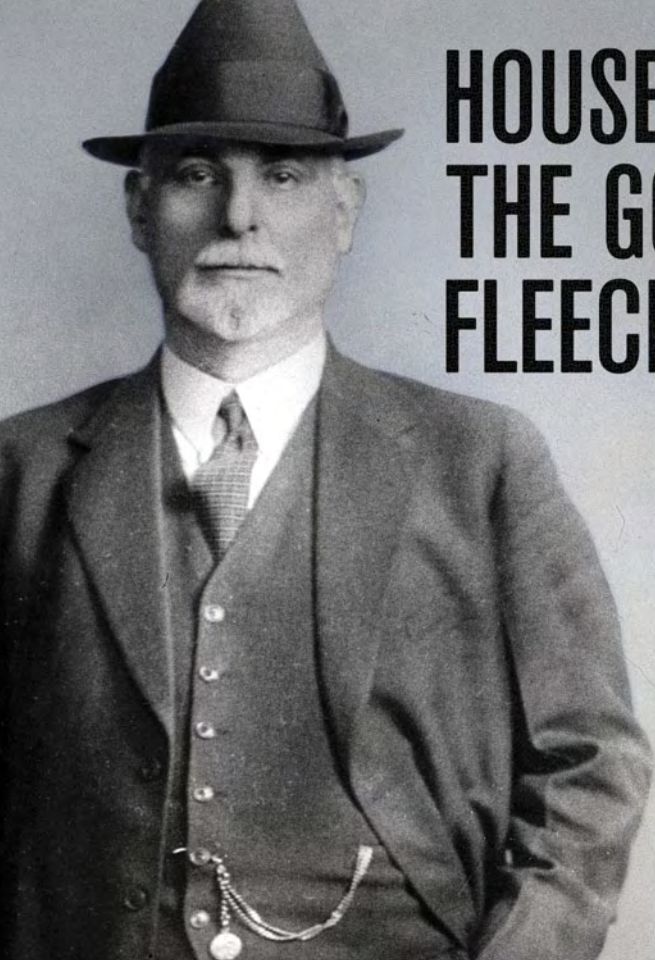






**SPIEWAK**

**SINCE 1904: HOUSE OF THE GOLDEN FLEECE**



# HOUSE OF THE GOLDEN FLEECE

**THE LAST HUNDRED YEARS HAVE SEEN** numerous iconic brands born out of the industrial and complex past of the United States. Through both war and peace, the lows and highs of America have mirrored the woeful missteps and meteoric successes of the American fashion scene.

Isaac Spiewak is a compelling example of one such success. Mr. Spiewak grew up in a turbulent Warsaw, Poland, fled to America in 1903 and created a small family-run garment house in Brooklyn New York in 1904 with his family by his side.

Over a century after its founding, I. Spiewak & Sons, Inc., under the leadership of Isaac's great grandson, has grown into one of the premier names in fashion and workwear. The authentic Spiewak industrial line has been trusted by the soldiers of WWI and WWII and is currently worn with pride by thousands of police, fire and EMS agencies around the globe.

The authenticity and integrity of its designs have also earned Spiewak iconic status as a classic brand (considered by many to be America's best kept secret), with a growing loyal following at cutting-edge boutiques and retailers across America and around the globe.

Looking back, it is fitting that the Golden Fleeced Flying Ram – from Greek mythology's "Quest for the Golden Fleece", was chosen as a symbol of Isaac Spiewak's journey, his company, and what has developed into an enduring and growing legacy.

The following is a brief tour of the House of the Golden Fleece as seen from the images and photos themselves, pulled from historical archives kept in their 53 year-old factory in Ruleville, Mississippi.



HOUSE OF THE GOLDEN FLEECE



THE SPIEWAK FAMILY PHOTOGRAPH | 1907



BROOKLYN FACTORY PHOTOGRAPH | 1917



ISAAC CUTTING LEATHER OPPOSITE SON PHOTOGRAPH | 1917



# BRANDING

IS A GENUINE

Golden  
Fleece<sup>®</sup>  
JACKET

**BY 1917, ISAAC SPIEWAK'S HANDMADE SHEEPSKIN VEST** was in sufficient demand around New York for him to establish a small sun-lit manufacturing room in Brooklyn; the House of the Golden Fleece was born. Playing off the idea of the sheepskin used, the moniker "Golden Fleece" was first branded in 1919. As his brothers entered into the various facets of the outerwear business, the Spiewaks developed different – and sometimes competing – lines and companies to capitalize on prevailing trends and emerging market segments. Among the companies and brands the Spiewaks created are names such as Prince Jason, Bronco Manufacturing, Ram Manufacturing, Trappings, and Flight Deck USA.

The fickle nature of fashion has seen many of these labels and firms fade into obscurity; the remainder were consolidated in the 1990's under the two principal brands: Spiewak and Golden Fleece. While Golden Fleece is typically attached to special domestic production and limited edition garments, Spiewak has endured over the years as the prevailing name for the main uniform and fashion lines of the original House of the Golden Fleece.



