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THE MEN'S WEAR REVIEW

Vol. 2 - No 1

OFFICE & PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO

Jan. 15, 1912

Features of This Number

What is your merchandising policy?

Saving the inches in a 7½ ft. store.

An effective display front.

Does your salesmanship back up the advertising?

Court at Ottawa Means Much to Clothiers.

Specialty idea applied to men's clothing.

Original fixtures for men's wear display.

Short course in card-writing.

Authentic forecasts *re* shirts, neck-wear, clothing and accessories.

See Prize List for Canadian Window Trimmers and Card Writers.

An Important Announcement.



Quick Selling MUFFLERS

Here is a line that is in demand right now and will be for several months yet.

Merchants sending us repeat orders say they are the best value they have ever sold. The stitch brings out the design and richness of material. A silk knit scarf that has no equal in Canada at the price. Made in two qualities, \$9.00 and \$14.00. Order now for immediate or fall delivery.

TIES

That Are Different

These ties are made in many color combinations and extensive range of designs. These lines have been snapped up quickly whenever shown. The value is there, the material there, the tasty colors and exclusive designs are recognized at once by shrewd buyers.

*See our representatives or
write for sample order.*

Mail orders will receive special attention and good selection is assured.



THE LACES AND BRAIDS MANUFACTURING CO., LTD.

121 Prescott Ave.

TORONTO



MENS CLOTHING AND FURNISHINGS



Gossip of the Market

THE time of year is fast approaching when men's wear merchants must consider the advertising requirements of the opening season. In not a few places, the merchants have got together to make the most out of Spring's advent. They have all co-operated in holding one grand opening in which every store in town has put forward the best effort to get the most out of the occasion. The new goods are attractively displayed, bright announcements appear in the newspapers, or personal cards are issued inviting people to visit the store, and everything is made to combine with advantage. Even if there is no concerted wave among the merchants, the men's wear dealer should not overlook the advertising possibilities of an opening. Style plays a very important factor in men's wear nowadays, and new goods can be given an appealing power. It might be possible to arrange for a demonstration by living model in the windows. In any event no effort should be spared to get young men into the store to inspect the new lines.

* * *

THE operation of two or more stores under one management in the larger cities, seems to be one of the interesting features of men's wear merchandising at the present time. The history behind many of these stores is very interesting. Some of them started with very limited capital, and with foresight, tact and careful management, have attained success. The Review has during the past year given several valuable incidents in which young men have, from very modest beginning, gradually extended their enterprise until at the present time it is represented by more than one store. Others, again, probably with more capital behind them, have finally gone to the wall. Much depends on the young man and the way he applies his experience.

* * *

A SALESMAN writes in to say that he dates his first real interest in his business from the time when, on seeing a salesmanship competition in The Review, he was persuaded to submit a reply.

It did not get a prize, but he saw how other and better salesmen would handle the problem. He points out that he has obtained considerable inspiration from this source, and has applied to good advantage some of the pointers derived from these symposiums.

* * *

IT would be difficult to imagine any circumstance that would produce a brand of indignation equal to that which is aroused in the average manufacturer when he receives from a customer a parcel of neckwear returned because they were "not what was ordered." It is not an exceptional case to find that when a merchant does not entirely agree with the buyer as to the saleability of his selections the whole bunch will be returned with the explanation that they were not the patterns ordered. Manufacturers can produce many instances in which buyers have selected certain lines, and denied them later when unpacked to the view of his employer even though reasonable proof has been submitted that the order was correctly filled. It is pointed out that, in some cases buyers have had the courage to stand by their purchases and in nine cases out of ten have proved their knowledge of the demand to be correct. Should a customer put over the same treatment on a retail merchant, denying absolutely that he had ordered a garment, when the records showed he had, a strenuous protest would undoubtedly ensue, and the customer would probably find out one man's opinion concerning him.

The extent of the confidence which a merchant reposes in a buyer has an all-important bearing on this question. There are cases which seem to justify the statement that no merchant should give full responsibility to a man who is not sufficiently conversant with the requirements, and the tastes of his customers that he cannot, with safety, be allowed to make selections. The Review does not say that manufacturers do not make mistakes in filling orders. There are many glaring instances of this on record, but the great point is that a buyer is not a buyer if he is without that authority which entitles him to a reasonable degree of confidence.

Saving the Inches in a 7½-ft. Store

Third Store Opened by Brennan Bros., Montreal, is Small but Space Has Been Well Applied — Unique Plan Adopted in Dressing Window 12 Inches Deep — All Fixtures Designed to Meet Conditions — The Success of a Young Men's Wear Firm

IN the list of young merchants who have made good, during the past fifteen years of prosperity and rapid growth, Brennan Bros., Montreal, should be given a prominent place. In 1898 this firm started business with a general line of men's furnishings on St. Catherine Street East, far from the centre of the city. As business grew, a more central stand was looked for, and in 1901, the store at 7 St. Catherine Street East was obtained. When first occupied, the building was 18x22 feet in size. It was soon enlarged by the addition of 20 feet.

This store was situated near the corner of St. Catherine Street, and St. Lawrence Boulevard, one of the busiest corners in the city. Finding business prospects very bright in 1906, these two brothers opened store No. 2 at 251 St. Catherine Street West, near Bleury. This store was about the ordinary size occupied by the majority of general furnishers.

From the year 1906 to the Summer of 1911, the business produced such satisfactory results, that it was decided to open the third branch.

WHERE LAND VALUES CLIMB.

The land values of Montreal have advanced with such leaps and bounds during the past, that it was quite a problem to select a site where rent and expenses would be such as to allow the goods to be sold at moderate prices and at the same time give a fair profit.

After considerable looking around, a store was obtained in the busy shopping district of St. Catherine Street West, at No. 519½. The store is 7½ feet in width, with a length of 51 feet. This was obtained from the Walk-Over Shoe Co., who had this part of the building to spare after fitting up their new store in the same building.

This third store, occupied by Brennans, is one of the smallest general furnishing stores in Canada.

But it must not be under-rated just because it is only 7½x51 feet. The lay-out of the interior, as well as the window arrangement, is up-to-date in every respect, and many merchants occupying much larger space, might receive valuable pointers from this new establishment.

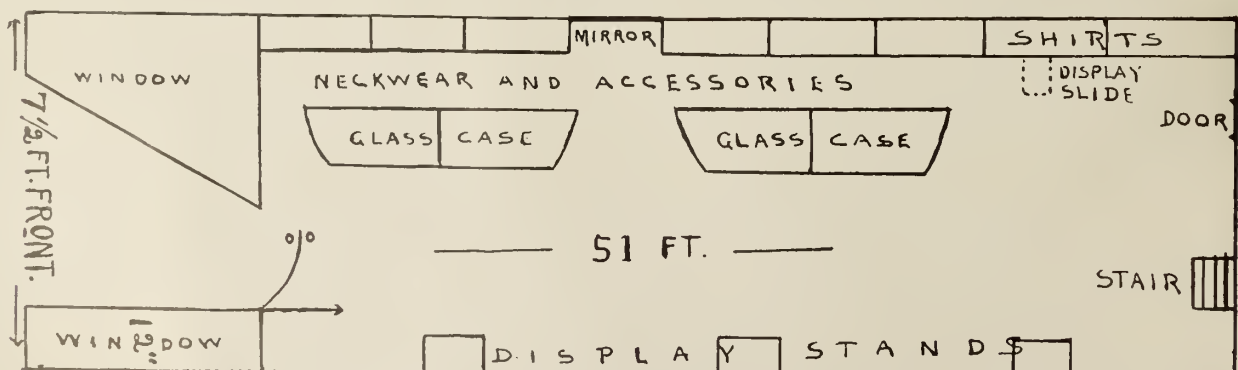
SOLVING DISPLAY PROBLEMS.

As seen by the window plan, the space utilized for exhibiting various lines of goods is about as well adapted to this use as the large spaces in some of our stores. On the right side entrance, the display window is only 12 inches deep. As this space is too small to allow a trimmer to enter the window to change the displays, a very novel method is followed. The entire glass part enclosed in the frame is drawn aside by means of an arrangement inside the store, the sliding part being drawn in the direction of the arrow in the plan. By this means the narrow division can be trimmed with ease.

On the left side of the entrance, the window slopes as shown in the plan. This gives an effective appearance when trimmed, while the wide space at the entrance gives the public plenty of room from which to inspect the displays.

The interior of the store is finished in birch mahogany. As the ceiling is very high in comparison with the size of the store, a balcony runs along one side of the wall. This serves a two-fold purpose. It enhances the general appearance, also serves as a very handy place to keep surplus stock. Shelving runs from the floor of the balcony to the height required to place this stock.

On the left side, under this balcony, shelves run along the entire length of the building. Here the stock of ties, hosiery, mufflers, sweaters, collars, etc., is neatly kept in boxes. Stock boxes obtained



Floor plan of the 7½ feet wide store of Brennan Bros., Montreal.

Sword's

"Kant Krush"

"Bengaline"

(In 42 colors)

THE FEATURE LINE FOR YOUR NECKWEAR DEPT.

These goods are specially woven to our order. Only the finest wool and silk yarns used in the manufacture of Kant Krush Bengaline, removing all possibility of creasing for the wearer.

Our Indestructible Interlining

which is also a new feature, is used.

NOTE :—All Straight Derbys with Cord running up and down will be one piece, **48 inches** long.

SEND FOR SAMPLE COLOR CARD

The Sword Neckwear Co., Limited

TORONTO

ONTARIO



Effective unit trim arranged by Simeon N. Morin, for Brennan Bros., 7 St. Catherine Street East, Montreal. The trim consists of latest creations in neckwear, half hose, and high-class shirts. While this trim was shown as an interior display, it would make a very appropriate window unit.

specially for this purpose, is a great improvement over less careful methods.

USEFUL SHIRT FIXTURES.

As the room was too narrow to allow a very elaborate display of shirts, pyjamas, etc., on tables, and special display stands, a very appropriate glass faced shelving was arranged. On these shelves the shirts are piled in systematic arrangement, with about nine in each pile. In this way much more value can be shown in certain space, than could be arranged in boxes. The glass door keeps the goods in perfect condition, and permits the customer to inspect the stock without having to open the door.

On the ledge of this shirt display case is a slide which can be pulled out to support the shirts when being inspected by a prospective customer.

The manner in which the glass door is removed from the front of the shelving, shows an ingenious improvement. Instead of a door that slides back and forth, the wide-framed glass front slides upward through the balcony floor. This method of dealing with the door is superior to the sliding arrangement seen in many of the stores. When two customers are looking at articles on one case, it is necessary to keep moving the slides back and forth. In this arrangement used by Brennan's, the slide is out of the way of all customers.

ACCOMMODATING CUSTOMERS' FEET.

The fixtures were specially designed to meet the need of this store. The base of each glass show case recedes about five inches from the outer edges

of the case proper. This was designed to add to the floor space. When a customer is purchasing anything from one of the show cases, his feet are occupying a certain portion of the space under the base of the floor of this case. This condition gives more room for additional customers that may be shopping at the same counter, also for those who wish to pass in the aisle.

Show cases with rounded corners are another important improvement in the saving of space. The difference between a round and a square-pointed show case is very marked, especially in a store where space is at a premium.

Instead of having tie, and other display stands, upon the glass counter, the various lines are artistically displayed on suspended racks. This allows one to obtain a full view of the interior of the glass cases.

Since this store was opened in December, the amount of business turned over is double of what was expected by the owners. The unique appearance of the store, and the situation, attracts many of the throngs that are passing from early morning until late at night.

SUCCESS EXPLAINED.

When asked the reason of the rapid growth of the firm, one of the managers said: "Our system of delivering the right goods at the right prices is, no doubt, the chief reason of our prosperity. We always try to sell an article at a reasonable price, and in each and every case we endeavor to satisfy. If in any instance, the goods prove unsatisfactory,



THE CLOSED FRONT COLLAR IS THE FASHION TO-DAY.

The very last idea in double collars is to have the collar absolutely closed in front.

The Success shape—the Angus—is really a close-fitting collar. The edges keep like that—right tight together.

Success Collars are well made, well finished—accurate—and comfortable. Ask your wholesaler for SUCCESS.

The Canadian Converters Co. Limited.
Montreal

we are pleased to make a fair exchange or a refund if necessary.

"While we endeavor to make a good appearance in every location selected, our motto has always been to keep down expenses that are sure to accrue on unnecessarily elaborate surroundings. By following this method our goods are sold with less expense attached to them.

EACH CUSTOMER A SPECIAL CASE.

"We find it pays to give special attention to each customer. By following that custom is the only sure way in building up a solid business foundation. Each customer added to the "satisfied" list is a valuable asset to any business.

"While there are other little details that might count to advantage in any business, I think the foregoing the principal methods.

"Montreal has grown rapidly within the last fifteen years and the future will see further rapid growth. Merchants who manage their business along up-to-date methods will grow in the future, as in the past. We are satisfied with our work during the time we have been in business, and think the future will be as good in our line of business as the past has been."

Advice to the Beginner

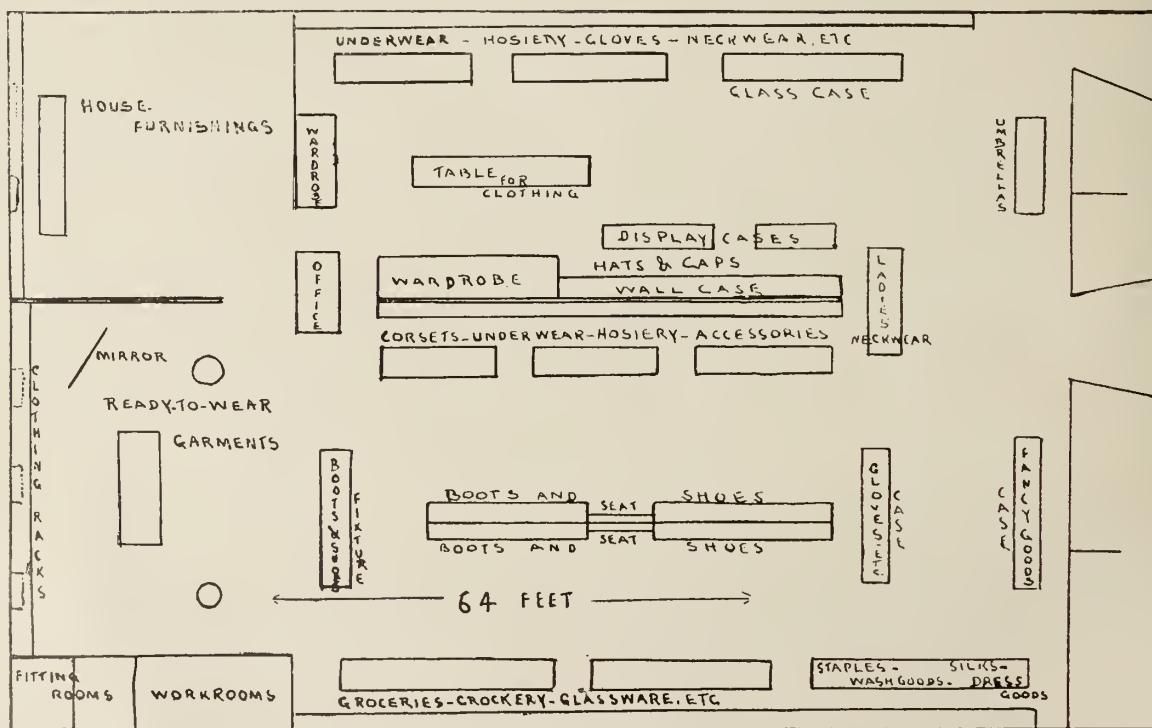
Mr. Brennan thinks the stock in the average furnishings store should be turned over four to six times each year. He says: "It takes three turnovers each year to clear expenses and keep the business from going back. If a merchant is well adapted to the business, it is not hard to turn the stock over at least six times.

"The amount of stock needed to commence a general furnishings business depends upon the line carried, the size of the store and the locality. In some places \$2,000 would be a fair amount with which to make a start; while in other circumstances, at least \$5,000 would be required to swing the proposition in the right direction.

"In the men's furnishing business there is no need for carrying much surplus stock. By buying a little at a time, and buying often, the goods are always fresh and up to date. This is a vital factor in any business. A young man just making a start for himself should make it a point not to 'over-stock.'

"Even if the young man just making a start for himself has had a good amount of experience working for someone else, there will be many things come up in the new position that will prove to be a hard nut to crack. It is only by profiting by these hard experiences that one becomes fully competent to fill the more complex position as the business grows. Perhaps some of the lessons learned will be costly ones, but in the end the experience will be worth all it cost.

"There is no royal road to success. 'Steady work day after day, combined with right methods,' is the best motto to adopt. In the beginning I made many mistakes, but now I can see that a certain benefit came from each. So to any young man who is planning to make a fresh start for himself, my advice is: 'To go easy at first, and be on the lookout for anything that will add to successful management.'"



Interior arrangement of general store for Western merchant who is making a 64-foot extension to his present store and wishes to retain the exclusive character of his men's wear section. The upper section of the plan is the former store and is now devoted to men's wear. A women's ready-to-wear dept. is also provided for.

WE want the collar buyers of all Canada to know that the best collar Troy produces is now being sold throughout the Dominion for us by

The Sword Neckwear Co., Ltd. of Toronto

All their salesmen have a complete line of samples, including our "FIELD CLUB."

Be sure and see this line

Corliss, Coon & Company Makers

New York Chicago
Boston Baltimore St. Louis

Factories and Laundries:
Troy and Cohoes, N.Y.



The Collar that sets the way it is intended to—"close up."

\$1.10 PER DOZEN

" THERE'S NOTHING BETTER THAN Cravenette "

You must have "Cravenette" Shower-proofs

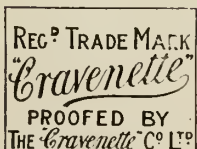
for wet weather; they are waterproof and hygienic because porous.



WET
or
FINE
RAIN
or
SHINE



You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof



Facsimile of stamp on back of Genuine Goods.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS
IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO
The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

Please mention The Review to Advertisers and Their Travelers.

What Will be Your Merchandising Policy?

Knotty Problem Ably Discussed --- Course Advocated that is Most in Keeping With Modern Conditions --- Sane Use of the Sale Idea --- Procedure That Would Demonstrate Merchant's Ability and his Store's Progressiveness

WHAT will be your advertising and general merchandising policy for the present year?

This, in short, was the question asked in The Review's problem contest last month. A scene was presented in which the merchant was questioning the wisdom of his manager-buyer because, while the records showed an increased turnover, the profits did not exceed those of a less strenuous year, in which there were fewer specials, less expense, and generally speaking, a more conservative procedure.

The merchant asked, Is it worth while? The Review's interrogation was, what are you going to do about it this year?

That these are all important questions at this time of year, was evident from the careful consideration they received and the length at which they were discussed. While the questions asked by The Review are not answered as directly as it would have wished, enough is implied to leave no doubt as to the policy that would be pursued. The mistakes of the past year would stand out as guideposts to better generalship this year. They would suggest many things to be avoided and others to receive greater attention. The methods and the general policy of ten years ago would not suffice for 20th century requirements. The mania for special sales would be avoided, and these features handled in a sane, clear-headed way, the merchant would not be panic-stricken and inveigled into a campaign of price-cutting, throwing his better senses to the winds. The year's results might not show marked improvement over the year preceding, but the policy would be along the more progressive lines, making for a more enthusiastic spirit, a prolonged and more intense interest on the part of customers and admitting of comparisons which would demonstrate the merchant's ability, his staff's efficiency, and the adequacy of stocks and service to make the most out of modern conditions. The problem is one that applies alike to the men's wear and dry goods trade, and considerable interest will attach to its discussion at the present time when merchants are seriously weighing both sides of the question.

* * *

Buy Right, Sell Right, Finance Right.

The first prize is awarded to A. Fraser Little, manager of the ready-to-wear department, Regina Trading Co. His reply follows:—

The condition of affairs as shown by the stock sheets when completed apparently is the result of

1st—The persistent cutting of profits during the frequent sales.

2nd—The manager's or buyer's error in using regular stock for these special sales.

3rd—The lack of monthly reports showing the exact expense entailed, in proportion to the monthly turnover and approximate percentage of net profits.

4th—Possibly the stock carried is too heavy in proportion to the turnover.

5th—Possibly the percentage of profit is too small to balance the cost of doing business and showing profits.

THE POLICY TO ADOPT.

The secret of successful merchandising lies in doing the largest amount of business on the smallest amount of capital at a fair, reasonable profit with the least expense.

To achieve the highest success in business it is necessary to obey the laws and principles that are the basis of successful merchandising.

In the first place, honesty is an absolute necessity; no wide-awake merchant to-day would entertain the idea of deceitful merchandising—all must be fair and square between man and man, between buyer and seller; dishonest methods, unfair dealings, if persistently harbored in business will ultimately end in failure.

In the second place comes genuine salesmanship. This true, genuine salesmanship is very essential in successful merchandising. It carries with it the knowledge of character analysis, to know how best to size up a customer, to know how best to approach a customer, to know when and how to clinch a sale; also it carries with it kindness, courtesy and tact. A customer may forget an under-value purchase, but never discourteous treatment from the sales staff.

In the third place, integrity is an essential not to be overlooked. Retail merchandising has changed since the days of our grandfathers. In this age of keen competition, retail merchandising is considered a science. The days of the shiftless, careless uneducated, successful retailers are past. The man who sits on a dry goods box, the counter, or at the shop door telling yarns, gossiping, or backbiting, will leave the business to be done by his industrious, up-to-date scientific competitors.

In the fourth place comes a thorough knowledge of the particular business in question. Buy right, finance right and sell right. It is necessary to estimate the cost of doing business in the particular locality. This cost varies greatly with the conditions. Country stores, with low rents, little or no advertisements, inexpensive help, etc., can do business at a cost of from 10 per cent to 12½ per cent., while city stores, employing experienced, efficient



WE HAVE PROVED
**CHALLENGE
COLLARS**

to the merchants' and their customers' satisfaction. Every day fresh testimony is volunteered as to the superiority of this waterproofed real linen collar.

Our Rubber Brand at \$1.80 dozen and our Pyralia Brand at \$1.50 dozen are 25% heavier than higher priced lines of other makes.

Send for sample of our Outdoor Brand at \$1.25.

SAMPLES OF ALL LINES ON REQUEST.

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue,

Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agent: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



Wreyford & Company, Toronto

Wholesale Men's Furnishers

DOMINION AGENTS FOR

YOUNG & ROCHESTER

LONDON

Manufacturers Shirts, Neckwear, Dressing Gowns, etc.

AERIEX CELLULAR

Underwear and Shirts, Union Suits, Shirts and Drawers, stocked in Toronto.

TRESS & CO.

LONDON

High Class Hats and Caps, patentees of 'The Mascot,' and other select shapes.

COHEN & WILKS

MANCHESTER

Rain Coats for Men and Ladies in rubber and yarn-proof. See our Hand Spun Coats for Spring—The "Thoroughbred."

*IF OUR TRAVELLERS ARE NOT CALLING
ON YOU PLEASE WRITE US.*

assistants, paying heavy rentals, taxes, insurance, etc., must figure on a cost of around 20 to 25 per cent.

The cost approximately arrived at would determine the percentage of profit necessary; the next consideration should be the minimum or the correct turnover in proportion to the amount of stock carried. This would vary with the different lines of merchandise. On a general line the minimum should be a turnover of at least three times, and it should be aimed to turn the stock over four times throughout the year.

Special sales are good, clearing sales are essential, leader offerings are an indication of up-to-date merchandising, but this feature of the business can be overdone, however there is a happy medium, and it is wise to bear in mind that there are other ways of advertising other than price-cutting or profit-slicing, viz. circulars, bill boards, straight from the shoulder newspaper advertisements, window and interior decorations and displays, and last, but not least, in the medium of publicity is the customer himself, who, if properly treated, favorably impressed, makes a most effective advertisement. His opinion plainly expressed in every company he visits will carry more weight than any attractive advertisement written by the merchant himself.

All mediums of advertising are good, but no progressive house can overlook the value of this medium, viz., that of a pleased and well satisfied customer.

Too great stress should not be laid on sales, that is, cut-price sales. The buyer should be ever on the alert to secure special values for sale purposes, clearing lines of a manufacturer, special quotation goods in handling quantities, and thus be prepared to profitably supply the public with leaders or trade-bringers. As to cutting the prices of regular stock, this should be done but seldom, and when it is done, cut it good and deep below cost or not at all, and thus derive the full benefit of the purpose for which it is done—advertisement—and the loss by so doing should be charged to the account of advertisement. Thus a memo is kept of such losses during sales and each monthly report will show the management whether too much of this has been done to meet the cost of doing business and show profits. It is necessary to be progressive, systematic, not to be afraid to adopt new systems of business. An institution must grow larger or decline smaller.

Growth necessitates changes. The methods of ten years ago cannot be used to advantage to-day, so to-day's methods cannot be used in ten years' time and show best results.

Buy wisely, keep the entire stock well in hand, employ efficient assistants, avoid losses and shrinkages in all the little details of business, look out for leaks. 'Tis an old saying, but a wise one, "Take

care of the pennies and the dollars will take care of themselves."

* * *

Good-Will of Customers First.

H. W. Clark, Chatham, who is awarded the second prize, handles the question as follows:

Every up-to-date business of to day is about to face the question so timely put in the last issue of Dry Goods Review, and the results mentioned are too often shown on the balance sheet, namely, a bigger turnover and bigger expectations and final disappointments with no more profits to show for the year's efforts.

In review of the year's plans our mental notebook shows many special sales, where the happy customers were lined up thick at the appointed time at the sales counter and went home with arms laden with bundles, but the hours and days intervening between these "counter booms" show up conspicuously quiet, with the result that the merchant has fretted himself into going at it again, this time selling some lines from stock at a loss.

And so it goes on through the year. More goods sold? Yes. Bigger advertising bills? Yes. A larger pay roll? Yes. Freight and express charges more, all because of the insane desire to get after the bigger brother of the bigger city store and try and get even.

To a certain extent, this policy is warranted, but time proves this fact, that the town merchant cannot do business like the city stores, they may be followed up to a certain point, but no farther.

It is at this point where the average merchant gets his losses, for his extra effort.

To know where to begin the sale trick and where to leave off is a fine art, and requires the most careful study of local conditions, and not the published riches of far off fields.

Outside of the large centres, I believe the most successful business is carried on on these lines.

First, and always, to put the goodwill of your customers before everything else.

To do this, your stocks must be well assorted, the lines carried kept up to the point where diminished sales would warrant leaving them alone.

Handling only the very best makes of goods, the kind that have the maker's guarantee with it.

Taking back any goods from customers which are not entirely satisfactory.

Keeping only on your sales force such people as can handle a customer with that grace and dignity which you like to be served with yourself.

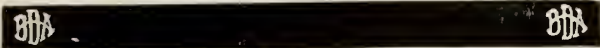
Keep your store front bright and attractive with catchy window displays, with the windows shining and the sidewalks clean.

Having a parcel delivery that gets a bundle to a customer's house when she wants it, not an hour after.

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS



THE BEST
ITALIAN
LININGS
BEAR THE

KIRK

STAMP AS BELOW:



KIRK'S PERMANENT FINISH †

There are two finishes with this name as a guarantee of excellence in brilliancy, permanency and strength.

- (1) The Original 'Permanent Finish.'
- (2) 'Velper' (Reg.)

The Velvety Permanent Finish for those who prefer a soft handle.

KIRK'S PERMANENT FINISH



Showcards or Booklets if desired may be had by applying through Wholesale-Importing Houses.

PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street :: BRADFORD

Please mention *The Review* to Advertisers and Their Travelers.

Van Allen Line of NECKWEAR and ...Lounge Collars...

NOW READY



A
Larger
and Better
Range of
Underwear
Awaits the
Merchants
Than Has Ever
Been Shown Before.

SEE OUR LINE BEFORE BUYING

Van Allen Mfg. Company
HAMILTON

Advertising in the best way your ability and the ability of your paper can produce.

This policy may not get you rich in one or two years, but you will be on the road to it anyway, and the balance sheet will show a proportionate profit.

I have known three merchants who conducted business in exactly different methods.

The one acted conservatively in every way possible, bought very sparingly, employed very little help, advertised cheaply, carried very little stock.

The other's policy was to deal broadly. The shelves were always full. The reserve stock was almost wholesale in quantities, the help was numerous, the advertising was very extensive, it was fireworks all the time. Neither of these were successful. The third was different.

The manager was a captain who had eyes for every detail. His departments were generated by men who knew their work and did it. The sales force was the best obtainable. There was a tone in the store that spoke for the best trade, which means the best prices always. Special sales were few, but when there was one, it totaled profit, not loss. Conditions were no better for one than the other, but it was all in the way it was done.

Generally speaking, there are too many special sales, too much spasmodic effort to boost trade, forgetting that it is the constant hammering away that counts for continued success in the mercantile business.

* * *

Keep to Letter of Advertising.

H. F. Lancaster, St. Mary's, Ont., awarded the third prize, submits the following reply:

What is the policy for next year, or, better still, what is the best policy to be pursued for the coming year? To satisfy your customers, improve the service of your store, the quality of your clerks, and contribute increased profits to your cash drawers.

In looking over the expenses and the returns of each department and each clerk, can you by your system of bookkeeping cut out the deadwood, as it were? If not, this department needs reorganization, for here is your fountain of all information.

Do you as a merchant or manager, consult with your help as to the buying or marking of goods? Surely, because it cost seventy-five cents you don't just mark it one dollar, for perhaps your salespeople could get, yes, one twenty-five, or perhaps more. It will pay you to refer to your help. Keep them posted on the latest creations of fashion and newest lines on the market. They will be able to talk to your customers with a great deal more intelligence. Remember they have not the same means of obtaining this information as you have.

Perhaps you may notice something of importance that if conveyed to one of your staff might turn

dollars into your coffers. You need not be afraid to be seen talking to your clerks, for by showing your interest in them you are adding increased confidence in themselves and in your customers.

A business is similar to a clock, the only difference being, instead of a janitor, you need the brains of a shrewd merchant or manager, who will not only wind it, but will oil it regularly, and keep it running smoothly to his own advantage.

Does it pay to advertise and run special sales? This seems a foolish question, but it is often used, and the answer is "yes."

Keep strictly to the letter of your advertising, and in special sales I think it well for your window man and advertising man to work together and the result will be satisfying to all.

And here is where a great many advertising men fall down. They think you cannot have a special sale without slaughtering prices, and where is there any profit out of half-price sales?

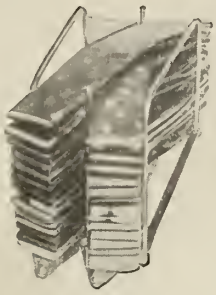
Here is the idea. Advance sales that bring in the early buyers and reap the large profits: take, for instance the January whitewear sale, conducted so often by up-to-date houses. Is not this much better, and more lucrative than a whitewear sale in July? Then, why won't this argument stand in other lines? Try it. Try the advance sales, and you will find that it is the early selling that stands the largest margins and keeps you in the customers' eyes ahead of your competitor.



Death of John Allan

John Allan, proprietor of the haberdashery stores on Craig and St. Catherine Streets, Montreal, died suddenly January 11th. On Wednesday afternoon, January 10th, Mr. Allan was one of the members of the winning rinks at St. Andrew's Club, when the opponents were the visiting Scotch curlers. Then there was nothing to indicate his death within forty-eight hours.

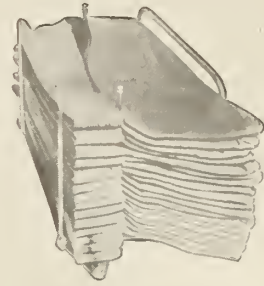
Mr. Allan was born in Strathglo, Fifeshire, Scotland, on November 28, 1864. He came to Montreal thirty years ago and entered the employ of Henry Morgan & Co. Here he gained a comprehensive knowledge of the business; and about twenty years ago started in business for himself. The first store was opened at the corner of Bleury and Craig Streets. The business grew, and the stores next door were added to the business, until the down-town accommodation was inadequate to cope with the fast expanding business. In the Fall of 1912, a new store was opened between Victoria and McGill College Avenue. This store was fully described in The Review of November 15th.



The Cross Pile

ESSEX ADJUSTABLE SX DISPLAY RACK

PATENTED.



The Combination Pile



The Double Tie Rack.

Will Sell Your Goods

Sell them quickly and well, while your salespeople are busy. These silent salesmen are valuable assets to any business. They are used for ties, hosiery, shirts, pyjamas, underwear, gloves, veilings, dress trimmings, etc.

PRICE LIST.

Single Section Tie Racks, all nickel.....	\$12.00 dozen
Double Section Tie Racks, all nickel.....	\$20.00 dozen
Standard Shirt Racks, all nickel.....	\$20.00 dozen
Standard Adjustable Shirt Racks, all nickel.....	\$25.00 dozen



The Single Tie Rack

Dominion Agent

JOSEPH R. WILSON

204 Stair Building

TORONTO

Western Distributor

K. A. CAMERON

204 2nd St. W.

CALGARY, ALTA.

Eastern Distributor

H. B. McLAUGHLIN

TRURO, N.S.

Also A. T. REID & CO., LTD., Toronto; NERLICH & CO., Toronto; DALE & PEARSALL, 106 Front East, Toronto. JONES BROS., Toronto.

"KING EDWARD"
SUSPENDERS
Retail **50^{c.}** Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO



The More You Know About Boys' Clothing The More You Will Want To Know About the

LION BRAND

This brand is of Canadian fame, being known from the far East to the extreme West as the kind that holds the boys. We make suits, knickers, bloomers and overalls.

Write for samples to-day and examine them carefully.

THE JACKSON MFG. CO., CLINTON

FACTORIES:
CLINTON GODERICH and EXETER

SHIRTS, COLLARS AND CUFFS

Cream and Grey in Negligees

Shirts in Fine Flannels, Ceylons, Taffetas and Mercerised Fabrics for Easter—Fall Samples Selected—Boys' Shirts, Pyjamas and Trousers

Shirt makers are now turning their attention to negligee wear and newer styles for midsummer. They are finished with early business placing and are busy on repeat orders. Sales are reported satisfactory on prints, zephyrs, chambrays, Oxfords and mercerized fabrics. Heavier cloths, especially Oxfords, have done exceptionally well and a number of highly finished vestings in neat designs have been taken.

Demand has included mostly soft bosom shirts with hard cuffs and soft collar and cuff styles in blue and white, black and white and pure white. The latter have sold in box-pleat and fine side pleat fronts. Plain colors, blues, tans and light grounds are selling well and merchants are being interested in buying to tone up stocks for Easter. Some novelty patterns in higher-priced shirts are being prepared and there is quite a feeling for vestings, taffeta cloths, soiesettes, all mercerized, and all wool and Ceylon flannels.

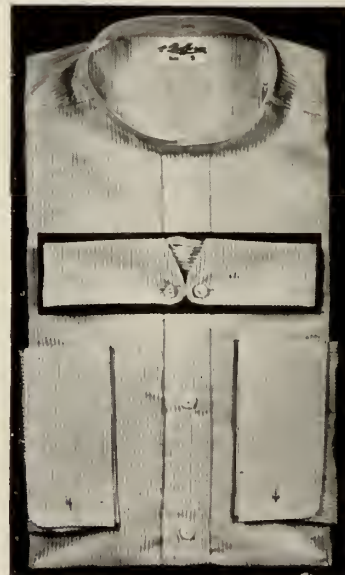
Newer patterns in vestings include stripes, mostly with assorting designs, silk polka dot and inconspicuous patterns. Plain taffet cloths and soiesettes in all shades, especially blues and lighter tans will sell well after Easter. Midsummer is expected to develop a strong selling on flannels and one of the dominant style notes will be grays, both soft light shades and darker Oxfords in fine all-wool qualities. Creams and white grounds, coat styles with $\frac{1}{4}$ and $\frac{1}{2}$ -inch line or bar stripes blue, gray, tan and black, lounge collar and French cuff makes are also leading. Plain cream always is wanted for tennis and athletic wear.

In ranges of Ceylons there are numbers of soft, new blues or blue grays and later patterns show blues with double and single stripes contrasting, soft blues, tans and browns. While these are novel there is no doubt about heavier flannels in plain shades of gray as the coming style, bound to be a great vogue this Summer. They are just designed and will appear simultaneously with New York samples. Starched

linen bands, negligee collar, pleat fronts, buttoned through, with French cuffs describes these novelty garments.

Correct proportions and roominess are essentials of Canadian cut in flannels, Ceylons and novelty shirts on this order. They are manufactured to lines of made-to-measure garments and one item alone will show to domestic advantage. Usually, cutters estimate 34 to 36 yards to the dozen but samples now going forward are made 38 yards of material in every case. There is a recognized demand by particular men for shirts that fit and they prefer buying better garments, where comparisons are made showing them the fullness, extra length correctly proportioned cut and right hanging garments ensuring wearer's comfort. This is a salesman's opportunity and the safest basis to build a satisfied clientele.

In regard to color there has been one minor disappointing feature and the reception of purple and mauve included in early sample ranges has not materialized to any extent so far. Early books went quite strong on these shades but there has only been a fair response in larger centres. It is hard to get buyers away from black and white and blue and



Negligee shirt of fine Ceylon flannel, made with pocket band of soft lounge collar and French cuffs. Neat stripe effects in blue, tan and Nile on cream or pure white ground. Courtesy, Dufferin Shirt Co., Toronto.



BACHELOR

WATCH THIS SPACE FOR OUR LATEST STYLES

Here's The Collar For Profits

for safe, satisfactory profits for you—satisfactory wear and smart appearance for your patrons. The

“LINOLO”

Collar is Canadian made and has the appearance of the genuine linen collar. It is waterproof and wears like “iron.”

The aluminum non-corrosive eyelet positively prevents broken button holes. No collar wears like “LINOLO.”

Our men are now on their respective grounds. Be sure to see this collar or write for samples.

**The Smith-D'Entremont
Company, Limited**
1475 QUEEN STREET WEST
TORONTO

KANTKRACK

KANTKRACK

KANTKRACK

Pat. Feb. 20, 1906
 " May 5, 1908
 " Oct. 27, 1908
 " Oct. 27, 1908

COMFORT

comes with the KantKrack, comfort in putting on and comfort when on, owing to the Patented flexible lip that receives the strain in front and makes the fit perfect and to the patented slit in the back which prevents the annoying pressure on the neck from the back button. The

COATED LINEN FABRIC

gives the dressy look of the best linen collar without the laundry expense. A rub with a wet sponge is all it needs.

Give your customers satisfaction by selling the KantKrack.

MADE IN CANADA BY
 THE
Parsons & Parsons
 CANADIAN CO.
 Hamilton :: Ontario

white both for selling and washable reasons. An increased demand for tans and champagne or natural colors has, perhaps, helped to offset expected demands.

Firms which pay special attention to boys' shirts are showing chambrays in blue and tan and line stripes in prevailing colors. Detail is just as important as in men's sizes, and for quick selling styles there is choice selection.

Pyjamas and night-gowns in flannelette and cottons are shown in a good range of swatches. One line in particular, with either military or French neck made of fine soft cotton and finished with self and blue or red cotton trimmings is having a tremendous run for immediate delivery.

It may be somewhat premature to talk about next Fall samples, but both English and United States manufacturers have forwarded their samples and Canadian mills made their first selections. One of the highest class novelties shows cream silk and wool flannel with fine black stripe. There is a broad range of grays with $\frac{1}{4}$ to $\frac{1}{2}$ -inch stripes with cream, light blue, light grey, tan and purple contrasts. Another assortment comprises blue and black stripes on decided white grounds. Roman bar stripes are also included. These will be made up in coat shirts, negligee styles, with French cuffs and soft collars. New York makers have shown vertical stripes in collars for some time and they have taken freely this season on domestic Spring and midsummer samples. It is intended that most ranges will show this feature. Samples will be prepared to meet Fall placing in June and July.

Cream trousers of fine flannels both plain blue and cream and black and cream are ready for merchants who wish to show complete outfits.

The Montreal Market

Reports from Montreal indicate that manufacturers of men's shirts and collars have had a very successful season's business. In some instances the samples have been taken off the road, and the orders booked will take the factories from now until well along in the Spring to fill the orders.

In quite a number of cases immediate orders are called for, a state of business not very often occurring. This points to a very healthy state of business in the furnishings stores.

The winged collar has been popular during the Fall and Winter seasons. This collar has small wings with either round or pointed corners. The sale of both styles of corners have been equally good, as far as can be ascertained by the wholesalers. This collar has been a favorite for dress occasions, for wearing with Tuxedo, and with the popular semi-regatta shirt.

Merchants who stocked this line of collars have received a good share of the high-class business that would otherwise have gone to their competitors. Of course, as Spring advances, the sale of this variety of collar will gradually drop off on account of the growing demand for soft collars.

Orders for Spring and Summer show an increase in favor of the soft collar. During these seasons the sales are expected to over-reach those of last year. While some people are inclined to think these collars are on the unpopular side, men who know, say the future seasons will be better than those of 1911.

The double-band close-fitting collar is still with us, and promises to stay for some time to come. While there is some talk of a wider opening at the lower part, so as to facilitate wearing of wider ties; this report is only true in a few lines of the narrow-banded styles. For the most part, the largest orders for Spring have been given for the style of close-fitting collar that has been seen so much in the past few months. Although this collar is a little more difficult for the manufacturer to produce, as long as the public seems inclined to adhere to it the manufacturer will continue to produce the popular lines.

Of course, the change in style of collars will increase the sales. The success of any line of collars is in a great measure due to the manner in which the merchant pushes the lines. The manner of recommending a certain line of new goods is responsible for the introduction or the shutting out of the line. It is up to the sales force to succeed or fail. Which will it be, in your collar department?

Temperature in Hats

At the Exhibition of Hygiene, which was held at Dresden, Germany, during the recent summer, some interesting experiments were carried out to find the temperature of the air within several different sorts of hats whilst they were being worn. When the test was made the external temperature in the sun was 96.8 degrees Fahrenheit, and the temperature inside the hats were as follows:

Panama	77.9 degrees
Straw hat	79.9 "
Soft white felt	86. "
Silk hat	89.6 "
Black bowler	92.3 "
Cloth Cap	94.1 "
Prussian helmet	97.7 "
Yachting cap	98.6 "

Contrary to what might have been expected, the silk hat comes rather well out of the test, though we suppose that the temperatures would vary according to the degree of hot-headedness of the wearers. The general impression is, of course, that the temperature inside a silk hat is usually several degrees higher than outside.

GET OUR LINE

OF



To be shown by only one Merchant in a Town

Merchant Clothier! Reduce your ready-made stock by selling made-to-measure clothes. **Get our Line.**

Merchant Tailor! Show two hundred "new" styles and capture the business now taken from your town by outside rivals. We make clothes as good as YOU DO. **Get Our Line.**

Men's Furnisher! Add a profitable side-line to your business, Made-to-measure Clothes. Watch it grow. **Get Our Line.**

Dry Goods Merchant! You can sell men's made-to-measure clothes. We start you right. **Get Our Line.**

General Store Merchant! Your store is not general without a made-to-measure department. We equip you with everything necessary. Every sale brings big profits. **Get Our Line.**

FACTS:

SIX DAY DELIVERY (from receipt to shipment.)

GUARANTEE—If not satisfactory, your money back.

Dawson Clothes retain their shape, because they are custom tailored.

Write now for Spring and Summer Samples

John Dawson, Limited, 145 Church Street, Toronto

Our Travellers are on the road with Spring lines of

Chester Suspenders Chester Garters and Leather Belts

Every Men's Furnisher will be interested in the New Models we are showing.

If you have not seen our line, write us and we will arrange to have our travellers call.

HALLS LIMITED

MANUFACTURERS

BROCKVILLE

ONTARIO

Full stock carried at our Winnipeg Warehouse, 148 Princess Street

Please mention The Review to Advertisers and Their Travelers.

