits at the beginning of the 20th century. It includes advertising price signs of the period, the window display ads, and the Kloethe & Co. advertising scrapbook preserving all of their newspaper advertisements for the 1909 campaign. John M. Kloethe (1870-1929), namesake of a Boonville, Missouri Civil War Veteran set up as a tailor in Hot Springs, Arkansas at the end of the 19th century, and went into partnership with a French immigrant tailor, Victor G. Verneux (1870-1937) sometime around 1903, establishing Kloethe & Co. at 607 Central Ave. in downtown Hot Springs.



We don't build
air castles
-we deliver
the goods



In a strange
country
all men are
nobles

In the days of the *Giulio* trade was lifted to a point of *honesty* men did their *best* weights were *fair*; measurements were *full*; craftsmanship was *sincere*. The *shop* had no *ghost* in it; the *customer* placed upon him the *sign* of *distinction* and *showed* his *right* to *participate* in the *best* of *work*. If *Sincerity* *Clothes* were *made* in the *same* of *the* *old* *craftsmen*—no *man* could be *deeper* than the *finest* *craftsmanship* in *existence* but *not* that the *full* *weight* *standard*—*400* *yards* of *wool*. We *make* *clothes* *good* enough to *stand* up to our *standard* and *that's* the *highest*. After we *have* *checked* *measurements* you can be *sure* that we *will* *stand* up to our *standard* more than the *price* of *any* *single* *and* *isolated* *measure* has in its *range* of *significance*.—*mine*. The *dealer* who *keeps* *assorted* *clothes* and *assorted* *measures* has in its *range* of *significance*—*mine*.

Sincerity Clothes

Here the *right* to *believe* in them *and* to *believe* in *themselves*. He can be *sure* that he is a *builder*, that he is *establishing* a *permanent* *trade*; he'll *make* the *best* out of *money* out of their *sale*—*money* with a *string* *and* in it—the *sign* of *satisfaction* which *always* *brings* the *buyer* *back*. We're *showing* *Sincerity* *samples* *now*—we'll *show* them to you if you'll *give* us a *show*. A *card* will *bring* the *list* if a *line* from our *representative* has *not* *already* *reached* you.

Kuh, Nathan & Fischer Co.

If her nose had
been longer



You'll never
find
out-of-date
fashions
here.



Come in
and
nose
around.

SINCERITY CLOTHES

SINCERITY CLOTHES



KENAFORD

CHESTER

GREAT COAT

MILO

RALEIGH

PORTSMOUTH

In this group are shown several SINCERITY styles that are meeting with more than ordinary popularity. Reading from left to right these are known as follows: Sitting figure, KENAFORD; back view, CHESTER; third figure, GREAT COAT, with close-fitting collar, the MILO; man holding hat, RALEIGH.

Suit
\$22⁵⁰

overcoat
to you
only
\$12⁵⁰

Suit
\$16

THE LATEST
\$5

SUIT ORDER
\$40