LABELS FROM LEFT TO RIGHT: ROW 1 | 1943, 1954, 2004, 1998, 2006, 2004 ROW 2 | 1977, 1969, 1988, 1983, 1923, 1952

ROW 3 | 1958, 1954, 2009, 1996, 2008, 1964 ROW 4 | 1985, 2006, 1958, 1956, 1965, 1998





HANGTAGS FROM LEFT TO RIGHT | 1949, 2006, 1964, 1969, 1960, 2009, 1959, 1938, 1976





# ADVERTISING

**THIS BRIEF GLIMPSE** through Spiewak's advertising history offers an amusing and enlightening journey through a drastically changing American landscape. From WWI and the Great Depression, early ads illustrate how Spiewak survived by streamlining and adapting new production methods to produce a jacket at the astonishing price of \$1.50.

Later ads illustrate how after the ensuing post-World War II boom, the US was left with an excess of wartime bomber and parka jackets to sell to consumers, creating the first army-navy shops and forever altering American post-war fashion.

More recent ads, born in the age of the Internet and the multiplicities of consumer demographics, de-emphasize the "price value" of the jackets and instead promote the "lifestyle values" of the brand and its product – highlighting themes such as New York City, heritage, and sophisticated youthfulness.

Whatever the advertising message, Isaac Spiewak always emphasized integrity of product and innovation of design, now known simply as Spiewak's "tradition of innovation."

# GIRLS WANTED!

**Experienced or  
Inexperienced**

- Paid while learning
- Steadiest working factory in town.
- Bus fare paid
- Sunlight factory and the best of sanitary conditions.
- Only steady workers need apply.
- Annual vacations with pay for those who qualify.


**I. Spiewak & Sons**  
Simon Building Ground Floor  
Haverstraw, N. Y.

**I. SPIEWAK & SONS** (House No. 8286)  
C o J.C. Penney Co. Inc., N.Y.C.

Terms: Net 30 days.  
Deliveries: START OCTOBER 16th.  
Shipped from: Jersey City, N.J.

**SPECIAL NOTE:** There is a decided trend towards pile fabric and lambfur cossack jackets for this fall and winter season. The returns on men's and boys' has been so encouraging that we have figured a model for girls and misses, both in the popular priced pile fabric with leatherette trim and also the genuine lambfur with chrome tanned capeskin trim. This should be a good item in many of the stores along with the mens and boys, especially for holiday selling.  
Send your order at once if interested.

**GIRLS' AND MISSES' PILE FABRIC AND  
LAMB FUR COSSACK JACKETS**  
Sizes 10 to 20.




Lot 20-828

Made Raglan Shoulder Style, slash pockets, Talon front, strap sides and sleeves.

**PILE FABRIC FRONT, BACK, and COLLAR.** Grained leatherette sleeves, facings and bottom. Check cotton kasha lined thruout.

Colors: RED, GREEN, BLUE, BROWN with matched color leatherette trim.

CGTU \$2.98 85%



Lot 20-819

Genuine LAMB FUR FRONT, BACK, and COLLAR. Chrome tanned capeskin leather sleeves, facings and bottom. Rayon lined thruout.

Colors: BROWN LAMB with oerdovan trim. GREY LAMB with blue trim.

LTU \$9.90 85%



Do you mind if I ask you a question?..

"Say, what's fashion insurance?"

I. SPIEWAK & SONS

Pellon is Fashion Insurance...it's the non-woven interfacing inside this jacket that keeps the shape and gives me the assurance that what I buy today will look just as good months from now. That's why I always look for this hangtag in the clothes I buy...it's a symbol of quality performance.

**PELLON**® KEEPS THE SHAPE  
non-woven interfacing

**PELLON**  
FASHION  
INSURANCE

Pellon Corporation, Empire State Bldg., New York 1, N. Y. / \*Pellon is the reg. trademark of the Pellon Co.



*Family*

WWW.SPIEWAK.COM | 800.233.6800

SINCE 1904

**SPIEWAK**  
UNIFORM WORKWEAR

FAMILY VICE MAGAZINE ADVERTISEMENT | 2004

What's the big idea?...

STYLING BY JIMM PAUL GARDNER

Will one of you he-men please inform our exasperated little friend about the sweeping change in men's outerwear? Tell him about Scottfoam<sup>®</sup>, the new polyester foam insulation that's bonded right to the fabric itself. It weighs next to nothing, but keeps you warmer than old fashioned over-stuffed protection. Prevents sagging, resists wrinkling, too. And because of its exclusive open-pore construction, it cannot cause excess perspiration. Jackets illustrated feature Princeton Astrotex<sup>™</sup> fabrics bonded to Scottfoam.

AT LEFT, PHOTO, GOLDEN FLEECE WASHABLE BLUESE JACKET OF 80% ANSEL TRACRYLATE AND 40% COTTON BUCKLE. WITH ATTRACTIVE COTTON BATH LINING. SIZES 28-44. COLORS: GOLD, BEIGE, BLACK, OLIVE, \$129.95.

AT RIGHT, PHOTO, GOLDEN FLEECE WASHABLE SWISS BLOUSE - MADE IN U.S.A. OF 80% ANSEL TRACRYLATE AND 80% COTTON BUCKLE. COLLAR: 100% BATH PERINE LINING. 36-42. GOLD, BLACK, BEIGE, OLIVE, BLUE, \$75.