Complete Boys' Wear Windows for Spring

He is a Wise Merchant Who Now Caters to the Child and Brings Him Along as a Customer — How to Make an Appropriate Background, Assemble and Perfect the Window

(For the "Review" by H. J. Rutherford, Koester School.)

COMPLETE window displays of ready-wearing apparel for boys and children are essential to the success of a department devoted to these lines just as well as to the larger items in any other department of male attire. The merchant heretofore holding back on this line in favor of men's wear will have to come in on a new tack, because in looking to the future it is the point of wisdom to cater to the child who, later on, becomes the man who, as a customer, is either for or against the merchant on account of these early recollections and lack of attention.

In department stores where display space in show windows is figured on a rental basis, department managers for boys' and children's clothing insist on complete window displays for these lines and such have proved successful. In many of these stores each publicity item is a direct charge to the department and the watchful manager, in order to make the best showing possible for his department, is bound to lop off all items of expense that have not been found to pay; but experience has taught him that it pays to give the greatest publicity and display to his merchandise. Hence it is that his

demands are for a boys' clothing and furnishings window complete and he is able to show by comparison that he must have as great displays for this line as for the men's department.

The exclusive male outfitting store needs to follow suit to keep up with the procession. If the display windows are few in number this plan has a tendency to lend variety to the exhibits because it is not necessary to have something of all the different lines carried, in the windows all the time. Far better results are obtained by confining the display to one line and carrying out that idea complete.

An attempt in this direction is shown in the picture of a window display of boys' and children's wear with this article. Three separate groups of ready wearing apparel for Spring are assembled to form the complete window. The mirror background is framed in green tarletan with sprays of Spring foliage at the far corners in an effect of growing vines. The floor is covered with Japanese wood veneer in imitation of parquetry flooring. This is produced by cutting squares of compo board, mounting bias strips of wood veneer on top of this and then setting together in the form of laying a tile floor.



An effective window grouping of boys' wear. See article.

In order to serve a purpose of helpfulness to the merchant and trimmer it is necessary for trade papers to forecast style events and ideas months in advance of the time when such are to be put in effect, which is the reason for showing a display of Spring merchandise at this early date.

Spring Clothing Outlook

Conservative Tendency Noted Among Buyers in Some Localities — Merchants' Opportunity in Children's Play Suits.

While all signs point to a profitable Spring season reports come from some quarters that placing has been done along very conservative lines, and that merchants are not hesitating to look to the manufacturer for supplies at short notice. It is likely that good house business will be done during the next month, as the quest for novelty and distinctive feature in some lines is proving a strong inducement to buyers to come to market more frequently. Style has also become an exceptionally strong factor, and in some localities there is still a demand for something that indicates an advance or a departure from the strong vogue for conservative lines. Particularly in small boys' wear is this quest becoming more insistent. The growth of this department has been such that merchants generally now see in it a good

source of profit. The range includes also many character suits, such as scout, Indian, cowboy and so on, for which there seems to be a steady call from the playground at the present time. During the past Christmas season one large department sold over 900 scout and Indian suits. This is a fact which should suggest something to the local retailer.

Wash suits will be a strong feature of the approaching season chiefly in sailor and Russian styles. Almost any material, such as linens, crashes, piques and flannels, suitable for tubbing will be acceptable.

The travelers of Stanfield's, Limited, are now on the road. For Eastern Ontario and the Province of Quebec, Lea Gauvreau is the representative. E. A. Murray is for the Provinces of New Brunswick and Prince Edward Island. M. R. McArthur will be the successor to the late C. O. Douglas in British Columbia. In Alberta, they will be represented by Howard Heisler, lately with Hewson's. In Saskatchewan, J. E. Searle, lately with Garneau, Limited, of Montreal, will have the line; and Frank McDougall will represent them in Manitoba and Western Ontario. G. M. Whelpley will retain the line for Central Ontario, he will be ably assisted by J. H. Searle; while L. M. Christie will have Nova Scotia and Newfoundland.

The Merchandise Manager Says:

"Show me the glove buyer who says 'a glove is a glove so long as it sells and pays a good profit,' and I'll show you the man who hasn't made a success of his department."

Most any glove will sell and bring the wanted profit. But the old experienced glove buyer looks farther ahead—he sees the glove on the hands of his customers. And he knows if the glove goes wrong or does not give the right sort of service, that customer may be lost.

That's the one big reason why the successful glove buyers everywhere have turned to the "ASBESTOL" line. They are certain that the "ASBESTOL" gloves and mittens will give their customers the satisfactory service they rightly expect. They know there will be no "come backs" or complaints, for the line has the reputation of the most dependable on the market.

The "ASBESTOL" line embraces the very best selling ideas in heavy service gloves and mittens. There's a style for every need and a glove that will stand the most rigid tests, such as water, steam or heat. Your jobber can supply you.

TRADE-MARK "ASBESTOL" REGISTERED
IN CANADA

The "Tom Thumb" trade getters are yours for a request to our
advertising department.

Eisendrath Glove Co., Chicago

The
"ASBESTOL"
GLOVE
in action
stands
the test!



Regal



Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - - ONTARIO

Please mention The Review to Advertisers and Their Travelers.

Regal



Regal "Dress" Shirts

CORRECT STYLE and PERFECT FITTING

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - - - ONTARIO

Please mention The Review to Advertisers and Their Travelers.

Window Trimmers'

First Annual Display Contest And Prizes

1912

Awards to be made at the August Convention, Canadian Window Trimmers' Association.

Twenty Valuable Prizes

Handsomely Engraved Silver Loving Cup. Five Gold and Silver Medals.
Air Brush. Special Manufacturers' Awards.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best collection of good or original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

Original Windows

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

Merchandising Windows

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

Holiday or Opening Windows

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

Men's Wear Windows

Class 5—Open to men's wear trimmers of Canada.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

Class 6—Cardwriters' Grand Prize

Fountain Air Brush for best collection of show cards and practical tickets submitted by contestant showing work used in actual merchandising. Model F Air Brush, donated by Paasche Air Brush Co., Chicago.

Floral Decorations

Class 7—Open to all trimmers.

1st Prize—\$10.00 in cash.
2nd Prize—\$5.00 in cash.

Awarded by Botanical Decorating Co., Chicago. For best window or interior decoration trimmed with artificial flowers.

Unit Trims

Class 9—Open to all trimmers.

1st Prize—\$10.00.
2nd Prize—\$5.00.

Awarded by Clatworthy & Son, Ltd., Toronto. For best unit trims or displays on metal fixtures (dry goods or men's furnishings) and combined arrangement of same.

Original Drape or New Form

Class 8—Open to all trimmers.

Prize—Gold-headed cane.

Awarded by Dale & Pearsall, Toronto. For best original drape on any of their fixtures or forms, or for new model stand and drape suitable for commercial purposes.

Best Dressed Show-cases

Class 10—Open to all trimmers.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

Awarded by Jones Bros. Co., Ltd., Toronto. For best dressed showcase, any line of merchandise in cases manufactured by this firm.

Background Suggestions

Class 11—Open to all trimmers.

1st Prize—Brass candlesticks.

Awarded by **Toronto Brass Mfg. Co., Toronto.** For best practical background suggestion or period setting.

Best arranged Men's Wear Store or Clothing Department.

1st Prize—\$10.00

2nd Prize—\$5.00

Awarded by **Taylor Manufacturing Co., Hamilton,** for best Men's Clothing Section or Exclusive Men's Wear Store equipped with Taylor-Made Raek System.

Best Show Case Display

Class 12—Open to all trimmers.

1st Prize—\$10.00.

2nd Prize—\$5.00.

Awarded by **Joseph R. Wilson, Toronto.** For best counter or case displays fitted with (Essex) S. X. display racks. Any suitable line of merchandise.

Best arranged Ready-to-Wear Showroom.

1st Prize—\$10.00

2nd Prize—\$5.00

Awarded by **Taylor Manufacturing Co., Hamilton,** for best Women's Ready-to-Wear Department equipped with Taylor-Made Raek System.

Terms of Contest

All members of the Canadian Window Trimmers' Association are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.

Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.

Photographs must be of this year's work, and must not have been submitted in any other contest or published elsewhere.

All photographs to be forwarded to the secretary at time goods are displayed to be filed for Grand Prize. Pictures will be returned to contestants after the Convention, if requested, except classes 10 and 12.

Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.

All windows, unit trims or show cards to be available for publication in Dry Goods Review.

Contest Closes August 1st, 1912.

Importance of Awards. - Points Considered

All Decorators and Cardwriters, aiming at proficiency or better results will submit photographs in different classes because each award stands for individual success and distinction. The honour to be gained is valuable. To receive a prize in any of these classes it is assured trimmers they must submit their best work and efforts to gain such distinction. Each award is a lasting testimonial, designates a premier position and is considered as such by competent judges and fellow trimmers.

Prizes will be beautifully designed and engraved with trimmer's name, date, class or proficiency it represents. Every trimmer has an equal chance in competing with trimmers working under similar conditions, windows, appropriations and merchandising schemes. Compete for Grand Prizes and Special Prizes and send along photographs.

In judging windows submitted, the judges appointed by the Prize and Reception Committee will be disinterested. Each display is to be considered as to its merits under the conditions implied in each class. Three trimmers of recognized authority will be appointed judges and will award prizes for attractiveness, originality, selling merit and general effect gained for merchandise shown, relative to the different competitions.

Canadian Window Trimmers' Association

143 University Ave.

Toronto

NECKWEAR AND ACCESSORIES

Many Novelties Shown

Neckwear Season One of Great Promise — New Weaves and Patterns in Great Variety — The Favored Colors.

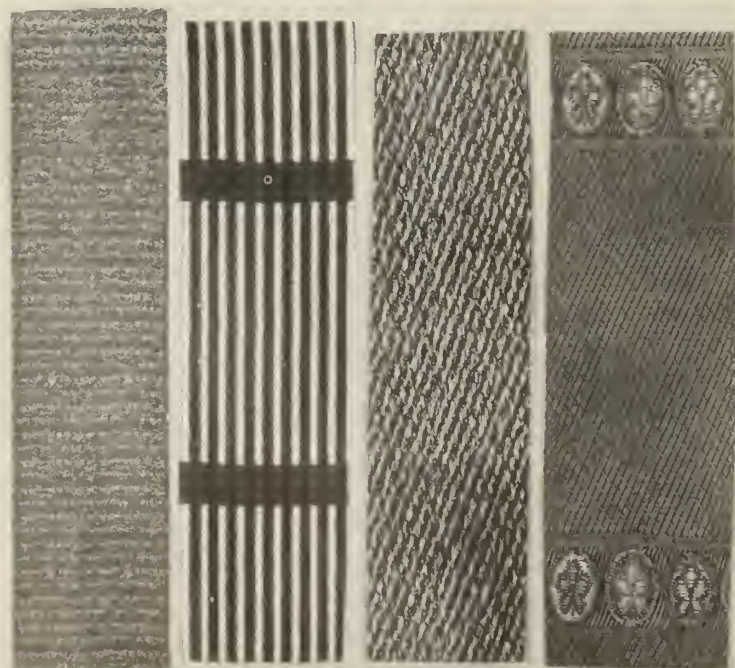
THE manufacturer of neckwear, who must prepare for a season from six months to one year in advance, selecting those fabrics which, experience teaches him, will appeal to the consumer, is the man who, more than anyone else, governs neckwear styles and designs at the present time. Of course, every retailer has, or claims to have a particular trade of his own, which demands only a certain style and design. This applies more particularly to the furnisher who is doing an exclusive, high-class trade, but the average dealer in neckwear must buy and sell what the manufacturers are showing.

For Spring, the 13-8 and 13-4 inch Derby will prevail. These will be shown with border end effects, with plain centres, also bar effects in a great variety of designs and ground colorings. Plain poplins with cord up and down, cut from 48-inch materials,

specially woven, will be in great demand. The leading colors will be all shades of blue. Alice, Copenhagen, delft, royal, Connaught, light and dark navy. Purple should be strong, particularly for the Easter trade. Paddy green, browns, and tans will also find ready sale. The bias derby for 75c, \$1.00 and \$1.50 neckwear must not be overlooked. This is one of the best styles to stock, being made with thin interlining, they can be easily tied into the small knot so desirable for the close-fitting collar. Bar stripes have never been strong sellers in Canada, but for 1912 trade, the trade will show more of these styles than ever before.

Among the new fabrics shown are shadow weaves, veiled zibelines, accordeon silks, and several new brocades. There are reps in plain shades, moire effects, matalassie bar patterns, inconspicuous checks, Roman and shadow bars, pencil stripes, matte weaves and a few Paisleys. Some novelties are worked out in medallion designs, and the vogue for bars is responsible for a number of unique knot treatments.

A resume of the many striking groupings shown for Spring will indicate the wide range of novelties. They include tan with gold, purple and gold, blue



Spring tie fabrics by Johnston, Parker & Frame, Toronto, showing designs and weaves in higher class novelties featured in their range. Shadow, bar and Roman stripe effects.

We have assembled a collection of Neckwear this season which for novelty, completeness and extent is magnificent.

We doubt if it can be surpassed by any leading New York or London neckwear manufacturer.

Just look.

Niagara Neckwear Co.

Limited

Niagara Falls

and gold—practically the range of shades with gold bars; brocades also with crossbars or bias stripes, bias Roman stripes, broken with brocaded bars in all colors, accordion and shadow effects. Among the lighter novelties are pirlé with grey or purple and champagne with Roman stripes.

Among knitted and crocheted lines there are numerous designs made of wood silk and mercerized yarns which promise well. New weaves, designs and color combinations are being shown by firms making a specialty of both hand and machine crochet neckwear. Foremost are bar designs in contrasting colors, introducing some handsome Roman stripe effects. It is expected that crochet novelties will continue in favor although it is not expected that Spring sales will compare with holiday selling.

The ranges for the new season are certainly full of promising novelty, and buyers have every reason to view the prospect with considerable enthusiasm.



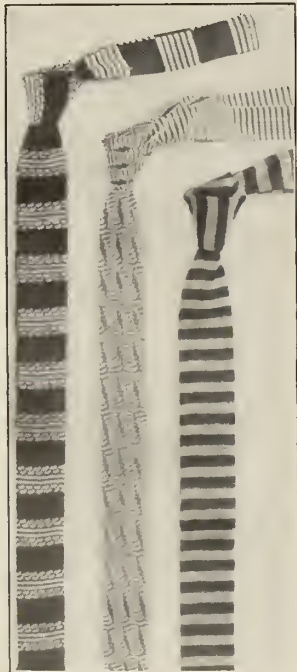
Customer Gave His Guarantee

J. J. McNab, Listowel, relates the following incident, in which it paid to exchange gloves not bought at his store.

"I had a case of a customer coming back with a pair of gloves which had been sent as a present, and when they arrived they were too small.

"This person was a regular customer of ours. When the request was made of us to exchange the gloves I hardly knew what to do at first, but after thinking a moment or so I decided that it would be better to exchange the gloves, and have a satisfied customer than to refuse the request and have a dissatisfied customer. This, I concluded, would perhaps do us more harm than the loss of a dozen pairs of gloves.

"I finally told our customer that the line of gloves we handled were guaranteed, and that if they would stand by the gloves they wished us to exchange, so that we could sell them and guarantee them the same as we had always done our own, we would only be too pleased to oblige them by exchanging the gloves. To this they agreed. The exchange was made, and we had a satisfied customer still on our list. Had we refused the exchange we would have been minus a satisfied customer and plus a dissatisfied one."



Three novelty crochet ties in bar and fancy stitch effect. — Shown by Laecs and Braid Mfg. Co., Toronto.

Tie showing the new medallion effect. — Courtesy Tooke Bros., Limited, Montreal.



Swatch of silk zibeline in veiled effect for ties of bar and bias design. A wide range of rich color effects is shown in these fabrics.

Courtesy Sword Neckwear Co., Toronto.

Court at Ottawa Means Much to Clothiers

Presence of Royalty at Ottawa Means Much to Men's Wear Dealers of That City — Great Scurry for Conventional Attire on Occasion of Levee — Regulations Imperative — Duke of Connaught an Immaculate Dresser — What He Wears

(For the "Review" by Fred James.)

SOME time before the Duke and Duchess of Connaught arrived in Ottawa to take up their residence as representatives of the King in Canada, wiseacres predicted, that if in no other way, the presence of royalty would be a good thing for the tailors and men's furnishers of the city. The wiseacres were right in this case. Since the duke arrived men who never wore a silk hat in their lives before have worn them. Since that eventful day many men who previously boasted that they had never put on a dress suit have been seen in public places attired in that very conventional attire.

More new silk hats and frock coats were worn in Ottawa on the 14th day of October, the day the duke and his consort arrived, than have ever been worn before on any one day in the history of the city. The glossy sky piece, which might be termed the pinnacle of conventionalism, was selling at a premium up to the arrival of the new governor-general, and has sold well since then.

TAILORS WERE BUSY

The levee, held on the night of the 16th of November, following the opening of parliament in the afternoon, was the largest ever held in Ottawa. Over 4,000 people attended. The regulations require gentlemen who attend, to wear full dress, consequently the tailors of the city made hundreds of dress suits during the two or three weeks before the function.

When other Governors-General resided in the capital it was not considered a breach of etiquette for a young man to go to the theatre and sit in the auditorium without wearing a dress suit when the governor-general was present. But now the most rabid democrat estimates that when royalty is present at the theatre he should show his respect by dressing correctly to attend the performance.

MORE ENTERTAINING—MORE CLOTHES.

The testimony of the leading tailors of Ottawa is that more dress suits have been sold in the capital during this one-half spent season than there has been for the past three seasons. This is accounted for by the fact that there has been far more entertaining done in the city, because of the presence of royalty, than in previous years.

WHAT THE DUKE WEARS AND HOW.

Early in the morning he may be seen in the grounds at Rideau Hall dressed in a light-colored jacket suit and wearing a soft knockabout hat or a typical English cap. When business takes him to Parliament Hill he dons the latest style of derby and

morning coat, with striped trousers, which gives him the appearance of a handsome and prosperous business man. If he has to be present at any semi-formal function, then, of course, he dons a frock coat and silk hat. At the theatre, he wears the ordinary dress suit with the decorations of honor under his coat.

H. R. H. IN FURS.

Since the very cold weather set in he has appeared uptown in a beaverskin coat and mink cap, which, incidentally, he purchased at Devlin's in Ottawa.

On a few occasions H.R.H. has been seen wearing one of the popular soft hats of a green shade. Being a thorough military man, and holding several high ranks in the Imperial army, his military wardrobe is very extensive as he has demonstrated at the several military inspections he has made. He is a splendidly built man and can show his clothes off to the very best advantage.

AIDES IN CLOTHES OF ENGLISH CUT.

The half dozen aides-de-camp on the staff of the duke are young Englishmen, all very handsome and all are particular and immaculate dressers. Beyond wearing fur coats these young men wear clothes of a distinct English cut. They are, however, models for many of the well-to-do young men in the best society in Ottawa.



Samples of Spring neckwear showing bar design in moiré, matal assie stripes, repps and brocades in prevailing widths. Courtesy of Fowke, Singer Co., Toronto.

Lesson 14---Complete Course in Cardwriting

Lettering That Has the Good Points of Roman but With More Speed
— The Ribbon as a Decoration — Getting an Easy Swing in Writing

(By J. C. Edwards. Copyright, Canada.)

AT the first glance one might say that this lettering is the same as the Roman slant or Italic style; but upon examination the difference is quite marked. In the first place, all spurs are eliminated and in every way possible the letters are formed with the object of promoting speed and giving a continuous or writing effect.

SPEEDIER THAN ROMAN ITALIC.

Considerable time is wasted in executing the Roman Italic because of the spurs and the abrupt stops as in the "K", "W" and "V".

This style of letter is easily and quickly made and when properly written, each letter will be joined, giving the effect of continuous writing, and yet it is quite legible.

GETTING THE EASY SWING.

There is some knack in getting that most desirable free and easy motion in writing brush script. The brush must be held at the same angle always, and when the stroke is ended at the bottom line the brush should be quickly returned to the top ready to commence the next down stroke.

Practice will give you an automatic motion—almost mechanical. This is desirable as it gives speed and confidence which is readily seen in the finished work.

CONTINUOUS STROKE LETTERS.

There are several letters in this alphabet which, in making, there is no necessity to lift the brush off the card until the letter is completed. Such letters as "W" and "V" come under this head, also the "Z" if made as the small shaded letter without adding stroke four as shown in the larger "Z".

PRACTICAL PEN LETTERING.

This style of lettering lends itself readily to pen work. The broad flat-pointed ("Soennechen") pens are used in various sizes according to the size of lettering you desire. For small tickets, a No. 2½ pen makes a very neat sized letter, while for larger card work a No. 1 or 1½ is not too broad. A great deal of practice is necessary to use these pens well, but when it is accomplished the result is very pleasing.

THE DECORATIVE RIBBON.

In making decorative cards the ribbon in a great many forms may be used to advantage. The simplest forms are easily made and are quite as effective as the more elaborate styles. The one illustrated in the card here shown is perhaps a little complicated, but is quite decorative and adds tone to the card.

THOUGH EFFECTIVE—AVOID.

You will notice that the lettering in this card overlaps the ribbon decoration and is practically lost, thus breaking the sense of the reading matter. This should never be seen in any card used on a display of merchandise. The ribbon may be made in a flat color or may be made in white shaded with some dainty tint and bearing the heading or the important inscription plainly lettered or shaded.

THE RIBBON IN RELIEF.

Many forms of relief are resorted to in show card work. The card here shown gives one idea which is used to advantage behind a ribbon or panel. It is a grey silhouette, but may be made in black or in fact any flat opaque color.

Put this into practice, along with other ideas which you may see or think of and note the various effects you can achieve with very little effort and which adds greatly to a fancy card.

For full particulars re brushes, outfits, etc., write to J. C. Edwards, 143 University Ave., Toronto, care of Dry Goods Review.



Card showing application of ribbon design and the brush stroke script.

Plate No. 4 - Eccentric Brush Stroke Script - Lower case -



a *a* *b* *b* *c* *c*
a *a* *b* *b* *c* *c*
d *d* *e* *e* *f* *f*
d *d* *e* *e* *f* *f*
g *g* *h* *h* *i* *i* *j* *j* *k* *k*
g *g* *h* *h* *i* *i* *j* *j* *k* *k*
l *l* *m* *m* *n* *n* *o* *o*
l *l* *m* *m* *n* *n* *o* *o*
p *p* *q* *q* *r* *r* *s* *s*
p *p* *q* *q* *r* *r* *s* *s*
t *t* *u* *u* *v* *v*
t *t* *u* *u* *v* *v*
w *w* *x* *x* *y* *y*
w *w* *x* *x* *y* *y*
z *z* *3* *3* *4* *4* *5* *5* *6* *6* *7* *7*

This plate is descriptive of a letter that can be effectively applied to many uses.

Home-made Fixtures for Men's Display

Hints for the Trimmer Who Would Apply His Ingenuity to Meet Emergencies and Supplement Present Equipment — Collar, Glove, Neckwear and Test Stands That Have Proved Useful

(By Edwin E. Bell, Thornton & Douglas, Guelph.)

IN the following article, Edwin E. Bell, manager for Thornton & Douglas, Guelph, describes a number of original fixtures which he has designed and adapted for display purposes. The information which he gives comes at a time when there is some enquiry from trimmers to whom funds for the purchase of fixtures are not always available or who have, from time to time applied their ingenuity with some success to the production of fixtures in an emergency or to supplement present equipment.

By reference to the accompanying cuts the details of the fixtures here described may be easily followed:

Fig. 1—Collar stand is 35½ inches from counter to top; the small table base is 5½ inches high and 10 inches across top; the legs are 6½ inches long, with "notch" cut out to fit onto top of table. A "round-head" screw is used to fasten same; legs project ¾ of an inch above top, as can be seen in cut.

Fig. 2—Glove fixture is made exactly same as small table base of collar stand, but used upside down; is useful on counter in many ways.

Fig. 3—We call a "corner fixture": having found it the most useful fixture we ever used in corners of windows, for displaying small individual trims of mufflers, sweater coats, underwear, etc., that, shown in any other way, would mar an otherwise good furnishings window. It is adopted from the upright brass or metal post of the long "rod and post" fixtures so much in use a few years ago, by having a number of pieces of ½-inch ash or other hardwood cut 7 in. by 13 in., with edges beveled, and getting a blacksmith to make same number of small "angle" irons from 3-16x1 in. from flat band iron. "Angles" are 6 in. long with round hole 3-8-in.; these fit onto the set screws which are used to hold the "cross-pieces" in the old fixture. This stand can be adjusted to any height or angle and is most useful for display either in window or shop.



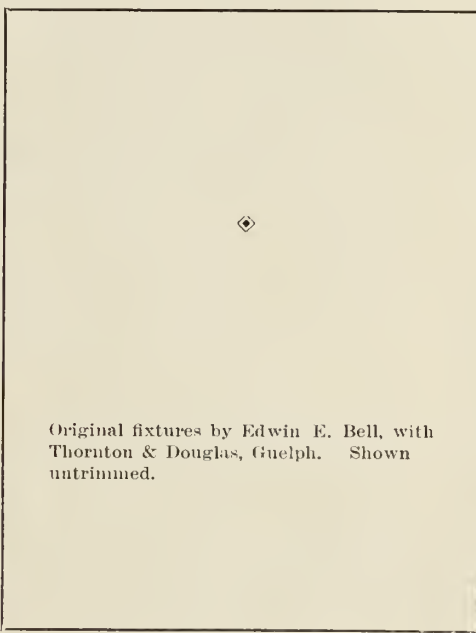
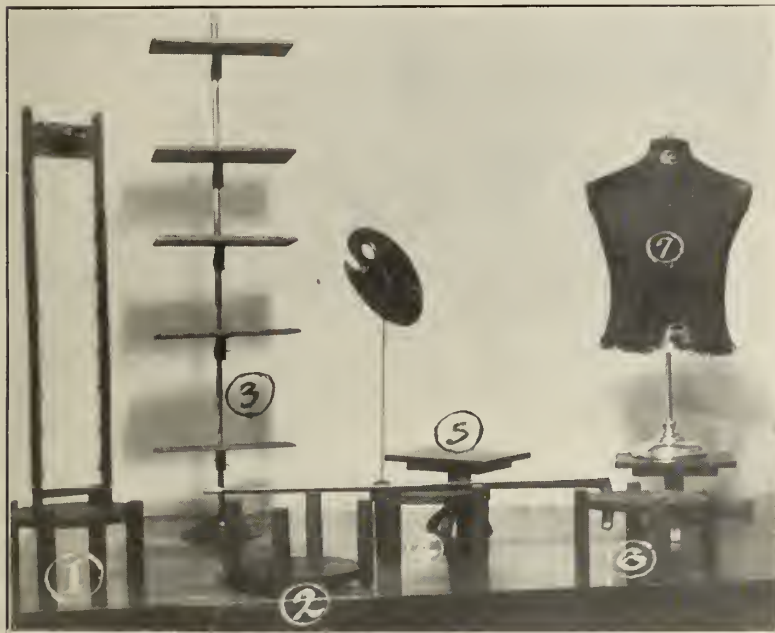
A group of cards by E. E. Bell, Thornton & Douglas, Guelph.

Fig. 4 is a neckwear stand with "palette" top. It is used on same size base as collar stand, Fig. 1, by having small hole bored in top of table leg and using a small rod about 15 inches long to hold "palette" top. Size of same is 5x8x1½-in., of hardwood. It is particularly adapted to showing neckwear, hosiery, suspenders, etc.

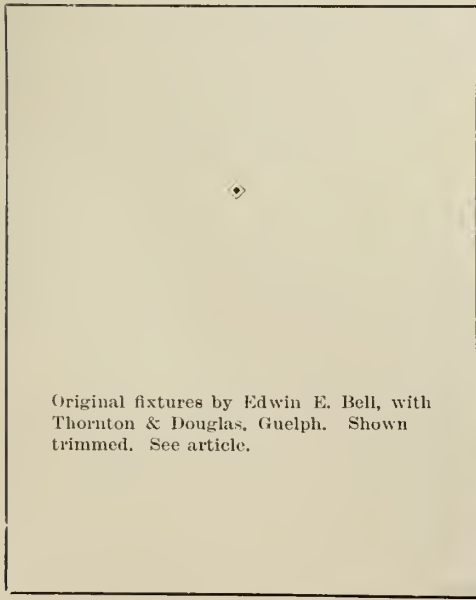
Fig. 5 is a small square table fixture, 7½ in. high, top 11 in. square, made of hardwood, ¾-in. thick, pedestal in centre, 1½ in. square, with four small curved pieces sawn out to form feet; is a very strong stand, useful in a thousand and one ways both in windows and on counters.

Fig. 6 is small round table same as base of collar stand, and is also much used, particularly in hat window for showing a single hat to much better advantage than on floor of window.

Fig. 7, a vest form adapted from a "dummy" figure. - In trimming a full dress window we required an extra vest form. Our trimmer was reminded of an old-time "dummy" figure up in the store-room. This was the result: Time consumed to make same, 25 minutes; cost, nil; effect, trimmed Fig. No. 7 as well as other regular vest forms. In building "dummy" figures they are joined at waist-line, which when taken apart will be found just right to improve a vest form. Two small cross-pieces with hole in centre, fastened inside form to hold upright rod of base will complete same. Base of ordinary suit stand will be found just right for this purpose. The wooden part of these fixtures were all finished in "weathered oak," the grey-black finish blending well with other fixtures or woodwork..



Original fixtures by Edwin E. Bell, with Thornton & Douglas, Guelph. Shown untrimmed.



Original fixtures by Edwin E. Bell, with Thornton & Douglas, Guelph. Shown trimmed. See article.



Does Your Salesmanship Back up the Store's Advertising?

FULLEST co-operation between advertising and sales forces is an object greatly to be desired in every store, no matter how small or large.

Said an ad. man to the Review recently, "I would like to see every member of our sales force so enthused, so interested in his business, in his store, that he would, in season and out of season, demonstrate in a practical way his co-operation."

That is some ideal. How are you measuring up to it? Did you ever by tactful knowledge of goods advertised lead an indifferent prospect up to that point where you aroused his interest, sold him the goods, and kept him coming back for more? It may have been a line only indifferently advertised at the time, but you saw the item in the advt., your resourcefulness, your fund of practical store news, responded to the occasion and you got your man.

The Review wants to hear of instances of this kind--exceptional cases of co-operation between salesmen and the advt. For the three best examples, describing also the means employed in the store for informing salesmen of the contents of the daily or weekly advertising, the Review will pay the following prizes:—

FIRST	SECOND	THIRD
\$3 and Review for One Year	\$2 and Review for One Year	\$1 and Review for One Year

Other answers reserved for publication will be paid for at the regular correspondence rates.

Prize replies will be published in February midmonth number of Dry Goods Review. All must be in the hands of the Editor of Dry Goods Review, 143 University Ave., Toronto, not later than February 10th.

Specialty Idea Applied to Chain of Stores

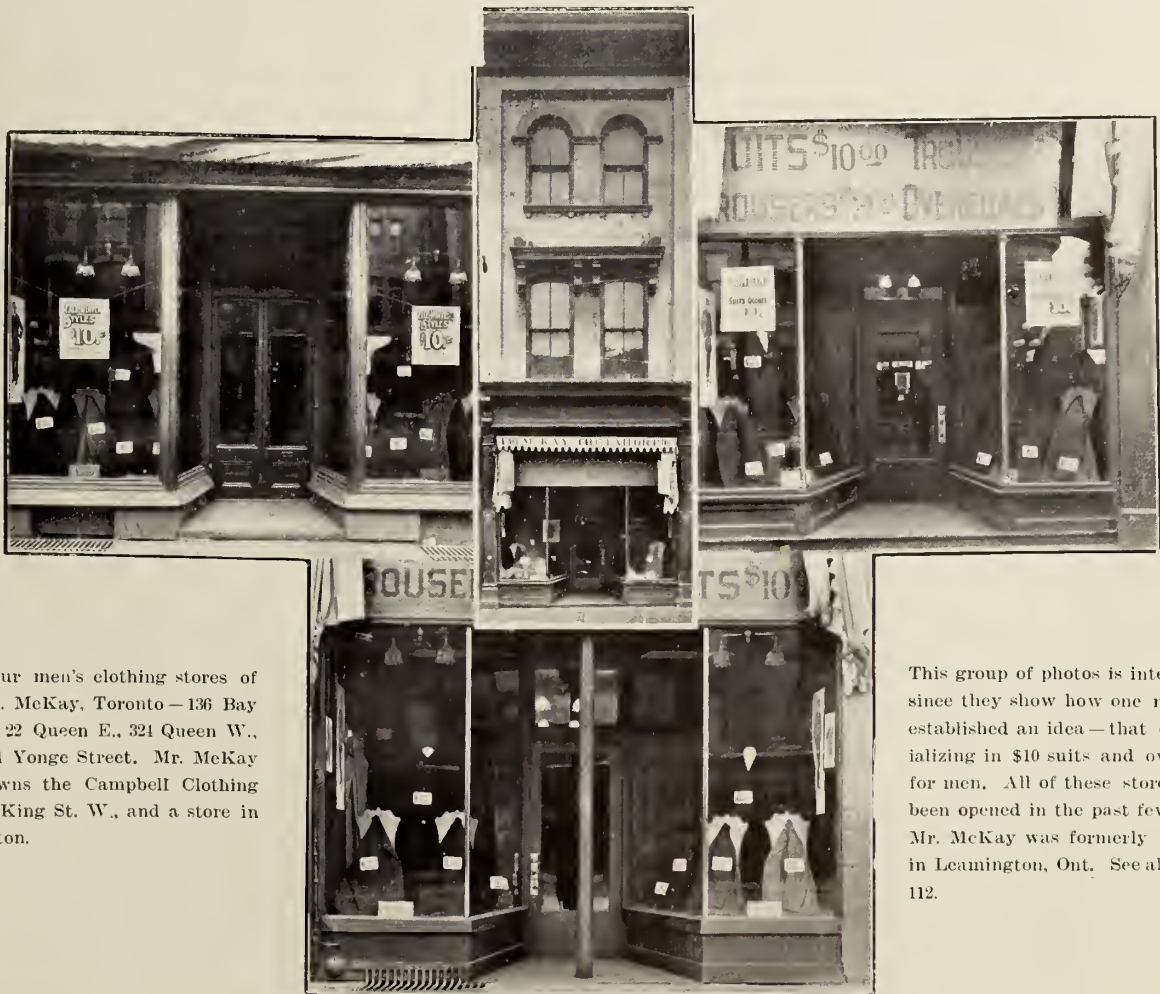
George E. McKay Opens Five Stores in Three Years and is Now Planning Important Development --- Features Men's \$10 Suits and Coats --- Advertising Value of Demonstration --- An Effective Stock System.

THAT there will always be a decided call for \$10 suits and overcoats for men, provided they look well, fit properly and give reasonable wear, is the idea that occurred to Geo. E. McKay as a traveling salesman, and which he has demonstrated beyond all doubt during the past few years in Toronto and Hamilton.

Mr. McKay was formerly a tailor in Leamington, later in Windsor and in 1903 he came to Toronto and joined a tailoring firm. In 1905 he sold out his interest, and in 1906 took a position with the Campbell Mfg. Co., Montreal, as travelling salesman. After three years, in 1909, he bought out the Campbell clothing store, in King street west, Toronto, which carries high-class clothing. One year later he opened his first \$10 store at 271 Yonge street, Toronto. That same year saw a second store, at 22 Queen street East, Toronto, and shortly afterwards a third store was opened at 324 Queen street West.



GEO. E. MCKAY, TORONTO
Specialist in \$10 Suits and Overcoats.



The four men's clothing stores of Geo. E. McKay, Toronto — 136 Bay Street, 22 Queen E., 324 Queen W., and 271 Yonge Street. Mr. McKay also owns the Campbell Clothing Store, King St. W., and a store in Hamilton.

This group of photos is interesting since they show how one man has established an idea — that of specializing in \$10 suits and overcoats for men. All of these stores have been opened in the past few years. Mr. McKay was formerly a tailor in Leamington, Ont. See also page 112.

It is a singular fact that among his customers, Mr. McKay numbers all the male members of large families in which at first, the purchase of one suit served as a demonstration. The same fact applies to many of the large boarding houses in the city—good business has developed from the sale of one suit or coat.

EFFECTIVE STOCK SYSTEM.

The stock system adopted in connection with this chain of stores is simple and effective. Each branch is supplied with a book ruled for sizes and numbers. Each suit and coat bears a distinctive number which is originally entered in a stock book at the head office, 136 Bay street. As each branch is supplied with goods, the quantity and sizes are recorded in the books of the central depot, and as sales are made each manager enters particulars in his book. At the end of each week, report sheets are sent to the head office. The accompanying cuts give some idea of the forms used. The plan, which was worked out by Mr. McKay himself, makes it possible within very short time to tell the exact condition of stocks in the branches and at the centre of distribution.

Mr. McKay is now planning for a very important development in his business.

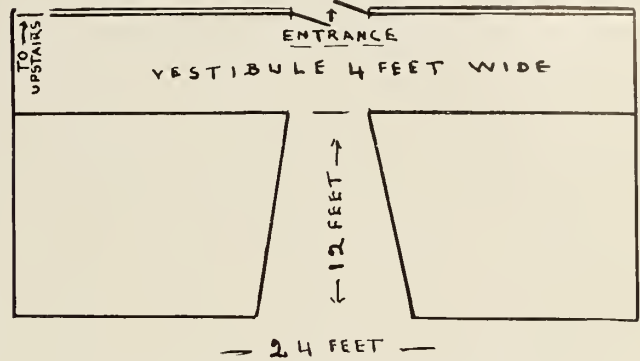
Effective Display Front

That of the Lyons Tailoring Co., Hamilton
—Possible to View Goods on Display From
Three Angles—A Handsome Store.

The very handsome store of the Lyons Tailoring Co., Hamilton, which has just been completed, has a

frontage of 24 feet, divided into two windows. The entrance is twelve feet deep, making a very large window. Back of each window is a cross vestibule 4 feet wide running across the full width of the store. Back of this again is the real front and entrance to the store. This cross vestibule permits the public to view the goods in the window from three different sides and also gives a front entrance to the upstairs independent of the store proper.

The men's furnishings department is equipped with the newest and most up-to-date cases and is lo-



Plan of entrance, new store Lyons Tailoring Co., Hamilton. Note vestibule at rear of windows admitting view of goods from three sides.

ated to the left of the entrance at the front of the store. The hat department, which is similarly equipped, is immediately opposite. In the tailoring department the cloth is displayed on forms placed on tables. The measuring and trying-on rooms are located at the rear of the store as is also the office. Wall cases are used for keeping the finished garments in. The second floor is devoted to the cutting department and the stock-room. The third storey is devoted to the tailoring shops.



Interior view of the Lyons Tailoring Co.'s new store, Hamilton.

How Salesman Converted His Customer

An Interesting Instance in Which a Salesman Exploded the Fallacy That a Person Must Shop in the City in Order to Get Satisfactory Values — Comparison and Tactful Demonstration Did It.

A SALESMAN tells the following very interesting experience in convincing a customer that he could buy more satisfactorily at home than by going to the city. The customer in this case asked for a coat, and it will be noted that skillful demonstration, actual knowledge of goods and values and tactful presentation of the case finally won the day:—

The Saturday before Thanksgiving I went down home, and happened to be in the store of my old proprietor. That night when a customer came in and wanted to see some coats, the proprietor was busy, so the customer asked the junior clerk to show him the coats. This the clerk did, and did his best, but he had had very little experience in the business. The customer looked over the coats and asked a few questions as to size and price. I was standing nearby and heard all he said, but didn't want to butt in unless the proprietor asked me.

Finally the proprietor got through with his customer at the front of the store and came back to where the coat customer was. The customer asked the proprietor the price of the coat, which, he answered, was \$16.50.

HE HAD GOT THE HABIT.

Now, this was a very peculiar customer, and had been in the habit of going out of town for his clothing. After the proprietor had talked to the customer for a while, he called me over and asked me what I thought of it. I looked at the coat for a while, thoroughly examined it, and then tried it on to see how it would fit, as it was marked my size. The fit was excellent, and certainly was good value for the money. I have sold many coats for twenty dollars that would not give a particle better wear, appearance or satisfaction, but this customer was of the opinion that he could buy cheaper out of town, so I had a good chance to show him where he was getting a cheap coat, not as far as money alone is concerned, but for both the money he was investing in it, and the wear and satisfaction he would get out of it. Finally I got him persuaded to try the coat on, and he saw to his satisfaction that it was an excellent fit and had been made for a model exactly like himself. He kept the coat on for awhile, took a thorough look in the glass and seemed well pleased with the coat, but was still under the impression that his out-of-town buying plan was the best.

AN APT DEMONSTRATION.

I had a coat on that I had bought from my proprietor three years ago, and was made by the same

firm as the one I was making an effort to sell. I showed him the coat I had bought and worn for three years, and as the coats both retailed for the same money, I had a good opportunity for comparison and made use of it, but he still was under the old impression. I was just on the verge of giving up when I saw the clerk unpacking some fur-lined coats, and remembered that we had sent for fur-lined coats for this same customer two years ago, and he didn't seem satisfied with them, so, although we offered him the coat at invoice price he didn't take it, but went to the city and bought one. I now asked him how he liked his fur-lined coat. He said he liked it very well, but would have to get a new shell on it this year. I showed him these coats that had been just unpacked, and saw that he became interested in them. He asked the proprietor the price of them, and he told him that he had something of extra value there and that he believed he could beat the city stores for prices on it. He told him the price of the coat was \$50. The customer looked at him for a while, then looked at the coat, and thoroughly examined the coat again. Then he said, "Well, I can't see any difference between that coat and the one I bought in the city and paid \$68 for it, and they told me it was a \$75 coat." I saw a chance to score, so told him that had he bought the coat we offered him for invoice price, which was \$50, he could this year have the new shell put on for less than the difference he had paid for his coat in the city, and also would have saved his expenses to the city, which would no doubt run into considerable money.

He thought for a while, and then said, "Well, I believe you are right there." In the meantime, I had put the \$16.50 coat on, and had it buttoned up, and stood in front of him where he could get an excellent view of it, and I said, "Now, Mr. —, you are getting the same bargain exactly on this coat as you would have had you taken the fur-lined coat we offered you two years ago for \$50."

He considered for a moment and then looked up at the proprietor and said, "Well, you had better wrap it up, and I'll take it home and see how they like it at home." This was done in a very pleasing way, for we were only too pleased to see that our customer was beginning to see that he could buy to better advantage at home than he could in the out-of-town stores.

CUSTOMER WAS PLEASED.

Thanksgiving morning I met this customer and saw that he was wearing the coat he had taken home with him Saturday night, and told him that he looked fine in it, and that he had certainly got a satisfactory bargain.

He said, "Well, I like it now, and they were satisfied with it at home, so I have decided to keep it."

It took a long time and a great deal of patience to win this customer, but it certainly repaid us.

Definite Advantages of Time Element

Commonest Figure in Business Life is the Man Who Can Never be Found Twice in One Location--Disregard of Time Element in Business Cause of Many Failures--When a Partnership is More Desirable Than a New Business -- Always Two Viewpoints.

TO every young man who has devoted any length of time to one particular line of activity, there comes the temptation sooner or later to leave the employer from whom he learned the greater part of what he knows about the business and to start up for himself. Encouraged by the fact that a certain amount of capital is available, that his friends urge upon him the wisdom of the step, and that he has every reason to anticipate a fair amount of patronage, he opens an establishment of his own.

In many cases he reasons like this: "Well, here's the old man; he has been making money hand over fist. I'll admit he has treated me fairly, but I think I owe it to myself to get after a larger portion of what's going. Watch me make some of the old ones step lively."

ONLY THE EMPLOYEE'S VIEWPOINT.

Accordingly, this young man who has only had the employee's view of the proposition, equips his store, selects his stock, hires his staff by taking the best men from other concerns at better salaries, and swings wide the doors. He is confident that he has improved upon his former employer's policy, by eliminating everything that struck him as being conservative or "old fogey," in buying, in merchandising, in general system and policy.

