Eaton suit and binder (1949)

Courtesy of Mary (Westbrock) Lubinski

"ETON."
For Boy of 4 ft. 2 in.
Jacket and Vest, 19s. 3d.   Trousers, 8s. 3d.

Eton [The King's College of Our Lady of Eton] is a public school for boys, founded in 1440 by King Henry VI. It is located in Eton, near Windsor in England, north of Windsor Castle, and is one of the original nine English public schools as defined by the Public Schools Act 1868.

The Eton suit consists of a short ('bum-freezer') jacket with a broad starched collar. Originally the uniform of the younger boys of Eton College (boys taller than 5'4" wore a tailcoat), it become a widespread juvenile fashion. The uniform gradually evolved during the 19c., with the jacket initially blue then black. By the Edwardian era, boys from respectable families almost invariably had an Eton suit as their Sunday best. Many private schools adopted 'Etons' as the everyday dress of younger pupils.

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