*Golden Fleece*

12 WEST 34TH STREET, NEW YORK 1, NEW YORK

WHAT'S THE BIG IDEA SPORTS ILLUSTRATED ADVERTISEMENT | 1960



SMART STYLES MACY'S COUNTER CARD | 1946



FLYING MAN FADER MAGAZINE ADVERTISEMENT | 2007



**ARMY: NAVY SURPLUS-TYPE JACKETS...**

*at Prices that mean Business!*



**2-POCKET WEARFOLD B-15 JACKETS**

Style 2245...Wool of carded 9 oz. U.S. rayon shawl, with fleece. Close body and durable curtain back button and cuffs; mutton collar; two slash pockets.

6.00

Style 2241...Wool of combed, unscoured 9 oz. U.S. rayon cloth, with 3/8" wool. 100% alpaca silk body lining. Quilted sleeve lining and durable curtain back button and cuffs; mutton collar; two slash pockets.

7.00

Now in 9 oz. U.S. combed unscoured rayon (Mountain Cloth).

7.50

MEN'S SIZES 34 to 46 (Sizes 48 and 52, 10% extra)

ALL MEN'S JACKETS ARE 1" OVERSIZE

BOYS' JACKETS, SIZES 4 TO 18, AVAILABLE IN B-15 STYLES AT PROPORTIONATE PRICES

OUR DIRECT AND PERSONAL CONTACT WITH OUR CUSTOMERS PERMITS CLOSE COOPERATION AND INTELLIGENT SERVICE

*To The Wholesale Trade Exclusively.*

**I. SPIEWAK & SONS, INC.**  
Established 1904

Factory  
150 Bay Street  
Jersey City 2, N. J.

New York Salesroom  
366 Broadway  
Phone: KEene 2-5186

Not affiliated with any other concern

**4-POCKET WEARFOLD B-15 JACKETS**

Style 2246...Wool of combed, unscoured 9 oz. U.S. rayon cloth, with 3/8" wool. 100% alpaca silk body and two sleeve linings, curtain mutton collar, and two mutton collars. Quilted sleeve lining and cuffs; 4 pockets (2 inside, 2 outside) with straps; small pocket and insignia on left sleeve; mutton collar; inside flap.

8.00

Now in 9 oz. U.S. combed unscoured rayon (Mountain Cloth).

8.50

Style 2248...Same as 2246 above, but with full alternate lining of 100% wool. 100% alpaca silk; mutton collar. 9 oz. U.S. combed, unscoured rayon cloth.

8.65

9 oz. U.S. combed, unscoured rayon (Mountain Cloth).

9.15

Texas: Not 30 to rated concerns, F.O.B. Jersey City, N. J.

Delivery May, June, July

Write us for illustrated circulars on other jacket items

**FLIGHT DECK U.S.A.**



*Golden Fleece* **I. SPIEWAK & SONS, INC.**  
OFFICIAL UNITED STATES GOVERNMENT APPAREL CONTRACTORS





PHONE  
Worth 2-1457

# I. Spiewak & Sons

INC. HAVERSTRAW, N. Y.

MAKERS OF SHEEP-LINED CLOTHING

366 BROADWAY NEW YORK, N. Y.

---

**NO. 1201 BOYS' SHEEP-LINED EMBROIDERED LEATHERETTE COATS**  
with Navy Blue Molestin Fastings, Genuine "GOLDEN FLEECE" Sheepskin Linings and Huge Vombat Collar!

Sizes 6 to 18

**\$1.75**  
Each

They're all full cut double breasted models—fit on size fit—securely finished throughout with strong double needle stitches. Rare Flannel pocket and sleeve lining, leatherette are shields in sleeves, all around belt with popular trench buckle, strongly sewn composition buttons and braided cord loops, 4 large pockets—2 muff, and 2 lower, with leather tip reinforcements. Knitted wind protector cuffs. Write For Samples Today!

W1201—Same garment with **Hi-Grain Back**—at no extra cost

---

**NO. 1200—Same as above with Navy Blue CORDROY FACING**  
In BOYS' SIZES 6 to 18

**\$1.85**  
Each

W1200—Same garment with **Hi-Grain Back**—at no extra cost

---

**NO. 1300 JUVENILE "GOLDEN FLEECE" SHEEP-LINED BLACK LEATHERETTE COATS**  
Vombat Collar and Heavy Navy Blue Molestin Inside Fastings!

**\$1.50**  
Each

A Spectacular Low Price—don't wait until your salesmen see this Value! Single breasted coats with 2 lower set in flap pockets reinforced with leather points, exceptionally warm sleeve and pocket linings. Body lined with medium grade "GOLDEN FLEECE" sheepskin. Notch lap down Vombat collar, leatherette are shield vent protectors in sleeves, all-around double leatherette belt with trench buckle. Full cut throughout—no skimping. 4 Button Front.

JUVENILE SIZES 3 to 8

W1300—Same garment **Hi-Grain Back** no extra cost.

---

**NO. 1400 MEN'S SELECTED SHEEP-SKIN LINED 18 Oz. Guaranteed BLACK LEATHERETTE COAT.**

**\$2.85**  
Each

34" Double Breasted Models with **HAVY BLUE CORDROY FACING**

Strong double needle stitching throughout, set full and roomy, and finished to take roughest wear. 4 large leather reinforced pockets, all around belt with trench buckle. Inside **GOLDEN FLEECE** facings. Body lined with a heavy grade selected sheepskin. Rare Flannel sleeve and pocket lining.