Six months, a year roll by, and the "old man" is still in business and evidently as prosperous as ever. By this time the young man has discovered that there is both an employer's and an employee's viewpoint; that the ability to pilot a business is sometimes more than an inspiration that instinct has more to do with than he supposed; that after the first fanfare dies away the problem is one that calls for something more than an experience that has only taught him the surface principle. It dawns upon him that on entering business for himself he had invited responsibilities which he knew nothing of as an employe. He had reckoned that by hitching his business, in the first place, to available cash he could sweep through everything to success. He did not see that what he attributed to conservatism in his former employer was actually the foresight which had that full sweep of vision extending from the day of small things along through years of competition to its present status of solidity. He had brought his business along from infancy to full-fledged manhood. First it had crawled, then toddled, then stepped out with increasing confidence, and a full set of teeth. This had begot an instinct which a few years

in the office or behind the counter could never develop.

BEGAN AT WRONG END.

The young man failed because he began at the wrong end; spent money lavishly where a man with a better schooling would have held back and adjusted his effort to business conditions. He made mistakes in buying, in merchandising, in management. He made unheard of concessions to customers, regardless of the day of reckoning, and after two years, when he was making a final struggle, he was prepared to admit that his ideas of business had been wrong, that he had been long on theory and short on hard-headed, practical, profit-seeing sense, that his capital had been unwisely applied, that he might far better have listened to the reasoning of his old employer who had pointed to the insufficiency of his training and who had proposed that, by devoting himself faithfully to his position, he would eventually have been taken into partnership, given an interest in the business, or commanded a situation far more satisfactory than that involved in the launching of a new business with its attendant responsibilities and struggles.

DISREGARD OF TIME ELEMENT.

There are many examples in the business history of this country in manufacturing and in retailing in which men have failed because of that disregard of the "time element," as James H. Collins calls it in his article "Bulwarks of Business Policy," which appeared in a recent number of the Saturday Evening Post. It is this instinct, he states, which has made Sheffield, the world's chief steel centre, and which is the basic element in many other industries. In the Sheffield district, iron has been wrought since prehistoric times and one of the most necessary factors is the Sheffield workman. What the chemist ascertains by scientific refinements, the workman has long known by watching the behavior of metal, following its caprices in working, and by his sympathy and feeling for steel acquired from previous generations. In the same way Lancashire workers have the same instinct for cotton; Yorkshiremen for wool; the people of Staffordshire for clay and pottery.

"Here is an interesting factor in business—the factor of growth," writes Mr. Collins. "Call it the time element and regard any business from the standpoint of whether it has it or has it not. Many a staid old house that ought apparently to be out of existence because of its conservatism, is found run-



Three unit trims are grouped in array of men's shirts and accessories. Courtesy Polay Fixture Co., Chicago.

ning along because the time element is behind it. On the other hand, many a vigorous, enterprising young concern falls short of complete success because the time element is lacking or not properly utilized.

THE MAN WHO NEVER STICKS.

"One of the commonest figures in business life is the man who can never be found twice in the same place. He may be a salary-earner who has a new job every time one meets him and a long explanation of why there was no chance for him to develop properly in the old place. Again, he is the small promoter who sends out several times a year an engraved announcement to the effect that, on account of the unprecedented increase in his business, he is reorganizing and moving into a smaller, cheaper office. This type is also found among the executives. Many a corporation falls just short of paying dividends because it is hampered by a president who will not stay long enough in one spot for the lightning to strike again.

"A shrewd policymaker at the head of an Eastern concern says that there is a definite advantage in staying in the same place. If a little cobbler sticks to his little shop in a city neighborhood fifteen years he may be only a little cobbler after all, earning about the same income with his piecing and patching; but a certain unearned increment will have resulted from his staying there so long. For a year or two at the start, he got chiefly odd jobs. Then customers who liked his work and himself began to come back again and recommend him to others. In five

years everybody knew him. In ten years he had become a neighborhood landmark. By the time fifteen years have passed, people assure one another that he has been there in that same shop for forty years at least—to their personal recollection; that he cobbled the shoes of their fathers and grandmothers before them; that he looks to-day exactly as he did forty years ago—not having changed a bit; that he is about the only cobbler left in town nowadays who can be trusted to do a job of tapping in the good old-fashioned way.

"Business is largely a matter of healthy roots.

"The time element accounts largely for the fact that three-fourths of all the brass goods made in the United States are turned out in the Naugatuck Valley. The roots of the brass-making industry there date back to Colonial times. All the new ideas for

Flat Brushes

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make. all sizes. We also handle

CARD-WRITERS' SUPPLIES

consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

F. HARRIS CO., LIMITED

73 King St. East,

Toronto

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry goods stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW

143 UNIVERSITY AVENUE

TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN BUY _____

NAME _____

ADDRESS _____

Please mention The Review to Advertisers and Their Travelers.

brass goods gravitated there and the district furnished ideas of its own abundantly. The time element in the Valley is as strong as yeast. A bit of it transplanted elsewhere starts a brass-mill going, but the original leaven is in no way decreased.

INDUSTRIES WITH STRONG TAPROOTS.

"Similar stories of growth can be found in connection with our other staple industries—collars and gloves in New York, pottery and silk in New Jersey, textiles in Massachusetts and Pennsylvania. Our great Trusts are all founded on industries that, through solid development of technical practice and sure linking with basic demand, have sent strong taproots into the time element.

"Through every line of business this time element runs. It may not always be recognized or used; but it is behind the success or failure of many an enterprise, and can be made a potent force in the hands of an executive who lays out business policy in accordance with it.

"An energetic, ambitious young firm enters a given trade. The men behind it have original ideas. It will take a year's hard work to make the new firm known and perhaps five years to make it secure. Meanwhile some conservative old house in the same trade holds the balance of patronage and prestige, because it possesses ancestors running back two generations and keeps its old customers and its old workmen.

"If competition by the energetic young house is felt at all, very often a slight change in policy, a minor concession to customers or one young man

on the board of directors, will set in right. The time element is behind it.

YEARS OF MISSIONARY WORK.

"In another line a new invention is announced. It seems so practical, ingenious and economical that its effect upon existing staples will be revolutionary. Goods that the world has used for that purpose seem destined to disappear. Yet they seldom do. They hold their own because they are rooted in the time element. Years of missionary work will probably be needed to put the new invention on a profitable basis, and stratum after stratum of public custom and prejudice must be cleared away before it is made a rock-ribbed staple in the market. That missionary work was all done for the existing staples years ago. They are rooted in the time element—and the burden of proof and work rests on the innovation."



Interior view of the McKay store, Hamilton, showing method of stock arrangement adopted in all of the branches.

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Plate N^o 13 Eccentric Brush Stroke Script ~ Capitals ~



A A B I P B E
 C C C D D D E E
 F F G G H H I I
 J J K K L L
 M M N N O O P P
 Q Q R R S S T T U
 V V W W X X Y Y Z

Arrows indicate direction of brush stroke. Practice will soon master this letter.

Please mention The Review to Advertisers and Their Travelers.

Have You Placed Your Order Yet For

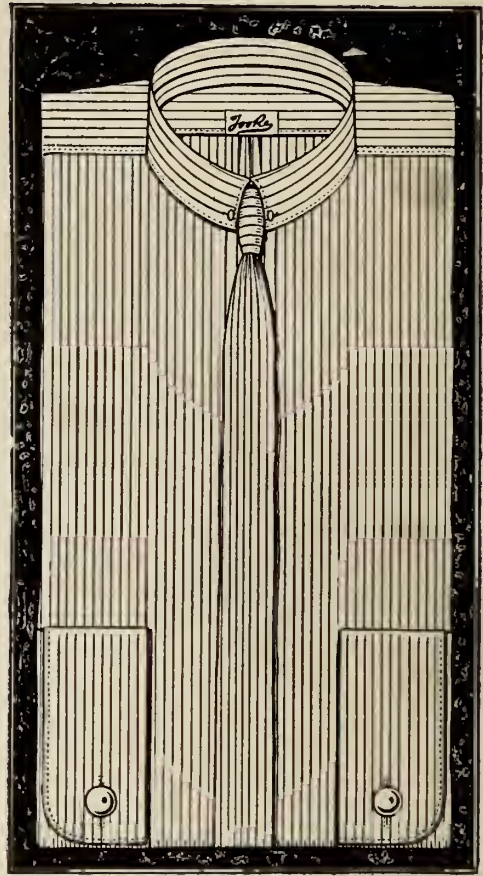
TOOKE

Spring Shirts?

If you haven't, don't put it off any longer.

The demand for Shirts with French Double Cuffs and Soft Fold Collars promises to be stronger than ever with the opening of Spring.

TOOKE Soft Shirts for 1912 are certainly better than ever—more suitable in materials, handsomer in designs, of Tooke's usual excellence in tailoring, and hand laundered.



Tooke Soft Collars, and Combination Sets of Collar and Tie to match, in a wide range of materials and patterns, will please your most fastidious as well as your most economical customers.

FOR PROMPT DELIVERY ORDER NOW.

TOOKE BROS., Limited, MONTREAL

Manufacturers of Shirts, Collars, Neckwear.

Importers of Men's Furnishings.

FULL STOCKS, INCLUDING MEN'S FURNISHINGS, CARRIED IN OUR

WINNIPEG WAREHOUSE,

91 ALBERT STREET

Please mention The Review to Advertisers and Their Travelers.

THE MEN'S WEAR REVIEW

Vol. 2—No 2

OFFICE & PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO

Feb. 21, 1912

(SECTION)

Containing Authoritative Style and Market News and Practical Merchandising
Information for Dealers in Men's Clothing and Furnishings.

Features of This Number

Planning the Front of Your Men's
Wear Store.

Salesmanship that Backed up the
Advertising.

News and Views of the Men's Wear
Market.

C. W. T. A. Men and their Work.

Built up his Business by Specializing.

Marks & Price Open Well Equipped
Men's Wear Store.

Effective Men's Wear Windows
Illustrated.

Give the Boss a Pointer. (Competition.)

Authentic Market Information with
Illustrations of New Goods.

How Ad. Men are Describing their
Spring Lines.



THE "Art Clothes" Selling Outfits for Spring, 1912, are out—nearly one hundred more of them than last year.

Men's wear merchants write in every day telling us that the 1912 Samples and Models are cracker-jacks—the best they have ever seen.

That means a busy season for them and for our tailors—five months of active selling at the Top Price with Big Profits for you.

By our plan there are no bargain sales provided for. We eliminate both risk and loss for the dealer.

Every order means a definite fixed profit. "Art Clothes" are the line that makes money for the hustler—the man who brings in the trade and gets the orders.

For a few more hustlers, the kind we want, we can provide the 1912 opportunity to make money. We can show you, and we want you to show us.

The
Art Tailoring Company
Limited, Toronto

ART CLOTHES
IN PARIS

This picture illustrates one of the set of six style cards for Spring. The originals are 20 inches by 30 inches, and are reproduced in six colors on heavy board.

Success

MADE IN CANADA

A New Shape

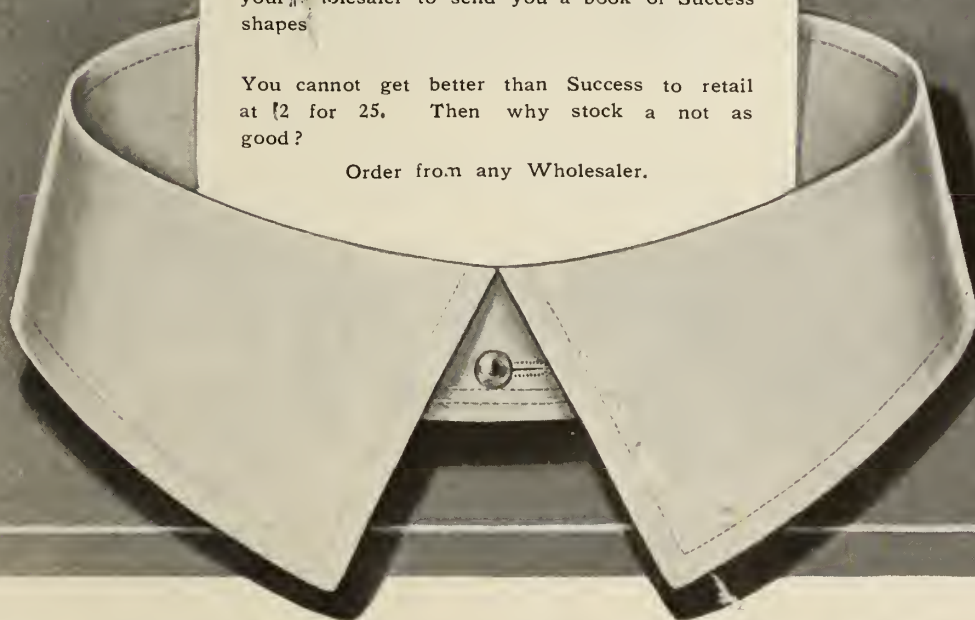
This popular shape—the Leinster—is a neat, dressy collar, which can be worn on nearly all occasions, and the wearer will be comfortable.

The Leinster has all the good features of the Success line, careful cutting, exact sizes—and the eyelet buttonholes which button easy and hold the collar firmly in shape.

Order Leinster from your wholesaler — this will prove what good sellers Success are. Ask your wholesaler to send you a book of Success shapes.

You cannot get better than Success to retail at 2 for 25. Then why stock a not as good?

Order from any Wholesaler.



The Canadian Converters Co. Limited.
Montreal

Splendid Opportunity

For a Good
Merchant to
Improve
Trade



Show the Ryan Glove to Customers. The guarantee placed in each pair by the manufacturer is proving to be the best selling assistant ever given to the retailer.

The manufacturer is positively sure the Ryan Glove is right, and he does not hesitate to guarantee to replace each pair returned if any defect whatever shows.

A merchant can say to his customer, "Wear Ryan Gloves. I know they are right. If not, I will make them so, because Ryan is back of them."

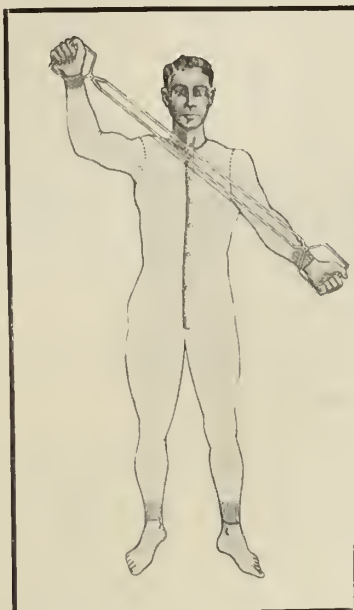
Ryan Gloves show a good profit to the retailer.

Sold by all the leading wholesalers.

THE ROBERT RYAN CO.

THREE RIVERS - - QUEBEC

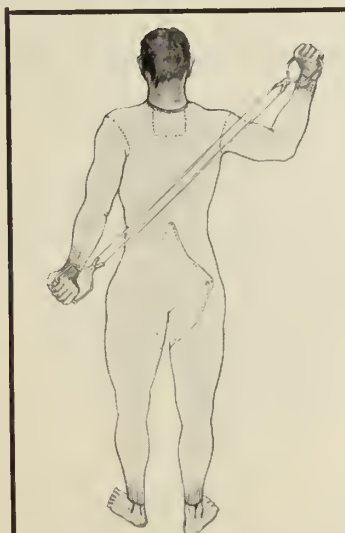
E. H. Walsh & Co., Selling Agents, Toronto
Branch Offices: Montreal, Winnipeg, Vancouver



These Are The Union Suits THEY Will Want!

“THEY”—the men and women you want to please most with what you sell—don't require you to carry a multiplicity of lines of union underwear. Specialize on the kind they will like by far the best

ELLIS Closed Crotch Union Suits



Every fault the old-style Union Suit had is banished from these. Ellis Union Suits, with the newly-patented closed crotch (back separate entirely from front) fit with comfort and give feeling of secure ease. Our process of knitting these garments explains why they are

Guaranteed Not to Wear Baggy

They'll hold their shape without becoming saggy; they won't shrink; they WILL suit the people who buy them—as you'll understand better if you try on a suit of them yourself.

No gaping crotch, no clumsy double seat-flap, a union garment that REALLY is comfortable. See them before you stock up underwear for any season.

ELLIS UNDERWEAR CO., LIMITED
HAMILTON - - CANADA

SELLING AGENTS:

Maritime Provinces:—J. A. MURRAY, Sussex, N.B. Montreal and Quebec Province—E. O. BARRETTE, & CO., Montreal, Que. Ontario:—THE EDWARD BURNS CO., Toronto. Port Arthur to Pacific Coast:—BRYCE & CO., Winnipeg and J. J. THOMPSON, Vancouver.

WE CAN SHOW YOU

where every copy of *The Review* goes. We showed a manufacturer in Hamilton last week who was from Missouri.

A poorly advised advertising solicitor for another publication told this manufacturer that our circulation wasn't half what we claimed.

That Hamilton manufacturer thinks less of that salesman now, because he saw for himself just who subscribes and pays for *The Review*.

He admitted it was an eye-opener for him, namely, the extent and quality of *The Review's* circulation.

The buying power of 90% of the dry goods and men's wear merchants of Canada is what you get when you advertise in *The Review*.

The Review has the confidence of its readers—that is why it pays its advertisers.

THE ONLY PAPER IN CANADA REACHING THESE MERCHANTS
THAT HAS ITS OWN SALARIED SUBSCRIPTION
REPRESENTATIVES IN EVERY PROVINCE IN CANADA.

A Campbell's Clothing Agency



will yield Handsome Profits to the General Store-keeper as well as to the

Regular Clothing Merchant

If we are not already represented in your town, we would appreciate a request from you for samples.

CAMPBELL'S CLOTHING is in the highest class in points of Fashion, Fit and Finish; and in the honesty of workmanship and materials.

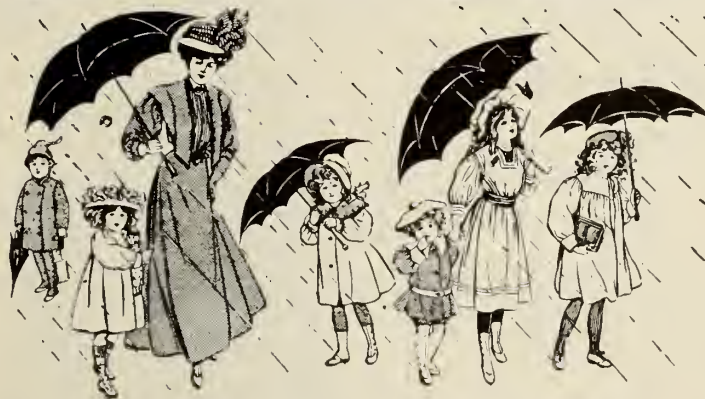
A POSTAL CARD
TO-DAY MAY
SECURE THE
AGENCY FOR YOU

Our Special Order Service

Is the most profitable method of selling clothes. It does away with losses from unsold stock, high insurance premiums and loss from capital tied up in large stock.

It will pay you to represent us in your section.

The Campbell Mfg. Co., Limited, Montreal



"If we'd had our 'Cravenettes' we should have been all right."

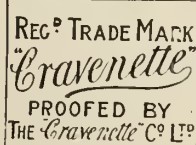
BUYERS OF SHOWERPROOFS

The should ask for those proofed by

Cravenette

DUST-PROOF as well as SHOWER-PROOF CO., Ltd.

The "CRAVENETTE" Co., Ltd., affix their stamp only to such goods as are suitable in quality for SHOWER-PROOF purposes.



Therefore this stamp is a guarantee, not only of SHOWER-PROOF properties, but also of the quality of the material.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE,

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

(Proofers to the Trade.)

Please mention The Review to Advertisers and Their Travelers.



Make Your Neckwear Pay

Bring the young men to your store by showing ties and lounge collars that are not shown elsewhere in your town---neckwear that will appeal to the best dressed men---the men whose trade pays.

Our Spring line is the second we have shown and it will be to your benefit to see it early.

We ask your attention to our line of "Star" brand shirts and underwear.

Van Allen Company, Limited
Hamilton - Ontario

Wreyford & Company

Toronto

WHOLESALE MEN'S FURNISHERS

Dominion Agents for

YOUNG & ROCHESTER, London

Manufacturers Shirts, Neckwear, Dressing Gowns, etc.

TRESS & CO., London

High Class Hats and Caps, patentees of "The Mascot," and other select shapes.

AERTEX CELLULAR

Underwear and Shirts, Union Suits and Shirts and Drawers, stocked in Toronto.

COHEN & WILKS, Manchester

Rain Coats for Men and Ladies in rubber and yarn-proof. See our Hand Spun Coats for Spring---The "Thoroughbred."

Now showing Fall Samples
Spring Goods in Stock

WHERE BOYS ARE CONCERNED



there cannot be too much strength and wear resistance in clothing. Knickers especially must be constructed firmly to give satisfactory wear.

"LION" BRAND Bloomers

and knickers are made of the best materials and stitched to stay. This is the Canadian brand for Canadian boys.

Double Seats
Double Knees

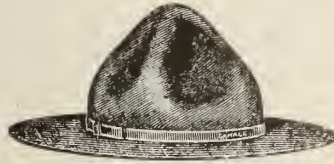
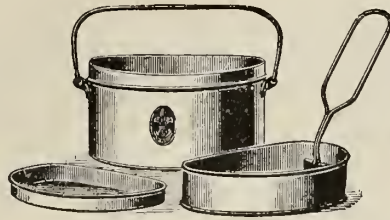
Our lines: Suits, Knickers, Bloomers and Overalls for boys.

"The Jackson Bloomer"

Write for Samples.

THE JACKSON MFG CO., CLINTON

FACTORIES:
CLINTON GODERICH and EXETER



"Are You Prepared"

for the Boy Scout and Girl Guide business of your town?

Let us give you a tip, get the boy scout trade and you've got the younger generation coming your way. They have influence everywhere. YOU can get this trade and hold it by handling

"MILLER'S OFFICIAL OUTFITS"

which are known and recognized throughout the Dominion as the best obtainable. We are authorities on these goods, and are the first Canadian house to make Boy Scout and Girl Guide Uniforms and Accessories, and have supplied 95% of the outfits used in Canada and the United States.

WE SPECIALIZE IN CADET UNIFORMS

Write Dept. No. 1 for Illustrated Catalogue

The Miller Mfg. Co., Limited
251-253 Mutual St., TORONTO



GET OUR LINE

OF



To be shown by only one Merchant in a Town

Merchant Clothier! Reduce your ready-made stock by selling made-to-measure clothes. **Get our Line.**

Merchant Tailor! Show two hundred "new" styles and capture the business now taken from your town by outside rivals. We make clothes as good as YOU DO. **Get Our Line.**

Men's Furnisher! Add a profitable side-line to your business, Made-to-measure Clothes. Watch it grow. **Get Our Line.**

Dry Goods Merchant! You can sell men's made-to-measure clothes. We start you right. **Get Our Line.**

General Store Merchant! Your store is not general without a made-to-measure department. We equip you with everything necessary. Every sale brings big profits. **Get Our Line.**

FACTS:

SIX DAY DELIVERY (from receipt to shipment.)

GUARANTEE—If not satisfactory, your money back.

Dawson Clothes retain their shape, because they are custom tailored.

Write now for Spring and Summer Samples

John Dawson, Limited, 145 Church Street, Toronto

Please mention The Review to Advertisers and Their Travelers.



MENS CLOTHING AND FURNISHINGS



Market News and Views

The slender silhouette in Men's Clothing—Latest novelties in canes—Importance of boy scout lines—Locality contrasts in Toronto—After-hour entrance displays.

Reports that have gone forth from the Custom Cutters' Convention in Buffalo indicate that the "slim silhouette" is to be the thing in men's clothing styles this year. While this news may be somewhat disquieting to the man who throws a somewhat bulky shadow it may well be questioned if the slim, so called, English styles will have any marked influence in the Canadian market, which has always demanded a happy medium.

* * *

Clothing manufacturers who are now filling their Spring orders report conditions to be generally satisfactory. Road representatives returning from the West state that with the exception of a few local "bad" spots the market there is in a very good condition, with great promise for a satisfactory season's business.

* * *

Men's wear merchants should ask themselves if they are giving adequate attention to leather novelties for men. Collar and tie boxes, whisk holders, wallets, shirt boxes, traveling cases and a score of other articles might be featured to advantage in a special case and advertised. Beyond carrying a few belts there are merchants who ignore this line altogether. Give it a trial.

* * *

Belt designs for the Summer season included several very neat fastening arrangements, which do away with holes and buckle. These are always neat in appearance and reliable.

* * *

A New York report states that there has been quite a lively demand for the business cutaway made from fancy suitings. The suit will be worn extensively during the Spring and early Summer by busi-

ness and professional men. The coat meets the demand for a semi-dress garment for day wear.

* * *

With the increasing interest that is being directed towards it by the Government, the boy scout movement is assuming very large proportions. There is a constant enquiry for the distinctive scout clothing and the merchant who puts in a fair stock and advertises them should meet with a brisk demand. The Government is apparently preparing for an encampment of 40,000 scouts, and the influence of the movement will create an interest sure to develop a strong demand. Boy scout uniforms with complete equipments are now on the market and should interest the merchant.

* * *

Why is it that men's wear stores do not feature linen handkerchiefs more aggressively. Seldom does a salesman suggest or introduce these articles to a customer, and quite as seldom is it that they form part of any display. True they are very staple, but it has been found that a little advertising will bring to the retailer of men's wear considerable business that is now going to dry goods departments. New ideas for display are being introduced which should go far to assist the men's wear store in attracting a larger share of the business.

* * *

The contrast in the clearance sale signs of the stores on King street and Queen street west, Toronto, furnishes an interesting evidence as to the difference in trade standards aimed at by each locality. Along Queen street one reads such signs as these: "Money or bust; must have \$20,000 by March 1st"; "Stupendous offerings, you can't get away from these bargains"; "Slashing prices in half"; "See these shirts, retarded by the late offering, but there was a fair de- the most part done in large, red letters on a white ground, and so frequently do they occur that one block in particular looks like a fire panic. The same plan is adopted every year. It is a way they have in Queen street west, where much depends on locality business. In King street west a red letter

sign running across the front of the store would either indicate an auction sale or unprofessional conduct. When a King street merchant has something to clear out he does it in such a way that it will not jar the tender sensibilities of the high-class trade. A dignified card, a neatly filled window, probably an advertisement in an evening paper—these do the business. It all depends on the cultivated outlook and the atmosphere.

* * *

The latest word from London is that plain gold and silver-topped canes are still fashionable among the smart set. This type enjoyed great popularity among the dandies of a hundred years ago. Part-ridge canes hold their own very firmly and others in vogue are rock, with natural root markings on the handle, molacca, pimento, figured ebony, with beautiful marking and crocus wood; all these having gold and silver mountings. One of the novelties is a high-class cane with silver whistle fitted to the handle. This can be easily taken out and used. Another is a folding stick of crocus and other woods consisting of two parts which are screwed together for use. Canes with leather-covered handles are largely in demand in London. There is also an extensive range of canes set off with gold and filigree mounts, ivory mounts covered with gold filigree work, gold tops with enameled designs.

* * *

Complete boy scout outfits now on the market include suits, hats, stockings, haversacks, water-bottles, belts, scarves, flags, etc. The materials used are twill khaki, which is practically shower proof.

Navy wool serge is also used for knickers. An attractive display of scout suits and equipment in the clothing section would undoubtedly prove of wide interest in the community. The development of the trade depends upon the amount of foresight exercised by the merchant.

* * *

"Hacker's hard hits hit hard. Prices hit, hammered, boggled and backed," is the way in which G. G. Hacker & Co., Osage, Sask., describe the values featured in an advertisement printed on green paper. He calls it a "Hard Hit" sale. This is illiteration with a vengeance.

* * *

What use do you make of the door of your store for display? Some merchants run neat trims directly in front of the entrance after the store is closed. In this issue the Review publishes a view of a door treated in this way.

* * *

A seamless suit, or seemingly seamless, has made its appearance in the market. So neatly is the cloth put together in the shaping that the garments give the appearance of being one piece. A special filling process applied to the seams secures the result.

* * *

To introduce their Spring opening a Toronto clothing house offers "free pants Saturday," while another merchant announces that he will give "a fancy vest free with every suit or overcoat ordered to-morrow or any day next week as an inducement to get you to come and see our new Spring goods."



A window display in store 7½ feet wide. Brennan Bros., Montreal.

Salesmanship Backed Up the Advertising

Instances in Which Salesmen Turned to Advantage the Interest Created in Customers by Display Windows, Show Cards or Newspaper Advertising—
Large Sales Develop from Unexpected Sources.

THE salesmanship problem outlined in last month's competition had for its chief object the narration of instances in which salesmanship and the store advertising had effectively co-operated. The majority of the replies, however, only dealt with the problem in a general way without illustration of any kind. Two notable replies are published here, both of which not only deal with the general policy of the store respecting advertising, but give an example of that kind of salesmanship which follows up the interest created. The first article is by J. J. McNabb, Listowel, and the second by W. J. Martin, with W. J. Eby & Son, Beeton.

Window Aroused Interest—Salesmanship Did the Rest

In the first place, states Mr. McNabb, we keep every article in the store ticketed and marked in plain figures. We tell every salesperson that, should he come across an article without a price ticket that it is his duty to put the piece of goods or article before the proprietor, or manager of the department and see that the proper price is put on it at once so as not to make confusion between salespersons and customers.

Nothing is more disagreeable in a store than to hear clerks or customers wrangling about the price of an article. It hurts a merchant's business, also drives custom away.

Secondly, when a sale is advertised in any special department or in all departments, we cut the advertisement out of the paper and have each advertisement of each department placed in the most conspicuous place in the department so that clerks and customers can also see what is advertised in each department of the store.

We have found the most effective way is to have show cards up in each department with descriptions of the goods advertised on them, also the prices. These form an attraction to the customer and we have heard many remark, "Why, I never saw those advertised," or "I didn't know they kept those articles in this store." These are the people who, when they see such things advertised and can see the prices for themselves, find shopping easy. They tell the other person, who also comes to your store, and in a short while you have gained many new customers through your advertising plan. In having your advertising attractive your sales force cannot help but

take an interest in the goods advertised and boost them. It is simply next to useless for a merchant to put an advertisement in a paper, never tell his sales force about it and perhaps have some goods advertised that the clerks never saw before, or knew nothing about.

If a merchant wants to make his advertising pay he has got to have it attractive and boost it. Very few people will stop to read an advertisement in a weekly paper that is crowded and all jumbled up in fine type. This counts a little, but it is the show cards throughout the different departments of the store that bring the chief results.

I think when advertising is followed in this way that there is no trouble with the sales force to take an interest in the store and it seems to come natural; at least we have found it that way.

ATTRACTED BY THE WINDOW.

One day this winter we had some silks in the window and had them ticketed at a special price, as we had our annual January sale on, and were trying to clear out these lines.

I was standing by the window and saw two ladies and a gentleman stop and the ladies began to admire the silks. One of them belonged to our town and the other lady and gentleman, as I found out afterwards, were visiting her from the West. I thought they had been in the store before, looking at furs, so thought perhaps if I could get them interested in the silks I might possibly land them on the fur deal. I stepped outside and spoke to them. After a few remarks regarding the weather, and so forth, the town lady asked if we had a certain shade of the silk, the same price and quality as that in the window. I told her we had and said that if they would kindly step inside I would only be too pleased to show it to them.

This being done, I displayed the shade of silk asked for, which proved satisfactory and sold the lady a waist length. I now saw a chance to try and score so began a conversation about the cold weather and then led on to the wearing of furs, etc. Then I made the remark that we were selling all our furs at a reduction of 20 per cent. This aroused the attention of the other lady and she asked if we had any sable muffs. I showed her what we had, which were of excellent value. She became interested in the goods and finally made the purchase.

The gentleman then inquired about fur coats. I explained to him the different kinds we had, also

Full Front Men's Wear Displays that Sold the Goods



Full front displays of men's wear lines have proved profitable wherever tried out. This one is by Reg. Brown, with the Cressman Co., Peterboro'.



Men's evening dress window. Color scheme—black and white. Accessories lightened up window, making attractive display. Cards in dark grey, with white lettering. A number of dress suit orders was the result of this display.

A doorway trim. A small shelf is hooked onto the door and trimmed each night at closing time. A good way to make a small individual trim. It pays.

A blue serge window. Color scheme—blue and white. Blues, if featured properly, make one of best windows of season. Cards in dark blue, white lettering. Brought good business in blues.

By Edwin E. Bell, with Thornton & Douglas, Guelph, Ontario.

the regular prices and the price we were now selling them at and asked him if he would look at them. To this he consented. I showed him the goods and explained to him how they were made, how the skins were matched and how the skins had gone through the most up-to-date process of curing. He then said that he was well pleased with the garments but thought he would like to look around. I then told him that he could buy a cheaper coat, but could not get as good a one for the same money. I pointed out to him the brand of the garment and explained to him that the trade mark guaranteed the goods and that we would stand by them. He was still under the same impression so he went out and looked around. Next day he came back and purchased the coat. He was perfectly satisfied with the goods he had purchased and I believe I won more of his goodwill and confidence by respecting his desire to look elsewhere first.

He had his own way and felt that I had the confidence of our goods and that I wanted him to be satisfied before he purchased. These people also bought a good supply of boots and shoes and staples before they returned to the West in the Spring. Their purchase in all amounted to something about a hundred and fifty dollars.

This customer came back for more goods and I believe he will keep coming now when we have won his goodwill and satisfaction and he has gained confidence in us.

It certainly pays to advertise in a clear and attractive way and make every prospect count.

Competition is so keen nowadays that a merchant has to be alive and do his utmost to make shopping a pleasure to customers. The more attractive the more pleasing it is to them. It is the small things that lead up to the larger ones.

An Unexpected Suit Sale

To back up the advertising of the store, writes Mr. Martin, I always have on hand the last one or two of the advertisements. To these I refer occasionally when showing goods to customers, especially in case of special prices being offered.

I take particular care in trying to keep the advertised goods well before the eyes of the public.

I dress one, or both, of the windows to correspond with the advertisement, also display the goods in prominent places about the store. In all cases I try to live up to what our advertisement occasionally claims regarding courteous treatment of all customers.

Let me mention one instance where I made an unexpected suit sale.

A young man was idling a few minutes in the store one afternoon. It was a dull day, but our con-

versation gradually turned toward clothing, etc. He remarked that he would soon have to get a new suit.

I at once clinched this opportunity and began in a leisurely manner to show him the cloths which were on the shelves. I began to urge him as he became interested. I told him now was the time to buy if he wished to save a few dollars, as we were this week allowing three dollars off the marked price of any suiting in the shelves, upon the presentation of our advertisement when paying for the suit. He soon found a cloth which satisfied him and left his order for a suit.

I could give you other instances equally as good as this.

Let me advise all salesmen to keep in close touch with the advertising of the store and do all they can to help make it pay.

Getting the Shirt Customer

The secret of good shirt selling is to please customers. Many merchants and salespeople think this can be done by forcing them to buy something they do not like. A good shirt salesman must have as much patience as salesmen in other departments. He must show an interest in the customer, and be tactful enough to convince him that he is anxious to please his tastes.

He must not assume that the appearance of the customer is the keynote to the price of garment he should show. Many of the roughest appearing customers make a point of purchasing high-priced goods. They believe in putting quality ahead of price. It is, therefore, an impossibility to judge a customer in this way. The man who purchased a dress shirt last week may want a 75-cent negligee to-day.

There are many things that might be said, concerning the service that will please customers. Of course there is always one important requisite to the customers' satisfaction: "The merchant must have the goods asked for." It pays to have a small line well selected, rather than a large range bought carelessly.

Handsome Scarfs for Men

In scarfs for men's wear on dressy occasions, the tendency this year seems to be towards the smooth weave and a less glossy and at the same time a heavier finish. The honeycomb weaves are still leading lines for popular selling, but the manufacturers are putting out a fine silk weave as a high novelty. This scarf has a very handsome and rich appearance, and yet it is quite popular in price and is made up of the artificial silk, which insures weight.

Give The Boss A Pointer ! Can Business Be Improved ?

EVERY salesclerk has his own opinions and often does not agree with policy followed. There are personal ideas unexpressed, suggestions that it would be hard or unwise to make; criticisms that cannot be heard because the boss would probably not stand for it or would not listen.

¶ The boss is not infallible, however, and there are two sides to every problem. To suggest changes might mean trouble but defects should be rectified.

Ideas Often Bring Promotion And The Boss Should Know

¶ A suggestion as to mistakes unconsciously made, improvements to the policy of the house, advertising, buying, stock-keeping system, store spirit, everyday connections, and looking to the removal of unnecessary restrictions might effect a change and eliminate the trouble.

What Problems Are You Bucking ?

¶ Other merchants and salesmen have similar experiences and might profit by the suggestion or give instances in which you are falling down. What hint have you for the boss? Pass it along so that it may reach him. He may apply it to improve the business. For the best replies the Review will pay the following:—

FIRST	SECOND	THIRD
\$3 and Review for One Year	\$2 and Review for One Year	\$1 and Review for One Year

Other answers reserved for publication will be paid for at the regular correspondence rates. All replies treated confidentially. No names published.

Prize replies will be published in March midmonth number of Dry Goods Review. All must be in the hands of the Editor of Dry Goods Review, 143 University Ave., Toronto, not later than March 11th.

Built Up His Business by Specializing

Edward Chapman, Vancouver, Adheres Largely to Branded Lines and
Develops High-class Trade --- Advertising Value of Quality --- Ladies'
Accessories in Men's Wear Store.

SPECIALIZE! Specialize! Specialize! This is practically the whole story that attaches itself to the record of Edward Chapman, Vancouver, as a successful men's wear merchant. And in all his specializing Mr. Chapman has singled out the branded line for his purpose. It is an idea that he has adhered to from the start, and the result is a store absolutely to be relied on for quality and price.

QUALITY DID IT.

When he entered business in Vancouver twenty years ago, as a partner in the old Page-Ponsford business, the city was different from what it is to-day.

In those days many of the people who were coming to Vancouver to help build up the city were from across the Atlantic, and in Page-Ponsford's they found the goods they knew in the old land. With the growth of the city, they remained with the store which made quality the first consideration, and to-day in the Granville Street location Edward Chapman has a business to be proud of.

RENTS HIGHER: TRADE IMPROVED.

Mr. Chapman remembers when the rent on Hastings Street, not two blocks from his present location, was \$60 a month, while to-day he pays \$500. But then the condition of trade is better. He notices also that the demand for better qualities is stronger than ever, and improves every day. Vancouver has come into the class of city where money is fairly plentiful, and when a purchaser wants an article of wear he wants it good. When he wants it good, he goes to Chapman's. This store has always relied on getting trade because of its goods. For the same reason bargain sales were never necessary, as good quality goods were good at any time. Seasonable reductions as incentives for buying are never out of place.

FOUR TIMES ORIGINAL SIZE.

The growth of trade is indicated in the increased size of the premises, the present location having four times the floor space of the original, with almost double the frontage, with a basement in addition.

British goods are a specialty at Chapman's, principally for the reason that these manufactures have established reputations for quality, extending over even half a century. Mr. Chapman controls the distribution of Irish poplin for the Pacific coast, even as far south as San Francisco.

LADIES' SPECIALTIES.

While this is a men's furnishing store, ladies' specialties are stocked. These include gloves, hosiery, hand made Irish lace, and such staple lines that are in accord with his general stock of goods. No matter how busy a day might be, no excuse is ever accepted for leaving goods about that would detract from the neatness of the layout. To have everything spic and span, not gaudily arranged, but convenient and displayed to advantage is a feature, and an essential concomitant of success.

A patron on entering the store at once notices that the fine goods shown in the windows are not specially selected but are taken from the general stock.

EXCLUSIVE ADVERTISEMENT SPACE.

Another constant feature is steady newspaper advertising. For twenty years this store has always set forth in principal lines in a certain space, and although a reputation and a trade has been established, still the name of Chapman may always be noticed in the newspapers that reach every home.

AN ART CONNOISEUR.

Not every one knows that Edward Chapman is an art connoisseur. As a side-line he handles oils and water colors of superior quality, in this, as in other lines, high class being the watchword. These paintings are by Old World artists of note. Mr. Chapman does not advertise this line, but his pictures are known in an exclusive circle who know that his taste can be depended on.



A Candle Contest

J. H. Blumenthal's Sons, Montreal, recently carried on a novel guessing contest. A large candle was placed in the window, and the boy who came nearest in guessing the number of hours the candle would burn, a prize was given. Second and third prizes were also offered. On a certain date the candle was lighted, and much interest was created.

The conditions of the contest made it necessary for each contestant to make a purchase at the store.

This firm finds advertising of this nature a paying investment when carried on along proper methods.



Window arrangement of the Chapman Store, Vancouver, showing deep vestibule, making it possible to view central display from three angles.



Interior view of Chapman store, showing neat display arrangement. This store also specializes in ladies' accessories.

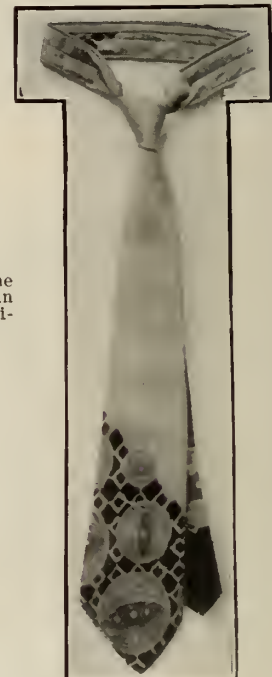
Spring Novelties for the Smart Men's Wear Store



Easter neckwear, two showing bordered end designs and one with black ground with bias stripes graduating to knot. By A. T. Reid Co., Toronto.



The feature of this belt is the invisible fastening by means of a small sliding bar inside the buckle. This does not injure the leather and gives a neat appearance. Made in all leathers. Western Leather Goods Co., Toronto.

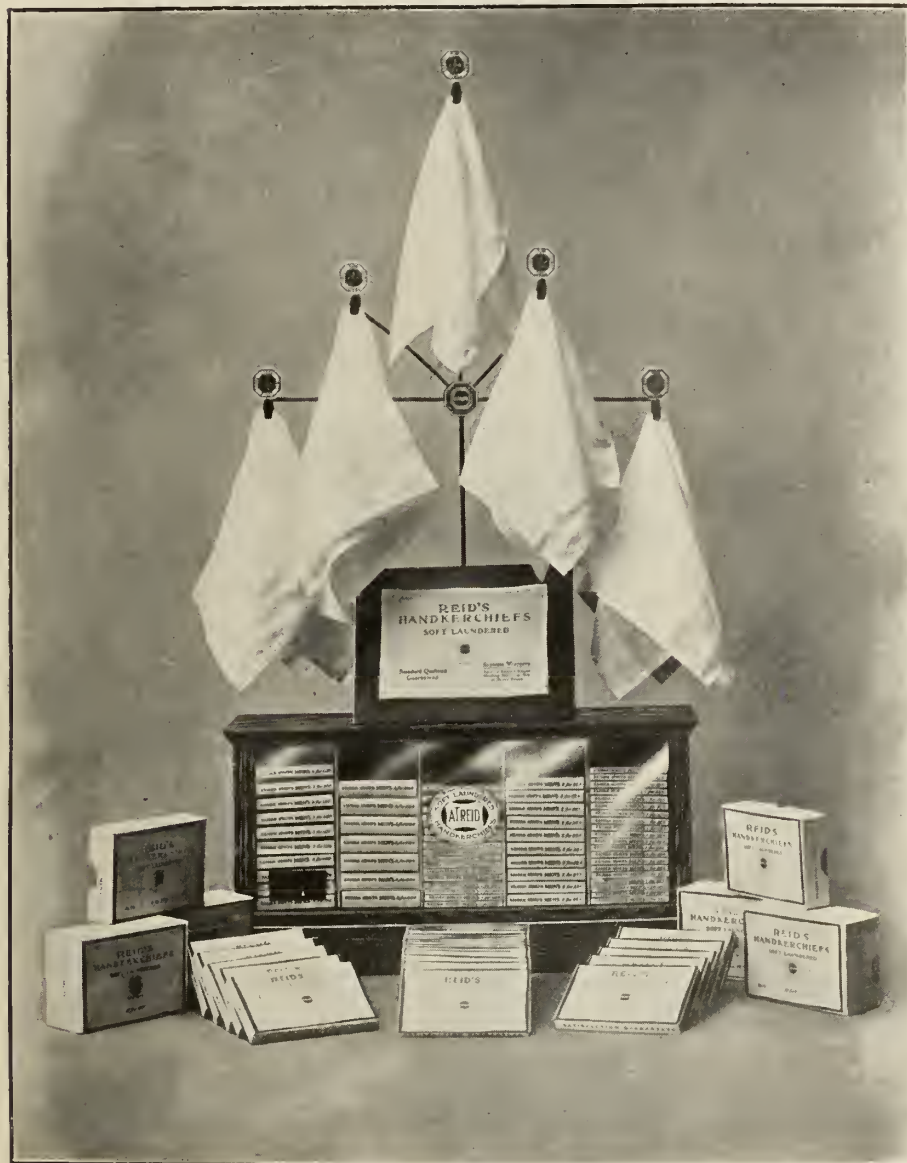


Fancy bordered novelty by the Niagara Neckwear Co., comes in 12 of the latest shades, beautifully blended.