MEN'S SIZES 28 to 48

W1400—Same garment **Hi-Grain Back** no extra cost.

W1400—Same as above but 33" with Navy Blue CORDROY Inside Facing—SIZES 28 to 48.

**\$3.10**  
Each

W1400—Same garment with **Hi-Grain Back** at no extra cost.

• ALL SHIRTFRONT ABOVE MAY BE HAD IN **HI-SPIED WOOD BACKS** AT 50 ADDITIONAL COST

\*This is the official Arnel number—your assurance that this fabric has been included in the Celanese Performance Testing Program.



you can relax...  
**THIS IS ARNEL**

**ARNEL . . . a**  
**Celanese**  
contemporary fiber

**GOLDEN FLEECE** gauges the outdoor man's needs, and scores a direct hit in Arnel tricot. It's a rugged knit Swiss blouse jacket, foam-insulated for warmth without bulk. And it's machine-washable! Keeps in shape like the champ it is. Always firm and ready for action.

Princeton Knitting Mills fabric of Arnel tricot and cotton, in gold, beige, blue, black, dark olive. Sizes: 36 to 46. About \$25. At Arnold Constable, N. Y.; Abraham & Straub, Brooklyn; The Arrow Store, Phila.; Barnberger's, New Jersey, all stores; Van Horn Men's Wear, Detroit. Celanese Fibers Company, N. Y. 16, (a division of Celanese Corporation of America).

Celanese Arnel

**I. SPIEWAK & SONS**

*This advertisement appears in Holiday—November 1960*



**Anchors Aweigh-**  
**JAN. 17<sup>th</sup> — JAN. 20<sup>th</sup>**  
**TENTH ANNUAL MANUFACTURERS' WHOLESALE OUTERWEAR & SPORTSWEAR SHOW**

**IF YOU'RE LOOKING FOR BIG, BIG SAVINGS  
IF YOU'RE LOOKING FOR BRAND NEW FALL '65 LINES  
WEIGH ANCHOR RIGHT NOW**  
and head for the Biggest Show of them all!

**I. Spiewak & Sons 10th Annual MANUFACTURERS WHOLESALE OUTERWEAR & SPORTSWEAR SHOW**  
see the nation's leading manufacturers exhibit their brand new lines for Fall 1965—COMPLETE SHOWINGS of

- WORK CLOTHING & CAMPING GOODS
- OUTERWEAR & SPORTSWEAR
- SLACKS & SWEATERS
- UTILITY WEAR & ALLIED LINES

**THE HOTEL PARK SHERATON (7th Avenue & 55th St.)**  
JANUARY 17, 18, 19, 20—Open every day from 9:00 A.M. to 7:00 P.M.  
**MANUFACTURERS WHOLESALE OUTERWEAR & SPORTSWEAR SHOW**  
10 West 33rd Street, N. Y. C. 10001 (212) OXford 5-1637

**BIG OFF-SEASON PRICES IN EFFECT SO GET READY AND SET SAIL FOR**

**WHOLESALE**





THE *New*  
OUTERWEAR  
UTILITY  
JACKET

INSPIRED BY  
*Gary Cooper*  
★  
STAR OF  
"THE WEDDING NIGHT"  
A United Artists Release

I. SPIEWAK & SONS

A black and white promotional poster for a utility jacket. The central figure is a man in a dark, textured jacket with a light-colored fur collar and two chest pockets. The text is arranged around him, with the product name on the left and the inspiration on the right. The bottom right corner features the brand name.

GARY COOPER PROMOTIONAL POSTER | 1935



*Golden Fleece*<sup>®</sup>

"sure you  
know me,  
lady  
...I'm your  
paperboy!"

Not that Golden Fleece has a mind to change Huckleberry Finns into Eton scholars...but the American trend is to dress up! Golden Fleece is ready with a dramatic new line that has everything...including this handsome Hopsacking Suburban coat. Style #4364B, to retail profitably at \$25.00. See it all for Fall, and soon!

GOLDEN FLEECE • 112 WEST 34th STREET • NEW YORK 1, N. Y.

A black and white advertisement for a coat. It features a man in a dark, double-breasted coat and a bowler hat, holding a cane. The text is arranged around him, with the brand name at the top and a quote from a woman below. The bottom of the ad contains a short paragraph of text and the store address.

SURE YOU KNOW ME NEW YORK DAILY NEWS ADVERTISEMENT | 1954



No. 1840



**I. SPIEWAK & SONS**  
**MENS SHEEPLINED COATS**

No. 1880

**No. 1880 - 32-inch SHEEPLINED MOLESKIN COAT**  
(With 2 Pockets)  
(See illustration on left)



Made of medium weight drab moleskin cloth; lined with selected sheepskin pelts. Sleeve lining made of warm, durable cloth. Has deep beaverized sheepskin collar. Fitted with woollen wristlets in sleeves. Has two slash pockets reinforced with leather. Closes with buttons and loops in double breasted style. Length 32 inches. Sizes 36 to 48.