Spring neckwear novelties in bars, diagonals and stripes, by the Van Allen Co., Hamilton.

REID'S KERCHIEFS



Handkerchiefs
retail at :

- 1 for 10c.
- 3 " 25c.
- 2 " 25c.
- 3 " 50c.
- 1 " 25c.
- 3 " \$1.00
- 1 " 50c.

Soft Laundered,
ready for use.

**QUALITIES
GUARAN-
TEED**

The above Handsome Case and Display Rack are furnished FREE with Reid's Handkerchiefs. This idea has demonstrated that it will greatly increase your handkerchief business—in most instances it has tripled it.

The Cases are made of Circassian Walnut, or Mahogany, and the Kerchiefs are boxed according to prices in sealed packages—thus assuring cleanliness.

Complete outfit, including Case, Rack, Price Tickets and Signs, furnished free with a \$50.00 purchase. Select your own qualities of Handkerchiefs. Delivery about April 1st.

A. T. REID CO., Limited
TORONTO

Sole makers of "Real Bengalene" Neckwear
Pure Silk Knitted Cravats The Famous Duplex Dress Tie



NECKWEAR AND ACCESSORIES

Many Easter Novelties

Manufacturers report a strong demand for their new lines—Bordered ends a leading feature in High-class Knitted lines.

Neckwear manufacturers report an excellent prospect for early Spring and Easter trade. The retailer is keen for novelty and the lines shown this season have certainly been well chosen.

Many of the bordered effects are strong lines for Spring and Summer. In some cases the border is all the figure seen; the remainder of the tie consisting of plain materials. Other ties depict quite narrow pencil stripes about one and one-half inches apart. Checked effects with bordered ends are also good. Diagonal effects with stripes graduating in width to the knot are taking well.

Black and white effects will predominate in many tasty designs of neckwear. Rich reds, greens, blues, mid-brown, tans, and certain rich purple shades, are among the favorite color collection.

Medallion designs are new, and with many of the beautiful shot effects that are seen, this design should take well as a classy novelty. Shot effects are as evident in men's neckwear, as in many lines of materials seen in ladies' silk departments. A delicate champagne shade is one of the newest variations in these effects for Easter.

A combination of green and tan is shown by one house, as a leading number.

Crepe effects are particularly noticeable in some of the lines. These, combined with the right amount of colors in pretty designs, will no doubt be strong for Spring and Summer.

Accordion silk, zibelines, and shadow weaves, are being taken. Knitted ties are also good in certain weaves. Pure silk lines are in good position with the better trade. Ties featuring wavy effects, are something new, and are being shown by some of the high-class houses. The crocheted lines give grand satisfaction to the wearer, and will therefore be featured.

C. K. Hagedorn, president and manager of the Berlin Suspender Co., was presented with an electric library lamp by the employees on the occasion of his fiftieth birthday recently.

The Collar Situation

Soft collars with ties to match are very promising for Spring and Summer. They are made of zephyr, silk, flannelette, wool or mercerized cotton. Neat pique effects are also among the classy lines for men. These are made to match many of the cord designs brought out in high-class shirt samples. These collars have a cool appearance, as well as being quite proper for dress wear.

New double-fold collars which come together close at the top are made with gradually rounded corners. Thus the tie is shown to good advantage.

As a whole the collar market is not materially changed from that of one year ago. The changes that have taken place have been gradual, and along lines that are most needed for improvement, if such a thing is possible.

The moderately high collar is worn by more men than it was in former days. The extremely high models are not in keeping with the best appearance of make-up. Collars from two to two and one-half inches in height are the favorites. For men who do not or cannot wear these heights there are very comfortable turn-down varieties.

Adjustable Collars for Shirts

A novel shirt improvement has recently made its appearance in Scotland. The improvement consists of an adjustable collar, giving four sizes to each garment. This means a vast benefit to the retailer, from the stock standpoint.

The new adjustment is at the back of the neckband, which is in two pieces. Eight buttonholes are fitted, four on each side. The under side carries the back collar stud in a cushion or fly, protecting the neck.

This shirt is made in three sizes. No. 1, adjustable from 14 to 15½; No. 2, from 15 to 16½, and No. 3 from 16 to 17½, so it is possible to practically fit any person. For instance: A short man with a 15 neck can wear No. 1, a tall man with a 15 neck can wear No. 2, and so on, the skirts and the sleeves being larger in the successive sizes.

Concluded on page 97.



ONE OF OUR MANY NOVELTIES
ROYAL-BORDERS

The type of scarf which will be in great demand during 1912. Sixty different designs and colorings.



Niagara Neckwear Co.
Limited, Niagara Falls

KNITTED GOODS

Must Understand Fitting

Some Stipulations as to Sizes in Knitted Goods are Unreasonable --- Shaker Knit Coats Featured --- Matched Suits For Boys.

WHILE buyers insist upon orders being filled in accordance with their knowledge of local wants, there is a wide divergence of opinion as to correct lengths in men's sweater garments.

Some of the stipulations asked for are unnecessary and unfair. Manufacturing would be much improved if buyers adopted regular measurements and understood fitting better. United States mills have standard lengths with each size, such as 34|25, 36|26, 38|27, 40|27, 42|27, 44|28, 46|28, and buyers adhere to and accept these. In Canada, lengths vary all the way from 25 to 30 inches and garments are often returned because they look short or measure short, when laid on counters. Some stores ask for 28-inch length on all sizes, especially men's coats, which is not so bad, but another will insist on 30-inch garments.

ELASTICITY MUST BE CONSIDERED.

Following standard measurements, next season, is just what the demand is likely to be for many reasons. Men, except in athletic circles, do not want long coats and it is manifestly unfair that a garment, which does not measure fully 28 inches when laid flat, but will, when properly fitted, should not be accepted. Departments have their individual selling experiences, but it is usually found that no allowances are made for peculiarities of different racks or stitches. In short, most salespeople sell a size too large, but often it is found that a smaller size garment will suit customers, if properly shown. Salesmen are predisposed to think garments too short and troubles ensue. Of course, manufacturers are prepared, as ever, to finish garments to order, but could reduce expenses materially through better understandings and co-operation. Buyers are asked to remember this point.

Merchants cannot sell goods unless they have them, and while it is not urged that it is absolutely necessary to carry heavy stocks, the merchant should have representative showings all year round. Sweater

coats are gradually developing an all-season demand, as testified by repeat orders. It is tangible evidence in past seasons that stores which had sufficient assortments, have been most successful in their knit goods department. Notable instances can be given where novelty and staple knitted goods have amounted to one-quarter yearly turnover. These results can be compared with stocking and departments in each store. Such firms simply saw opportunities.

Variety in Color Styles

Tri-collars, or three-way collars, are made on any size men's, or boys' sweater coats. The advantages of this collar recommend it to buyers and to customers. It can be worn as V-neck, turned over and buttoned closely, loosely or fastened up high



Men's full-fashioned, shaker knit, Spring needle sweater coat with adjustable collar—made with long arm gusset and graduated shoulder; seamless, with knitted-in pockets, a well-finished garment with great elasticity. The C. Turnbull Co., Galt.

Sword's
"Kant Krush"
"Bengaline"

(In 42 colors)

THE FEATURE LINE FOR YOUR NECKWEAR DEPT.

These goods are specially woven to our order. Only the finest wool and silk yarns used in the manufacture of Kant Krush Bengaline, removing all possibility of creasing for the wearer.

Our Indestructible Interlining

which is also a new feature, is used.

NOTE :—All Straight Derbys with Cord running up and down will be one piece, **48 inches long**.

SEND FOR SAMPLE COLOR CARD

The Sword Neckwear Co., Limited

TORONTO

ONTARIO

around the throat and ears. When V-neck style is wanted, extra thickness is given between shoulders. Warmth is ensured by these collars, which are made double and, as a weather protection, there is nothing better. Double turnover collars, fully $4\frac{1}{2}$ inches high, buttoned with three buttons, are easily adjusted.

Shaker Knit Garments

Men's coats are in broad assortments and the greatest development is in domestic shaker-knit garments and the application of new collars. Three different mills are showing shaker-knit coats from one to three samples quoted at \$24 to \$48 dozen. These are extra heavy garments, full-fashioned and will be demonstrated and presented directly to the trade. Each garment has its strong points in style, finish or workmanship. Expert knitters have been employed to make these garments, which differ from other sweaters as they are made on spring needle, instead of latch needle machines. Shaker knit is a development of sporting sweaters—a soft, loose weave identical with Shaker community garments made on hand machines.

Tri-collars, military collars, high buttoning, roll-collars, all double thickness and well shaped, are offered. Most of these coats are seamless (four are made on each machine at one operation) or in making, seams are eliminated by transferring stitch, completing each garment as one piece, knit to size.

For instance, attention is called to long gusset and graduated shoulder, shaped, ensuring fit, but it is impossible to discern where body and sleeve are joined, except that body stitch runs opposite to sleeve stitch. Cuffs, front pleat, collar and button band are put on in exactly similar way. Pockets neatly finished, inside and out, are also one-piece and practically invisible, as part of the garment itself. All selvages and seams are woven so as to prevent possibility of raveling. These coats are mostly made in gray, but white, navy or Burgundy are dyed and for special orders slate, fawn, khaki or tan could be finished. Yarns used are 6-ply all wool, best grade.

Samples of men's sweaters at each different price are otherwise similar to last season's weaves, color, combinations and lengths. Except in having tri-collars, if ordered, or any other style collar, either military, V-neck or high turnover, there is very little change noted. Office coats in fine cardigan-knit, finished with set-in braid trimming, breast pocket and turn-back cuffs, are sensible garments for inside wear. In athletic, pullover or club sets, monograms are now put on at a flat price which is a change to help merchants cater to this business.

Sample ranges of sweater coats are exceedingly comprehensive, some lines showing samples from \$9 to \$72 dozen.

Fitting Boys From 12 to 16

In youths' and boys' wear, busters and matched suits have been added to juvenile samples. There has always been difficulty in fitting boys from 12 to 16 years, as size 32 in boys' is small and 34-inch men's too large. For this reason three lines in club colors are made to overcome this discrepancy. These are known as youths' sizes. Some later styles in suits (sweaters, pullovers and hockey toque to match) for girls and heavier sets with rah-rah hats for boys, have bar trimmings. They are made in cardinal and slate, black and orange, cardinal and black, royal and white, fawn and khaki to fit smaller sizes.

Pure Silk Half Hose

In men's socks, a later line is featured at \$10 dozen. This half-hose is pure silk and spliced throughout the toe, sole and heel and running up a short distance above the heel. The sample is good weight with splendid finish and long rib top.

Orders so far received show that gray, green, navy and Burgundy have sold fairly well. While champagne or gold was expected to prove better for novelty reasons there has been no undue demand so far.



Boys' double collar sweater coat and Rah-Rah hat to match. Monarch Knitting Co., Dunville.

Knitted Neckwear

for immediate delivery



Fancy
Knit
with
Bars
made
in
twenty
different
Combinations
\$4.25 Doz.

Also
other
styles
from
\$3.50 doz.
to
\$12.00 doz.



Hobble
Knit
made
in
twenty
different
colors
\$4.25 Doz.

Send for 3 dozen Assortment

E. & S. Currie, Limited

Empire Brand Neckwear, Empire Building TORONTO

Please mention The Review to Advertisers and Their Travelers.

SHIRTS, COLLARS AND CUFFS

New Fall Shirt Samples

Ready March 15th—Features in Materials and Patterns—Reports from New York Buyers and Style Demands in Larger Cities.

FALL shirts are now of interest and buyers are speculating about new designs to be offered for Fall. Designers will have their samples ready within a month but some early styles have been forwarded. At present, sales consist of a few repeats on lighter negligee effects and weights for summer wear. It is anticipated summer business will be in volume for early shipment of Fall numbers and there will be no factory clearances to speak of. Some mills are entirely sold up and last season's cloths and patterns cleared in the usual way.

Buyers were favored this year in being given a selection of cloths usually found in sample books up to \$12, \$15, \$18, \$24 at a flat price, according to competition, and allowed to stipulate their sizes and styles. It was understood, however, that these were odds and ends of fabrics left and that each buyer was expected to accept his allotment as a fair share.

Quantities were limited to the amount of material to a pattern or range.

Percales, Oxfords, gingham, chambrays soie-ettes, silk mercerised vestings and novelty fabrics have been ordered out from Scotch, English and United States mills. Domestic prints, percales and gingham will be well represented in staple numbers.

It is generally understood that the trade want stripes and plain or self design fabrics. Buyers have selected line stripes on white grounds comprising finer stripes than this season and reports from samples now seen in New York ranges verify the continued preference for stripe patterns. It is notable that each season some attempts are made to introduce a series of fancy patterns, florals, spots and possible conventional effects, such as stripes with small contrasting designs, but these have been unsuccessful except when the pattern is part of or forms a stripe. In New York samples for Fall there is an absence of these and designers have banked entirely on stripes or plain fabrics.

There is an amount of novelty in higher priced cloths, a broad selection of greys with blending shades, blue grey, tan and purple. Roman bar



Semi-regatta shirt in American percale.

Coat shirt showing close-covered ground.

Fine pleated front of French cambrie.



Pyjama with military collar made of Botany flannel.

From the Fall line of The Regal Shirt Co., Hamilton.

Regal



Regal "Dress" Shirts

CORRECT STYLE and PERFECT FITTING

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - - ONTARIO

Please mention The Review to Advertisers and Their Travelers.

stripes will be a decided feature. Black, navy and sky blue, fine line stripes on light or white grounds, especially black and white predominate. Usual

for Fall placing orders. Buyers will be shown new samples about March 15th inst. and manufacturers are expecting a record season.



Two samples from the Fall line of the Van Allen Co., Hamilton. Top — Negligee with stripes in silk mercerized ground. The other sample is of percale with neat stripes.

domestic patterns on percales, prints and the assortment of plain or jacquard effects will be as strong as ever. Usual colors, blue, grey, tan, mauve, are included.

In finer lines, tucked or pleated front soft shirts are expected in these new patterns, closely following latest New York designs. Box and side pleats and finer tucks are to be good in addition to high-grade soft garments. French negligee, or double cuff styles are appreciated and styles with starched cuffs attached will come in medium and cheaper grades. Dressy pique effects are the novelty in high class lines. Piques, plain cords or white figures on fancy white grounds or other similar designs will cost from \$16.50 to \$36 dozen. Finer cords or reps are also wanted for evening or dress occasions.

A new cloth in plain shades is being introduced. It is similar to soiesette and highly finished, and expected to prove most satisfactory to merchants and customers as soon as it can be placed in their hands by manufacturers.

Gratifying reports are received of the success of season's sales of men's shirts and the efforts to handle better qualities than usual owing to the demand. One firm states that their business has been mostly confined to lines ranging from \$15 to \$35 dozen, which is quite an improvement over former season's demand for \$9 and \$12 grades. This same concern are also stating that business for the first six months of their year has equalled last year's twelve months' turnover. There is therefore an optimistic outlook

Neat Lines For Small Boys

Braid Used Extensively for Trimming — Black and White Mixed in Herringbone, Fine Stripe and Check Effects.

Neat designs in cloth and striking designs in make-up are two very prominent features in the Spring and Summer clothing for boys from four years of age to ten or twelve.

Black and white mixed in herringbone, fine stripes and check effects are prominent. In fact, these cloths are pointed out by manufacturers as their favored lines. Braid is used extensively for trimming many of the better garments and suits, and the contrast formed is a very appropriate one.

Neatly cut pocket flaps, sleeve cuffs and collars receive more or less of this trimming which adds so much finish. Velvet collars are numerous and help to produce the desired appearance, especially in garments intended for dressy wear.

Belted coats sell just about as well as those without the belt. Double-breasted coats, intended for top wear during the cool weather during Spring and Fall, and suit coats as well, have this effect. Some of the best lines button a little to one side, thus giving a one-sided effect that is so much desired to give the right appearance.

Rows of narrow black braid are also used up and down the front, around the belts, and around the bottom of the coat.

The Buster Brown suits are quite as good as in former seasons. These garments take particularly well with the younger boys, while some of the more straight-cut models are appropriate for the older ones. Norfolks are taking well in some localities.

The knicker fastened at the bottom by means of an elastic band is a favorite with many. The finished appearance obtained at the knee is no doubt one of the strong reasons for this popularity.

Apart from the suitings there are many designs just as tastily modeled for overcoats. For boys from the age of four to the age of twelve, or thereabout, manufacturers have certainly exerted themselves in the right direction, as far as new and tasty designs of make-up are concerned. Many of these outer garments are made to conform with the ideas carried out in the suit department. Neat, manly collars are very prominent in all these departments.

The Taber Trading Co., Taber, Alberta, have adopted the cash basis in their business. It was a New Year's resolution.

Extracts from Live Advts.

What other stores are advertising and how the ad-men are saying it.

We are showing more fabrics, newer fabrics and more desirable fabrics than you are likely to find in a number of other tailor shops combined and we are showing them first.

Whatever is new and right is here and may be depended upon for thorough satisfaction.

We want you men to think of this store more in the sense of quality and service.

The voice of Spring bids you see these new ties, this distinctive clothing.

Remember—We guarantee you entire satisfaction or will refund every dollar you pay us without a murmur if we fail to please.

Good dress. A business asset! A social necessity! Dress is the outward expression of the inner man.

"Clothes make the man and want of them the felon." Get the clothes.

The kind of clothes that will tell all the world at first look how prosperous you are, what good taste you have, what fashion knowledge is yours.

Men's plain and ribbed black cashmere socks, English make, the ribbed line having 2-1 and 1-1 leg and all having fine ribbed, close fitting cuff and double ply sole, heel and toe. Good range of sizes in each line.

New Spring shirts for men. One of the newest and latest arrivals in men's negligé shirts is a line showing many white grounds with neat stripe and figure effects, also many good colored patterns. They are made by leading Canadian manufacturers in perfect proportions and have neatly laundered neckbands and small cuffs attached. Sizes 14 to 17½.

Men's knitted ties in the popular four-in-hand style and in leading colors—plain shades of grey, brown, blue, red, green helio, purple and many new shades—closely knit, slide easily through double collars without stretching.

Men's early Spring underwear in medium and heavy weight merino, in natural shade; some have beige facings to shirts, others sateen bound edges; drawers have heavy waistband of sateen or beige.

Men's suspenders in good elastic or strong lisle webbing, cross back styles, light colored patterns, mostly stripe effects. They have white kid cast-off

ends, strong dome fasteners and gilt adjustable buckles.

We have young men's clothes that are made by specialists who have studied youthful figures and know how to fit them with smartness and to perfection.

All eyes now on the Easter fashions. The young men between 16 and 20 years who are beginning to want the best there is in clothes are more and more getting to like the ——— store for men.

Some of the cloths shown in these new suits were specially designed for young men's wear, having a touch of liveliness without a bit of freakishness.

The styles for men this Spring come straight from London. Well proportioned shoulders, graceful revers and collars, rather clinging lines—you will find them in these new suits.

As a reminder we bulletin this hosiery and underwear:—A man who knows something of merchandise was looking at some of the hosiery in this April sale yesterday. "The thing that amazes me," he said, "is how you avoid getting all the trade in the city with values like these." And, indeed, if everybody realized how great the values are in this sale even the vast stock we have would be gone in a day, provided we could serve customers that rapidly.

The small boy whose earliest ambition consists of the desire to stroll about with his hands thrust into his pockets may be made happy at a youthful age now. Present styles accord the privilege to the little man of three years old. The Russian blouse suit, with real trousers and real pockets, is accepted as correct garb for the laddie of that age.

Parents interested in the matter of finding Spring attire for the boys should make note of the following good values.



Edmund James Ryan, advertising manager of the Right House, Hamilton, goes to New York to take the position of assistant to President MacLachlin, of the O'Neill-Adams Sixth Avenue store. This is one of the syndicate of stores to which the Right House, Hamilton, belongs. Mr. Ryan is succeeded by Frank McDermid and Geo. H. Schnellbacher.



Adjustable Collars on Shirts

Concluded from page 88.

The stud can be adjusted to give quarter sizes also. If it is put through the 15 back and 15½ front, the size of the band is 15¼. This gives a fit which heretofore has been impossible.

The name of this new invention is the "Fit-all" and is fully protected by patents.

Planning the Front for Your Men's Store

Some Ideas that are Carried Out in a Chain of Stores—Ventilating the Window—Reserving Space in Rear for Fixtures, Without Impairing the Display—Illuminated Signs of Cathedral Glass.

FOR the men's wear and shoe stores the accompanying illustrations show a distinctive and unique layout, so practical that it is adopted by one firm in their entire circle of stores. There are no bulky frames to obstruct the view. It is all brass and glass and in the layout, several of the latest improvements are embodied representing perfection of store fittings and allotment of entrance, display and reserve fixture space. In this instance, necessity for blocking aisles and interior is overcome and trimmers are enabled to confine their properties within window sections.

An 18-foot front with 10-foot entrance, two windows, front and side views, with 36 1-4 square feet of floor space in each section and 15 sq. feet store room behind on both sides is described. In setting up, contractors start with the steel store front framework, consisting of two upright side pillars, steel cross bar at second floor and sub cross bar supporting prism glass. These beams are fitted with copper, oxydised copper, nickel or brass frames (according to system preferred), to which is attached the outline frame work to hold glass plates. In the system here a ventilated, dust proof, copper set skeleton is adhered to.

Ventilation is arranged by small indentations six inches apart, in the lower moulding, making a passage, both for air circulation and drainage without marring the appearance. Cold dry air is passed through the show window to prevent moisture condensing and frosting, there being just sufficient opening to make the greater circulation at the bottom of the glass, which usually frosts first. With a proper airtight background a sudden change in temperature does not cause trouble, as the moisture within is rapidly absorbed.

It will be seen that the rear opening door to the window reaches to the top and that trimmers have access by two upright sliding panels in the background, so that any point can be easily reached. Window floor is matched hardwood, light oak, highly polished. Outside bases are marble, but copper panels or transom lights are good methods. Sidewalk prisms are entirely separate. Entrance is either double section or single panel push doors as preferred as there is plenty of door space.

Good advertising space is obtained in the upper part of the glass plates by directing a certain proportion of the light through the painted sign. The signs are painted in gold letters on frosted background and panel scrolls finished with transparency black and red. They are 24 inches deep.

Many city stores in the United States are now using cathedral glass signs in which the store name, monogram or motto is worked out in glass. These are suspended just below window lamps which, when lighted, emphasize the firm name in brilliant colors. It is estimated that either painted or prismatic glass signs cost about \$50 each, giving a fair comparison in the matter of choice.

In the front illustrated there is \$160 worth of copper which is approximately \$60 more than if wood was used. It is notable that two workmen placed this front in six hours, starting at eight o'clock in the morning, having frame work set and glass placed by two p.m. While the cost of freight, cartage and actual workmanship to set together is extra, it does not often exceed \$15 or \$20, except in case of long haul, which can be figured proportionately.

Block mosaic entrance floors are now generally approved and any monogram brand, design or pattern can be worked in.

One of the important features of such fronts is fireproofing. There is no wood exposed. Besides this most metal finishes used are weather proof and can be kept highly burnished. Proper metal fronts are a good advertisement from the standpoint of appearance alone.

High class entrances are but another means of publicity and another method of silent salesmanship which "speaks louder than words," and newspapers.

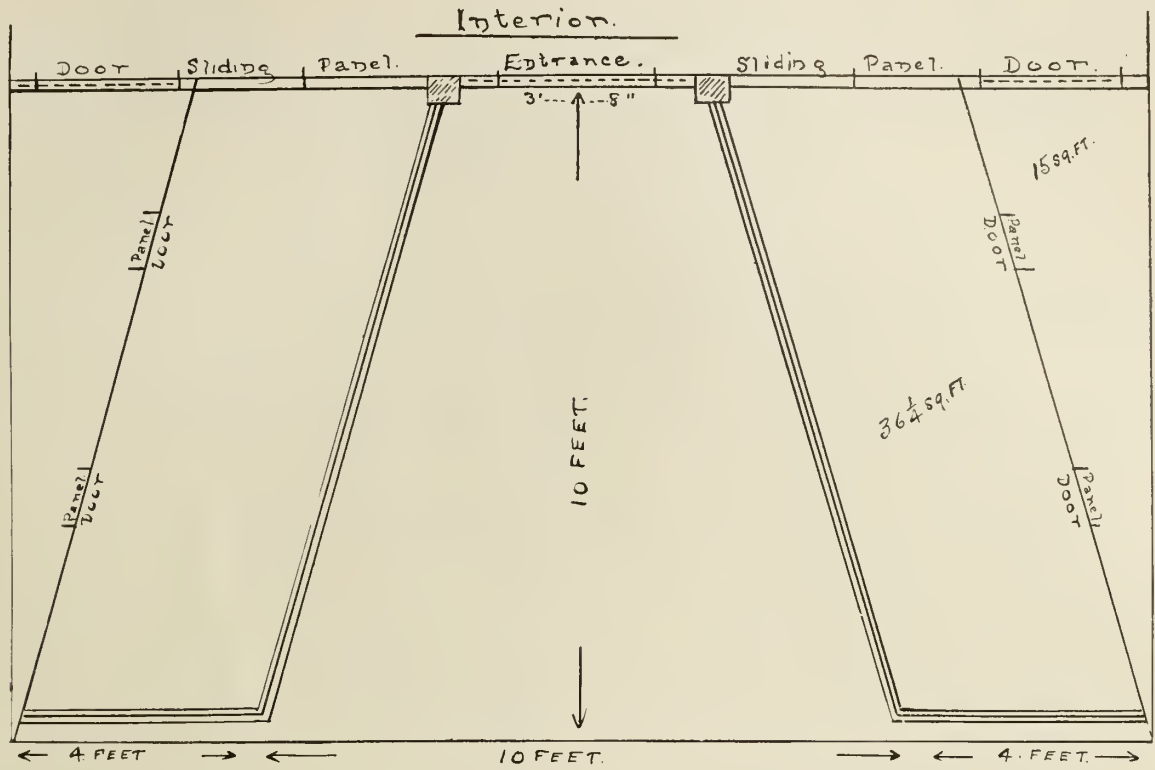
Improvement in Fall Hosiery.

Sample lines of men's cashmere half hose are now in the hands of wholesalers, and a good line it is. Following the Summer lines, the Winter goods are made up along the plain principle.

Appropriate touches of embroidered designs are added to quite a number of lines. Greys, soft shades of green, red, blue, and purple, and blacks, are the leaders. The shades are acceptable when combined with the delicate embroidery, etc.

Some of the most novel lines are shown in a combination of fancy stitch and designs embroidered to blend with these stitches. Taking into consideration the price of these goods, one cannot get away from the fact that vast improvements have been made in this line as in others belonging to men's wear departments.

Plain black cashmere half hose to retail for 25 to 50 cents, is perhaps the most popular staple line. These lines are being improved from time to time, and value is a strong feature.



Sidewalk Prisms.

General plan of store front, showing entrance, display and reserve fixture spaces with panels and sliding doors. floor area of an 18-foot layout with 10 ft. depth.



Modern store front fitted with burnished copper framework, ventilated system, marble bases and painted transparency signs. Full advantage is taken of space, glass surface and display facilities.

Lesson 16---Complete Course in Cardwriting

Deals with the Slant Lettering as Executed with the Square-Pointed Pen.

A Speedily Made Letter, Used for Price Tickets and Show-cards and Readers.

By J. C. Edwards, Copyright, Canada 1911.

AS with other slanting or italic letters, the slanting pen lettering is much more speedily made than the straight. This brings it in for a big share of use among cardwriters of to-day. For small, neat cards or price tickets this style of lettering is unequalled and is very effective and not altogether inornate when the eccentric lines are worked in nicely.

ECCENTRICITIES NOT NECESSARY, BUT—

In glancing down the plate you will notice that a few of the letters are exaggerated to very good effect. Letters such as A, B, D, E, L, etc., may be made plain or as shown in the plate which, when nicely executed, add greatly to the relief of a card. Letters such as A, V and Y may also be given an eccentric or irregular touch without detracting from the legibility of the inscription. The right hand stroke of any one may be given a graceful, sweeping curve over the top of the rest of the word.

SIMILAR TO BRUSH SCRIPT.

The style of the short pen work is not unlike brush script in general lines, but varies some in details and the letters must never be connected as the script is, but a nice, uniform letter kept at all times, with the letters always on the same slant. Some practice will be required to get the letters to slant the same. Letters such as A, W, X, Y and V, that already having slanting strokes are the most difficult to get right; however, if you follow the plate and practice them there should be no difficulty.

THE PANEL A PEN CARD.

A favorite card with stores of the better class is the long panel, and being long and narrow it is

adapted to pen-lettering more than brush work. Pen lettering is neater than that made by a brush of a similar width.

The panel, when well lettered and an illuminated capital or a fancy corner piece used, makes an effective sign and is much more refined in appearance than the larger card with heavy black face lettering. This card is particularly adapted for use in men's wear displays.

The panel as shown here shows the adaptation of the first word heading, *i.e.*, the first word forms the heading and reads right on without breaking. The paragraphed idea is also used in this card as it is recommended for use in all kinds of advertising. Each paragraph should contain a well defined thought, so that if only one is read it will convey a meaning and not depend on the others. People will read a series of short, crisp paragraphs and get the whole story in a nutshell, whereas, if the same matter were written in solid, the tendency is for them to overlook it. For instance, the statement, "the simpler the form of decoration the better." You at once get the meaning and it is simply this, the use of elaborately decorated cards is not convincing, for the mind is taken from the wording and centred on the decorative parts, which should be avoided.

Forget speed sometimes and practice perfection. The great tendency to-day is to try to get the speed before the real formation of the letters is mastered. This leads to the indifferent appearance of cards so often seen in our stores—it promotes carelessness.

THE LANDSCAPE CARD.

An effective style of window card is the landscape panel. This is cut in a length about 18 inches

CLASSY SUITS

Every little detail stands out as a label of superior workmanship and value.

\$35⁰⁰ Special

Landscape card illustrating the combination of brush and slant pen lettering.

Plate N^o 16 - Slanting Pen Lettering *Capitals, Lower Case, Numerals*



Aa *Nn* *aa* *bb* *cc* *dd* *ee* *ff* *gg* *hh* *ii* *jj* *kk* *ll* *mm* *nn* *oo* *pp* *qq* *rr* *ss* *tt* *uu* *vv* *ww* *xx* *yy* *zz*
1 *2* *3* *4* *5* *6* *7* *8* *9* *\$* *c* *o* *o*

The Short Cut To Success-Practice

This plate describes the various strokes used in the formation of the popular slanting pen lettering.

PANELS

when lettered well, make very attractive show cards.

The simpler the form of decoration the better.

Forget speed sometimes and practice perfection.

A Good Style of Card for Mens' Wear Displays...

Panel card demonstrating the paragraph idea in show cards.

white margin around. This card shows a sample of refined price-quoting.

The heading and price stands out strong while the descriptive reader points out the style features. The landscape card must be placed on the floor of the window resting against a hidden support, or held on a low easel stand to give the best effect.

Little or no decoration is necessary in a neat, well written show card. One thing that should be avoided is the combination of slanting heading, slanting reader and slanting price.

If the heading is lettered with a straight style, as the accompanying landscape card, the price, if any, should be the same, but the reader can stand to be written in the slant style.

GOOD PEN PRACTICE.

A practice which is beneficial to the beginner is the series of scrolls as shown in the lower right hand corner of the plate (No. 16). Hold the pen firmly, but not cramped, and try a right to left motion, giving quick, sure strokes. Then try the reverse and you will find that it will instil confidence in yourself. Note the position of the pen in the hand as illustrated in the corner of the plate. Use Letterine slightly reduced with water if too thick to work freely.

For further information re pens, inks, etc., write to the author, care of Dry Goods Review, 143 University Avenue, Toronto.

and not more than 8 or 9 inches wide. It must be lettered small and in the centre, leaving a good

In this group of cards, cover-paper was used, with back of stiff card-board in a darker shade. Greys and browns make the most effective cards lettered in white with black lines underneath. The ends as seen can easily be "curled" by heating a small round iron and twisting around same. This style of card always harmonizes with a well trimmed window, is inexpensive, effective and lasts much longer than the much-used white cards.

By Edwin E. Bell, manager
Thornton & Douglas, Limited
Guelph.



Model Opening window of Men's Clothing. Veneer panels with metal trimmings and floral background, supporting store monogram design, applied effect. Pedestals and tables to match.

Backgrounds of Veneer

Inexpensive Material that Gives the Rich Effect of Solid, Highly-polished Woods --- Adaptable for Matched Panels and Other Effects.

IN window backgrounds there has been a development from lace curtains, sliding sashes, etc., to beautifully finished mahogany, walnut and other woods, panelled and with or without mirrors. Great saving has been effected by the adoption of semi-permanent designs which, however, take time to build, and are often too expensive to change for every occasion, such as openings and special sales.

Costly backgrounds of richly polished woods have been found most effective in securing proper light and color effects for goods displayed. In the long run these backgrounds are not expensive. Another reason wooden backgrounds are appreciated is that they are easily accessible by means of sliding doors, and because goods do not have to be banked up to make a background for those in front. Besides, there is less loss through fading, dust and crushing.

One of the materials that is being used very satisfactorily to-day is wood veneer. It is a thin

layer of wood (one hundredth of an inch thick) mounted on thin board, pulp board or asbestos, giving all the effect of solid wood.

Any natural finish is applied, including plain ash, birch, maple, walnut, mahogany, curly birch, curly and silver grey maple, quartered oak, circasian walnut, select and extra select Peruvian or East Indian mahogany, magnolia, cypress, rosewood, satinwood and figured walnut.

Veneer is usually done in panels or applied designs, and attached to studding or framework. There is no depreciation through atmospheric influence, and it is claimed that it does not buckle, warp or check. When properly matched, its perfect beauty is seen, and, for this reason, high-grade logs are chosen with a view of preventing any looseness in matching.

When ready to be installed, wood veneer comes in any length from 2 to 6 feet, and from 6 to 24 inches wide. It is pliable, and can be moulded into coves, columns and arched ceilings, but it is attached mostly in panels with panel strips and mouldings. It does not take any unusual mechanical ability to apply, but care must be taken to have perfectly jointed panels.

Concluded on page 106.

C.W.T.A. MEN AND THEIR WORK

BEGINNING as a junior salesman in a boot and shoe store, Fred L. Kickley helped trim the windows in his spare time. The work interested him and he set about to acquire experience. To-day he is window trimmer, card and advertisement writer for the departmental store of D. E. Macdonald & Bros., Guelph, and second vice-president of the C.W.T.A.

FROM salesman in a shoe store to window trimmer, card writer and ad. writer in a department store, is my experience in a nutshell.

From the day I began selling shoes as a junior in a boot and shoe store, the trimming of the windows interested me to such an extent that I was

attending a window-trimming school. Before my course was finished I was trimming windows for Werthermer's department store on 8th avenue, where I gained much good experience. After some time I went with a decorating firm which had contracts for trimming the windows of exclusive stores throughout the city. Here's where I received the best schooling a young trimmer could have. Trimming windows in different stores every day is no easy task, and I was glad when an opportunity came to return to Canada.

Have been with D. E. Macdonald & Bros., Guelph, going on five years, and in that time have gradually assumed charge of the publicity end of the business. We have five windows about 9 feet x 7 feet, which I change once and sometimes twice every week, always keeping them neat and clean. On account of their size, I find that two pieces of goods suggestively draped, and accessories neatly arranged, or perhaps two units, makes the most effective window. One of our windows we devote to men's wear, another to ladies' ready-to-wear, and the balance to the remaining departments as they require them.

SALESMANSHIP IN GOOD WINDOWS.

A tasty window trim never fails to sell goods, and department managers are keen for space. This is allotted to the departments according to their sales records and the season's demands.

Store decorations are always carried out in harmony with the season, and I give careful study to ledge trims.

I make a great many of the fixtures used in connection with my work, and no trimmer who can handle a hammer, saw and nails, should be without stands of his own make and ideas.

I write all my own cards—using half and quarter sheets for the windows and smaller sizes for store price tickets. For special sales I use cards of one color throughout the store and windows. On the sample card enclosed, the words "correct styles" is lettered and shaded with a No. 9 red sable rigger,



FRED. L. KICKLEY

Window trimmer, card writer and ad. man for
D. E. Macdonald & Bros., Guelph, second
vice-president Canadian Window
Trimmers' Association.

willing to devote my spare time to assist trim them. In a year's time I showed ability in this direction, and the windows were handed over to me.

VALUABLE EXPERIENCE.

A sample copy of a trade newspaper gave me my first inspiration to become a department store trimmer. One month after receiving this copy I had quit the shoe business and was in New York

the small lettering being executed with No. 1½ soennecken pen. Plain white cards lettered in black are my favorites for general use.

Now for a Quick, Final and Decisive Wind Up of This January Clearance Sale

Ladies' Coat, With Skirt, Knit and Coat, Also Skirt & Wrap in Single Piece

All Men's Winter Overcoats Greatly Reduced in Price

Ladies' Fur Robes

Entire Stock on Sale

Men's Suits 25% to 50% Reduced

Men's Underwear - Can't Use and Sewing Costs All Reduced

Boys and Youth Overcoats Reduced

Men's Suits 25% to 50% Reduced

Changes of Wall Paper

Notice: This Store will Offer 4 in. Services During Winter Months.

D. E. MACDONALD & BROS.

A specimen of advt. work by F. L. Kickley for D. E. Macdonald & Bros. Shows a good conception of requirements in news display and arrangement.

ADS., WINDOW CARDS WORK TOGETHER.

Two years ago the advertising was turned over to me. Always having been a keen student of advertising I was not long getting the run of this department. I never miss an opportunity to learn from a fellow scribe, and read every good article on advertising that I can lay my hands on. I try to

Correct Styles

from
our
Ready-to-wear
section.

The words "correct styles" are lettered and shaded with a No. 9 red sable figger and the small lettering with a No. 1½ soennecken pen. By Fred. L. Kickley.

keep in touch with the goods in all departments and in that way have a thorough knowledge of what we have to advertise. We believe in truthful copy and in no case will we exaggerate value or quality. A disappointed customer and a knocker for the store is sure to be the result of exaggeration. For special sales and events we always have the ads., windows and show cards work together. For instance, last month this idea was carried out with good results. The windows had everything priced with yellow tickets to correspond with the tickets on counters and cases throughout the store—the goods that were advertised were shown in the windows at the same time as the ad. appeared.



Store of D. E. Macdonald & Bros., Chelph. There are two entrances with two windows on each side. One window is reserved for men's wear lines exclusively. View shows a shipment of wallpaper in which the store has a strongly specialized department.

INSPECTS MERCHANDISE HIMSELF.

In ample time before the advertisement is to appear, I collect from the buyers the items to be featured, and if possible inspect the merchandise myself. Some of the copy furnished by department managers is carefully studied out and cleverly written and can go into copy without changing a word. We keep a mailing list for each department, and use this means quite frequently.

I never miss an opportunity to visit the larger cities, because that's where we get fresh ambition and new ideas.

Mr. Kickley has won several prizes for windows. Two years ago he secured second in a Hermsdorf hosiery display contest which was open to all trimmers, and he has frequently been awarded prizes in the Review's monthly competition, open to the window trimmers of Canada. At the organization meeting of the Canadian Window Trimmers he was elected second vice-president.

Farnham Board of Trade

Farnham, Que., has established a Board of Trade with the intention of uniting the business men of the town so as to make the advantages of Farnham known to the outside world as a suitable



ROBERT C. WILKINS

Overall manufacturer, elected President of Farnham Board of Trade.

location for manufacturers and also for their own benefit and protection. The officers of the Board are:—Robert C. Wilkins, president; James Desnoy-

ers, dry goods merchant, 1st vice-president; W. S. McCorkill, 2nd vice-president; P. W. Jutras, secretary-treasurer.

Council—A. E. D'Artois and Alf. Desautels, general merchants; John Wilson, E. E. Turner.

With officers such as these there is no doubt of the success of the Farnham Board of Trade.

All Departments on One Floor.

The store of Dillon & Shaw, Castor, Alta., was first started in Williston about one and one-half miles from Castor, but when Castor lots were sold in July, 1909, business was moved to present site. The firm carry on a general business in dry goods, men's furnishings, house furnishings, boots and shoes, crockery and groceries, and have a turnover of \$150,000 a year.

The active partner of the firm, Geo. M. Dillon, was elected mayor of Castor two months ago.

All departments of the store are arranged on one floor and an examination of the accompanying plans and photos shows how effectively this has been done in order that different sections may be easy of access to customers.

Castor is the fourth largest town in Alberta at the age of two and one-half years. Its site in 1909 was an undulating prairie. To-day the town has 2,000 people. It is surrounded by an excellent mixed farming district.

Backgrounds of Veneer.

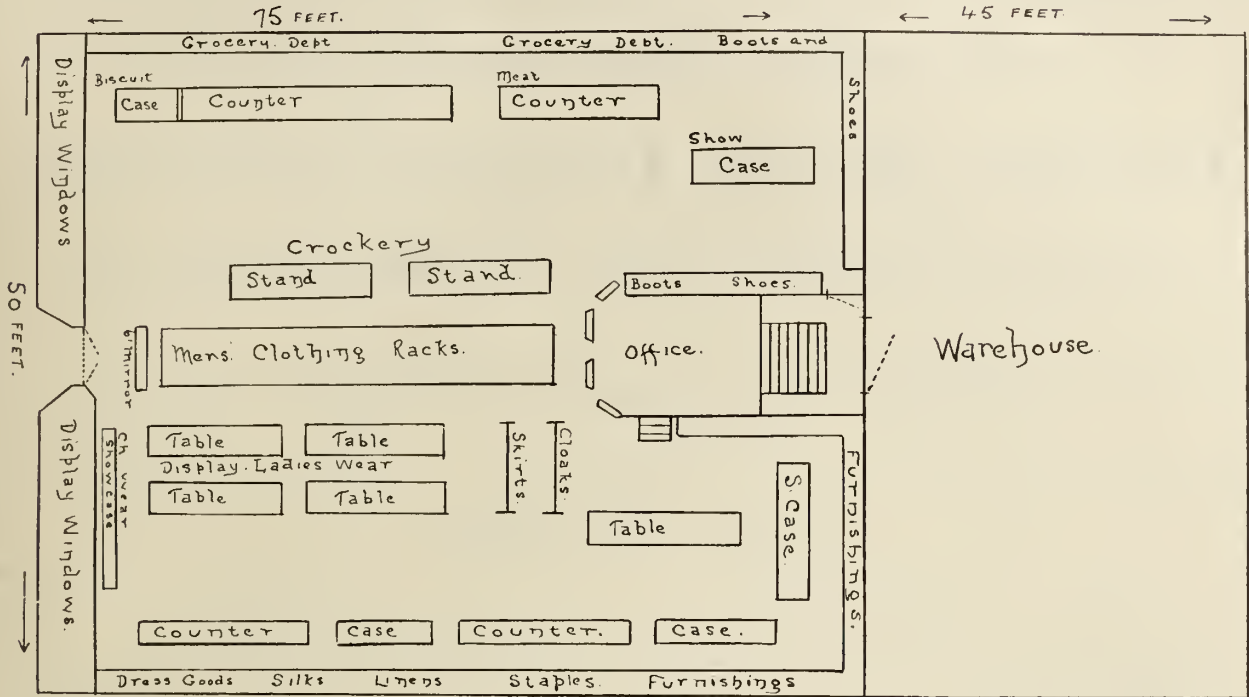
Concluded from page 103.

By cutting such very thin layers from the log it is possible to give a repetition of the plume or grain, making a figure in each panel, and it is this matching which adds to the beauty and exclusiveness of each background. By combining woods and colors of wood finishes some highly effective period and decorative schemes are obtained, either inlaid or solid panel, equal, if not superior in appearance and finish, and practically a solid wood panel.

Window trimmers in planning new backgrounds of veneer for Spring openings, are carrying out many original ideas. It is also practical to finish window display fixtures with veneer wood to match, thereby securing perfect harmony.

It is estimated that the cost is one-fifth as much as for solid mahogany. Exactly the same window facilities are possible, and the reflection of light is fully retained.

How a Western Merchant Arranged His Men's Wear and Other Departments on One Floor in a Store 50 x 75 Feet



Floor plan of Dillon & Shaw store, Castor, Alberta. Note arrangement, all departments being on one floor, with large warehouse in rear.



Men's Wear section of the Dillon & Shaw store, Castor, Alberta. This view is interesting when it is considered that all departments are arranged on one floor.

Twenty-Six Valuable Prizes

First Annual Contest—August 1912

Canadian Window Trimmers' Association Awards to be made at the Toronto Convention

Handsomely Engraved Silver Loving Cup. Five Gold and Silver Medals.
Air Brush. Special Manufacturers' Awards.

Terms of Contest

All members of the Canadian Window Trimmers' Association are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.

Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.

Photographs must be of this year's work, and must not have been submitted in any other contest or published elsewhere.

All photographs to be forwarded to the secretary at time goods are displayed to be filed for Grand Prize. Pictures will be returned to contestants after the Convention, if requested, except classes 10 and 12.

Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.

All windows, unit trims or show cards to be available for publication in Dry Goods Review.

Contest Closes August 1st, 1912.

Importance of Awards. - Points Considered

All Decorators and Cardwriters, aiming at proficiency or better results will submit photographs in different classes because each award stands for individual success and distinction. The honour to be gained is valuable. To receive a prize in any of these classes it is assured trimmers they must submit their best work and efforts to gain such distinction. Each award is a lasting testimonial, designates a premier position and is considered as such by competent judges and fellow trimmers.

Prizes will be beautifully designed and engraved with trimmer's name, date, class or proficiency it represents. Every trimmer has an equal chance in competing with trimmers working under similar conditions, windows, appropriations and merchandising schemes. Compete for Grand Prizes and Special Prizes and send along photographs.

In judging windows submitted, the judges appointed by the Prize and Reception Committee will be disinterested. Each display is to be considered as to its merits under the conditions implied in each class. Three trimmers of recognized authority will be appointed judges and will award prizes for attractiveness, originality, selling merit and general effect gained for merchandise shown, relative to the different competitions.

Classification of Prizes:

Annual Grand Prize—Silver Loving Cup, presented by Dry Goods Review

Class 1—Silver loving cup, suitably engraved, for the best collection of good or original window and unit trim photographs submitted by contestants during the year. Cup to become property of the winning decorator each year.

Original Windows

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

Merchandising Windows

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

Holiday or Opening Windows

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

Men's Wear Windows

Class 5—Open to men's wear trimmers of Canada.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

Cardwriters' Grand Prize — Air Brush, donated by Paasche Air Brush Co., Chicago

Class 6—Fountain Air Brush, Model F., for best collection of show cards and practical tickets submitted by contestant showing work used in actual merchandising.

Floral Decorations

Class 7—Open to all trimmers.

1st Prize—\$10.00 in cash.
2nd Prize—\$5.00 in cash.

Awarded by Botanical Decorating Co., Chicago. For best window or interior decoration trimmed with artificial flowers.

Unit Trims

Class 9—Open to all trimmers.

1st Prize—\$10.00.
2nd Prize—\$5.00.

Awarded by Clatworthy & Son, Ltd., Toronto. For best unit trims or displays on metal fixtures (dry goods or men's furnishings) and combined arrangement of same.

Background Suggestions

Class 11—Open to all trimmers.

1st Prize—Brass candlesticks.

Awarded by Toronto Brass Mfg. Co., Toronto. For best practical background suggestion or period setting.

Best arranged Men's Wear Store or Clothing Department.

Class 13—Open to all trimmers.

1st Prize—\$10.00
2nd Prize—\$5.00

Awarded by Taylor Manufacturing Co., Hamilton, for best Men's Clothing Section or Exclusive Men's Wear Store equipped with Taylor-Made Rack System.

Original Drape or New Form

Class 8—Open to all trimmers.

Prize—Gold-headed cane.

Awarded by Dale & Pearsall, Toronto. For best original drape on any of their fixtures or forms, or for new model stand and drape suitable for commercial purposes.

Best Dressed Show-cases

Class 10—Open to all trimmers.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

Awarded by Jones Bros. Co., Ltd., Toronto. For best dressed showcase, any line of merchandise in cases manufactured by this firm.

Best Show Case Display

Class 12—Open to all trimmers.

1st Prize—\$10.00.
2nd Prize—\$5.00.

Awarded by Joseph R. Wilson, Toronto. For best counter or case displays fitted with (Essex) S. X. display racks. Any suitable line of merchandise.

Best arranged Ready-to-Wear Showroom.

Class 14—Open to all trimmers.

1st Prize—\$10.00
2nd Prize—\$5.00

Awarded by Taylor Manufacturing Co., Hamilton, for best Women's Ready-to-Wear Department equipped with Taylor-Made Rack System.

Scenic Background Prizes, awarded by Calkins Studio, Chicago

Class 15—Open to all trimmers.

1st Prize—\$25.00.
2nd Prize—\$15.00.

For the most effective window trim or store interior decorations submitted, using scenic effects, no stipulation being made as to whom scenic effects are made by.

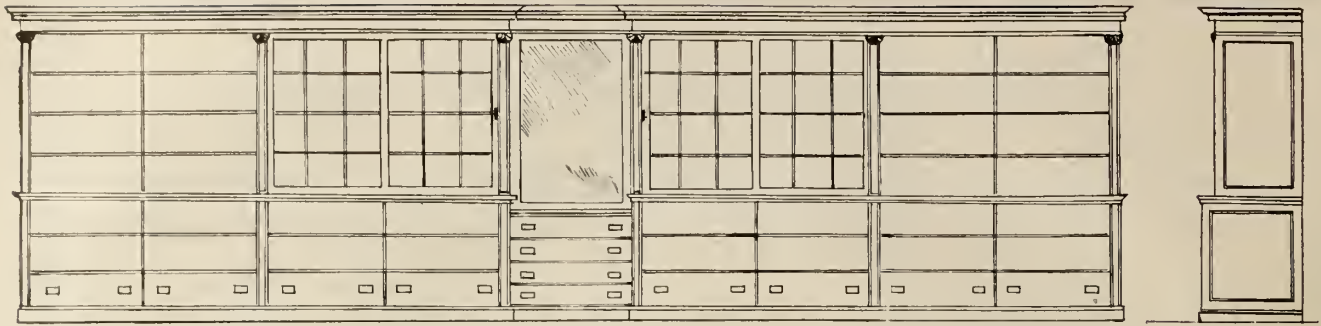
Canadian Window Trimmers' Association

143 University Ave.

Toronto

ADDRESS ALL COMMUNICATIONS TO THE SECRETARY

Please mention *The Review* to Advertisers and Their Travelers.



24 ft. wall case on north side, Marks & Price new men's wear store for collars, neckwear, shirts and accessories—Double slide panel doors and centre stand for cash register with mirror background.

Marks & Price Open Men's Store

New Establishment has Corner Location on Yonge Street, Toronto—Manned by Specialists—Description of Display Facilities—Fire-place and Settee Introduced.

MARKS & PRICE, a new firm handling "Fit-rite" clothing and men's high class furnishings, are opening a splendidly equipped store at the north-west corner of Yonge and Gerard streets, Toronto. They expect to be ready to open their doors for the Spring season between now and March 1st.

The principals of this partnership are thoroughly conversant with the demand of city clientele.

J. M. Marks has successfully conducted a specialty merchant tailoring shop, corner Yonge and McGill streets, for the past eight years. He was for nine years cutter for Score's, King street. This experience and business connection will be applied to advantage in the new store.

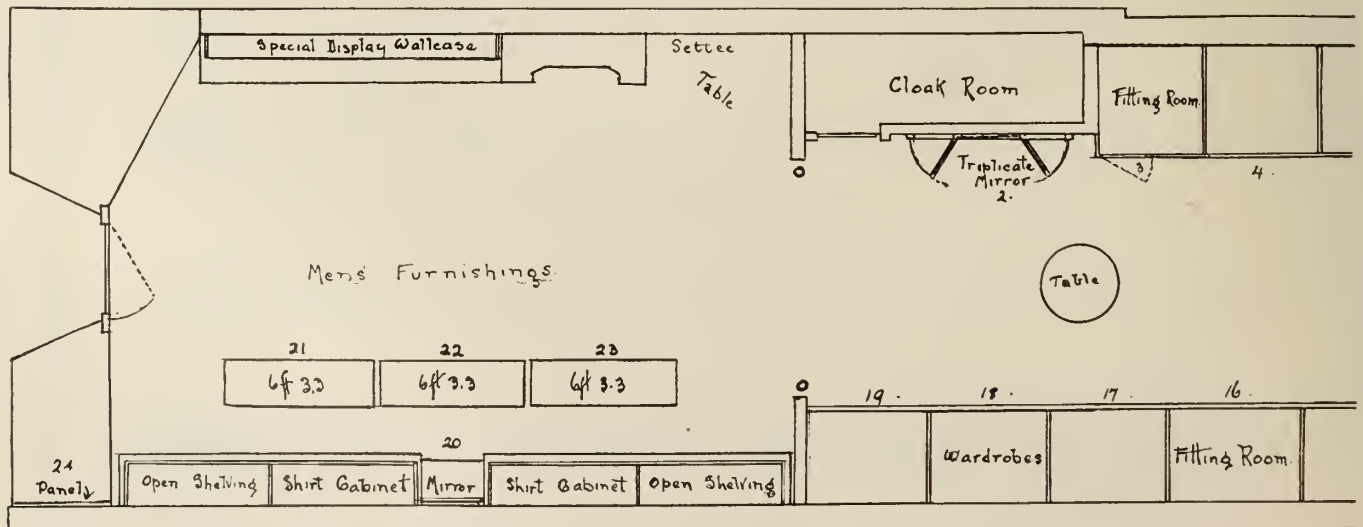
Stewart Price has had ten years' experience as salesman and manager in the Dunfield-Bellinger stores. Latterly he had charge of the clothing section of their new branch, corner of Yonge and Buchanan streets. He is a specialist on furnishings

and clothing styles, fitting, merchandising and selling.

The new clothing and haberdashery shop is 22x110 feet with two display windows, with one of them facing both streets. (See plan). A workroom 21 ft. x 40 ft. on the second floor is served by side and rear window lights and well ventilated. Modern appliances and machines, pressing tables, etc., have been installed.

AIDS TO SALESMANSHIP.

Interior fixtures in all departments are cleverly planned to make best use of space and layout as an aid to salesmanship. On first view a general colonial effect is given by a series of arches with pillar supports, dividing the store into those sections devoted to men's furnishings, suits, overcoats and piece goods. All cases, tables, counters and woodwork are in quarter cut oak, as a most satisfactory background to display goods. All metal parts are burnished brass or nickel.



Marks & Price new men's wear store, corner Yonge and Gerrard Streets general plan, showing fixture layout and departments—size 22 x 110 feet.



Interior view new Marks-Price store and arrangement of fixtures showing wall cases and wardrobes. Note fireplace on left.

HAD FIXTURES ARRANGED.

The cases and wall fixtures are particularly adapted to the several purposes for which they are intended and combine several practical and distinctive improvements. The first section, inside the door, is reserved for men's furnishings. There are two individual display wall cases for ties, shirts, collars and hosiery built to conserve space. A novel departure is a gas log grate with slanting mirror above the mantelpiece for demonstrating neckwear. A corner settee and table of current magazines is furnished as a rest or waiting room.

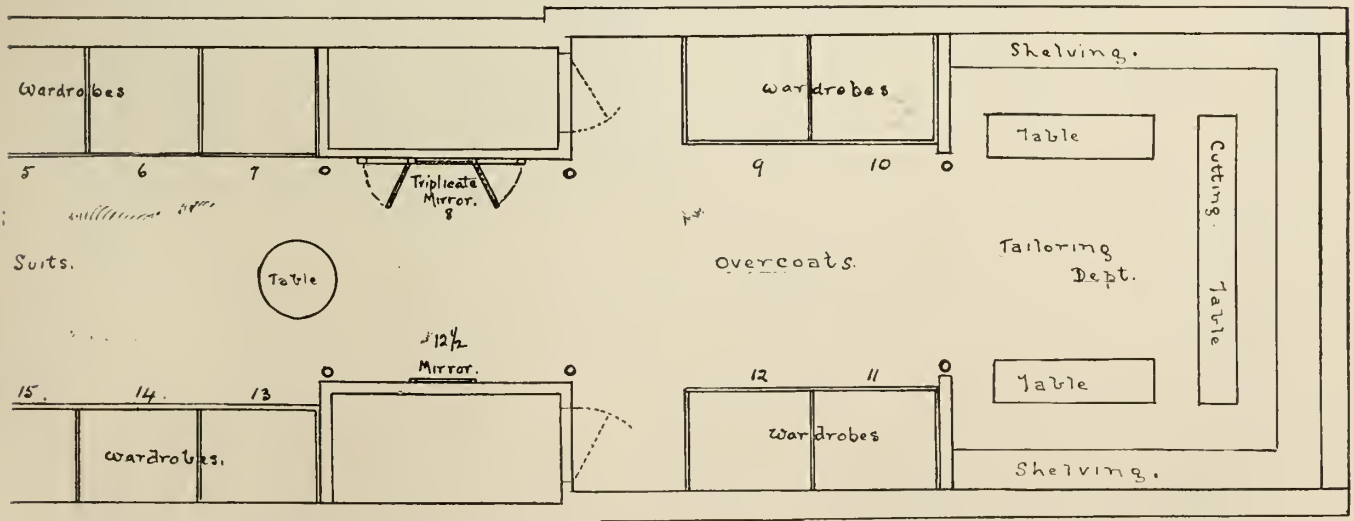
Three all-glass floor cases elevated on carved 12-inch legs have been chosen for the floor.

Fully eighty-five feet of clothing wardrobes are necessary, and those installed are duplex cabinet

style with a slide drawer for reserve stock. This locker fits in under each rack. One size of each style of garment only is hung on a rack, while surplus stock is immediately available. Space otherwise lost or faced with panels is used to good purpose. The cases are finished inside as well as out by the manufacturers and present a very fine appearance.

A cloak cabinet for employes is fitted up near the centre of the store and, almost opposite each other, are two good-sized fitting rooms. Two triplicate mirrors simulate doors to lockers and have reflecting mirrors opposite. This section is for men's suits and, beyond the arch space is reserved for overcoats. A large showroom 16 ft. x 22 ft. is laid out at the rear for the tailoring department, cut-

Concluded on next page.



Several unique ideas are carried out; one being the introduction of a fire-place, with settee, magazine table, etc.

Stripe Effects are Strong

They are Featured Prominently in Materials Selected for Next Fall and Winter --- The New Overcoatings.

WHOLESALEERS and makers-up of men's and boys' clothing have about finished the placing of orders for cloths. In selecting suitable materials, the tastes of many leading manufacturers appear to be along the same line.

Suiting materials featuring stripe effects in tans, browns, and greys, constitute the bulk of the sales. Browns have been taken by all the clothing houses that make ready-to-wear garments. Some orders consisted of four browns out of five numbers, while others, consisting of ten or twelve numbers, contained at least eight brown or tan cloths. This shows at a glance, the trend of opinion in regard to business for Fall and Winter 1912-13.

Greys have been taken to a moderate degree; enough being introduced among the selections so as to constitute a liberal variety of color and patterns showing.

Stripes all the way from a fraction of an inch to an inch or wider, are among the selected lines. The self-colored striped effects are very marked on looking over the outlay. Where a stripe is shown in a contrasting color, the contrast is very mild, all sharp contrasts being for the most part eliminated. As these selections featured those of the foremost clothing concerns, it is unnecessary to emphasize the importance of the foregoing in regard to what will be seen among leading clothing samples in the near future.

MOSS EFFECTS IN OVERCOATINGS.

Overcoatings featuring the "moss" effects, are very prominent in these selections for Fall and Winter. Diagonal effects, beaver and melton finishes, are particularly good. In looking over the favored lines shown by one large manufacturing house, at least 60 per cent. of the overcoatings featured these effects.

The moss effects are a modification of the napped features which are shown in various lines of cloths for men and women. While the napped materials will be popular in certain departments, the moderate "moss" effects will be favored by the great class of popular-priced garment buyers.

Diagonal effects shown in high-class numbers, are also given a prominent place in the popular list. But it is principally in the better lines that these cloths are featured to the full effect of color and pattern make-up. Of course the cheaper lines contain as many varieties of patterns and colorings as do the better grades, but the rich tone of the "quality" line is absent.

THE COLOR RANGE.

It must not be supposed by the foregoing, that browns and greys are the whole line. These make-ups are only the style trend for the seasons. A part from these colorings, there is the usual large assortment of checks, stripes, plains and mixed cloths in all colors and qualities.

Navy's, in plain and pin striped effects, are shown in the picked assortments. Broken checks in all sizes, from the small shepherd's plaid to the inch size, are all more or less prominent.

The overcoating trade is gaining from year to year. Many high-grade garments are now being manufactured by ready-to-wear houses.

It should not be omitted that a soft moss green shade is introduced in many of the overcoatings. In fact, green is quite a popular shade, being mentioned in the majority of popular lists of colors in various departments.



Marks & Price Open New Store.

Continued from page 111.

ting table, display tables and shelving with part for office and business desks.

THE LIGHTING SYSTEM.

In the artificial system of lighting, windows are supplied from holoplane lamps and reflectors throwing a general light downward. Each window is fitted also with rich glass globes hung on three chains but reflecting upward and semi-direct. This is a satisfactory plan, as clear even light is obtained that does not dazzle. Store lighting is ample, being a series of large frosted bulbs suspended on bars series of large globes hung on chains identical with those used by Rogers Peet, New York, and other large departmental or exclusive men's wear stores.

The walls of the store are covered with green burlap to oak moulding, and completed with a paper of brown medallion leather effect to the ceiling which is done in natural ingrain.

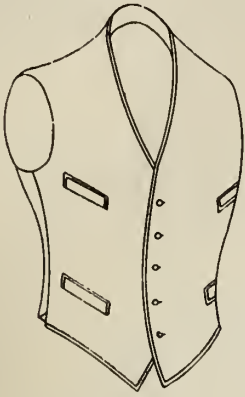
A PROPITIOUS NAME.

Altogether this is a well arranged store, which, when stocked, will be among the finest exclusive men's wear shops in Toronto, both as regards to equipment and class or quality of stocks.

Marks & Price will be in a position to cater to a select trade and if the firm name is any suggestion of foresight in conducting an aggressive business there should be no doubt of its success.

Prizes For Good Work

See announcement of window trimmers' prize competition on pages 108 and 109 of this paper. It contains information of paramount interest to window trimmers and card writers.



Miller Brand Washable Clothing Leads

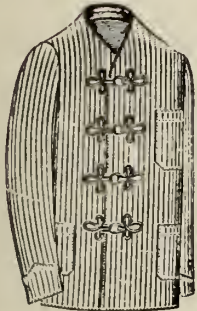
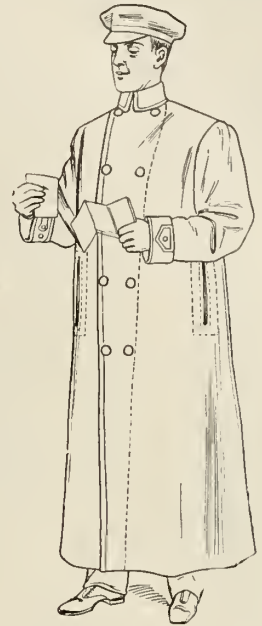
We Specialize on Militia and Cadet Uniforms and all duck clothing for

Barbers, Waiters, Cooks, Butchers, Dentists, Doctors, Bartenders and Porters

Full Dress Vests	Abattoir Coats
Fancy Vests	Surgeons' Gowns
Duck Band Uniforms	Ladies' and Men's Auto
Hospital Linen Supplies	Coats and Dusters
Club and Hotel Linen Supplies	Duck Pants
Carpenter, Butcher and Waiter Aprons	

Boy Scout and Girl Guide Uniforms and Accessories.
Anglican Choir Vestments and Geneva Choir Gowns.

Write Dept. No. 1 for Illustrated Catalogue.



The Miller Mfg. Company, Ltd.
251-253 Mutual Street, TORONTO



ALL 'ROUND SATISFACTION
to yourself, to your customers, and to us in the

CHALLENGE COLLARS

Live merchants everywhere find these collars the best money-makers in the collar trade. They give their customers real satisfaction.

Our Rubber Brand at \$1.80 dozen and our Pyralia Brand at \$1.50 dozen are quarter as heavy again as higher priced lines of other makes.

Send for sample of our \$1.25 Outdoor Brand.

SAMPLES ON REQUEST.

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue,

Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agent: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



Bird-of-a-Sale, Unique Clearance Idea

How L. R. Tobey Played Up a Suggestion Obtained From a Cartoon
 --- Considerable Work and Expense Involved, but it Paid --- Constables
 Had to Keep Crowds Back --- Some Remarkable Value Features.

MANY readers of the Men's Wear Review have undoubtedly noted that during the past month several merchants have been using a very unique advertisement as the vehicle of an equally unique idea in January clearance events, "A Bird of a Sale." It was a Tobey advertisement, and like almost every piece of advertising originating in the store of the "Two T's," Hamilton, it was designed to command attention in an unusual way. By playing up a strong expression to the last notch, the advertisement may be said to have set at naught some essentials of so-called dignified advertising. It ignored all grooves and shattered some traditions as regards layout, material and general construction. The results, however, seem to have justified the means.

CARTOON SUGGESTED IT.

L. R. Tobey, author of the advertisement, states that he obtained the idea from a cartoon that he saw some time ago in an American paper, when a politician was cartooned as a bird. He seized the idea, and he made up his mind that he would call his sale for January, 1912, "A Bird of a Sale."

"Four years ago," he states, "I held a sale here called the 'Green Seal Session,' and put a booklet into every farmer's home who owned property within forty miles of Hamilton, and in every home in Hamilton. Two years ago I sprung another called 'The Whale of a Sale,' and did the same thing.

THE WORK ENTAILED.

"This year I sprung this sale the Saturday before New Year's. I had 9,000 envelopes printed in a private printing office, where nothing would leak out. In giving in the copy, I dated the sale to start January 15th, and end February 15th, and just before the booklet went to press I gave the correct dates.

"As the Italian says: 'He getta the business.' I addressed eight thousand of those booklets, covering the whole district outside of Hamilton, put stamped stamps on them, sorted them all out according to the post office, had all this work done up at my home, and on Thursday, December 28th, handed them in the post office, and all they had to do was to place them in the bags. I guess it was the first time mail was ever turned in in that condition; but Christmas week is a busy week in Hamilton post office, and forethought and courtesy wins with everybody.

To 6,000 HOMES.

"I had six thousand of these booklets delivered to six thousand homes on Friday, by a delivery company, and sent seven hundred to men having telephones throughout the city of Hamilton, including banks, factories, etc., and the returns have been immense.

"For the opening day I ran four specials. The first was announced No. 1—Boys' \$5 suits for 50c. I bought them for 75c. a piece. They were plain trousers, not bloomers, but good value. Announcement No. 2—Boys' two-piece suits at a dime. A wholesale firm that I do business with gave me those. Announcement No. 3—Men's \$7.50 suits for 75c. Those were some suits that cost me \$3.75 each.

"I took a half page in one of the papers instead of a page, and that \$30 went as advertising.

"The overcoats at \$3.50 were certainly good; I bought them for \$3.50. Table No. 14 at 25c., was stiff front shirts and soiled goods, odds and ends that were no good to us, but good value for people after they were washed.

STORE WAS JAMMED.

"When we opened our doors in the morning, in five minutes the place was jammed. You never saw

RARE BIRDS THAT WE HAVE KNOWN

A BIRD OF A SALE

Clothing
Hats and
Furnishings.
The 2 T's,
50 and 52
James St
North,
Hamilton.



Commenc-
ing 9 a.m.
Saturday,
Dec. 30th,
and
ending
Jan. 30th.

Booklet issued to selected list of customers, containing an array of values. Although the cut does not show it, the name of each bird indexes a page of the booklet.

THE KINGFISHER, length seven inches, a shy bird, may be seen on the upper part of the Thames, England; lives on fish it catches itself. This is the bird we have selected for the emblem for our sale. We are fishing for business, and it is the King of Hamilton sales. The Kingfisher uses no bait, or do we, just straight business.

THE KINGFISHER

THE DO DO

THE NIGHT OWL

THE COCKATOO

THE CHICKEN

THE PARROT

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS

BDA

BDA



THE BEST
ITALIAN
LININGS
BEAR THE

KIRK

STAMP AS BELOW:



BDA

KIRK'S PERMANENT FINISH †

There are two finishes with this name as a guarantee of excellence in brilliancy, permanency and strength.

- (1) The Original 'Permanent Finish.'
- (2) 'Velper' (Reg.)

The Velvety Permanent Finish for those who prefer a soft handle.

KIRK'S
PERMANENT FINISH

KANTKRACK



KANTKRACK



Pat. Feb. 20, 1906
 " May 5, 1908
 " Oct. 27, 1908
 " Oct. 27, 1908

PERFECT FIT

that ensures the highest degree of comfort and the neat appearance indispensable to every well-dressed man goes with the KantKrack Collar. The patent flexible lip receives the strain in front and the patent slit in the back prevents the annoying pressure on the neck from the back button. The

COATED LINEN FABRIC

gives all the distinction of the finest linen collar and makes the cheapest of all collars to use. A quick rub every morning with a wet sponge keeps it ever new. Handle the KantKrack.

MADE IN CANADA BY
 THE
Parsons & Parsons
 CANADIAN CO.
 Hamilton :: Ontario

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses.

PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street :: BRADFORD

BDA

(Copyright)

anything like it in your life. Men and women fought to buy stuff. We had the door locked more than a third of the day. We took over a thousand people out the back way.

"To sell the \$3.50 overcoats we put a salesman in our fitting room, piled the coats on the floor, and let the customers in one at a time. Altman's neck-wear traveler, of New York, held the door. A big, husky ex-policeman stood at the door, and said he would spoil anyone that went in until he was called. One fellow stood up in my office to take the money, and another clerk to wrap up the old coat. The total sales of all this cheap stuff wouldn't come to over \$300, selling it right out, and the balance of money that we took in was all reduced regular stock, as advertised in the booklet. We will not tell you how much money we took in, or you might think the lyre bird was working on our brain, or you might think it was Eaton's, of Toronto.

"You know, we add a bird each week. The first week a crow, the second week a lyre bird, and this week the stork. The business kept up steadily, and it was the greatest sale in our history.

IT WAS A CATCHY NAME.

"The two Macks, of Ottawa, put this sale on, and it took four policemen to keep the crowd in order.

"The name 'Bird of a Sale' seemed to catch on, and then you must back it up. The name is copyrighted, but I will be pleased to send any merchant the whole lay-out, cuts and copies of the ads., and it will cost but very little money. Any man who will handle it according to instructions will stir up his town or city as it was never stirred up before.

COST OF THE SALE.

"Now, the cost of this sale. Drawing and 125 posters for billboards and outside and inside of the store, \$130. 9,000 envelopes at \$3 per M, \$27. Nine thousand postage stamps, \$90. Frames and covering frames for inside and outside of the store, \$25. Delivering booklets around the city, \$11.75. Cuts, \$8; cards and price tickets for the goods and on the tables, \$26.30; constables to watch the store while the sale was on for the opening day and the following Saturdays, \$30. Newspaper advertising for the opening day, \$214. Total \$562.05; deducting the \$30 for constables, made \$532.05 expense before we opened our doors Saturday morning, and it paid.

MERCHANT MUST SEE BIG.

"It requires some nerve to lay out that much money on a chance, but I never went at a sale right but what we had wonderful success. If you're small, your buyers will not be able to see any larger

or farther than you. If you see big, you can make the public see big.

"Of course, we have been running a lot of advertising space each week since, that is not counted in this amount above. That was just the initial cost."

KINGFISHER THE EMBLEM.

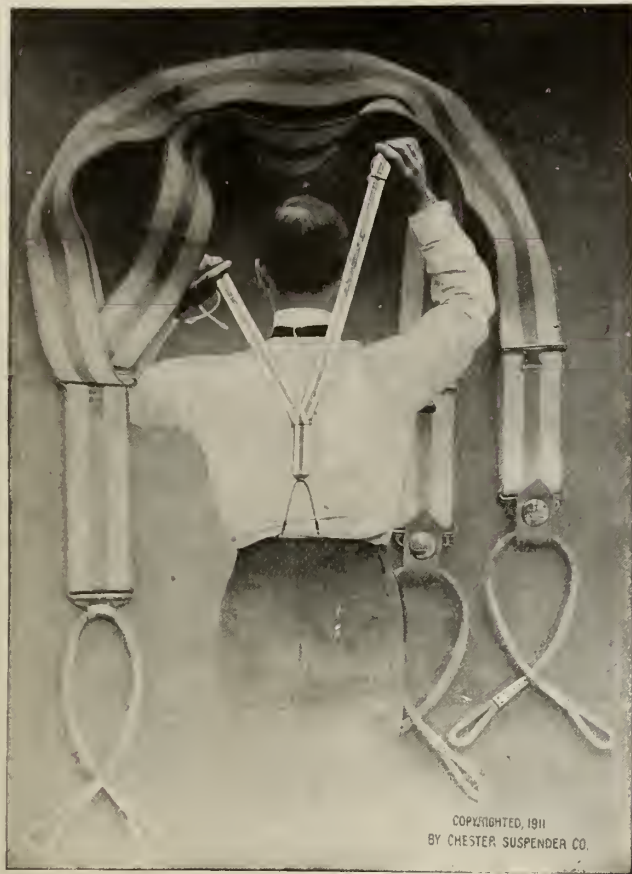
The cut forming the central figure of the advertisement is a cartoon of Mr. Tobey. He represents himself as a Kingfisher with a fish, "the public," in its bill. A paragraph from the advertisement explains: "The Kingfisher, length 7 inches, a shy bird, may be seen on the upper part of the Thames, England; lives on fish it catches itself. This is the bird we have selected for the emblem of our sale. We are fishing for business, and it is the King of Hamilton. The Kingfisher uses no bait, nor do we; just straight business."

The sale opened at 9 a.m., Saturday, December 30th, and ended January 30th. Each week a new bird with pointed descriptive matter was introduced in the advertisement. The sale was so arranged that at certain hours, values of a very attractive character were offered. For example—"At 2.30 in the afternoon we will sell ten men's \$7 tweed suits for 75 cents each. These suits must be worn out of the store."

"At 9.15 Saturday morning we will sell fifty boys' and youths' three-piece short pant suits. Cheapest in the lot \$5. Bird-of-a-sale price 50 cents. Only one suit to a customer."

These values explain the rush of sale business. Having drawn the crowd, the clearance prices on regular lines, backed up by proper salesmanship, did the rest.

How "The Bird of a Sale" idea has been adopted by merchants in other lines.



COPYRIGHTED, 1911
BY CHESTER SUSPENDER CO.

OUR NEW SLIP-BACK MODEL

Have Our Travellers Called
With the Spring Lines of

Chester Suspenders Chester Garters and Chester Leather Belts?

They are showing the most complete line of high-quality goods—and the prices are right.

Drop us a line if a representative has not called, and we will arrange to have you see all the Chester Novelties for Spring and Summer.

Halls Limited

MANUFACTURERS

BROCKVILLE - ONTARIO

Complete stocks carried at our Winnipeg Warehouse,
148 Princess Street

GET THE MEN COMING

Introduce a Good Line of Washable Garments for Men and You'll Get Them for all their Furnishings---We are Specialists

With a full line of "Defiance" garments you can cater successfully to all classes of men, and in doing this you not only satisfy them in laboring and outing clothes, but you're sure to get them coming for their better clothing and furnishings. Think this over. These are our lines:

Duck Trousers and Duster Coats

Barbers :	Butchers :	Grocers :	Doctors :	For the Boy :
Coats, Vests, in the best styles, well finished.	Coats, Frocks, Aprons---A splendid line.	Coats, Aprons, Dusters --- A 1 values.	Coats, Gowns, Caps, Operating accessories.	Boys' Scout Suits, Bloomers, Indian Suits, Cowboy Suits.

We also make Cooks' Coats, Porters' Coats and Waiters' Coats.

DEFIANCE MANUFACTURING CO.

LIMITED

COLLEGE AND BATHURST STS.,

TORONTO

Please mention *The Review* to Advertisers and Their Travelers.

FRANKLIN KNITTING MILLS

NEW YORK CITY

We are showing an entirely new range of pure silk Accordion Knitted Motor Scarfs and Ties. We have at our disposal the services of the best designers, and are, therefore, continually showing new styles and novel effects.



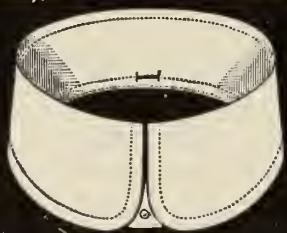
We are receiving new designs weekly from New York, and shall at all times be pleased to submit samples on request. We are also in a position to execute any special designs which our customers may wish to submit to us, sending samples before proceeding with such special orders.

AGENTS FOR WESTERN CANADA

SEWARD BROS., 251 St. James St., Montreal

AGENTS FOR TORONTO AND EAST

J. O. BOURCIER, Room 56, 59 St. Peter St., Montreal



RED-MAN BRAND
GRAYWOOD
EARL & WILSON

The best close fitting collar made in America. This is the collar that made Red-man Brand famous.

EARL & WILSON

Collars in Canada

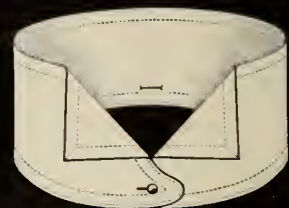
Red-Man Brand

NEW SHAPES FOR
QUICK DELIVERY

Address all enquiries to

A. E. ALTMAYER

c/o Earl & Wilson New York



RED-MAN BRAND
DOGWOOD
EARL & WILSON

A stylish Tab collar for afternoon wear.

The Review is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in "The Review." The paper that does things.

**"KING EDWARD"
SUSPENDERS**
Retail **50^{C.}** Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

Flat Brushes

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make. all sizes. We also handle

CARD-WRITERS' SUPPLIES

consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

F. HARRIS CO., LIMITED

73 King St. East, - - - Toronto

INCREASE THE EFFICIENCY
OF YOUR SALES FORCE BY
SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT
BUYERS

Write for Special Clubbing Rates



WATCH THIS SPACE FOR OUR LATEST STYLES

It's Profit you're after

It's profit we're all after—nobody is in business for the benefit of others alone.

To get continued profit you must get and keep the trade coming your way. You can do this with

"LINOLO"

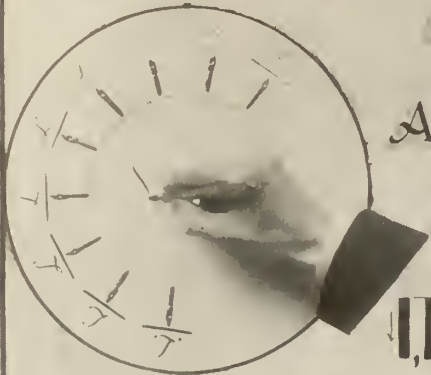
The Canadian-made, genuine, water-proofed linen collar with the aluminum non-corrosive eyelet which positively prevents broken buttonholes.

"Linolo" collars wear like iron. Our man now in your district will call. Write for samples.

**The Smith-D'Entremont
Company, Limited**

1475-77 QUEEN STREET WEST
TORONTO

Plate N^o 15 - Straight Pen Lettering *Capitals, Lower Case, Numerals*

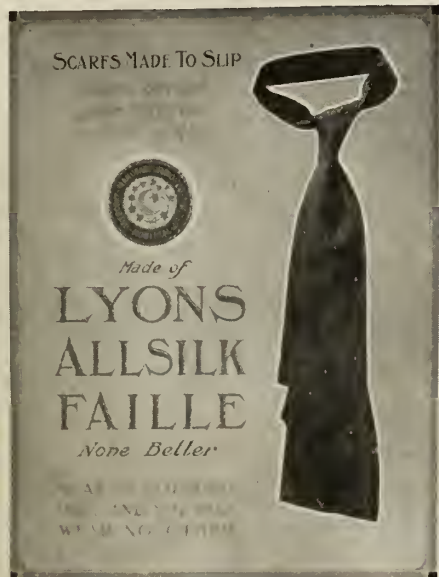


Aa /, /, A, A, a, a. Bb |, |, B, B, b, b.
 Cc C, C, c, c. Dd |, |, D, D, d, d. Ee
 |, |, E, E, e, e. Ff |, |, F, F, f, f. Gg
 C, C, G, G, c, c, o, o, g, g. Hh |, |, |, |, H, H, h, h. Ii |, |, i, i. Jj
 J, J, j, j. Kk |, |, K, K, k, k. Ll |, |, L, L, l, l. Mm
 |, |, |, |, M, M, m, m, m. Nn |, |, |, |, N, N, n, n.
 Oo C, C, o, o. Pp |, |, P, P, p, p. Qq C, C, Q, Q, c, c.
 Rr |, |, P, R, R, r, r. Ss S, S, S, s, s, s. Tt |, |, T, T, t, t.
 Uu |, |, U, U, u, u. Vv \, \, V, V, v, v.
 Ww \, \, W, W, w, w, w. Xx \, \, X, X, x, x, x.
 Yy \, \, Y, Y, y, y, y. Zz |, |, Z, Z, z, z, z.

1 2 3 4 5 6 7 8 9 0 \$ ¢
 ~ 2 2 2 ~ 3 3 1 4 4 1 5 5 5
 C C 6 7 5 8 8 C 9 9 C 0 1/2

A practical useful letter for pen work is described in this cut. Note particularly sizes of pens to use for different grades of work. (See page 110).

Get Acquainted with this Line



It will insure satisfied customers and increase your Neckwear Sales

THE HIT OF THE TRADE

44 shades in \$4.50, \$6.50 shapes.
(7 day delivery)

Showcards, like illustration, 14 x 11,
4 colors and embossed, will be supplied
with your orders.



Crescent Manufacturing Co.,
MONTREAL Limited



The Underwear
That "Outwears"

It outwears other makes nine times
out of ten; fits perfectly and is finished
elegantly.

Every stitch is honest—every fibre is
the best that money can buy.

A sample will prove to you that you
can't do better.

WRITE TO-DAY

Thos. Waterhouse & Co.
LIMITED
INGERSOLL ONTARIO

Agents:—
MONTREAL: Harold F. Watson, Weldon Co., Coristine Building
TORONTO: Wilson & Angus

WILLIAM LOCKIE & CO.
HAWICK, SCOTLAND

Do not place your orders before seeing this line. We shall
be glad to submit samples if your wholesaler is not carry-
ing them.

SCOTCH WOOLLEN VESTS in Pure Wool, Real
Angora and Pure Cashmere — 120 Designs



SEWARD BROTHERS
251 St. James Street Phone Main 4179 MONTREAL, P.Q.

HINTS TO BUYERS

A. T. REID & CO'S NEW LINES.

A. T. Reid & Co., Toronto are taking up two exclusive lines being featured by Keiser, New York, namely, one-piece Scotch wool knitted waistcoats and jackets in highest grades, and men's linen handkerchiefs put up in sealed packages, carried in handsome display cases which it has been demonstrated,



Bordered tie from the Spring range, Niagara Neckwear Co.

have had the effect of tripling sales of men's plain handkerchiefs in



men's wear stores. These two lines will be offered next month. A. T. Reid & Co. have also installed their own equipment for the manufacture of fine accordion knitted scarfs in best qualities only. Owing to the production of these lines in Canada considerably lower prices will be obtainable.

EXTENDING TRADE TO CANADA.

American manufacturers seem to be becoming more than ever alive to the enormous opportunities of business offered by the Canadian market, and whilst some are "marking time" and watching developments, others are

stepping in and making a strong bid to obtain a footing here, realizing the tremendous business which will be obtainable as the certain result of the rapidity with which we are progressing. The Franklin Knitting Mills are producing a variety of accordion knitted goods and the range, particularly of ties, is one of the choicest ever shown here. It comprises all the staple lines and also a number of fine fancy effects which have become so popular in New York. Everything will be done to give Canadian customers the very latest New York designs, and as far as possible these will be offered at precisely the same time as the New York haberdashers get them.

EDITORIAL CONTENTS

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Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry goods stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW

143 UNIVERSITY AVENUE

TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN BUY _____

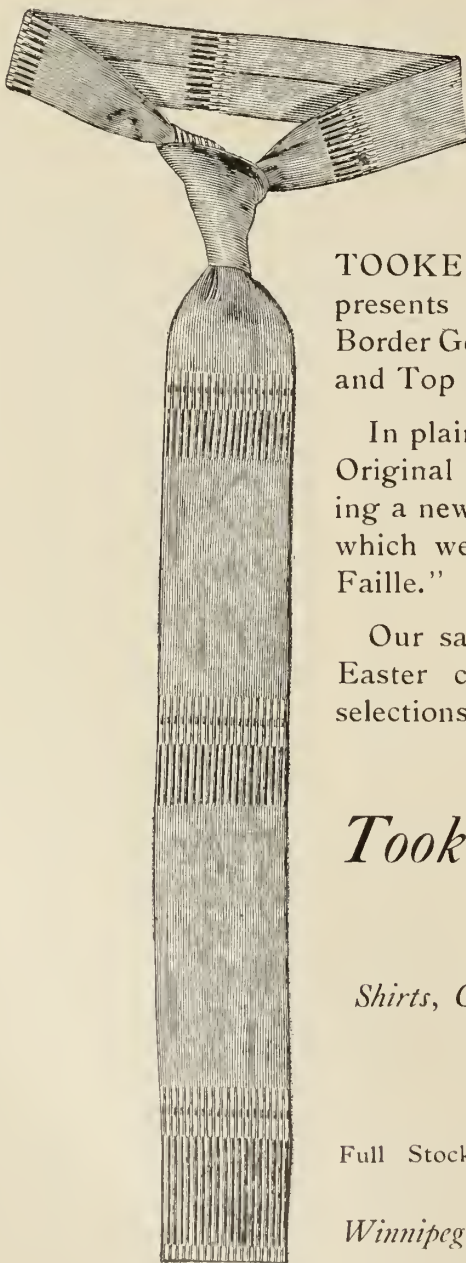
NAME _____

ADDRESS _____

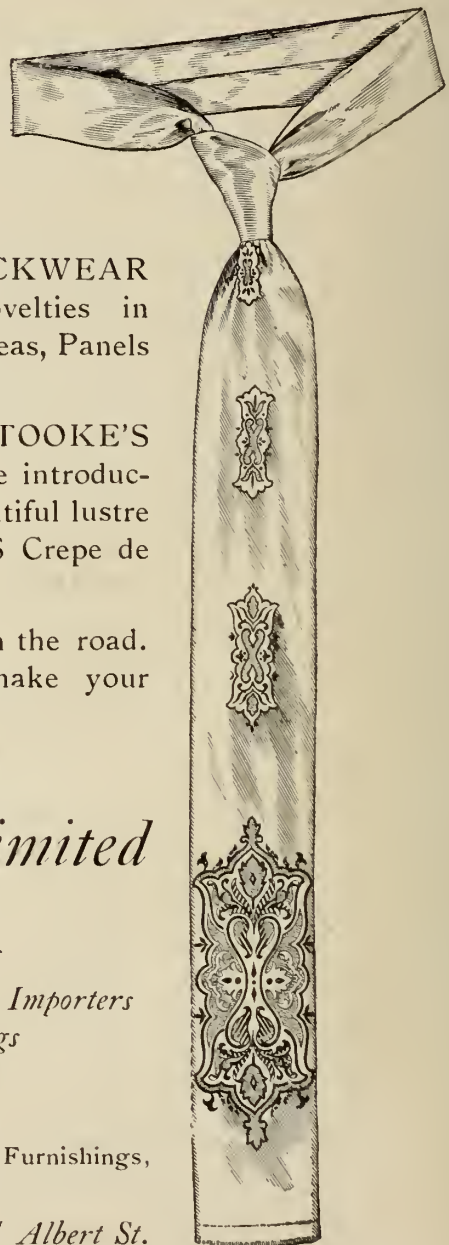
Please mention The Review to Advertisers and Their Travelers.