**No. 1883 - SHEEPLINED MOLESKIN COAT**  
(34 in., 2 Pockets and Belt)

Made of medium weight drab moleskin cloth; lined with heavy sheepskin pelts. Sleeve lining made of strong heavy cloth. Has wide collar of beaverized sheepskins. Warm woollen wristlets in sleeves. Has two slash pockets, reinforced with leather. Closes with buttons and loops in popular double breasted style. Has a broad belt all around with tongueless metal button. Length 34 inches. Sizes 36 to 48.

**No. 1881 - 36-inch SHEEPLINED MOLESKIN COAT**  
(With 4 Pockets and Belt)

(See illustration on right)

Made of medium weight dark brown moleskin cloth. Lined with fine sheepskin pelts. Sleeves lined with heavy material. Has deep beaverized sheepskin collar. Woollen wind protectors in sleeves. Is fitted with belt all around and has four non-tearable, leather tipped pockets. Closes with two rows of buttons and loops which may be used from either side. Length 36 inches. Sizes 36 to 43.



No. 1881

**No. 1885 - SHEEPLINED MOLESKIN COAT**  
(36 in. Heavy cloth, 4 Pockets and Belt)

(See picture on right)

Made of heavy weight dark brown cloth. Is lined with grade A sheepskin pelts. Sleeves warmly lined with heavy cloth. Has broad beaverized sheepskin collar. Has four leather-trimmed pockets and a belt all around. Fitted with woollen wristlets in sleeves. Closes with buttons and loops in popular double breasted style. Length 36 inches. Sizes 36-48.

No. 1840



**No. 1840 - FULL LINED 36-inch SHEEPLINED MOLESKIN COAT**  
(Heavy Cloth, 4 Pockets, Belt and Lining Full to Right Edge)

(See picture on left)

Made of heavy weight dark brown cloth. Is lined with selected sheepskin pelts. The sheepskin lining extends full to the right edge of coat. Fitted with deep beaverized shawl collar. Has a broad belt all around with tongueless metal buckle. Sleeves are lined with heavy cloth. The coat is equipped with 4 non-tearable leather-tipped pockets. Woollen wind protectors in sleeves. Buttoned tab at collar. Closes with buttons and loops. Double breasted. Length 36 inches. Sizes 36 to 48.

**In PEACE or WAR  
for OUT-OF-DOOR**



**Nationally Famous JACKETS**



IN PEACE OR WAR MACY'S COUNTER CARD | 1945

PROMOTIONAL EXTRA!...PROMOTIONAL EXTRA!...

*Golden Fleece*  
*Rin Tin Tin Jacket*

Here's the "hottest" promotional item of the season! Thousands and thousands of boys will tune their TV sets to the network Rin Tin Tin show and see Lew Aikens, star of the program, wearing Golden Fleece's official Rin Tin Tin jacket! In addition they'll see this jacket featured in the Rin Tin Tin tours, at rodeos and retail stores, throughout the country! This jacket, with its official Rin Tin Tin shoulder emblem, will sell on sight! Just let a boy get his eyes on it... there's no "selling" needed... he wants it! That's all there is to it... for every Rin Tin Tin jacket on your racks, there's a sure sale!

STYLES - 477

COLORS - Official Navy Blue with Gold Bull Dog.

FABRIC - Cotton-wool Knit. Be sure the collar, and bottom and cuffs.

FEATURES - Official Rin Tin Tin gold and blue shoulder emblem. Zipper and/or button pocket with compass, set forth compass. Snap pockets with all four gold rings.

SIZES - 4 to 24.

PRICE - \$5.00 net.



I. SPIEWAK & SONS, INC. • 112 WEST 34th STREET • NEW YORK 1, N. Y.

our beautifully illustrated men's and boys' outerwear catalog is yours on request.