Tooke

Easter Neckwear



Graduated Border



Medallion End

TOOKE EASTER NECKWEAR presents many catchy novelties in Border Goods, Medallion Ideas, Panels and Top Knots.

In plain goods, besides "TOOKE'S Original Bengaline," we are introducing a new plain silk of beautiful lustre which we call "TOOKE'S Crepe de Faille."

Our salesmen are now on the road. Easter comes early, so make your selections promptly.

Tooke Bros. Limited
Montreal

Manufacturers of
Shirts, Collars, Neckwear. Importers
of Men's Furnishings

Full Stocks, including Men's Furnishings,
carried in our

Winnipeg Warehouse - 91 Albert St.



MEN'S WEAR IN REVIEW

MARCH, 1912

Special Features

Employees give pointers to the boss.

Are you sure your property is fully insured?

The up-to-date men's shop.

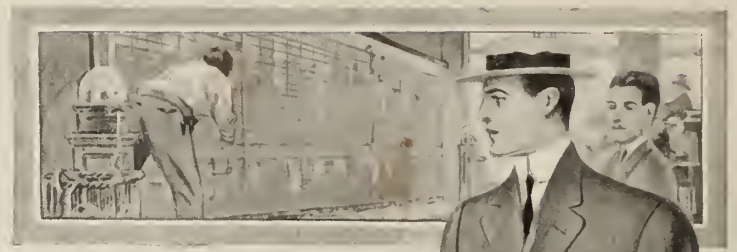
The woman buyer in the men's store.

Getting value out of 60-ft. front.

Good advertising for the Easter season.

Edwards' short-cut system in card writing.

PUBLISHED BY
THE MACLEAN PUBLISHING COMPANY, LIMITED.
3RD WEDNESDAY OF EACH MONTH



ONE OF THE EX-
CLUSIVELY SUIT
STYLES IN OUR
SPRING RANGE



REPRODUCED FROM
ONE OF OUR SET OF
SIX STYLE CARDS

The New Model Suits of Art Clothes for Spring, 1912, have a pronounced Style Superiority that you haven't seen elsewhere. Notice it in the illustration we give you here-with.

For class, our competitors admit we are away ahead of them this year. And because Art Clothes are living up to every line of the pictures, our dealers are getting the big share of the orders in every town where we are represented.

In placing new Agencies for Art Clothes this season, we have discriminated in favor of the **best** store in each place. Consequently, we have deliberately held a few of our 1912 Selling Outfits for dealers who will discriminate in **our** favor before the rush begins.

Discriminate now for bigger business.
Write

The
Art Tailoring Company
Limited, Toronto

Do You Call Your Salespeople ? Is it Necessary ?

IN this number of the Review several interesting articles appear, giving the opinions of employees in problems which they think could be remedied to the improvement of the business.

For the next Men's Wear number, the Review wishes to reverse this order and is therefore asking the employer to give a helpful hint or two to members of his staff.

While you may see fit from time to time, to take an employee to task for some reason, a feeling of antagonism is always created which might be avoided if the matter were brought to his attention in some way, appealing to his enthusiasm to do better.

Give Your Employee a Pointer

Are there members of your staff who do not take their work seriously? Are they falling down on any of those essentials that make a good salesman or buyer?

Do they inform you of matters you may not know about, but which should be brought to your attention in the interests of your business?

These are suggested topics, that may or may not touch on your staff problem. The Review's request is that merchants or heads of departments make this a practical symposium.

For each reply bearing in a helpful way on the subject, the Review will pay \$3.00 in cash.

Replies will be published in April mid-month number of Dry Goods Review. All must be in the hands of the Editor of Dry Goods Review, 143 University Avenue, Toronto, not later than April 13th.

GET THE MEN COMING

Introduce a Good Line of Washable Garments for Men and You'll Get Them for all their Furnishings---We are Specialists

With a full line of "Defiance" garments you can cater successfully to all classes of men, and in doing this you not only satisfy them in laboring and outing clothes, but you're sure to get them coming for their better clothing and furnishings. Think this over. These are our lines:

Duck Trousers and Duster Coats

Barbers:*	Butchers:	Grocers:	Doctors:	For the Boy:
Coats, Vests, in the best styles, well finished.	Coats, Frocks, Aprons---A splendid line.	Coats, Aprons, Dusters --- A 1 values.	Coats, Gowns, Caps, Operating accessories.	Boys' Scout Suits, Bloomers, Indian Suits, Cowboy Suits.

We also make Cooks' Coats, Porters' Coats and Waiters' Coats.

DEFIANCE MANUFACTURING CO.

LIMITED

COLLEGE AND BATHURST STS.,

TORONTO

"How do you spell SHOWERPROOF?"

"C-R-A-V-E-N-E-T-T-E, of course!"

DUST-
PROOF
AS
WELL
AS
SHOWER-
PROOF



'Cravenette' SHOWERPROOFS

The "CRAVENETTE" CO., LTD., affix their stamp only to such goods as are suitable in quality for showerproof purposes.



Therefore this stamp is a guarantee, not only of Showerproof properties, but also of the quality of the material.

Facsimile of Stamp

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS. IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO
THE CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses

BDA

(Copyright)

Please mention *The Review* to Advertisers and Their Travelers.

Wreyford & Company

Toronto

WHOLESALE MEN'S FURNISHERS

Dominion Agents for

YOUNG & ROCHESTER, London

Manufacturers Shirts, Neckwear, Dressing Gowns, etc.

TRESS & CO., London

High Class Hats and Caps, patentees of "The Mascot," and other select shapes.

AERTEX CELLULAR

Underwear and Shirts, Union Suits and Shirts and Drawers, stocked in Toronto

COHEN & WILKS, Manchester

Rain Coats for Men and Ladies in rubber and yarn-proof. See our Hand Spun Coats for Spring—The "Thoroughbred."

Now showing Fall Samples

Spring Goods in Stock

"KING EDWARD"
SUSPENDERS
 Retail **50^{c.}** Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

"MEN'S WEAR" says: "Tailors and Outfitters all over the world are greatly indebted to Messrs. Samuel Kirk & Sons, Ltd., for the perfection to which they have brought their permanent finishes for linings (Italians, Mohairs, etc.)"

THE BEST
 ITALIAN
 LININGS
 BEAR THE

KIRK

Stamp as below:



BDA

KIRK'S PERMANENT FINISH ↑

THERE ARE TWO FINISHES WITH THIS NAME AS A GUARANTEE OF EXCELLENCE IN BRILLIANCY, PERMANENCY & STRENGTH

- (1) The Original "Permanent" Finish
- (2) "Velper,"

(Regd.)

The Velvety Permanent Finish for those who prefer a soft handle.

BDA

(Copyright)

Patterns showing either finish can be had on application to

The Bradford Dyers' Association, Ltd.

39 Well St., Bradford, England

London Offices: 128-129 Cheapside

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses

Reinforce Your Business By Satisfying The Boys

for when you satisfy the requirements of the romping, rough and ready boy, you are quite sure of receiving the trade of the parents. Don't forget that boys make men and if educated to come to your store you are laying a foundation for the future.

TRY "LION" BRAND CLOTHING FOR BOYS.

THE JACKSON MFG. CO., CLINTON

FACTORIES:

CLINTON GODERICH and EXETER



WILLIAM LOCKIE & CO.

HAWICK, SCOTLAND

Do not place your orders before seeing this line. We shall be glad to submit samples if your wholesaler is not carrying them.

SCOTCH WOOLLEN VESTS in Pure Wool, Real Angora and Pure Cashmere — 120 Designs



SEWARD BROTHERS

251 St. James Street

Phone Main 4179

MONTREAL, P.Q.

A Filing Cabinet

That would be an ornament in your office.

Will file a mass of letters, invoices and all kinds of documents.

Merchants throughout the whole of Canada realize more and more the urgent necessity of conducting their office work on business principles. Is your office equipped with a

Filing Device—the kind that helps you—saves time—where letters and papers are always handy for constant reference? Make your minutes count by using one of our four drawer Filing Cabinets. It is built and finished like the finest piece of furniture in select quartered oak.

Send for Descriptive Folder and Price

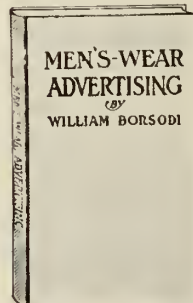
DEPT. A

ONTARIO DESK & SUPPLY CO.

ELMIRA, ONTARIO

Men's Wear Advertising

A book in which is given in easy-to-get-at form a complete collection of selling phrases and descriptive advertising matter covering every article sold in Men's Wear.



Pages 8x11 inches
Bound in Boards

The best advertising writers in the United States and Canada—the men who have made money through these ads.—have contributed all of the trade-winning advertisements which they have used in the past 19 years.

Men's Wear Advertising should be on the desk of every business man who wishes to make a success of Men's Wear.

SENT POSTPAID TO ANY ADDRESS FOR \$2.00

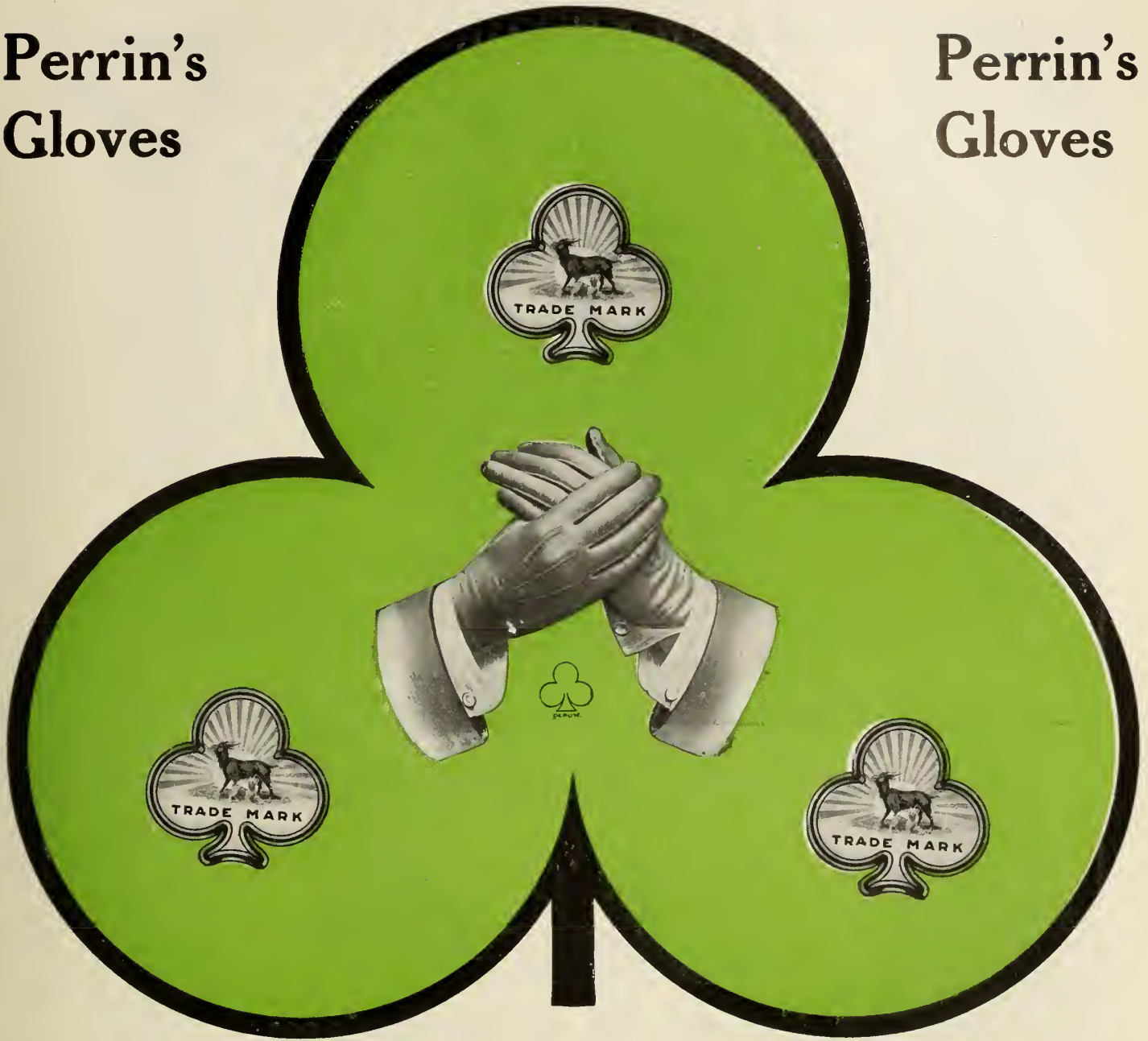
TECHNICAL BOOK DEPARTMENT

MACLEAN PUBLISHING CO., LIMITED

143-149 UNIVERSITY AVENUE, TORONTO

**Perrin's
Gloves**

**Perrin's
Gloves**



The Kind MEN Wear

There's a manly feel and appearance with Perrin's Gloves. They appeal to men who value their appearance more than a few cents and who appreciate real glove value.

Suit the man with gloves, then his larger trade is easy to get.

Prices range from \$1.00 up, with a good margin of profit for you.

PERRIN FRERES & CIE.

28 Victoria Square, Montreal

Please mention The Review to Advertisers and Their Travelers.

FRANKLIN KNITTING MILLS

NEW YORK CITY

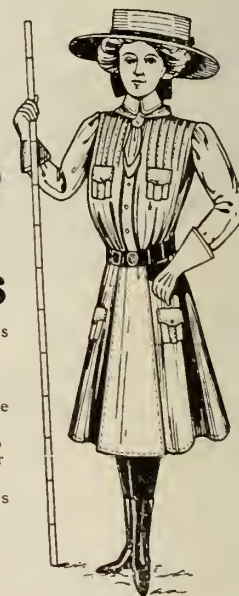
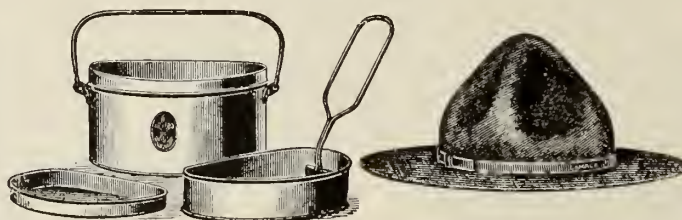
We are showing an entirely new range of pure silk Accordion Knitted Motor Scarfs and Ties. We have at our disposal the services of the best designers, and are, therefore, continually showing new styles and novel effects.



We are receiving new designs weekly from New York, and shall at all times be pleased to submit samples on request. We are also in a position to execute any special designs which our customers may wish to submit to us, sending samples before proceeding with such special orders.

AGENTS FOR WESTERN CANADA
SEWARD BROS., 251 St. James St., Montreal

AGENTS FOR TORONTO AND EAST
J. O. BOURCIER, Room 56, 59 St. Peter St., Montreal



Get the Boy Scout Business

When Spring opens up there will be a great rush for Boy Scout outfits and clothing in your town, which will mean good business for you.

ARE YOU PREPARED

to meet this demand? To do so, you must order your supply early, and be sure your stock is "official."

The Boy Scout business is getting bigger each year and it's bound to grow, and you can make your store the boys' headquarters for all their requirements, by carrying a stock of reliable scout goods.

"Miller's Official" outfits are the first in America, and we are authorities on Boy Scout and Girl Guide uniforms and supplies.

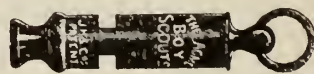
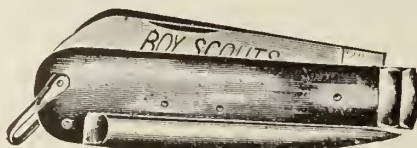
We specialize in cadet uniforms

Write Dept. No. 1 for Illustrated Catalogue

Kindly mention what you are particularly interested in.

The Miller Mfg. Co., Limited

251-253 Mutual St., TORONTO



Please mention *The Review* to Advertisers and Their Travelers.

Success
MADE IN CANADA

Success
MADE IN CANADA

“Royal Duke”

This is a shape just added to the “Success” range. The “Royal Duke” is a general wear collar of very smart appearance.

The special points are the new opening—“more tie” showing—and ample room for the tie to slide—plenty of spring in the collar.

This new shape is already in stock. Your wholesaler can supply you. Made to retail at 2 for 25 cents.

The Canadian Converters Co. Limited.
Montreal

Please mention The Review to Advertisers and Their Travelers.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

Gossip in the men's wear trade—King George wears very little jewelry—Unique business-bringing ideas.

King George, in ordinary dress, wears very little jewelry. One very fine diamond he usually wears on one of his little fingers. For evening dress he has a great fondness for pearls. A set of black pearl studs and sleeve buttons he has worn for years. He occasionally wears enamel sleeve buttons in very subdued colorings. His cigarette cases and scarf-pins are all remarkable for their simplicity and unobtrusiveness. It has been observed that the King has taken to wearing a ring on the third finger of his left hand. Its only ornament is an engraving of a small Tudor crown, a device which used to be very popular with the late King Edward. This plain band of gold suggests a wedding ring, and is worn, perhaps, to set an example.

* * *

The Review this month is asking the "bosses" to hand out some pointers that may be of helpful interest to the employees. See the proposition as described on another page.

* * *

The other day a woman returned to the shirt department of a large store a garment without a button-hole in one cuff. The garment, she said, had been worn for three days by her husband before he had noticed the defect. She had had the shirt laundered before returning. This is on a par with the man who bought a house and one year afterwards went to the previous owner with the complaint that he had just discovered there was no stopper for the bathtub.

* * *

A garment hanger, combining cloth and hat brush is a practical device that has recently made its appearance.

In window displays unique mechanical contriv-

ances in which the motive power is concealed never fail to draw attention. In a men's wear window recently, eight small celluloid balls, red, white and blue, were placed in a cage-like enclosure. The breeze of one or two concealed electric fans below the screen that formed the bottom of the space caused the balls to dance incessantly. Letters on these balls formed the name of a new style tie or other article and a prize was offered the first person who handed in the correct name as spelled out by the balls.

* * *

A novelty in bill holders has full length opening for inserting bills, but one of the corners is cut away at the top to permit of one bill being withdrawn at a time if desired.

* * *

The Review last month referred in this department to the advertisement of G. G. Hacker & Co., Osage, Sask., in which effective use was made of groups of words, each beginning with the same letter. In this case very little of The Review's real meaning got beyond the typesetting machine where an error occurred making "alliteration" read "illiteration." This gave the paragraph a sense that was never intended and The Review regrets the error. Speaking of similar mistakes, without attempting to "condone the crime," the newspapers have not yet noted the recovery of the benefactress who really endowed a cot in the hospital, but who, according to one report, "endowed a cat."

* * *

Discussing the features of the neckwear vogue in London, Eng., an authority points out that in staple lines greys, blues and browns are the leading colors, the last named being highly favored. A particularly fascinating shade is the wasp brown. In the novelty class spots in all sizes and colorings are largely used, from pin spots up to the size of a penny piece. Greys, as well as blacks and whites are good lines and green and white stripes on a neat, small striped background is regarded with favor. Silks, crepes and poplins are the popular materials. The

latest in stripes is one four inches wide on a black or neutral ground. The effect when tied is described as "somewhat bold, but smart."

* * *

A unique idea is worked out by a clothing manufacturer in his advertising. It takes the form of two columns of "thought gems" for the benefit of the trade, while a centre or third column is reserved for a talk about his goods. Here is an extract: "The merchant who cleaves to the truth is traveling the

In the early displays of Spring clothing browns and greys are occupying a very strong position. In fact some houses have gone so far as to feature these colors in distinctive windows with good effect.

* * *

Read the "pointers" to the boss in this number of *The Review*. Employees have expressed themselves in that department, not from any spirit of fault-finding, but with a view to improvement, their should be prescribed for somnolent nightwatchmen.



View of special display case placed over clothing wardrobe in Hickey men's wear store, Toronto. Chiefly used for neat displays of evening wear and accessories. Trimmed by J. K. Dallimore.

right road. It may be longer with many curves and windings, but it leads to the 'City of Dreams Come True.' "Uphold your prices and you hold up your business. Lower your prices, except for legitimate cause, and its the bend that portends the end." "In business we need less of the 'I'll go and try' spirit and more of that 'I'll do or die' spirit."

* * *

A short story writer, describing the habiliments of one of his characters recently, referred to the boldly-hued shirt he wore as being of the "stop-look-and-listen" variety. These are the kind of shirts that

interests and those of their employers being recognized as one.

* * *

By offering prizes for the six best titles descriptive of a photo published each week in connection with his advertising, a men's wear dealer has aroused considerable interest in his store. Sometimes the picture is that of a window display, a salesman showing goods to a customer, or some other view relating to the business. A large photograph is displayed in the windows with full particulars of the contest, and cards are issued bearing a reproduction.

Employees' Ideas for Better Business

Replies to "Review's" competition bring out some hints for the boss—
Department and efficiency of store help—Advertising—The man with a
hobby—The boss who is late at business—Backing up the salesforce
—Abuse of position in urging people to buy—The over-solicitous boss

JUDGING from the replies which The Review has received in its latest competition, the position of "the boss," or head of the store is by no means a subject beyond critical comment. Employees were asked to give through the columns of this paper pointers calculated to help the business in which they were engaged. The ground was taken that many employees could thus express their views on matters which they might not care to discuss with the boss direct, and which, when dealt with from the onlooker's viewpoint, might not fall on entirely fruitless ground. In order to overcome any feeling that these pointers might at any time react upon the men who gave them, The Review has agreed to

in stating, after reading these letters, that advertising by means of artistic display is in the hands of ambitious young men, and that the more they apply themselves to their work, the surer will be the encouragement, for no boss is so blind to-day as to doubt the selling ability of a good window.

While many of these pointers are as adaptable by salesmen or heads of departments as by "the boss" himself, The Review's next feature along this line is in the nature of an invitation to bosses to send in pointers for the staff. An interesting series of replies is looked for.

In many of the replies received the same ground is covered, but in the following selections the Review gives its readers the full range of variety.



I have seen the boss get down about eleven o'clock in the morning . . . and radiate discontent to the farthest corner of the store.

withhold the names of the writers, but would explain at the same time that it has a much higher opinion of the Canadian merchant than would seem to go with the suggestion that there are those who would resent a helpful hint from an employe.

Just here one of the pointers should be brought to bear. It is that merchants should hold regular conferences of their staff for the purpose of discussing the welfare of the business, and, at these meetings, every man should be encouraged to speak his mind.

Of the large number of replies received, ten were from window trimmers suggesting that their boss give them some further encouragement, financial or otherwise, towards bringing the display equipment of the store up to a higher standard. One is justified

What Every Store has to Deal With

Editor Men's Wear Review.—My pointers have to do with class of trade, department and efficiency of store help, advertising, store attractiveness, travellers. These headings are not in the order which every business critic might place the most importance in but they will suffice to give an idea of what every store has in general to deal with.

The class of trade.—Most concerns in the men's wear or dry goods business have a general class of customers to deal with, and if the boss is to take a hint on this heading, he must have every sheet out to the wind, for the wants of the people are many. One instance will suffice. It is just as important to the merchant to supply the needs of the customer who wants a ten-cent pair of hose to have the hose she wants in the size she wants, as to supply the one who wants a pair at fifty cents. The poor, the rich, every man and woman in fact, has friends and the majority have the wherewithal to talk with and they talk.

Department and efficiency of store help.—This heading may seem out of place, but read on. The clerks will not get the blame if they indulge in a round of gossip, a frivolous set-to behind the screens, or a lonesome counter left to its own devices while the boss is out, but it's the management who get rated as "too easy" and the store will soon be branded as a second rater, no matter if dollars can be bought for fifty cents.

Mr. Boss, take a peep in when you are not expected and see where you will find your paid pipers.

Advertising.—Yes, every merchant advertises; ninety-nine out of every hundred do, and the hundredth does too, but he does not always know it. But it's to the ninety-nine that we would drop a

little hint. The reading public look to the advertisement for information, whether it be the merits of a pill or what Mr. Blank is going to sell tomorrow. At this time of the year styles, fabrics, and the many things which are dear to the heart and eye of the woman shopper.

It's very important, then, that there be something to interest—mere reading matter does not always do the trick—something different to the January and February sales, something with snap and spice to it. A few timely cuts, a change in the style of typesetting, some new phrases, all help to catch the eye.

Whether the ad. writer is the manager or a paid ad. man, it is time for a change and it is up to the boss to see that there is a change.

Store Attractiveness.—You will soon be advertising Spring housecleaning. Set the example yourself, Mr. Boss. If you look sharp you will see a few spider webs in the corners, those skylight windows are very dirty, the woodwork is grimy. A coat of varnish would not cost much, but how good and how fresh a little paint smells. It tells quicker than anything else that there is something doing. Perhaps your landlord won't do this for you, but do it yourself. It is as good as a whole page in the daily.

The public has an eye for improvements as well as bargains.

Travellers.—Have you ever been one? Do you know how to treat them? There are many who have no business in the profession. They don't stay long, that kind. But those who do stay, who come trip after trip, know lots of things the boss should know. If you can't give him an order, give him a smile and say so. If you can, set the time and place and keep the engagement for they will stay until told to go. That is their business.

That is from the standpoint of an observer. Perhaps the bosses may have something to say to the observer.

Boss With an Unsettled Mind

Editor Men's Wear Review.—How many readers of your paper have bosses who get down to business at 10 or 11 o'clock in the morning and then fuss about the store in such a way that everything seems to go wrong for the rest of the day? How many? Hands up. I see there are quite a few who have bosses of that kind, so that if mine jumps on me for this pointer, I can prove an alibi. I have seen one of our bosses arrive about 10.30 on a fairly busy morning, snap something at the first man he would meet, fail to recognize any of his old customers who happened to be in the store, trip over a stool, address a few unkind words to the boy and in due course sink into his office chair with a crash that seemed to echo discontent to the farthest corner of the place. In

two minutes he would be out again, find fault with something that he himself was probably responsible for and finally he would have the whole staff by the ears. All this would occur at a time when everything should be running smoothly.

Now, the best time for the boss to be critical is when he is in an amiable frame of mind and between 8 and 9 o'clock in the morning, or at the end of the day's work, when he can outline those little details to which a remedy can be applied that evening or first thing in the morning. My opinion is that every boss who is in an unsettled state of mind as the result of something that did not happen at the store, should walk around the block before he gets there or else stay at home until it is out of his system. Besides, 10.30 is no time for a man to get to business; that is, unless he has some good excuse. A disagreeable fault-finding disposition in the office



"If you can't give the traveller an order, give him a smile and say so."

is the explanation of much of that discord or lack of co-operation in the sales force.

Boss Who Abuses His Position

Editor Men's Wear Review.—The pointer that I would like to hand out to some bosses is that, as heads of their business, they should not abuse their position by urging people to buy goods. Let me make my point clearer. A prominent citizen entered our men's wear department in February one year ago to look at some Spring overcoats which had just come in. It was an advance lot, very classy, and mention had been made of them in the advertisement the night before. The best we could expect any customer to do with the thermometer at 5 below zero was to examine them and probably have us lay one aside for him. Well, this customer looked them over, but declared that was too early for him to think of buying Spring overcoats and that he would make no decision. He promised, however, that when it came time to buy he would do business with us.

We knew his word was good, but, as he walked towards the door the boss caught up to him and urged him to go back to the overcoats. We could see the man was irritated, but he finally decided upon a coat and hurried out of the store. The boss, because he was the boss, probably found it easy to sell that coat, but he did not know that the customer felt he was being coerced. The man paid for the

ing against the business. My pointer is, let's get together. It makes a fellow feel that he has some interest in the business. Many a man doesn't know when he has got a willing horse. I'd tell this to the boss if he was a good listener.



Why do employers not confer regularly with their staffs, when matters pertaining to the best interests of the business might be discussed? It would create greater enthusiasm.

coat, but he has not been near the store since. Had one of the staff urged him to the same extent he would have resented it. Yes, the boss can often sell stuff easier than one of his salesmen, but there is such a thing as overstepping the mark. We know for a fact that there are bosses who induce people to take goods that do not altogether please them, or in quantities that they do not require, and we know too that it has lost business. There is a limit, even for the boss, and we hope when he sees this pointer that he will take it seriously and in good part.

Too Much Glad Hand

Editor Men's Wear Review.—We think we have not only one of the most courteous bosses in the world, but one whose glad hand and broad smile is a decided "feature." He radiates that warmth of welcome which certainly explains how it is that he has more friends than there are fingers and toes in his entire staff. But the boss sometimes goes a little too far. There are occasions when he seems to overdo himself. I have seen him become so solicitous over a customer's requirements and accommodation as to make her feel uncomfortable. At the same time he exasperates the person waiting upon her. After directing her to the department in which she was interested, he would again take up his position near the door and, if no person entered in the next few minutes, back he would fly to the customer, ask her if she was being properly served or else hover in the vicinity to assure himself. Now, I don't think this is necessary. No one can blame a merchant if he sees to it that customers are made welcome and have proper attention, but there are things that must be done with moderation. Some customers, of course, are flattered by attentions paid them, while others are more sensitive and less appreciative. My

Hold Staff Conferences

Editor Men's Wear Review.—I notice that in connection with this competition you say that no names will be published, that you want employes to speak candidly to their employers. Therefore, it is assumed that it were better not to publish names. This suggests a pointer not only for my boss but for many others as well. Why do they not hold a regular weekly or fortnightly conference of their employes, at which matters pertaining to the welfare of the business might be brought up and discussed, when members of the staff would have an opportunity to relieve their minds on this, that and the other subject. No employer can see himself as others see him, and too often is it the case that he resents any suggestion from a member of the staff calculated to remedy any defect of policy or method for which his customers are criticising him and which is tell-



The boss is sometimes over-solicitous about the people who come to the store, with the result that both customer and salesman sometimes become exasperated.

pointer is—don't overdo it. It is possible to have too much of a good thing.

Bosses who Smother Ambition

Editor Men's Wear Review.—It strikes me that there are some bosses who are doing more than they think to smother ambition in their young men.

(Concluded on page 90.)

What Constitutes the Smart Men's Shop

Most approved size of display windows—The arrangement of stock in order to give customers best service—Keeping stock in good condition—Windows co-operate with selling—Value of interior displays.

By A. K. Dallimore

FIRST we have the windows. The most important part in any retail business is to have a neat, attractive window, one that will bring you good results. I find the best shape and the size most suitable for men's wear displays is a window 6 feet by 8 feet, with a shelf about 5½ feet from the floor and projecting out about 2 feet. This window will give you ample space for effective clothing trim. For furnishings and hats the same window, with a divider in the centre, will give you two very attractive displays, besides your shelf trim.

LOCATION OF STOCK.

The location of stock is the next most important thing to the windows of your store. To have your stock arranged in such a manner as to give your customers quick and attentive service without having to hunt for what you require or call another salesman to help you find it. This I have often seen occur in up-to-date men's wear stores.

This method I find is very satisfactory to merchants handling furnishings, clothing and hats and having a long, narrow store. Starting on one side of the store, we have gloves first, collars next, shirts both in cases and shelves, then hosiery, underwear, pyjamas and nightshirts, and if handling made-to-order shirts, a table in the centre of your store for shirting displays is very attractive and a good seller. Neckwear can be shown on neckwear stands or in cases and reserve stock kept in drawers for that purpose. There are a few other lines such as jewelry, umbrellas and walking sticks, etc., which require separate cases to be kept properly.

On the other side we start with the hat stock, one which takes up considerable space; next the clothing and waterproof coats, which occupies the remainder of the store. In the centre of the store a couple of tables or show cases, which will be found very valuable for displaying merchandise on, such as unit trims of clothing and furnishings, or for specializing a certain line of neckwear, hosiery or underwear, etc.

HOW TO KEEP STOCK.

Keeping your stock well up and in good condition is very essential in the men's wear business in order to know when buying exactly what goods you are low in and what quantity you have on hand. This knowledge has also an important bearing on everyday business.

A very good system is to always have a complete

list of your reserve stock so that you know exactly what goods you are low in and for the buyer to have a file on his desk for nothing but goods wanted. Immediately a salesman or stockkeeper finds any line that he requires, he makes out his list and puts it on the buyer's file.

There are several stocks which require considerable attention to see that they are kept well up, such as gloves and collars. They require to be gone through every day to see that all sizes are represented in forward stock.

A very good plan in keeping a collar stock is to have a reserve stock right behind your forward stock so that in case a customer comes in for a dozen collars and you do not happen to have that number forward you can put your hand on your reserve stock without a moment's delay.

The underwear stock is one which also calls for a lot of attention and is a stock which requires a good salesman and stock-keeper to look after it properly. If not carefully watched it will accumulate a lot of odds and ends.

The hat stock is one that requires a careful buyer and one which you must be careful to see that no large or small sizes accumulate, also one which demands a good salesman and one who can look after stock properly.

Clothing is a stock which has become easier in the last two years for the salesman to handle, as most of the up-to-date men's wear and clothing stores are now equipped with the new style wardrobes or cabinets. When piled on tables it makes considerably more work for the salesman and it is harder for him to show his merchandise.

There are several other stocks which require close attention, such as neckwear, shirts, hosiery, pyjamas, etc., but if properly bought are easily sold.

DISPLAYS SHOULD CO-OPERATE WITH SELLING.

If you are showing in your window a line of shirts at \$1.50 and a line of neckwear at 50 cents, you should make a neat display of your neckwear at the front of your store, the same with your shirts on your shirt case, so that immediately a customer enters the store he is confronted by this line of neckwear. The salesman should specialize and introduce these lines while they are on display in the window. By this means you are able to clean a line right out and always have something clean and fresh for your trade.



Interior case trim of high-class shirtings and hosiery. Displays of this kind never fail to sell the goods. For Hickey, Toronto, by J. K. Dallimore.

DISPLAYING GOODS WELL WITHIN THE STORE.

Unit trims of shirts, collars, neckwear, hats and clothing, etc., if properly arranged on a table or in wall or floor cases, give the store a very attractive appearance and are good salesmen. With these trims neat show cards giving the price of the merchandise displayed or making some particular mention of it will be found most helpful.

It is very important to see that all merchandise is properly ticketed and marked in good, plain figures. This saves a lot of confusion and mistakes. There are different styles of small tickets made for this purpose, such as neckwear and shirt tickets, etc., and the ordinary pin ticket which is used by most merchants.

A FEW HINTS ON SALESMANSHIP.

Never fail to know what goods you have in stock and where to find them quickly.

Never show the cheapest goods first: sales are sometimes lost in that way.

Never sell a customer something he does not want, he may never come back

Never asks a customer what price he wishes to pay for an article.

Never be discourteous, it is a fault that cannot be excused.

—◆—
A small account book, bound in leather and of a size to fit the pocket is the appreciated souvenir that is sent out by one firm at the first of the year. The name and address of owner, number of watch, etc., may be entered in blanks on the first page.

—◆—
Tim Burke, for several years head salesman with M. J. Carter, men's wear dealer, Lindsay, has gone to Port Arthur to assume the management of a clothing and furnishings store. Mr. Burke was a prominent member of the Lindsay curling club and in a sendoff in which about one hundred curlers participated, he was presented with a beautiful gold watch.

Lesson 18---Complete Course in Cardwriting

Showing the lower case of the capitals demonstrated in the previous lesson
— The three cards illustrated introduce the trade mark idea in cardwriting

By J. C. Edwards. Copyright Canada 1911

HOW many stores or commercial institutions work the trade mark idea to the extent that is possible? There are some that do, but there are hundreds that don't, and these are the businesses that remain small and immature, and the heads of these places wonder why those others grow

The reason lies, to a great extent, in the advertising; either the advertising is too weak, or too little.

We suggest the selection of a good trade mark and become great industrial concerns. advertising it everywhere, keeping it constantly before the public eye—in every advertisement, on every sign, on your electric signs, on every window card. Make it so common that every time it is seen it is at once associated with the firm's name.

THE TRADE MARK ON CARDS

To demonstrate the trade mark idea on the show card, we are illustrating three sample cards showing the manner in which it is used.

The "hand bag" card has the double diamond trade mark with the firm name or the firm's catch phrase inside. The space between the two diamonds is in a color which makes it stand out strongly in relief. In the "layette" card, the trade mark is more in keeping with the nature of the goods being advertised, the outline of the shield being in a light shade with the centre white, and the lettering in a light shade. The strength of the trade mark should be regulated by the style of card it goes on. The "suit-

ing" card shows still another style which is in keeping with the general effect of the card, viz., the lined style.

WORKING UP A DESIGN.

Get an idea into your head and improve on it wherever you can. Sketch the design in pencil first, just roughly, then if it suits you, ink it in.

The design in the "hand bag" card makes a very good effect. The circles were made with an ink compass in alternate black and white lines, and then cross hatched with black ink. This design may be carried out to splendid effect in colors or tints. The floral effect is very simple, in fact only a suggestion is needed to illuminate the design.

First, the outline is made with the brush, then a light tint is added or filled in, with a few touches of the brush in the centre to complete it.

THE STORK A SUITABLE DECORATION.

If illustrations are used or drawings made on a card, they should harmonize with the inscription. The stork decoration used on the Layette card is quite in keeping with the "Dainty, Snowy Layette," as it is symbolic of infantile reception. This design is made by first drawing the bird in outline on the light champagne card, then coating the whole design with white and touching it up with a light grey and dark grey for the tips of the wings, the beak and the feet. The apple blossom designs used in the panel also lends a dainty touch to the card.



Seasonable cards, introducing trade mark idea. See article.

AN UNUSUALLY SIMPLE TREATMENT.

Note the very simple decoration used in the suiting card. It certainly is "distinctly different" and yet refined.

The word "suitings" is outlined first, with a brush No. 4, red sable, square point, drawn down small. Then the white line decoration is made, using the T square and small pen, say a number 5 or 6 soennecken, as shown in the upper corner of the plate. These lines may be made first, if desired, and the letter outlined over the top of them.

The letters then are filled in, leaving the space, as shown, open, allowing the white lines to show through.

The words "distinctly different" are made with a small soennecken pen and left in outline.

RULING WITH THE SQUARE.

In ruling with the T square, be careful not to allow it to rest on the card, but to raise it high enough to allow the wide part or shoulder of the pen to rest against the edge. Hold the hand and T square steady and give a firm, quick stroke.

Another device for ruling is known as the ruling pen. It is a double affair which may be regulated by turning a set screw. The ink is dropped in as needed.

DAINTY OUTLINE LETTERING.

Nothing but dainty lettering should be used on such cards as the illustrated "layette" card. The pen outline letter gives a daintier effect than if filled in. The word "layette" is outlined with a grey shade and filled in with black, which brings this word out more prominently, as it is the main word of the inscription.

THE HAND BAG CARD.

The object in making the word "linen" the most prominent on the card is to bring out the importance of the novelty, otherwise the words "hand bag" would be given the foremost place.

WATCH YOUR SPACING.

It is indeed important to the properly written show card, to see that the proper spacing is given both the words and the letters as well as the whole inscription on the card.

For further particulars re brushes, pens, etc., write to J. C. Edwards, c/o Dry Goods Review, 143 University Ave., Toronto.

Bosses Who Smother Ambition

(Concluded from page 86.)

When a salesman has reached that stage with a house at which he is learning nothing, but merely goes through his work like a machine, it is, I take it, the duty of the boss to have a heart to heart talk with him. If there is nothing further ahead of that man in such a position he should be told about it frankly.

I know of men who have stood behind the counter at the same salary year after year. They were good salesmen, faithful employes, and all that, but they had fallen into the rut and their bosses knew they could keep them there at the same figure as long as they wanted to stay. In a way I am a boss myself and I would like to see every man in the same position give each of his employes a clear understanding as to his opportunities for advancement in that business. Many a man owes his success to the step which took him out of a position



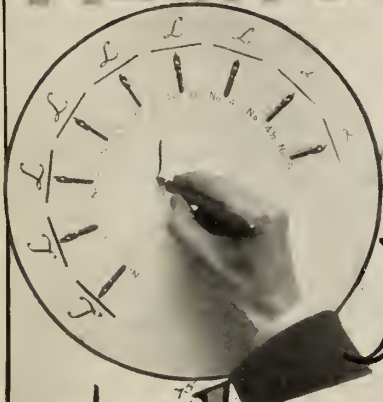
"I could see that the customer was irritated. He bought a coat, but we haven't seen him since."

that was easy and comfortable but which seemed quite hopeless as to the future.

The Boss with a Hobby

Editor Men's Wear Review.—This is a pointer for the boss with a perpetual hobby. I was employed in a store where the boss showed a marked preference for one particular department. He spent most of his time in it, he bought the goods for it and, in short, gave it more consideration than any other section of the store. That department always got the choicest windows, the greatest amount of advertising space, the choicest of everything, and as a result the heads of other departments did not like it. They entered a protest, with the result that the boss became a little more impartial, but he sacrificed none of his attachment to that one department. It seemed to me at that time that a boss should not allow his employes to feel that he is hobbyizing one part of his business to the possible detriment of another, or so as to cause indifference or ill-feeling in another.

Plate No 18 - Brush or Pen Outline Roman - Lower Case -



a a a a a a a b | | | |
 b b c c c c d c c
 d d e c c e f f f f g
 h h h h h h i i i i
 j j j j k k k l m m m
 n n n o o o p p p
 q q q r r r r s s s
 t t t t u u u u v
 v v v v w w w w w
 x x x y y z z z z

This plate illustrates a letter that is particularly useful for fancy show, card headings.

Sure Your Property Is Fully Insured?

Merchant can make his own rates if he will only reduce the fire risk—
Avoid all misunderstanding on the wording of the policy—Fifty per cent.
of fires preventable—Short term policies when stocks are at maximum

For the "Review," by A. E. Edgar

A NEWS item in The Dry Goods Review of Feb. 21 reads: "At the recent fire in Eaton's Toronto store, the staff fire-fighting brigade was on hand at the first puff of smoke. * * * The question is, If your store caught fire to-day how many of your staff would know what to do to meet the emergency effectively?"

In the same issue there appeared the following wording in a full page advertisement:—

"FIRE NOTICE. On January 19th our building was partially destroyed by fire. This unfortunate incident necessarily delayed us somewhat in the shipment of orders then on our books."

These items form a coincidence that can hardly be passed over without comment. Hence the following remarks on fire insurance:

Most people are of the opinion that a fire insurance company is glad to accept any old risk as long as they get a good fat premium out of the insured. This is not in accordance with their practices, for many buildings remain uninsured because the insurance companies will not undertake the risk except at a prohibitive rate.

As a matter of fact the insurance companies would rather accept lower premiums and have the insured use the most approved methods in building and in installing fire-preventing appliances.

INSURED CAN MAKE THE RATES.

A reliable insurance agent, once remarked: "The insurance rates can be made by the insured if they will only reduce the fire risks. The co-insurance of fire protection is bid for at high prices by insurance companies, their bids taking the form of liberal allowances for improvements of premises."

An insurance underwriter has described insurance as "the system, or machinery, by which we, as prudent individuals, secure peace of mind and immunity from losses which may arise from certain contingencies over which we have no control."

PREVENTION—PROTECTION.

One man's property is just as much exposed to the risks of fire as another, except so far as fire-preventing ideas have been adopted. The merchant should not only take out a sufficient amount of insurance to protect him from loss but should take every precaution to prevent any such loss.

There is no doubt that the matter of fire prevention is of more importance to-day than the mere securing of fire protection. Not one merchant in a hundred who believes himself to be fully insured

ever secures enough from the insurance companies to compensate him for the consequent loss of business, worry and strain and general set back the business sustains when a fire occurs.

HIDING MATERIAL FACTS.

In making an application for fire insurance the merchant should see that it is properly filled out. Sometimes the agent fills out the blank and takes it to the merchant to sign. If a merchant hides any material fact in making this application and a fire occurs he may find it hard to collect. This is not because the insurance company does not wish to pay its legitimate losses, but because the hiding of facts may have made a difference in the rate to be charged.

Any insurance agent will give a merchant making application for insurance what is known as an interim receipt for the amount of the premium paid so that the merchant's property is covered by insurance immediately. This receipt holds the same as a policy for 30 days, or until replaced by a policy, or until it is revoked by the company, which may decline to accept the risk.

A fire insurance premium is payable in advance and usually annually.

SHORT-TERM POLICIES.

Short-term policies may be secured at any time to cover an extra heavy stock and should be made use of oftener by merchants than they are.

Claims are paid on satisfactory proof of loss, or damage by fire and water being made to the company. It is customary for a company to print the conditions of the policy on its face or the back. One of these conditions calls for an immediate notice in writing that a fire has taken place, so that their assessors may proceed at once to ascertain the cause and particulars of the fire, and to examine in detail the statement made by the insured.

PRESERVES PROOF OF INSURANCE.

It is best not to keep fire insurance policies on the premises insured. Fire proof safes are little more than heavy iron ovens when a hot fire occurs and sometimes the policies are reduced to a cinder. The policy is the merchant's proof of insurance with the company and is best deposited in some other place.

The Rochester, N.Y., Chamber of Commerce, sometime ago issued a booklet on "The Prevention of Fire."

The following is a brief synopsis of the most important points touched by the booklet:

When you say that you are fully insured, how near the truth are you? Your store and your stock

of goods comprise just about one-half of your business. No insurance will protect you from the loss of your trade.

A fire in your store may prevent your meeting the wants of those accustomed to buy from you, for a period of three or four weeks, sometimes much longer. That period is crucial.

You are attacked in an unprotected point and trade friendships formed during your enforced closing may mean that some business will never come back.

Fifty per cent. of the fires are preventable. There is no vast difference between the stores that have been burned and the one you occupy. You may be confronted with such a disaster within the next twenty-four hours. One reason for these fires is your feeling that there is no reason why a fire should happen to you.

But why shouldn't a fire occur in your store? What have you done, what are you doing, that would make it difficult for a fire to start in your premises? How would you put it out before it became dangerous?

The receiving and shipping departments of a retail establishment are necessarily filled with paper. Wrappings are taken off and excelsior unpacked with the goods. Some disposition of this paper, as well as the sweepings from the store itself, must be made that will allow the smallest possible chance for a fire to start. Certainly it is not enough that such waste be swept into a corner until it becomes an obstruction.

Furthermore, it should never be exposed to fire from the outside. Under the show-windows there are usually small, grated windows flush with the sidewalk, that are frequently open for ventilation. These windows are equally open to receive burning cigars, cigarettes and matches which may be carelessly thrown there by someone passing. A fine wire screen should protect all such openings.

MENACE OF CONTAGIOUS FIRE.

When the store is as safe as you can make it from inside danger, you yet have the menace of contagion. The stores on both sides of you, above or below you, all represent a source of danger, and it is well to be protected as much as possible. Windows in areaways can be made of wire-glass in metal frames, elevator shafts should be enclosed and all openings in floors should be similarly protected.

A store usually depends for its illumination on electricity or gas. If the wires or pipes are cut or broken the place will be dark. After you have been notified of a fire that endangers your store and you arrive in time to save some valuable papers in your safe—how are you going to get at them? Keep a lantern and a box of safety matches handy near the door; you do not know when you may need them. See that they are in good working conditions by frequent careful inspection.

CLEAN CELLARS AND STOREROOMS.

The cellars and storerooms of all stores should be kept as clean and orderly as the store itself. Should firemen have to go through your cellar to-night would they have to stumble over old lumber and packing cases, or is there a clear passageway through the centre? Help the firemen as much as possible and by keeping things orderly you may even help in saving life.

Every word of the policy should be carefully weighed, especially the provisions printed in the smallest of type. The "rider" should receive especial attention and unless it describes the property being insured, in a manner that cannot be mistaken, it should be changed until it does. The insurance company must do this because any changes made in the policy by the insured would invalidate it, or at least be of no legal value.

The rider should omit nothing that is essential to properly and perfectly describe the property insured. A careful reading of the body of the policy will take but a few moments and will make clear that while certain kinds of property are not insured by the company under any circumstances, there are other kinds of property that are insured only when they are specifically mentioned. Under this heading are usually to be found such property as awnings, signs, pictures and other store and office equipment, tools, implements, dies, models, patterns, drawings, firm members' or employes' wearing apparel and others. If these are to be insured they must be specifically mentioned.

ASCERTAINING THE LIMIT.

It is customary for an insurance company to allow the merchant to place any reasonable amount of insurance on his property. For this reason the merchant must secure from the company permission to place any further insurance upon the property. It is best for the merchant to estimate the highest amount of insurance he would carry on his stock when it is at its largest and have the following wording embodied in all his policies: "Further concurrent insurance to the amount of (here state the amount) allowed," and then do not go beyond that limit without notifying the companies of the increase.

The taking of chances has no place in business. Business methods may be aptly described as the systematic working towards the elimination of chance. Yet retail merchants in all walks of life are more often guilty of taking chances in the matter of fire protection and fire prevention than in any other. It is strange that this should be so. The fire danger is ever imminent.

A merchant owes it to his creditors to keep insured in a sufficient sum to protect them from loss should his property be destroyed. He then owes it to himself to have a little additional protection for himself. Look well to your insurance. It is better to be sure than sorry.

NECKWEAR AND ACCESSORIES

Towards Better Business

Many changes during the past ten years which have vastly improved conditions in the neckwear market — Quick turnover at good profit — The new weaves.

THERE has been marked development in neckwear manufacture and in methods of merchandising during the past ten years. The retail buyer's viewpoint has also changed considerably, as well as merchandising ideas, and the result is that neckwear has become one of the strongest departments in the men's wear store. Frequent change in designs, the extent to which manufacturers apply themselves in securing lines which they know will sell, the little outlay necessary in effective advertising; all these things have made for rapid turnover at fair profit.

SAMPLING METHODS IMPROVED.

The sampling of neckwear by the manufacturer, in order to demonstrate the goods to the retailer, is now done on an entirely different basis. In former years the neckwear traveler's swatches consisted of pieces of each design, sometimes about ten inches square, with still smaller portions attached to show the color range. As compared with the plan in use nowadays, the old idea was a poor sales medium. Then, too, the merchant, on examining the color range, of a single swatch would probably order derbies in one color, bows in another, string ties from a third and so on, until that design would be represented in every style of tie, but very often each type would have a different color.

At the present time the manufacturer goes to the trade with swatches, say 8 inches by 24 inches, and each color will be shown in the same size sample. This gives the buyer a far better idea as to color effects. The strong popularity of the derby or four-in-hand has also made it advisable to specialize in fabrics specially suitable for this type, and hence there is no such thing as ordering a range of styles from the same swatches. It can almost be said that for each kind of tie there is an appropriate weave.

Naturally, there were large quantities of fabric wasted in selling by small-sized swatches and patches

for color matching. Nowadays, while a manufacturer finds that his swatches will amount to upwards of 10,000 yards of fabric, from each sample he can make a tie and this gives him an excellent end-of-the-season article for jobbing purposes.

FABRIC SELECTION A FINE ART.

Neckwear fabric selection has practically become a commercial fine art. A manufacturer concerns himself about a season's designs months in advance. He has many ideas of his own to work out and these he submits to fabric manufacturers. This explains regular trips to Europe. Not only does the neckwear manufacturer want to see the latest weaves, but he also desires to secure a more practical idea of designs which are for the most part his own conception. Sometimes he secures an idea from a retailer who has gleaned something from a customer's preferences, but as a rule it is to the manufacturers only that the men's wear dealer must look for the selling standards of his neckwear. He need have little apprehension on this score for the competition is so keen that productions have to be acceptable.



Knitted ties of pure silk, showing how the diagonal bar and shot effects are worked out.—Seward Bros., manufacturers' agents, Montreal.

Two Hundred and Three

totally different combinations in

BORDER ENDS

Our Salesmen will be showing the above range when this issue reaches you. Don't overlook asking to see our new ground weaves in Zibeline, Diagonal Reps, and Bara Reps. These Silks are absolutely pin proof.

We have designed special borders for these weaves in Satin stripes, Canelle stripes, Roman stripes, and several other combinations.

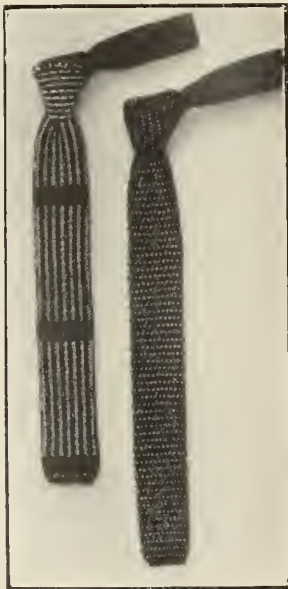
These Silks are made into Bias, or straight Derbys, showing the borders in either case.

We would call special attention to our Zibeline Silk. This we have confined to us for Canada. It is a crepe covered cloth and cannot show a pin hole. Ask to see this weave.

The Sword Neckwear Company, Limited
TORONTO ONTARIO

COLOR HARMONY STRONG SELLING FACTOR.

Then, too, there have been marked changes in methods of merchandising. Color symphonies in window display were practically unheard of ten years ago. The traveling salesman who suggested to a merchant that he run a solid window of red ties was regarded as insane. The merchant took the ground in those days that every section of his stock had to be represented in his window display and the amount of practical art shown in the arrangement of these goods was not always a matter for serious thought. Nevertheless, the man who did try out the window of solid reds sold more of that color in one week than he previously did in a year, and other shops took up the idea so rapidly that it created a great scurry not only for reds but for other colors that lent themselves to striking window effects. To-day one of the basic principles of window display is color harmony, and instead of conglomerate mass-



Latest novelties in imported hand-frame knitted ties. Shown by E. & S. Currie, Toronto.

adjustment of the knot is important if the design is to be brought out to advantage. Thus a group of stripes will serve as a border for the tie and will be repeated to come immediately below or within the knot. Some very beautiful effects are seen in diagonal and satin reps, in zibelines, and in work weaves. There is noticeable, throughout the different ranges, a strong tendency in favor of shot, shimmering or veiled effects. The plain ground is the thing, and though the various stripe treatments will undoubtedly have the greater call, the Summer trade will see a strong demand for all-plain weaves. The season's basic colors are purple, gold, scarlet, Polly green, two shades of blue, one an Alice and the other on the royal order, grey, tan and browns. Champagne is a tone that has taken well for the Easter trade. A very fine range of fabrics is also shown for paddle-end ties which promise to do well this season. Hem pleat, bordered end designs will undoubtedly be popular.

The negligé collars and tie business this Summer will undoubtedly be heavy and manufacturers are preparing lines from fancy shirtings in which collar and tie are made to match. Thus it will be seen that the neckwear houses are interpreting the season's opportunity as one in which the harmony of collar and tie is of greater importance, while the shirt manufacturers have it that the point of harmony is between all three—collar, shirt and tie. Judging from the demand in both quarters, however, both stand on safe ground.

Specialization is becoming a great factor in neckwear selling. It would appear that the manufacturer who can "hitch his wagon" to this kind of star has much to gain. During the past few months there has been some instance of this kind of business. Certain fabrics have been advertised in street cars, newspapers, in every conceivable way to consumer and to retailer, and the result has been a remarkable run in these lines. In some cases it has been with difficulty that manufacturers have kept pace with the demand. There will undoubtedly be still further development along this line.

It is also strikingly evident that neckwear fabric manufacture is receiving very close attention in Europe. A weave that has recently made its appearance and which has deceived many, though by no means misrepresented, is composed of wood fibre and cotton. Some very choice patterns have been worked out in this material and offered to the trade as a 50-cent line. It certainly stands the dealer a good margin of profit. Some buyers have expressed the conviction that they could handle these goods as a \$1 line. The fabric wears well and retains its tone.

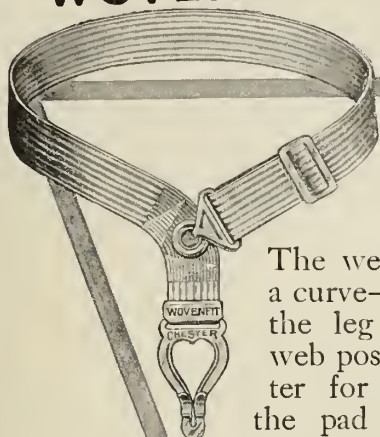
ing, the specializing idea has been applied to window advertising as the best medium of rapid turnover. Very often it is found that one dealer will develop a run on one special color or design by the manner in which he manipulates his displays. At the same time there has been a strong development in better lines.

FINE RANGES FOR NEXT SEASON.

For the Spring and Summer season lines of neckwear are being prepared which should render display effective and salesmanship easy. There is nothing gaudy about the designs. The color contrasts worked out in bar, border, or diagonal stripes will meet the demand for neat medium effects. Considerable prominence has been given to Roman stripe treatments in border ends and in panels so spaced that the

CHESTER GARTERS

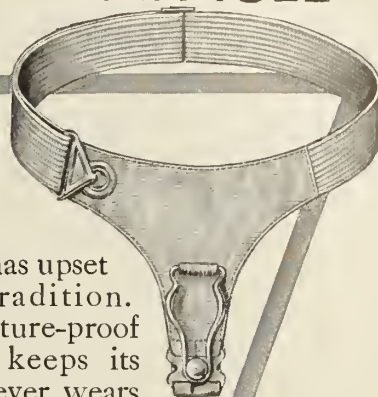
WOVENFIT



Chester Wovenfit Garter

The web is woven in a curve—sets better on the leg than straight web possibly can. Better for summer than the pad type, because cooler and better fitting. A prestige builder, because the cleverest garter made.

TRIANGLE



Chester Triangle Garter

This type has upset all garter tradition. Made of moisture-proof material, it keeps its shape and never wears ragged. Its appearance is elegant; its detail is faultless. It's an easy seller.

Here are the suspenders that are really better—

Chester Suspenders

You will not find any others with such striking selling points: Patented Inserted, seamless, woven-back button-holes are the only button-holes that distribute the strain over the web. "Chester" Castoffs are chemically hardened—they wear like iron.

\$4.00 and \$4.50 a Dozen

Write for a Trial Dozen

Chester Two-Clasp Garter

Its value is likely to be underestimated, but a garter that prevents wrinkles at the ankles when low cut shoes are worn, has real utility and is worth taking up. This affords a chance for a merchant to do a favor to his customer.

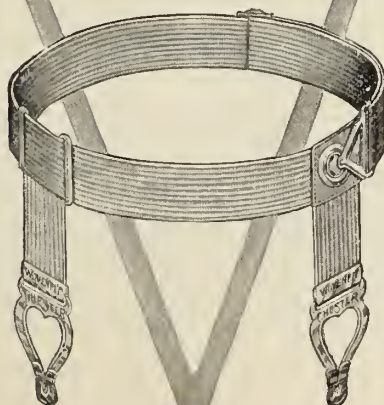
The Chester Garter Clasp is self-opening when off the leg and self-locking when on. The flattest clasp made. No metal touches the leg.

Price \$2.25
FOR EACH MODEL

Halls Limited

BROCKVILLE, - ONT.

Winnipeg Warehouse,
148 Princess St.



TWO CLASP

What About LEATHER BELTS ?

We make the kind that sell — Smart, snappy, stylish belts—in all the most wanted colors and shapes. Leather Belts should not be a side line, but a Summer Staple and one of the best sellers in a haberdasher's during hot weather.

The whole secret of making money on belts is to handle the line that men like.

You have a sure trade-winner and a steady money-maker in Chester Leather Belts.

Write for Samples and Prices



The sixty-foot front of the Begg & Shannon men's wear store, Hamilton. These windows and the outside display cases are changed at least once and sometimes twice a week.

Good Value Out of 60-ft. Display Front

Begg & Shannon's windows are supplemented by five outside show cases — An effective Spring display by Fred C. Petrie — Fixtures and cards from the trimmer's own design — A C.W.T.A. man who is making good

"We have a sixty foot frontage with windows seven feet deep and five outside show cases. I change all of these at least once a week and often twice. I also attend to all interior cases and ledge trims and try to keep something different before the public at all times."—F. C. Petrie, window trimmer for Begg & Shannon, Hamilton.

SEVERAL very interesting views of the Begg & Shannon men's wear store, Hamilton, are illustrated here. One of the entire front shows an effective use of outside display cases. One stands in the centre of the main entrance and there are four others, all containing neat, attractive trims. Another view shows the enthusiastic reception accorded Buster Brown and his dog Tige, which were the central figures in a special event featured by the Begg & Shannon store. A third view, with photo of F. C. Petrie, the window trimmer inset, shows the details of the store entrance and conveys some idea of the unique use of catchy phrasing in window and awning signs. In the "Sale of All Ages" the store emphasized the fact that they were in a unique position to meet the clothing requirements of every member of the community no matter how young or how advanced in years, while the awning sign, "Get Begg and Shannonized," evidently describes none other than the agreeable sensation which accompanies a purchase at this store.

The large window display by Fred C. Petrie has for a background four good sized mirrors, two at the back of the window and one at each end. Around these mirrors and including all the background, are boards covered with tan felt. In front of each mirror and opened slightly a pair of gates are hinged and stained a very light tan. These gates are then lightly covered with long sprays of red

roses. In the centre of the window, hanging from the ceiling, a large, tan glass electric dome is hung. At each end of the window a library lamp may be seen on a small table. In the centre of the window a library table and two chairs are placed which were used to display some furnishings and hats. Only two forms are used in this display. All of the fixtures are either tan or brown and are of wood after Mr. Petrie's own design. With the exception of collars, every other article shown in this is either tan or brown. At the back and sides along the top of the window are some den or library pictures. On a level with the eye at the front end of each window has been arranged a new place for a fancy display card and one which does not interfere with the goods displayed.

Mr. Petrie has been connected with the men's wear business for the past twelve years, his experience covering every department, including window trimming and advertising.

"I have always shown a preference for the department known as furnishings," he states, "but I had the desire to acquire a knowledge of all the other branches and to do so it was necessary for me to make several changes, as the department store business never appealed to me. While changes are not always desirable there is generally a great deal of good business training to be gained through them and, personally, I have found this training very profitable.

"My most valuable experience, before taking my present position, I acquired when with Dunfield & Co. and Fairweathers, Limited, Toronto; also in my

(Concluded on page 108.)



Arrangement of main entrance Begg & Shannon store, Hamilton. The vestibule has displays on each side and there is a case for unit trims in centre. Inset is photo of E. C. Petrie, the window trimmer.



An event that interested everybody in particular and the young people in general. Arrival of Buster Brown and his dog Tige at Begg & Shannon store, Hamilton.



An early Spring display of men's wear that sold the goods. See article for description. By E. C. Petrie, for Begg & Shannon Hamilton.

Women an Important Buying Factor

In some lines of men's wear selections made by men are in the minority—How it figures out in the Eaton Toronto department—Influence of the openings—Importance of more exclusive toggery shop.

A VIEW of the main aisle in the men's clothing section of Eaton's Toronto store is given here. It shows the general decorative scheme adopted for the Spring openings. The pillars along this aisle are covered in imitation of bark and branches twined with apple blossoms are held in position by sockets made for the purpose, extend over the aisles, creating a most Springlike appearance. The effect was heightened by the warbling of canaries in tiny cages placed among the boughs.

INFLUENCE OF OPENINGS.

A question that will arise here is, to what extent does an opening such as this assist the men's wear department? Probably the question could have been answered more satisfactorily had the Eaton openings been held at a time when the temperature was more favorable to the buying of men's wear lines for Spring. Then again this department was not featured strongly in comparison with women's ready-to-wear garments and millinery. The view shows, however, that garments were well displayed on tables along the main aisle. Every line was well laid for business and the report is that the occasion created an unusual enquiry. It was noted by observers that while the vast majority of those attracted by the openings were women, the enquiry in the boys' and men's clothing section also came from the same source, with the exception of Saturdays, when men were out in force.

What percentage of the buying in a department such as this is done by women? Enquiry goes to show that in the boys' department fully 75 per cent. of the purchases are made by women, and that of this number probably one-half also brings out the man of the house and other members of the family. In the men's clothing department it is estimated that, in about 20 per cent. of the purchases, "there is a woman in it," or in other words the purchaser is accompanied by his wife or other feminine authority who constitutes the court of appeal on perplexing sartorial questions.

HEAVY BUYERS OF UNDERWEAR.

In the underwear section women again buy about 70 per cent., while on the night-shirt question women seem to hold a position of almost absolute authority. Where it is pyjamas, however, the men come in for a larger share of personal selection. When shirts are the subject women are heavy purchasers, especially on the cheaper lines—probably 50 per cent.—but in the higher grades the men have the field pretty much to themselves.

Here is where an interesting thing is noticed. When a man's purse is limited and he must necessarily purchase the cheaper lines, selections are in the majority of cases made by his wife. The man is working all day and cannot conveniently get down town in the day time to purchase. This fact also explains how it is that some of the smaller stores in



Marathon

Out in front
in the race for
sales

MARATHON SOX are really satisfactory fine gauge cotton half hose that you can recommend to your customers for fit, appearance and wearing qualities as unhesitatingly as you can the highest priced style half hose you stock.

YOUR WHOLESALE
HOUSE CARRIES THE
GENUINE. LOOK FOR
THE NAME
"MARATHON" ON
THE FOOT.

They are made to sell at a price which the average man who comes into your store likes to pay. See that your stock in sizes and colors in Marathon for Spring is complete, and you can be sure that you are giving your patrons the utmost in half hose value. It will pay you.

The Chipman Holton Knitting Co.
Largest Hosiery Manufacturers in Canada
Hamilton - Welland,

E.H. WALSH & CO.
SOLE SELLING AGENTS

TORONTO, MONTREAL
AND WINNIPEG.

Please mention The Review to Advertisers and Their Travelers.

outlying portions of a city such as Toronto do considerable business by remaining open at night.

But when a man has no very serious concern about the amount he spends in shirts, but insists on having a better article, he has tastes of his own, and can generally get away from the office to make his selections.

This is one thing that explains Eaton's toggery shop. A special department or store with separate entrance from the street and another from the large men's wear floor, where the grades from medium to high price in men's furnishings are carried. Here the bulk of the purchasing is done by men.

The point is worthy of note, however, that anything calculated to attract women to the men's wear department seems to be worth while.

METHOD IN ARRANGEMENT.

The Eaton men's wear department occupies a space 150 feet wide by 180 feet long. There are two direct entrances from Queen street and, in arranging the stock, consideration was given to the fact that there are lines which must have certain selling positions, or for which, to try on and purchase, men are loath to run the gauntlet of a host of other departments in which they are not interested. Hats and men's clothing, therefore, have the choice of positions near the entrances; then comes boy's clothing, a department which has increased tenfold in the past three years; then underwear, sweater coats, hosiery, shirts, collars, neckwear and

accessories. In the average men's wear store the last named lines have first place, but it must be remembered that this department has for its rear boundary the main aisle of the store and these departments are so placed as to be easily accessible to both men and women buyers. The clothing and hats have a more exclusive men's demand.

There are 150 salesmen employed in the Eaton department. There is not a table, a wardrobe or a display of any kind that is not open to the most careful, uninterrupted inspection by the buying public. In order that every line may be effectively displayed this work is detailed to three men whose work is guided largely by consultation with department heads, the requirements of newspaper advertising and special occasions.

Men's Coats Selling

Coon coats at all prices are selling for men's wear. Orders are most freely placed in the Western provinces where the warmth of these coats is a necessity. They are also well taken by the farmers all over the country, and are offered in wider range of prices than probably any other line of fur on the market to-day. A coon coat may be retailed under normal circumstances at anywhere from forty dollars to three hundred. There are numbers of extra handsome cut and the best wearing fur to retail at a hundred dollars.



View of main aisle, clothing department, Eaton store, Toronto. Boughs, entwined with apple blossoms, projected from the side pillars over the aisles, producing Springlike effect.

Regal



Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - ONTARIO

Please mention The Review to Advertisers and Their Travelers.

THE GOOD ADVERTISING

There are two kinds of advertising—on e fills up the newspaper profitably, the other fills up the store— profitably.

Spirit of Easter Advertising

Must have the tone and the sense of the season's importance — Cultivate the early Spring customer.

THE lily, the chick, the egg and the rabbit are the emblems of the Easter season and will play an important part as decorative features in all kinds of advertising during the next few weeks. Easter is an occasion of rare opportunity for the men's wear dealer, and on his advertising, his displays in window and store will hinge much of the success of this season. Let him ignore the traditional "signs of the time" if he so desires, he must still get into his message the tone and the sense which appeals to the universal craving for something new. The great factor must be emphasized that the merchant is well equipped to satisfy that craving.

It is no time for half measures for at this, of all seasons of the year, the neat dresser is most discriminating and attaches most importance to the knowledge that his apparel and furnishings are right. Neither can the merchant afford to take chances with his service. Salesmen must be enthusiastic over the new goods, must know the style merit of lines they are introducing and in taking orders must see to it that they are filled to the letter.

It is a good thing to bear in mind that the possible new customer becomes a most important proposition at this time of year. The man who has his early Spring requirements properly attended to may reasonably be expected to remember that fact for the rest of the year. A satisfied Spring customer generally becomes a regular. Likewise, the success of this season's business may be regarded as a pretty fair criterion of the year's record.

Suggestions for Improved Layout

In criticism of the advertisement submitted to the Review by W. C. Latimer, Beaver, some suggested improvements are embodied in the accompanying layout. In the introduction of his advertisement the writer did not sufficiently emphasize the great news feature, the offering of his stock of overcoats at half price. In the rearrangement it will be noted how this big item has been played up.

"Half-price Sale" is suggested as appropriate. "Overcoats," the leading feature, is brought out strongly, together with the line "one day only," and the date. These are of equal importance and should not be set in different type. The underlining is superfluous and detracts from the general layout. The whole story should be told in the headlines. The reader or editorial paragraph should give the reason why and should follow the heading. "Latimer's Store News" is striving for an equal place with the heading and is really unimportant.

The three-line reader below the editorial (1) gives prominence to one of the leaders of the sale. No. 2 should follow with description, quoting a strong price inducement.

The advertisement is somewhat of a jumble so far as departments are concerned. It suggests the

THE TOWNSHIP DAILY NEWS, WEDNESDAY, MARCH 6, 1912

EATON'S DAILY STORE NEWS

See the Great Spring Fashion Exhibition in Men's and Boys' Clothing

The Gates of Spring are Flung Open Wide on Thursday, Revealing the New Styles and Fabrics in Spring Clothing for Men and Boys, and Demonstrating the Accuracy with which the Chief has Calculated the Needs and Wants of Particular Styles and Sizes for Spring of 1912.

THE whole Section of Men's and Boys' Clothing will burst forth in a beautiful decoration of Spring blossoms and foliage, the new goods displaying the highest conceptions of the foremost weavers and tailors of the day. Entering from Queen street you find yourself, as you would think in the midst of a huge apple orchard in full bloom, with cascades of spring as only birds can sing amidst such springlike surroundings. Ferns and daisies in full bloom are scattered profusely about, and here among such environments is displayed and awaiting your approval—the apparel proclaimed by Fashion for the new season.

The Styles: The fashion world looks for a trend in which all the elements of style, grace, and refinement are combined. The new styles are characterized by a simplicity and a refinement which are in keeping with the general trend of the season. The new styles are characterized by a simplicity and a refinement which are in keeping with the general trend of the season.

The Fabrics: The fabrics are of a high quality and are in keeping with the general trend of the season. The new fabrics are characterized by a simplicity and a refinement which are in keeping with the general trend of the season.

Young Men's Suits: The new suits are in keeping with the general trend of the season. The new suits are characterized by a simplicity and a refinement which are in keeping with the general trend of the season.

Spring Overcoats: The new overcoats are in keeping with the general trend of the season. The new overcoats are characterized by a simplicity and a refinement which are in keeping with the general trend of the season.

Young Men's American Models: The new American models are in keeping with the general trend of the season. The new American models are characterized by a simplicity and a refinement which are in keeping with the general trend of the season.

Formal Display of Men's Furnishings Also Takes Place Thursday

In keeping with the general trend of the season, a formal display of men's furnishings will be held on Thursday. The new furnishings are characterized by a simplicity and a refinement which are in keeping with the general trend of the season.

The Spring Refreshers for Boys

The new refreshers for boys are in keeping with the general trend of the season. The new refreshers are characterized by a simplicity and a refinement which are in keeping with the general trend of the season.

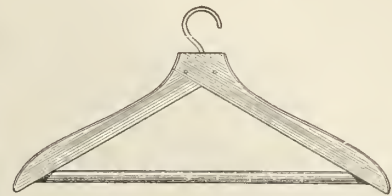
T. EATON CO.

Striking cuts, brief, appropriate introduction, a practical foreword on styles and fabrics, and the prominence of the boys' wear section are features of the Eaton advt. that are worth noting.

TAYLOR-MADE RACK SYSTEM



The Rack Filled



No. 331B, Combination Suit Hanger, inserted trouser bar, \$7.50 per 100

No. 33, Same without bar, \$6.50 per 100

No. 331B, Boys' 1 1/2 ins. wide \$7.50 per 100

No. 39 B, Overcoat Hanger, with inserted bar, for extra size suits, \$8.50 per 100

No. 39, Same without bar, \$7.50 per 100

Double Bar Rack

Made of Polished Steel Tubing

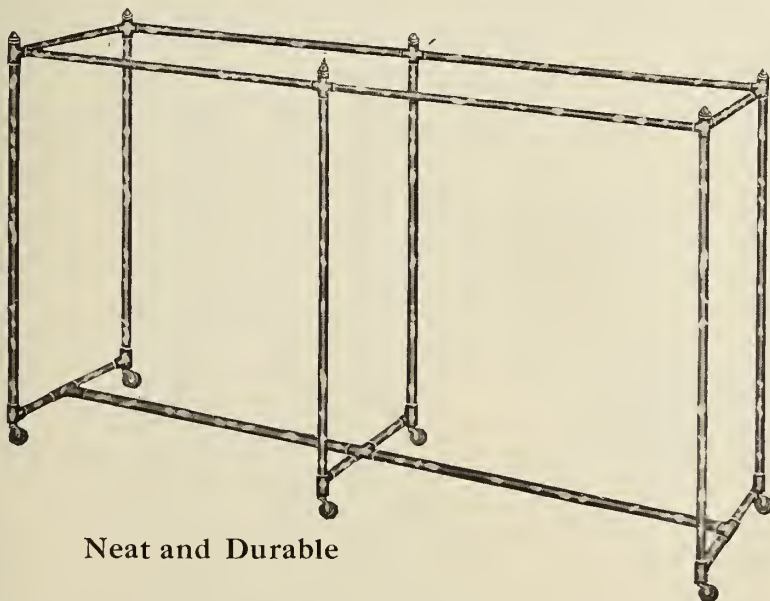
6 feet long, 6 posts,	-	\$10.50
8 " " 6 " "	-	\$11.50
10 " " 6 " "	-	\$12.50

Double Bar Rack

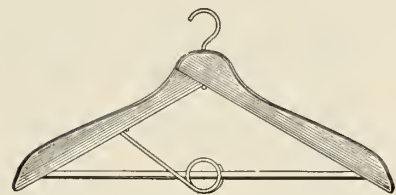
Made of Oxydized Steel Tubing

6 feet long, 6 posts,	-	\$13.00
8 " " 6 " "	-	\$14.00
10 " " 6 " "	-	\$15.00

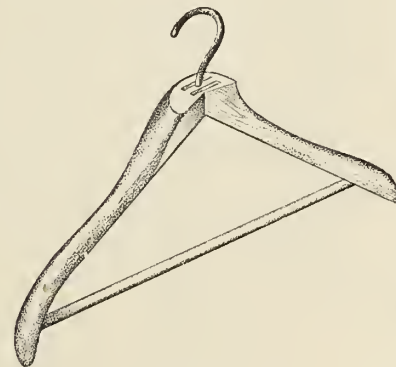
Suit Racks 5 ft. high. Overcoat Racks 6 ft. high.



Neat and Durable



No. 64, Combination Suit Hanger with wire attachment to prevent trousers from slipping off, \$9.00 per 100



No. 74 B, Combination Suit Hanger, \$15.00 per 100

MAIL ORDERS PROMPTLY FILLED

All Racks on Ball Socket Rollers, Shipped K.D., Crated

THE TAYLOR MANUFACTURING CO.

82 Queen St. North

HAMILTON, ONTARIO

Phone 3550

Please mention The Review to Advertisers and Their Travelers.

EATON'S DAILY STORE NEWS
 Worthy of Note is this Superb Showing of EATON BRAND Clothing in the Grand Spring Display



Mothers! Your Attention as to Boys' Spring Suits and Reefers

T. EATON CO. LIMITED

How the Eaton Toronto store announced their men's wear opening, emphasizing distinctive qualities in separate paragraphs. Section addressed to mothers on boys' clothing.

"grab-bag" variety of advertising. A rearrangement is proposed as follows: No. 3 in the sketch gives the

list of men's items; No. 4 groups the bargains in fabrics by the yard; No. 5 and 6, a panel with lines showing values in women's wearables.

A note from the shoe section emphasizes some one leader, followed by No. 8 listing men's and boys' articles; No. 9 from the women's and children's sections; Nos. 10, 11 and 12 completes the list of offerings, with the bargains from the grocery and crockery departments. No. 13 is the footnote.

Rules for underlining are no longer used and should never be employed except on rare occasions and to no extent, for they break up an advertisement and make it unreadable. The heavy black border does not strengthen the advertisement but worries the eye and keeps the reader from becoming interested in the matter. There are too many items and not enough detailed description.

Extracts from Live Spring Ads.

You get class, style, quality and fit always in a suit. Come in and see; you're cordially welcome.

Fine, pure, all-thread silk, accordion knitted ties, in fifteen two-tone effects. The kind that make a very small knot.

It makes no difference how ambitious you are in the matter of dress, there's a suit in our showing for

LATIMER'S STORE NEWS

OUR LEAP YEAR SALE was a Grand Success but a good many of our Customers from a distance, owing to the roads being blocked were unable to come, and requested us to have another SPECIAL SALE, which we have decided to have on

THURSDAY, MARCH 7th
ONE DAY ONLY!

THIS SALE OUR WHOLE STOCK OF
Men's and Boys' Overcoats
 About 40 Men's and Boys' Suits
 AT HALF-PRICE—FOR CASH ONLY

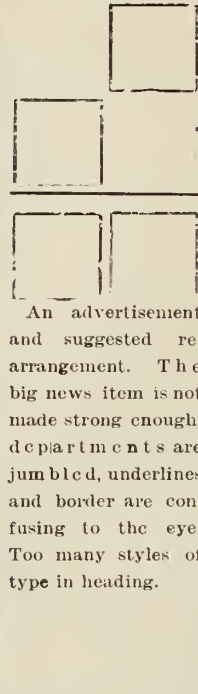
All our Latest Styles Ladies' Coats Ladies' Fur, Winter Millinery—Half-Price Cash	All Shoe Parks, Half-Price for Boy's Only
12 Men's Winter Caps, reg. 50c for 25c	Our Whole Stock of Men's Women's and Children's Felt Boots, Slippers, Men's and Boys' Luggage, Half-Price—No reserves
12 Boys' Navy Blue Flannel Shirts, reg. 50c for 25c	Crockery Specials
12 Men's Smocks, Rubber Lined, 75c for 50c	A Good Dinner Set, 97 pieces for 6.00
Men's Lined Gloves, reg. 75c for 50c	Old Plates 5
Big Soap if you want a new Table Cloth	Old White Tea Pots 10
100 yds. Print, reg. 10c for 5c	Men's Flannel Lined Underwear, reg. 50c for 39
100 yds. reg. 7 and 10c Towelling, (10 yds. only to each customer) for 5c	10 Women's Silk Waists, Half-Price
Apron Gingham, reg. 10c for 5c	Window Blinds—a Snap—Good ones for 25
100 yds. Pieces, reg. 10c for 5c	Wash Corsets, per pair 45
100 yds. Dress Goods—Snap—worth from 15c to 50c for 10c	Men's Cherry Hats 25
7 patterns in choice from	Boys' Felt Caps and Hats 10
Boot & Shoe Department	Grocery Department
A Table of 'snaps' from \$1.25 to \$1.50 for 80c	ALWAYS UP TO DATE
Children's Boots—a Snap, per pair 1.00	5 lbs. Pils' Syrup, reg. 20c for 15
Men's Oxfords, per pair 80c	6 bars Comfort soap 25
Women's Oxfords, Half-Price 75c for 50c	8 lbs. Saffron 25
Men's Rubber, reg. 25c for 15c	3 lbs. Star Anise 25
Men's Rubber, reg. 25c for 15c	7 pgs. Ascript wash powder 25
Men's Rubber, reg. 25c for 15c	3 pgs. Corn Flakes 25
Men's Rubber, reg. 25c for 15c	3 pgs. Corn starch 25
Men's Rubber, reg. 25c for 15c	6 lbs. Rice 25
Men's Rubber, reg. 25c for 15c	3 Lantern glasses 25
Men's Rubber, reg. 25c for 15c	Griffin's seed & Raisins full 10 oz. 25
Men's Rubber, reg. 25c for 15c	6 lbs. ground (1) Cake 25
Men's Rubber, reg. 25c for 15c	6 bars Latimer's special Castile soap 25
Men's Rubber, reg. 25c for 15c	Latimer's Baking Powder is a good one
Men's Rubber, reg. 25c for 15c	1 lb. introduce will sell a full pound can
Men's Rubber, reg. 25c for 15c	on Thursday only for 10
Men's Rubber, reg. 25c for 15c	French Peas, reg. 15c for 10

Remember if you are not here early in the day you will be disappointed as some of these lines were picked up quickly before

SHOP IN THE MORNING IF POSSIBLE

REMEMBER THE DATE—ONE DAY ONLY, SPECIAL PRICES

W. C. LATIMER, BEAVERTON



An advertisement and suggested rearrangement. The big news item is not made strong enough, departments are jumbled, underlines and border are confusing to the eye. Too many styles of type in heading.

LATIMER'S STORE NEWS

Half-Price Sale
 OF MEN'S AND BOYS'
OVERCOATS
 One Day Only—Thursday
March 7th

ABOUT 40 MEN'S AND BOYS' SUITS ALSO ON SALE AT HALF-PRICE FOR THE ONE DAY, FOR CASH ONLY

An Interesting List for Men Big Values in Fabric

Women's Wearables Reduced

SNAPS FOR THE BOOT & SHOE DEPT.

Men's, Boys' Footwear Women's, Children's Footwear

SAVE MONEY ON GROCERIES
 Glance Down This List

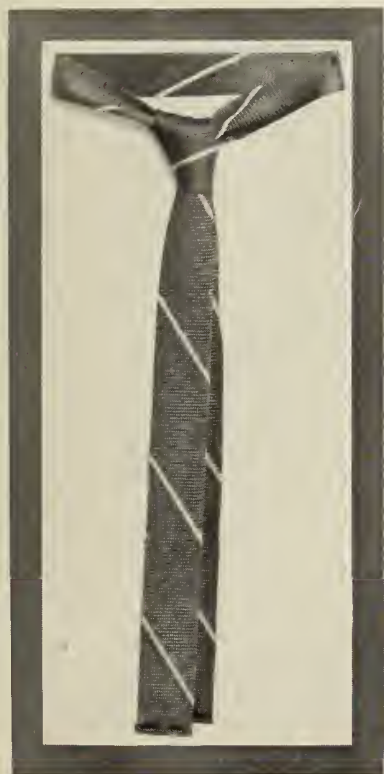
W. C. LATIMER BEAVERTON ONTARIO

Growing in Popularity Every Day

“Laces and Braids’”

KNITTED TIES

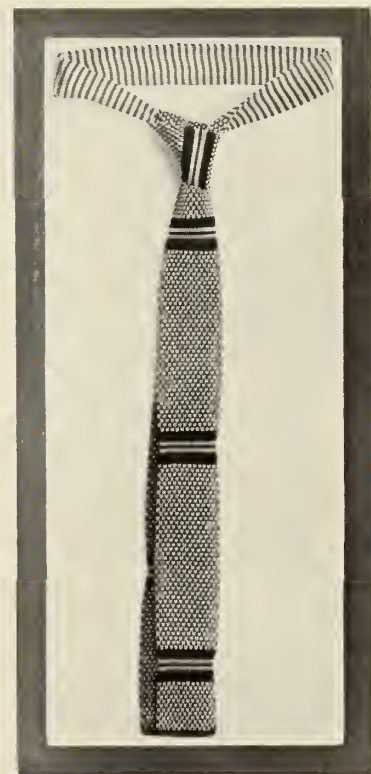
The ties that
are different



“Laces and Braids’”

KNITTED MUFFLERS

of rich and
exclusive design



THE knitted muffer grew more in popularity during the past season than ever before, that is, if sales were any criterion. This is due to the fact that they are neater and have a more dressy appearance than the bunglesome padded muffer or the loose folded handkerchief style.

The stitch brings out the design and richness of the material in our silk knit scarf. It has no equal in Canada at the price. Order now for Fall delivery.



SNAPPY KNITTED TIES

made in many handsome designs and color combinations. They are real winners. They're value every inch of them and will take with your best trade. See our representative or write for sample order. Mail order will receive special attention and a good selection is assured.

The Laces and Braids Manufacturing Co., Ltd.

121 PRESCOTT AVE.

TORONTO

Spring that will satisfy you in every respect and that, too, at a considerable saving.

Going away or staying at home, you'll need a suit for hot days that will be dressy and comfortable.

No matter how tall or stout you are, the price remains the same.

Remember our guarantee. We want you to be perfectly satisfied. If not tell us and we'll promptly refund your money.

Specially fine assortments of boys' navy blue suits for confirmation and dressy wear.

What kind of suit shall I get this season? is the query that confronts almost every man to-day: and if complete satisfaction in style, fit, workmanship and service is any guide in the choice, our clothing will solve the problem for any man.—Eaton, Toronto.

Every garment is worsted and moulded to your shape—the results of specialists in the tailoring art.—Simpson, Toronto.

Mothers. Your attention is directed to boys' Spring suits and reefers. Just as carefully selected and displayed is the most beautiful and comprehensive range of Spring suits for boys that we believe has ever been shown under one roof in Ontario.—Eaton, Toronto.

Here in profusion are seen new Sailor suits, Russian suits, men-of-war suits, the new deck suits and a whole list of dressy and stylish top coats for little men.