Designed and manufactured by John Peter Gaudin

Reprinted from THE BOYS' OUTFITTER, June, 1957

RIN TIN TIN JACKET BOYS' OUTFITTER MAGAZINE ADVERTISEMENT | 1957



# CATALOGS

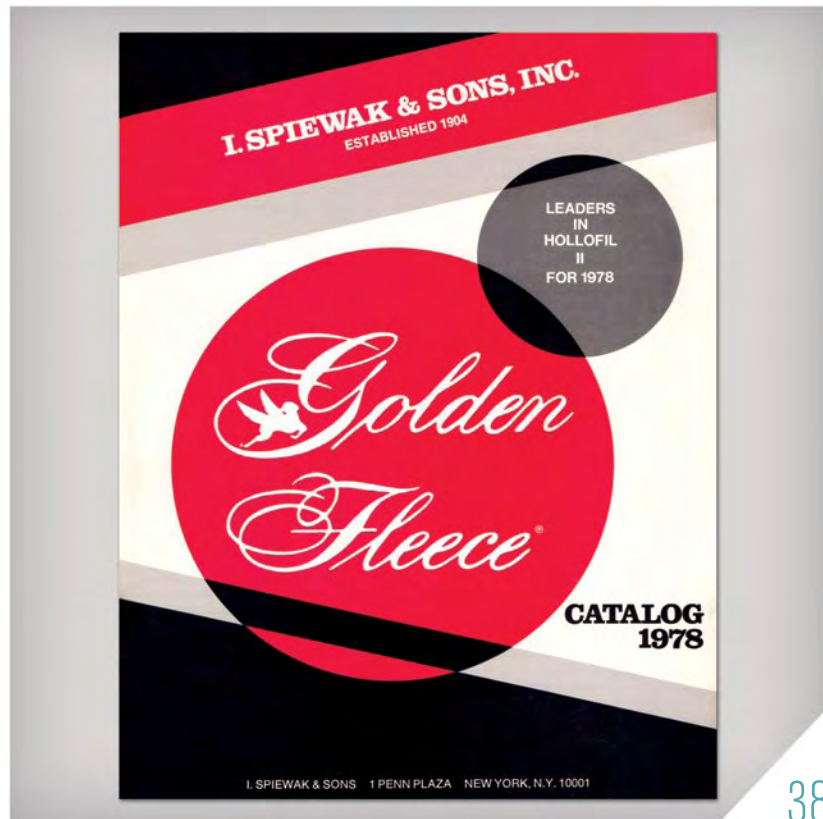


**THANKS TO THE EARLY FORESIGHT OF ISAAC SPIEWAK**, many of I. Spiewak & Sons' catalogs survive to this day in the company's archival collection. From the first leather bound illustrated collection of 1930 – a 20-pound flip book with still-supple sheepskins and lambs' wool pasted inside – to the intricate computer designed, photographed and printed books of today, each catalog stands on its own merit exemplifying a particular time and place bound together by the ever-present Golden Fleece icon.





OUTDOOR GARMENTS CATALOG | 1930



LEADERS CATALOG | 1978



11.00

**I. SPIEWAK** SECTION III

**FLIGHT DECK U.S.A.**  
MILITARY OUTERWEAR 1991

In the world of military outerwear, there's nothing harder to find than true authenticity. Scores of companies claim to make the genuine thing, and the official that. But very few can claim the time-honored military history that lives in our FLIGHT DECK USA line of military outerwear.

American fighting men have worn I. SPIEWAK bomber jackets, tanker jackets, navy deck jackets, satin flight jackets, parkas and pea coats in every major U.S. war effort since 1904.

We made the first "bomber" jackets for the daring American flying aces of World War One—back when "dropping a bomb" meant throwing it out of an open cockpit. During the toughest three years of World War Two, we supplied the U.S. Army Air Force with up to 3,600 leather flight suits a week. All in all, we provided the U.S. military with over a million jackets during World War Two alone. Some of today's "authentic" military outerwear companies didn't even exist back then!

So if it's true authenticity you're looking for, give us a call at (800) 223-6850. You'll get great service, and your customers will get real military history.

*I. Spiewak*  
SINCE 1904

**I. SPIEWAK & SONS, INC.**  
505 EIGHTH AVENUE, NEW YORK, N.Y. 10018  
PHONE (212) 695-1620 FAX (212) 629-4803  
For ordering or customer service call (800) 223-6850

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TRAINS CATALOG | 2009



PIPES CATALOG | 1977





SPECIAL EDITION CATALOG | 2008



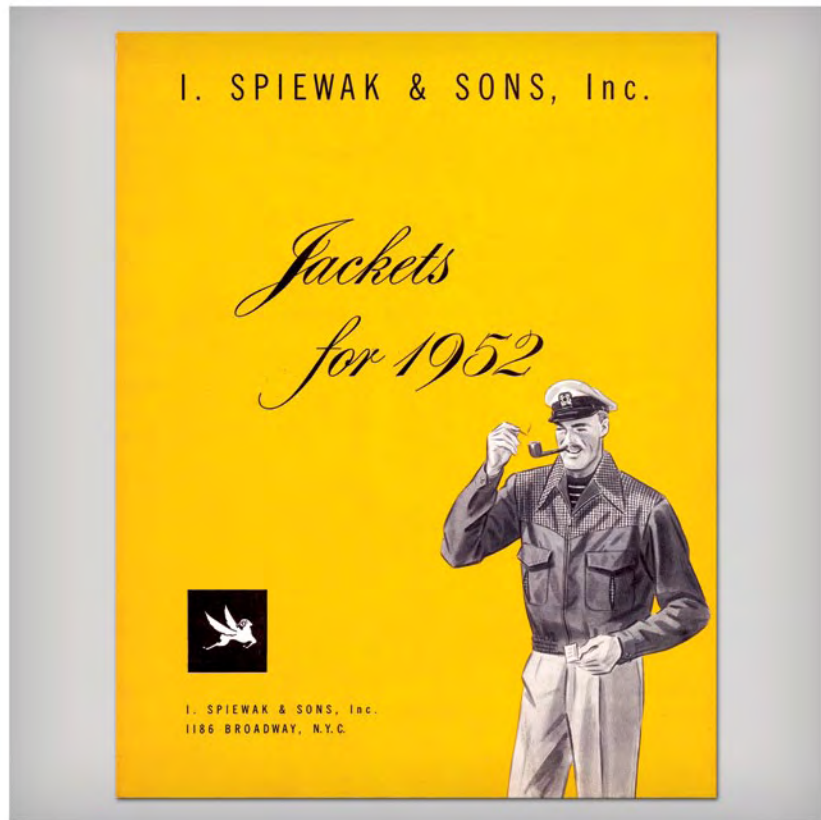
THE GOLD STANDARD CATALOG | 1956



(TOP TO BOTTOM) THE RIGHT MOVE CATALOG | 1968, IN THE CLOUDS CATALOG | 1957



(TOP TO BOTTOM) CONEY ISLAND CATALOG | 2009, METROPOLIS CATALOG | 2006



CAPTAIN CATALOG | 1952



OUTERWEAR FOR REAL PEOPLE CATALOG | 1998





THE MOST EXCITING LINE CATALOG | 1960



FROST KING CATALOG | 1970



# MEDIA

**A BRAND CANNOT BE SELF-DEFINED.** Popular culture is integral to creating and reshaping its identity. The countless artists, personalities, stylists, directors, and consumers that have worn Spiewak's products have enriched the brand and contributed to its constant evolution. Creative product placement of Spiewak by the media and retailers plays an active role in enhancing *The House That Isaac Built*.



COMPLEX MAGAZINE | 2001



NORDSTROM CATALOG | 2008





Being up Ricki Borez (center) for an old-fashioned ride along Chicago's lake shore, instead of any other place to go  
 would be a waste of time, unless you're in Chicago. Borez is a young woman who's been all over the place,  
 and she's got a lot of fun. She's got a lot of fun. She's got a lot of fun. She's got a lot of fun. She's got a lot of fun.  
 She's got a lot of fun. She's got a lot of fun. She's got a lot of fun. She's got a lot of fun. She's got a lot of fun.



NEW YORK TIMES NEWSPAPER | 1960



**THE CORE:** Opposite, on film, the washed-down look of BONFIRE's BALANCE nylon snowboarding pants (S170) belies their waterproof-breathable functionality. Throatbeats bring and flexion event waterproofing help make HETCO's BORECASTER boot (S200) feel more like a hair and less like a salt shaker. On her, SOREL CARINOU boots (S300) will keep toes cozy to 40 degrees below zero. **THE CASUAL:** Opposite, on film, cotton dress shirt (S200) by VICTORINOVA, long-sleeve crewneck sweater (S181) by NAUTICA, insulated cotton corduroy jacket (S148) by TIMBERLAND. On her, cashmere and acrylic heavy (S201) by BARODA, denim pants (S170) by DIESEL, wool gloves (S11) by SMARTWOOL, wool scarf and wool sweater, style's own. **THE CORE MEETS THE CASUAL:** This page, rugged military-grade polyester satin parka with polyester insulation (S240) by SPEERMAX.

OUTSIDE MAGAZINE | 2003





© 2005  
Kangaroo Golden Goose by Versace  
Mottogator made from  
Kangaroo  
Kangaroo  
Kangaroo  
Kangaroo







Cardigan sweater has warm Orlon jersey lining and matching striped neck. The knit collar and knee patches with leather buttons. By Golden Fleece, \$30 at S. Altman's Bulwark Shop.

A 36-inch wool coat in Norwegian all-pattern reverses to cotton-knitling. With shawl collar, two-tone flap pockets and two upper chest pockets. Priced at \$45 at Lane Fifth Avenue Shop.

High-length coat has front of imported suede with steers, collar and back of corduroy. Pleated, with leather buttons and checked wool lining. Inside are two deep pockets for hands. Priced at \$45 at Bond Fifth Avenue.

Carded wool wool flares in a shrunk coat with slant flap pockets, leather buttons and checked wool lining. Inside are two deep pockets for hands. \$35 at Brooks Brothers University Shop.

Photographed by Barbara Proctor in New York City.

AUGUST 11, 1964

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SPORTSWEAR:

## A (Family) Tree Grew In Brooklyn

The other day as we were making our way across the office, MEN'S WEAR's production expert (Joe Jacobson) called us over with: "Who's this I. Spiewak? . . . They have a lot of friends." It seemed that Joe was checking the insert that this outerwear house was planning to run in the book, and he was noticing the number of fiber houses throughout the Spiewak gatefold.

We explained to Joe that Spiewak was an old name in outerwear. "Yeah, about sixty years old," he countered. We soon learned that I. Spiewak was sort of celebrating its 60th birthday in a nifty looking series of ads and made a mental note to make our way up to 10 West 33rd to meet the family.

And a family it is, when you mention the name Spiewak in outerwear circles. Jerry Spiewak, who's president of I. Spiewak, explained to us that it all began when his grandfather Isaac, went into business and decided to spread his good fortune among his family. He had six sons and they all joined the business in years to come. I. Spiewak and Sons became a training ground for outerwear makers and today, you'll find about 30 Spiewak's and/or relatives at Robert Lewis, M. Rubin, Bronco, Ram, etc.

When the company first opened in Brooklyn, N.Y., in 1904, sheep-lined garments were the big thing. Jerry's dad, Philip Spiewak, then strolled into the office, and helped us get some of the early facts sorted out. Spiewak senior is now chairman of the board, and in true Spiewak style, has made his family a part of the business. His son Marty is vice president and secretary; Robert is treasurer. But everyone has much more than a title. He has a very serious part in this business that keeps the name Spiewak a young one in outerwear. Phil Spiewak confided that at latest count, he had ten grandsons. Obviously, he was planning bigger and better things for I. Spiewak, if only to follow in his father Isaac's footsteps.

"You know, when the company first began producing leather and sheep-lined garments, we sold our production to 32 wholesalers around the country. In fact, Golden Fleece, the name we registered back in 1919, became one of the major names in this trade." As Mr. Spiewak described the company's history, it underwent some big changes during and after the second World War.

"We started to sell directly to retail stores after the war, and we gave the name 'Golden Fleece' a new lease on life."

"... A fashion image?" we offered.

"Precisely. We began producing fashion goods and at better prices with the Golden Fleece label. We also developed some 'firsts' in the market. Remember the Swiss Blouse?" We did.

"Remember the Parbuser? We still run this golf jacket on a year-round basis." We did.

Well, after the Spiewaks told us about their early entry into stretch ski jackets and the hidden hood that zipped out of a collar, we tried to steer the conversation into talk about the "good old days." Immediately, the senior Spiewak's eyes lit up.

He asked Jerry to look for a catalogue of styles from years ago, and was very helpful in supplying a few facts about the company's industrial outerwear division. It forms roughly half of the firm's output and from what we understand, the Golden Fleece Industrial Outerwear label is highly regarded in this end of the market.

From what we could see on the racks lining the showroom on 33rd Street, this sort of thing still provided direction for the business. Nowadays, the Spiewaks told us, ski parkas are hot all over the lot (industrial, specialty store. . . "everywhere.") And to our question: "What's new for fall?", we saw one of the youngest racking ski parkas of the season. We liked the "pro" details and said so.

"Would you like a sample for photographing?"

"Make it size 40," we said. It seemed that we strayed far from the interview we planned. But it was worth it and proved that you have to look and act young to be 60 years old in the outerwear business. S.E.G.

MEN'S WEAR



Coat: Spiewak  
Hoodie: Spiewak + Castleton  
Tights: Fox NZ  
Pants: Nike + iGoro  
Boots: 3:29 Shoes



**SPIEWAK**  
"Snorkel" parka with fur hood.  
Our exclusive color. \$265  
Women's Designer



This page: Marine Corps flight jacket \$112, by Splavsek. Staff's best raincoat \$29, by Club Monaco. Pants and boots camouflage mesh \$120, by B.J. Novak. Opposite: sparked parka with coyote fur trim on hood \$193, and roundface mockneck pullover \$71, by Splavsek.

Jacket, Flying, Intermediate, Type

# B-15A

ゴールデンフリース

防寒、防風に優れたナイタングロスで作られたB-15A、ゴールデンフリースB-15Aの襟ボアは効果的に作られており、それを内した時のB-15AはほとんどCOU-36/PPD4L/PPDのフェルトに置換って見える。もちろん、ムーントンの襟ボアや袖タブなど、オリジナルのB-15Aの魅力は十分に楽しめる。50からXLの4サイズ。



写真上：裏地はナイロンキルティングが採用され、フィット部と共にその保温性は抜群の一層。写真下：ナイタングロスの製法がアクリル繊維はゴールデンフリース独特のものである。



## CLOSE UP

A高度を飛行するパイロットは酸素マスクも着用する。周囲の気温の低下は、コックピットのエアークラウドパイロットの顔面マスクまでつづきエアークラスを固定させるためのものだ。これにより、暖められたエアークラウドパイロットの顔面マスクは、暖められたエアークラウドパイロットの顔面マスクに固定した酸素マスクを可能にするのだ。



ゴールデンフリース B-15A ¥19,000

粗末な兵舎で体を休める時  
かたわらにいたるB-15Aが  
一日の労苦を癒してくれる





*Capes, cut with the swagger of a bobby's or a gendarme's, turn up this spring. Lionel Wiggam's is of tan poplin, lined with black (\$20, Golden Fleece: Witty Brothers, Bullock's Downtown). Ruth Ebling's reverses from blue to natural poplin (\$25, Fulwiline: Lew Ritter). Thomas Begg grouse helmets.*

WEDNESDAY, OCTOBER 26th  
 SPIEWAK & STOP SMILING PRESENT

**(A Full Metal Jacket)**

A CUSTOMIZED JACKET EVENT  
 TO BENEFIT  
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 MODERN, MODERN & FUTURE SOUL

DJ: MEXAN STYLZ, DREAMBOYS, MEXAN STYLZ, PUNY, DJ

POSTER PROMISES SAT 27TH - OCTOBER 2013

SPIEWAK

**Soulastatic**  
 MODERN, MODERN & FUTURE SOUL

SEASON PREMIERE!  
 POSTER PROMISES SAT 27TH SEPT 2013

DJ: MEXAN STYLZ, JANE WOOD, MEXAN STYLZ, DJ, DJ

SPIEWAK

manhattan REMIXED

Tuesday, Sept. 14 - 8PM  
 SHORT TAKES ON THE CITY

Tuesday, Sept. 21 - 8PM  
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148-150 ATTORNEY STREET  
 4th FLOOR (STREET)  
 LOWER EAST SIDE, NYC  
 NYC: SIN-E.COM

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WEDNESDAY MARCH 25 ISLAND AUTOPILOT OFF SIX GUN RADIO 9:30 D.J. REVOLVER'S TOM BEAULJOUR

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FRIDAY APRIL 22 ROADRUNNER RECORDS RED TAPE JERSEY 8:30 D.J. ANTON OVVEY

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