New negligee shirts for Spring in corded or plain materials, in many shades and stripe patterns.

Parents well know the great expense boys' clothing is, but prices such as these, will materially reduce the heavy cost of living.—Blumenthal, Montreal.

Advance sale of boy's Spring overcoats and reefers in the latest narrow wales in brown, olive and grey shades, handsomely tailored and all hand-made garments.—Blumenthal, Montreal.

Our latest importations of men's new Spring suits—in many stylish patterns—reveals that the popular shades again trend towards brown and grey.—Morgan & Co., Montreal.

We realize that every stitch in these clothes will advertise them for us in one way or another, so we have been careful that no poor stitches have crept in.—Goodwin's, Montreal.

Good Value Out of 60 ft. Display

(Concluded from page 98.)

previous position with A. M. Laidlaw of the Fashion-Craft shop, Peterboro, where I had the management of the furnishings, window trimming and advertising.

"While I have always had considerable window and shop trimming to do, it is just a year ago that I accepted my first real window-trimming position with Begg & Shannon. Like other changes I have made it was a step up the ladder and so far I have been successful.

"We have a sixty-foot frontage, with windows seven feet deep and five outside show cases. I change all of these at least once a week and often twice. I also attend to all interior cases and ledge trims and try to keep something different before the public at all times.

"With reference to the Spring window here described, I feel well rewarded in my efforts, for although quite early, it has demonstrated its drawing power and caused a good deal of favorable comment.

"Our cards and tickets are executed from my design by a local sign company. I have a preference for the wooden fixture and design a good many of those which I have used in this city."



Develop Boys' Department

Editor Men's Wear Review.—I would like to see our boss devote a larger space to boys' wear. We have suggested this to him several times, but his excuse is that the bulk of the business is done by mail order and that competition would therefore be too strenuous. We all think we could make a large department go. It would bring women into the store and they are always good buyers of men's wear.

WILL HAVE FAR-REACHING EFFECTS.

The organization of the Window Trimmers' Association will, I am sure, have far-reaching effects in improving the appearance of stores, in creating a demand for better class goods, and also in educating the people as to the fashions in vogue from season to season. Never was a more interesting list of competition arranged than that given in last month's Men's Wear Review. It ought to bring out everything that is best in the window trimmer of to-day. Art in itself will be more closely followed. A keen and friendly fight will be the order of the day from now till convention, and although many have not the chance of competing against the larger stores, still like myself, they must feel to a great extent honored in being classed with the more proficient window trimmers of this country.—F. J. Thompson, window trimmer for W. E. Maxwell, St. Thomas.

QUESTION??

Why is it that some merchants do not feature

PRESIDENT SUSPENDERS

Many simply keep a box or two in stock that sell themselves, all on account of their extraordinary virtue. Permit us to give you the reasons why you should be a friend of

PRESIDENT SUSPENDERS

Best Value For 50c.

Every Pair Guaranteed.

$\frac{5}{8}$ of all Men Wear Them.

Famous Sliding Cord.

Easy on Buttons.

No Old Stock.

Last Pair in Last Box Sells.

Clerks Lose No Time Selling.

Standard Price, \$4.50 per Dozen, to Large or Small Stores.

And the greatest of all in your interest, Mr. Merchant, no catalogue house or department store will be permitted to sell them less than 50c.



DOMINION SUSPENDER COMPANY
NIAGARA FALLS, - MAKERS

Please mention The Review to Advertisers and Their Travelers.

HATS AND CAPS

Chance For Third Season

Spring lingering in embrace of winter gives merchant rare opportunity — The new soft hats in favor — Headwear in London.

THE hat merchant, it would appear, has little reason to complain of the protracted cold weather since it gives him an excellent opportunity to introduce a third season—one midway of the winter and that mild Spring weather when people “waver on the brink of straws,” as one retailer put it. The season is one in which the trade has found an excellent opening for better business in all lines—the low crown, wide-brim derby styles and the new soft lines, which are coming to be regarded as more and more of a distinctively Spring article. These hats have now been featured long enough to bring about the elimination of freakish styles which always make their appearance when a new vogue is in process of evolution. Extreme features in scratch-up and velour styles are now passing, and a medium ground has been taken resulting in a soft, silky production which is taking exceptionally well, greys, bronze and slate shades having strong position. Hats of the velour and wool order have been taking a firm hold on the trade and it would not be surprising to see a still greater development for the Fall season. As in hats, so in caps, the demand is for well-balanced effects in grey, brown and bronze mixtures. The season that is passing has been a record breaker in caps, chiefly of those styles particularly adapted for cold weather wear.

HEADWEAR IN LONDON.

Since the vogue in London furnishes much of the inspiration for the hat trade on this continent, the following paragraphs from Men's Wear (London) relating to the market there will be of interest by reason of the advance indications “between the lines”:

This soft felt hat can be relied upon as the principal feature of the coming Spring season. Its great popularity throughout the past twelve months promises to be eclipsed in a month or two.

Self bands (that is, bands of the same color as the hat itself) are much in request, whilst hats with

contrasting bands are very attractive, and will meet with a good sale. The predominating colors in negligee felts this Spring will be greys and greens, with a fair sprinkling of quiet brown designs.

Austrian velours of fine quality, and plush negligee hats, continue to meet with a very good demand in the better-end of the trade. Greens and grey shades are those most in favor. In this section, also, beavers are being sold in fair numbers.

Boaters will follow the lines of last year's hat, with a brim width averaging about $2\frac{3}{8}$ inches and a depth of crown ranging around $2\frac{7}{8}$ to 3 inches, from which readers will gather that the wide-brimmed, lower-crowned style will continue. Cable edges will again prevail in the medium and lower section, with serrated edges more to the front in the high-class trade. Ribbons this year will be fairly broad.

The principal point relative to “straws” is, of course, the shortage in the supply of straw plait—a subject touched upon on many occasions on the “Headwear” page in previous issues. Suffice it to say that should the coming Summer be of a similar character to that of 1911, there is a possibility that there will not be sufficient “straws” to meet the demand, especially in the cheaper qualities. Prices are up all round, and it will probably be some months before the market resumes its former level.

The characteristics of last Autumn's stiff hat or “bowler,” viz., a somewhat broader brim, and a slightly lower crown, will continue for the Spring trade. Nothing *outré* in hard felts has the slightest hope of appealing to the well-dressed man, or any men other than the “dandies” who parade Hyde Park and the principal thoroughfares dressed in their Sunday best. Stiff felts continue to hold their own, and are being called for in better qualities than formerly.

The silk hat was reported to have sold fairly well last year, and its prospects for 1912 are considered to be of at least an average character. No change much out of the ordinary ever occurs in the shape of the silk, and many men have idiosyncrasies of their own, and purchase a hat of one particular style year after year from measurements in the possession of their hatter. The 1912 silk will have a brim about $1\frac{7}{8}$ by $1\frac{1}{2}$ inches, and a crown $5\frac{7}{8}$ inches deep, with a half-

THE PERFECTED
"KING COATLESS"
 SUMMER SUSPENDERS

Packed in This Attractive
 Sales-making Box

Perfected goose-neck button loops; non-perishable elastic; self-adjusting back; rustless buckles; satisfaction or money back.

\$3.80 the doz. Net

for either 2, 3 or 4 point

Genuine stamped on buckles
"KING COATLESS"

Advertised in the leading newspapers and magazines



Each pair in separate green and white envelope, with instructions how to wear printed on back. Packed half-dozens in green hinge-top box for counter display—sure sales maker.

Order from Jobbers—Our Travellers
 or Mail to

THE KING SUSPENDER CO.,

TORONTO

**MOST MEN
 WILL ASK FOR
 'KING COATLESS'
 THIS SUMMER**



"Do Men Know

good goods?" may have been a reasonable question to ask one day, but not so now. Men know that

**CHALLENGE
 COLLARS**

give real satisfaction, are waterproof and that they are money-savers for them.

Our Rubber Brand at \$1.80 dozen, and our Pyralin Brand at \$1.50 doz. are quarter as heavy again as higher priced lines of other makes.

Send for sample of our \$1.25 Outdoor Brand, linen finish.

SAMPLES ON REQUEST.

The Arlington Company
 of Canada, Limited

54-56 Fraser Avenue,

Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
 Ontario Agent: J. A. Chantler & Co., 8-10 Wellington E., Toronto
 Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



inch Anglesea curl, easy flat set, and a quarter-inch "bell."

The cap trade appears to be recovering, and the lines for the coming season run on golf shapes (the eight "quarter" top) slightly preferable, perhaps, to the one-piece crown. The peak remains of about the same dimensions as formerly. Full shapes are selling freely in the country, but in the larger towns there is a tendency toward slightly smaller shapes. Back bands are reported not to be in so much demand as formerly. Grey mixtures are being shown in large quantities, and Harris and Connemara tweeds continue to hold their own. Green, of course, plays a prominent part in the cap trade, quite 70 per cent. of tweed cap patterns having a touch of this color in their composition.



Better Hosiery Values Shown

Extra numbers coming forward to complete the ranges—Good variety and several leaders—Some style features.

Spring season for men's hosiery is over as far as jobbers and manufacturers are concerned except for repeats on silks, gauzy lises and novelties for Easter and midsummer wear. Samples are being forwarded from the mills to complete ranges for Fall, wherever there is any attraction of value, style or quality not previously represented.

It is remarked how carefully men's furnishers have gone on tans and adhered to blacks. Shot line-stripe socks are the feature and selling as strongly as ever. They are shown in silks at \$21 dozen down to lises at \$4.50 and are being considered important enough to include in Fall samples in cashmeres at from \$3 to \$6.50 dozen. Colors featured are white, wine and green with black in better qualities giving an attractive line.

So far, better grades of thread silk hosiery for men have been particularly good and it is expected to develop business on lighter gauzy effects on cheaper numbers. Although some firms do not carry anything less than \$6.50 and \$9, it is \$4.50 and \$5.75 guaranteed lines which have been the success of the season. During the past week a quantity lot of silk hose was quoted at a special price enabling merchants to handle them under the heading, *Men's 50c. Silk Hosiery*, 39c, which proved a winner judging from the manner buyers took it up.

In cotton, lises and mercerised lises staple qualities will come in for usual repeats and as far as fancies are wanted, they will be taken to tone up in self-clocked and line-embroidered ankle designs in tan, gray, purple, blue and black. High colored fancies are still offered in 10 and 20 dozen lots at prices to make a sale window.

It is generally reported that better qualities are being offered in plain cashmeres and worsteds. Cashmeres are quoted as usual from \$1.75 to \$4.50, but some ranges are quoting better qualities than usual at \$2.25 and \$4.50 which in the West and larger cities bring 35c and 75c pair easily. It is a question for each department manager to decide personally and it should not be such a hard matter to get a somewhat better margin than is usually marked.

In worsted ribs, it is expected that buyers will appreciate qualities at from \$2.25 to \$4.50, not so much as a matter of value but in manufacture, this year's samples coming out in cleaner, brighter yarns, in a glossier black and an altogether better feel than formerly. There are good assortments to select from ensuring best values at regular selling prices for merchants who choose carefully and plan for an occasional leader.

Fine grades in plain grays and heather mixtures are always wanted and there is no unusual demand. Noticed among latter samples being brought forward to complete ranges, are some natty embroidered cashmeres, white or colored designs on black. Ranges are broad enough for most buyers' selections and booking has resolved itself into quantities on staple numbers, which appeal most and a fair representation of novelties for display purposes. Any buyer can choose these assortments with confidence, guided only by former values.



Harvey Knitting Co. has been incorporated under provincial charter with a capital of \$1,500,000. to take over the business of the Ken Knit Co., Woodstock, Ont. The incorporators are K. Harvey, William Barrowclough and others—Toronto capital interested. Harvey and Barrowclough are head of Ken Knit Co. They purpose manufacturing men's, women's and children (heavy and light) underwear, hosiery and kindred lines.

It has not been decided where the new mills will be located, but probably in Woodstock.



There are many interesting ways in which money may be introduced in connection with a window display. Transparent cards with money fastened to an almost invisible screen to emphasize the point in the announcement are sometimes used. Money in any quantity is always attractive and as a feature in connection with a "money saving" event one merchant displayed a large variety of pocket-books—all fat and with the ends of bills sticking out. It was all a very good imitation. In another section a reverse picture was seen—a figure dressed in a poor looking suit and a placard reading, "Any man who buys elsewhere when he could just as easily buy here loses money." The figure of a thug with mask and bludgeon and in the act of picking the other's pockets gave emphasis to this statement.

KANTKRACK

KANTKRACK

KANTKRACK

Pat. Feb. 20, 1906
 " May 5, 1908
 " Oct. 27, 1908
 " Oct. 27, 1908

**The Flexible Lip
Relieves the Strain**

in front and the patent slit in the back prevents the annoying pressure on the neck from the button, ensuring the greatest degree of collar comfort possible.

The coated-linen fabric of KantKrack is unlike most waterproofed collars—it has all the appearance of a fresh laundered linen collar and when soiled may be cleaned with a wet sponge and soap.

For satisfactory profit handle the "KantKrack."

MADE IN CANADA BY
**THE
Parsons & Parsons
CANADIAN CO.**
 Hamilton :: Ontario

Tom Thumb finds an "Asbestol" Eisendrath's Celebrated Horsehide Glove

Tom Thumb shows his record thro' the Hustlers' show

The Hustler tells Tom Thumb about "Asbestol" Eisendrath's Celebrated Horsehide Gloves and Mittens

He recognizes it first by the careful, painstaking way in which it is made. He is also aware from which it is made—leather from which it is made will give the long satisfactory "Asbestol" gloves and mittens wear you rightly expect. They resist the effects of steam, water and heat. They wear well under any conditions and the very best service possible. Prices are no higher. Let us show you an "Asbestol" glove or mitten which is designed to fit your particular needs.

serve the mechanic as well as the huntman—the railroad man as well as the mechanic and all are equally well. For the heavy service (C) or (A) which gives the wearer the most of the "Asbestol" and rightly made best materials. And there is no one to meet it as who may be can do under any

He is probably telling him about the excellent materials, the superior finish and fit of these gloves and mittens—pointing out the fact of how well they served him in days gone by. He is telling him to read every full offer of service and request form water. We show a complete line with new style worth and price so you the "Asbestol" line.

**Ad Men
Good Merchants
and
"Progressives"**

—All you who would increase your glove and mitten business—take your pen in hand and write us to send along some "trade tonic."

These little Tom Thumb "adlets" are stirring up a rousing business for hundreds of dealers who sell



**EISENDRATH'S
CELEBRATED
HORSE HIDE**

And the "ASBESTOL" trade-mark is backing up the ads with real, satisfactory service, so there's satisfaction all around.

Get these little electros all ready to use and stir up the profits in your glove department right now.

If you're not handling the line, it will pay you to start a little investigation, for "ASBESTOL" is the surest cure we know for sick or run-down glove departments.

GET AT IT NOW!

Eisendrath Glove Co.
 Chicago

(The "Asbestol" trade-mark is registered in Canada)

SHIRTS, COLLARS AND CUFFS

Starting With Fall Lines

Manufacturers' sample ranges now being assembled—Some very attractive values—The novelties featured—Good attention to detail.

A GREAT deal of speculation is manifested by buyers and jobbers about shirt samples, which are now being assembled, preparatory to going to the trade. Fall sample ranges will be most comprehensive. So far, some manufacturers have done the larger cities with incomplete sets and ranges are not ready in a great many cases where manufacturers are not anxious to call on their trade until they have delivered sorting and Easter bookings.

The midsummer orders on negligees and novelties have been good and hold the attention of salesmen, who are picking up repeats on soiesettes, vestings, gingham, Oxfords and prints on numbers which have taken well.

In presenting their Fall samples, travelers are not anxious to go on the road until April 1st, and by promising deliveries for May 15th, they are protecting their accounts as they are assured prompt delivery with May 1st, as shipping date. This understanding permits merchants to have something new for Victoria Day, which business is looming ahead and they are planning to show tasty goods in their windows for the holiday.

DRAFTING THEIR OWN DESIGNS.

Buyers, who go to the mills for fabrics will be planning to suggest new patterns for Spring, 1913, and in their endeavor to get some exclusive lines which will appeal to buyers are drafting their own designs. It is their intention to have patterns and cloths confined to them, which should prove a good argument for salesmen and by avoiding similarity with other manufacturers' ranges will be a departure of the near future.

Entire ranges not being complete, it is impossible to give anything but a description of lines as far as they are ready. Samples may be divided into four classes: negligee, with pleated or box-pleat fronts; short bosom fronts, flannels and ceylons, staple white or dress shirts in novelties.

In regard to patterns, samples are described as a

continuation of line stripes. However, these stripes are mostly finer and by the introduction of a line of color, self or narrow contrasting stripe on white or double or single lines with bar stripes, the general result is that pattern lines are narrower throughout.

ATTRACTIVE VALUES.

In the more staple ranges good designs in prints are started at \$6.50 dozen. This year, merchants can procure an exceptional quality of chambray in plain colors, blue, tan, grey, etc., to cost \$6.50, which would make an attractive 79c. sale. The usual qualities and broad range are shown at \$9 dozen, and there are some leaders at that price, which are good in design, fabric, detail and finish.

Short bosom shirts in 9½-10 in. or even shorter fronts, which are laundered right into the body are again being featured. Another novelty to save laundering and appealing to many men, is made of white and trimmed with check or stripe front-pleat and cuffs.

WHY NOT BAR EFFECTS?

Numerous novelties are brought out each season, many of which are a fad but a timely suggestion is made that instead of running stripes up and down the front pleat of a colored shirt, that one or two of the more striking patterns be made crosswise, giving that bar effect so essential to novelty neckwear styles at present.

Negligee styles are shown in which the shirt, collar and tie match. Merchants place a varied version on this innovation. Some claim that men adhere entirely to silk ties. Others sell the wash tie separately at an extra profit, while other salesmen are enthusing about it.

In Fall samples, it is going to be a strong season on neat and effective designs, principally plainer fabrics in soft blues and greys, stripes on these shades with more color introduced into the stripe in line or ombre-line effects and a host of blue and white and black and white line stripes for which the trade is always good. Tan, as a color by itself has not supported the talk giving it a foremost place for Spring and Summer. Several Fall patterns have lines of tan, but there is very little confidence expressed so far by shirt buyers and salesmen and manufacturers are go-



SHIRTS
Are Made for Particular People

If All Men's Tastes Were Alike

there would be little use for an assortment such as you will find in the immense range of

"Star" Brand Shirts FOR FALL

There are shirts that will appeal to every taste and every pocket book, but all are made with the view of satisfying the particular man—the man who knows.

Tone up your Spring and Summer stock of shirts with a nice assortment of "Star" Brand.

"Star" Brand Neckwear and Underwear are leaders to-day—See Samples.

VAN ALLEN COMPANY, Limited
HAMILTON, ONTARIO

GET OUR LINE

OF



To be shown by only one Merchant in a Town

Merchant Clothier! Reduce your ready-made stock by selling made-to-measure clothes. **Get our Line.**

Merchant Tailor! Show two hundred "new" styles and capture the business now taken from your town by outside rivals. We make clothes as good as YOU DO. **Get Our Line.**

Men's Furnisher! Add a profitable side-line to your business, Made-to-measure Clothes. Watch it grow. **Get Our Line.**

Dry Goods Merchant! You can sell men's made-to-measure clothes. We start you right. **Get Our Line.**

General Store Merchant! Your store is not general without a made-to-measure department. We equip you with everything necessary. Every sale brings big profits. **Get Our Line.**

FACTS:

SIX DAY DELIVERY (from receipt to shipment.)

GUARANTEE—If not satisfactory, your money back.

Dawson Clothes retain their shape, because they are custom tailored.

Write now for Spring and Summer Samples

John Dawson, Limited, 145 Church Street, Toronto



An artistic men's wear trim, with veneer background, relieved by large painting.—Mandel Bros., Chicago.

ing slow on it for next season. Mauve and mauve and black on white promise to be better than usual.

Ceylons and flannels with French cuffs and Peter Pan collars will follow the demand for semi-negligée or athletic styles. Flannels are mostly greys or touches of black, mauve and tans on grey or cream or soft line stripes in black, sky and green on white. Some manufacturers are attaching collar links or bar in metal.

In plain white shirts it is evident that for value the usual ranges in which they are strong are still maintaining their lead. Many fine $\frac{1}{4}$ or $\frac{1}{2}$ -inch pleated dress shirts are sampled, white piques being exceptionally good. There are a few more expensive novelties added in this cloth and in finer cords for evening and full dress wear. Finer reps are shown in some sightly shirts.

ATTENTION TO FINISH.

Manufacturers are giving still greater attention to details this year and it is pointed out that laundry and finish are better than anything previously turned out. They are making this a strong feature. Taking those ranges already shown collectively, there is marked improvement. It gives salesmen an opportunity to make an instant impression in showing correctly laundered stock.

Boxing and labelling are a great help to sales, both in display and stock-keeping. Merchants can

have stock delivered in 1-12, 1-6, $\frac{1}{4}$ and $\frac{1}{2}$ dozen to a carton according to preference.

In starting out to the trade it is always preferable to have some other manufacturer's range preceding, but confidence is expressed on all sides that when ranges are completed representatives will have designs, fabrics, finish and values hard to beat.



The Vogue in London

Fancy vests have been very quiet of late, but a better feeling for these goods is confidently anticipated as the year develops, and some nice ranges in neat and quiet patterns have been prepared. It is unnecessary to detail these lines more fully, for the popular fancy varies in different parts of the country, with a tendency for brighter and more pronounced designs in the northern counties. Slate, fawn and green, in various shades, are among the lines which promise to catch-on, with a slight preference for the two first mentioned colors.

SPRING SHIRT STYLES.

The preparations in the spring shirt trade are all on neat lines, patterns being well defined, avoiding any "slurred" colorings, which latter are quiet. With hardly an exception, stripes alone are being stocked, but the prevailing colors, blacks, blues, greys and helios, either in the stripe itself, or in the art shades—excluding blacks, of course—as a background allow of pleasant variation.



The Winning Line

MILLER BRAND Washable Clothing

We Specialize on Militia and Cadet Uniforms

and all duck and service clothing for
Barbers, Waiters, Cooks, Butchers,
Dentists, Doctors, Bartenders,
Porters, Etc.

- | | |
|--|-----------------|
| Full Dress Vests | Abattoir Coats |
| Fancy Vests | Surgeons' Gowns |
| Duck Band Uniforms | Duck Pants |
| Hospital Linen Supplies | |
| Ladies' and Men's Auto Coats and Dusters | |
| Boy Scout Supplies | |
| Club and Hotel Linen Supplies | |
| Carpenter, Butcher and Waiter Aprons | |

Use Your Influence In Having Your Choir Properly Gowned

A necessity—Not a luxury

The gown lends a most desirable dignity and solemnity to the service, and eliminates the clashing of colors, so prevalent in the unvested choir.

Insures a better attendance of the choir members, through placing all on equal footing in dress.

The "Miller Geneva" choir gowns are guaranteed and are absolutely the best gowns on the market, being worn by most of the largest churches throughout Canada.

We also make Pulpit Gowns, etc.

Write Dept. No. 1 for illustrated Catalogue containing particulars and testimonials.

Kindly mention what you are particularly interested in.

The Miller Mfg. Company, Ltd.

251-253 Mutual Street,

TORONTO



CAMPBELL'S Quality CLOTHING

Ask about
our **SPECIAL**
ORDER SERVICE

The Clothing for Particular Men.

Exclusive materials, honest workmanship and absolutely correct in Style, Fit and Finish.

It will pay you to represent us in your section.

The Campbell Mfg. Co., Limited

Montreal

The Review is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in "The Review." The paper that does things.

Please mention The Review to Advertisers and Their Travelers.

CLOTHING FOR MEN AND BOYS

Browns Picked to Lead

Predictions that this color will predominate in next Fall's woolens—Greys also strong—Relative position of tweeds and worsteds—The new styles.

IT is now quite evident that the great bulk of Fall business in men's woolens will be done on browns. Many people imagined that browns were done, but when one considers that brown is a distinctly Winter color, more distinct than any other, it only seems reasonable that sales on it will be strong.

The big feature at the present moment is the demand for brown in fine wale worsteds and tweeds—more of a wale than a diagonal. Fall demand always follows Spring tendencies, and the situation just described seems to be sufficient ground for stating that history will repeat itself.

Greys are also in very good position. All of the better class trade are buying greys of a bluish cast. Bannockburn effects are going to be strong, and

hairline and herringbone stripes of a mottled character are very largely shown.

TWEEDS VS. WORSTEDS.

As regards the relative position of tweeds and worsteds, while a great many tweeds are being sold, there is no comparison in sales when worsteds are considered. There is probably a great deal more talk than actual sale in tweeds. The close connection with the American market, which is a smooth-faced market, would suggest that if the Canadian trade can handle 25 per cent. tweeds as against 75 per cent. worsteds, it will break about right. This is the opinion of a market authority, and against it there stands out against as exceptional, the fact that there are houses in the making-up trade who have bought nearly all tweeds for their Fall business.

There is, however, this point also to consider, that tweed buying may seem large in view of the fact that there are large stocks of worsteds on hand. This would reduce the buying on one and make buying on the other appear heavier.

Serges and cheviots are becoming a very important factor in the Canadian market, not only for



Boy's Spring topper in black and white shepherd's plaid, tastily trimmed with braid and buttons. Neat velvet collar.

Boy's suit in neat pin-stripe fabric. Jacket shows the one-sided double-breasted effect. Trimmed with braid and buttons. Corded silk tie goes with the suit.

Shown by The Freedman Co., Montreal.

Nisbet & Auld, Limited

Blue Serges and Cheviots For Men or Women's Wear

Our assortment of serges is, without question, the largest and finest in Canada, including such celebrated brands as—

“Monarch” “Rockfast” “Vickerman”

These makes are daily becoming more popular, and their wearing qualities, color, endurance and lustrous finish is a lasting advertisement for the merchant who handles them.

You should have a few ends of each Brand in your stock, to more effectively show them, we can then provide you with selling bunches, which include all numbers in these makes and, being very large ranges, you need never lose a sale.

Our immense stock always at your disposal in this way should mean a very considerable saving to you in twelve months, and a great assistance in keeping your stock down without impairing your selling powers.

Montreal
207 St. James St.

Toronto

Quebec
5 Bloc Parent

men, but for women. In both departments they are being strongly featured.

An improved demand for trouserings is noted, and may be explained by the increasing vogue of black and blue. It is interesting to note here that there is again a call for striped tweed trouserings. These goods were sold in large quantities some years ago, but of recent years the call had fallen off.

In overcoatings, it is evident that great business will be done on soft, bulky materials, after the style of naps, and they will be mostly in plain colorings—browns, greys, blacks and blues.

FALL STYLES.

Clothing for the Fall season will contain very few style changes. Although slim types are much talked of, it is safe to say that in anything like extreme form, they will not be seriously considered, except insofar as they may call for the elimination of all superfluous padding or draping. When style demands that he give a more definite figure outline to his garments, the Canadian manufacturers or tailors know that they have a decided taste to consider and that they have very close margins to come and go on. When fads took the form of unique button, pocket and lapel treatments, there was a marked note of decided approval from many quarters. These features, however, did not mar that safe, sane, comfortable outline which may be considered as one essential, at least, of the Canadian demand. While the Fall season, therefore, may see very few notable style changes, it will be a particularly rich season from the point of view of fabric designs and

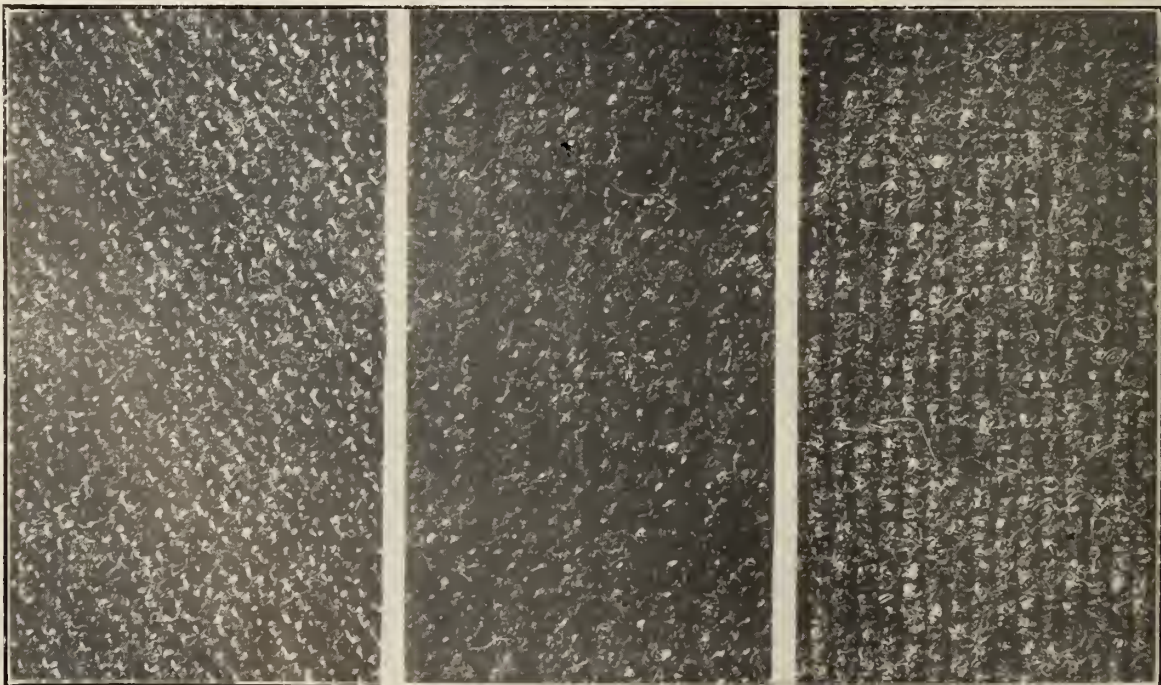
colorings. English styles, of which there has been much talk, have been very reasonably interpreted—coat lengths moderate, shaped on natural lines, with waistcoat just high enough to show beneath the lapels of the coat. In the trousers there is probably an evidence of more shaping.

ULSTER OVERCOATS AGAIN THE MODE.

The fact that soft, warmth-without-weight materials are again being shown, confirms predictions as to the permanent popularity of the ulster overcoat. Few style changes are announced as yet in this department, although the word has gone out that the raglan shoulder is booked for a return to favor.

BRISK BUSINESS IN JUVENILE LINES.

The merchant who has given his boys' department a greater degree of attention than usual should certainly have no reason to regret it. The season's assortments show some very desirable wash garments in cambries, zephyrs, gingham and linens—lines which only need displaying or well-directed advertising to arouse the interest of mothers and create brisk demand. Among the newest styles in this department is a double-breasted linen suit, which should answer the call for an outfit, which, while suitable for dressy wear, answers every purpose of the somewhat exacting Summer grind. Many of the garments shown for Spring selling follow the lines of men's attire very closely, although there is a strong showing of the Buster, sailor, Norfolk and other well-known types. Tweeds and worsteds, for the most part on the grey order, all in the quieter tones, have been employed.



Bannockburn effects in Browns and Greys for Fall. Shown by Nisbet & Auld, Toronto.



A display of boys' clothing that should command attention. An all white window in which garments are effectively posed.

It Pays to Look After the Boys' Trade

Higher-priced lines in demand — Merchant should look well to the future
 —Man in charge should be experienced—Careful salesmanship required—
 Gift novelties as advertising feature.

By E. E. Bell

THE store that would build up a satisfactory business in boys' clothing must devote sufficient space to make a boys' department, not in an out-of-the-way corner as we find in so many Canadian stores. We speak advisedly when we say "Canadian," because the business of clothing the boys has not been receiving the attention it deserves from either the wholesale or retail man here, though we might add there has been a big improvement in "style" since the general adoption of the "bloomer knicker." "Across the line," the boys' needs are more carefully looked after and it pays. Higher-priced lines are in demand and the store that looks to the future will take care of the boys' trade.

The salesman in charge of the boys' department should be an experienced man with the required patience and good nature that has much to do with pleasing the boy.

The customer is usually the boy's mother, father or one of the older members of the family. In greeting, be sure to speak to the boy as well as to the person accompanies him.

RESPECT THE BOY'S OPINION.

A new suit is quite an important event to a boy. Just recall the "thrill" a new suit used to give you as a boy. Sad to relate, it becomes less "thrilling" as you grow older. In discussing the merits of the different suits, let the boy have a word to say, as in some cases he may be paying for the suit himself and this consideration of the boy's opinion helps decide many a sale.

A good salesman will not make the mistake of letting his first question be, What price do you want? etc. Show something of a medium price and a higher line or two and your customers will generally indicate about the price suit that will be of interest.

Don't show too many suits and keep the \$10 suit away from the \$5 lines. To find the size in boys' suits, add the age to the figures 17. A boy of ten will, as a rule, be fitted in a size 27 suit. The salesman can judge as to whether the boy is big for his age and act accordingly.

It takes more time to sell a \$3 suit to a boy than to sell a \$30 overcoat to his father, but it is time well

spent as the boy has good memory for the store which treats him like his dad.

Every boy's suit should be carefully pressed, tickets taken off and either boxed or parcelled neatly. Many a "return" parcel is the result of careless handling in wrapping up, so that the suit reaches your customer badly creased and meets with disapproval at first sight from the family in general.

GIFT NOVELTIES ATTRACTIVE.

The giving of some small novelties or article of interest to boys with each suit has been proved to be good advertising as boys show these "treasures" to each other and the question arises, where did you get it? So the boy keeps this in mind and often influences mother or father to go to that particular store when purchasing his next suit.

A well assorted stock of boys' furnishings will be found to be a help in increasing and holding boys' business as in almost all cases the boy needs a new hat, cap or other furnishing to go with his new suit.

In conclusion, would say it pays to look after the boys.

The Vogue in London

What's wearing in London is always of considerable interest to the Canadian trade, and conditions there are reflected to a certain extent by the following paragraphs from Men's Wear (London):

WORSTED TROUSERINGS UNRIVALLED.

Worsteded are not so largely represented this season, except in the trousering branch, where, of course, they are unrivalled. But in suitings, parti-

cularly of the clear-cut order, they are noticeable only by their comparative absence. We shall expect to see a revival by the time next summer's bunches come along, as they are never very long in the background.

Where they are shown they are very quiet in style. Chiefly straight twills of the four end, small, quiet herringbone stripes, colored stripes.

The milled worsted is more in evidence, and here, too, the colors are quiet, and the ground brightened chiefly by the aid of a very fine stripe in silk twist, alternated at times by a single corded line of weave, or some such quiet variation.

Blue serges are shown a good deal, and many of them have herringbone stripes, whilst there are plenty of the single line stripes in white or blue silk, or the same colors in worsted.

LIGHT OVERCOATINGS AND HOMESPUNS.

The covert of fine quality will be the fabric of the season. The plain twist covert, in nice, clean drabs, stones, browns, golden and green mixture, and other well-chosen colors, looks as good as it deserves to.

Homespuns are as popular as ever, and in many instances they are being shown with the color of the warp and weft more approaching each other, and not with white warps as they have been previously. There are, of course, many white warp fabrics, but also such mixtures as green and gold, two browns, brown and green, and other very subtle and delightful mixtures with little contrasting blobs of color.

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AGENTS WANTED

AGENTS FOR IRISH POPLIN TIES WANTED in Toronto, Montreal, Winnipeg. Well connected with wholesale and retail men's outfitters and with knowledge of the tie trade. Give references. Write Box 81, Dry Goods Review, 88 Fleet Street, London, Eng. (3)

Plate No 17 - Brush or Pen Outline Roman - Capitals -



A A A A B
 B B C C C D
 D D D E E E F F F
 G G H H H I
 J J J K K K L L
 M M N N N O
 P P P Q Q R R R
 S S S S T T T U U U
 V V W W W X X Y
 Y Z Z & & 1 2 3 4 5 6 7 8 9 \$ ¢ ?

This plate illustrates the brush or pen outline Roman letter used especially for fancy headlines.

SOMETHING NEW IN

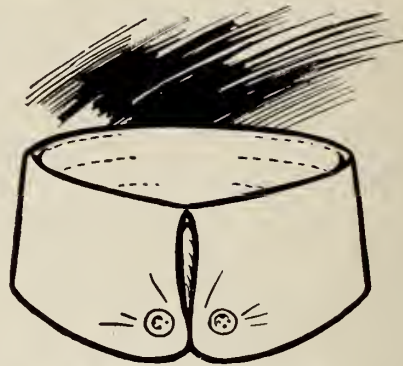
Tooke



Tooke

SAKTA
MADE WITH
LOCK BUTTONHOLE
2 FOR 25¢

C
O
L
L
A
R
S



Tooke

PETER PAN
2 FOR 25¢

A dressy, comfortable 2-inch collar, with deep corners and exceptionally close front. This close front effect is ensured by the new TOOKE Lock Buttonhole which has made our "Viceroy" such a success. Other new Tooke models are "Golf Club" and "Field Club." Can make deliveries at once.

Cut from fine mercerized materials, made especially for us. Five shades—white, blue, tan, pearl and helio. The best soft collar on the market at \$1.10. Also carried in \$1.50 quality. Soft Collars will be more popular than ever this summer Better order now.

TOOKE BROS. LIMITED, MONTREAL

Manufacturers of Shirts, Collars and Neckwear, and Importers of Men's Furnishings.

Winnipeg Warehouse, - - - - - 91 Albert Street



MEN'S WEAR REVIEW

APRIL, 1912

Features of this Number

- Suggestions from the boss to employees.
- Specializing in knit goods department.
- Prevention of fraud in business.
- Clothes, men and methods.
- Public reception for new store opening.
- Parcel post will help small merchant.
- Give identity to men's wear in general advertising.
- Edwards' short-cut system in card-writing.

PUBLISHED BY
THE MACLEAN PUBLISHING COMPANY, LIMITED.
3RD WEDNESDAY OF EACH MONTH

THANKS

We are unable to open any new accounts for Spring, 1912.

We are busy helping our present agents to take orders for ART CLOTHES. Glad to hear from any one who needs advertising help.

From those who have applied for ART CLOTHES Agency, we ask indulgence. They are first on our waiting list for Fall, 1912.

New accounts will be considered for next autumn. Immediate application should be made in order to secure early inspection of samples.

The Art Tailoring Co.
Limited

Head Office :: Toronto

Questions for the Underwear Salesman.

A Men's Wear merchant states that his business in his underwear section has developed along most profitable lines through skilful introduction and suggestion of goods and that the favor for combination garments is steadily increasing.

Here are the questions:

A customer enters the store and asks for a suit of underwear. It becomes evident to you that he has been wearing the cheaper two-piece suit and that he knows nothing about the merits of the combination garment.

How would you address this customer (give direct narration) with the object of inducing him to consider better grade underwear, and arousing his interest in the combination garment, assuring him as to fit, comfort, etc.?

Give actual instances that have proved the value of your argument, and noticeable result of introduction or suggestion upon your knit goods business.

For the three best replies the Review will pay the following cash prizes:—

1st, \$3.00. 2nd, \$2.00. 3rd, \$1.00.

All replies must be addressed to Editor Dry Goods Review, 143 University Avenue, Toronto, and received on or before April 13th.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

Premier Borden, has just bought a brilliant uniform which he will wear at all state occasions. He wore it for the first time this month when Parliament prorogued. It was tailored in London, England, and cost the modest sum of \$700, without duty. It is of dark blue cloth, encrusted plentifully with bullion and real gold lace. An interesting fact about the uniform has just leaked out. King George was pleased to appoint Mr. Borden as Privy Councillor, consequently the Premier was required to order the necessary dress which a Privy Councillor must wear at state functions. When the uniform arrived in Canada, His Majesty's customs officers demanded a 35 per cent. duty to be paid before they would allow it out of bond. Accordingly, Mr. Borden had to deposit a cheque for \$385 with the customs department to get his new clothes, so that they really cost him \$1,100. It is evident that the customs department has a democratic disregard of who the importer of goods may be, if the importer is a British subject, but a consul of the black republic of Hayti or any foreign consul is allowed, by law, to import his uniform free of duty.

* * *

From London comes a new idea in the form of a sleeveless coat. It is a kind of undercoat made without sleeves, to be worn when more warmth than is provided by an ordinary overcoat, is desired. For wear under a "slipon" or a raincoat it might be regarded as useful. There is a feeling of insufficiency about a raincoat on a real, cold, wet day, when an overcoat would be quickly soaked through and for use on these occasions this overcoat seems a good idea. It is cut about 36 inches, long and shaped just like a jacket in front except that there are no lapels or collar. It can also be worn over a sportman's coat.

A smart men's wear unit recently displayed in one of the city stores, was confined entirely to an oblong-shaped plaque in the centre of the window floor space and covered with silk in champagne cover. The unit consisted of a suit case with hosiery, shoes, neckwear, etc., scattered carelessly in and about. Similar articles were displayed on stands and the idea of the display was to emphasize the novelty in colors. Tans, bronze, blue, grey and purple in plain and shot effects were shown in hosiery. Shoes, of the Oxford type were in medium tan and dull-finished calf.

* * *

While the preferred position for men's and boys' clothing in many of the large Ontario stores is the first floor, and with separate entrance where possible, there are two opinions on this question. The other is suggested by the arrangement of the department in the Ogilvy store, Montreal. There, the clothing occupies the second floor, as a section of the large ready-to-wear department. In many of the largest stores in the United States, clothing is also removed from the first floor and the reason given is that this location helps the development of a more exclusive and profitable trade. The idea is that men who prefer absolute privacy in selection will hesitate about buying on a floor through which the store's general customers must pass. It would appear that a whim of human nature has, to a certain extent, been more thoroughly respected in the case of women's clothing than in men's. Then, again, much depends upon the class of trade which the merchant wishes to develop. It is stated that one of the large Toronto stores is considering the removal of its men's clothing section to a more exclusive position on the second floor.

An American authority on things sartorial has it that A. E. Kemp, M.P., for East Toronto, is the best dressed member of the House of Commons.

* * *

Absent-mindedness on the part of salesman and customer is the explanation of some results that are rather amusing. This story is told of a member of a famous banking family who is fussy about his hats. He likes them easy and comfortable on his head. One day he wanted a new derby and went to buy it. The clerk showed him a lot of hats. The banker tried them all on, but none suited him. Finally he picked up a hat and put it on. It was very comfortable.

"I'll take this," said he.

"All right, sir," said the clerk. "Five dollars, please."

The banker paid the money and went along. When he got home he discovered the clerk had sold him the old hat he had worn into the store.

* * *

In order to help overcome the inconvenience to customer's caused by change of location, a men's wear store had a map of the city showing their new location printed on all their wrapping paper and envelopes used for packages, as well as on the backs of their correspondence envelopes.

* * *

When the Chateau Laurier, the new Grand Trunk Hotel, opens in Ottawa, May 24th, the dress of the employees will be one of the most distinctive features of the establishment. The manager has decided that waiters in the Chateau will not be dressed the same as the guests. Instead of the conventional black full dress suit, all the waiters will wear grey dress suits with oxydized buttons. This is an entirely new innovation in Canada. All the employees will wear grey clothes, even the chamber maids. The clothes are being made by Fred Smith, an Ottawa tailor.

* * *

Death, swift and sudden came to the "Bulk Sales Bill," recently introduced in the Ontario Legislature. The bill had for its chief object the prevention of sales by merchants of their stocks in bulk before first notifying their creditors, and making a declaration as to their indebtedness. The idea was to prevent fraud in sales of this kind as a protection both to purchaser and wholesaler. When the bill was presented, it met with strenuous opposition. Some members who regarded it as class legislation took a vigorous stand on behalf of the retailers of their districts.

The latest freak from Paris is a black-edged collar. It is a high-band turndown and has a quarter-inch black edge running all around the lower edge and up the side of the opening in front to the neck. There is no black edge at the top. Some Parisians have worn these on the street.

* * *

Cigarette cases of moire silk instead of leather are intended to be worn with evening dress. They are very light in weight, have Spring tops and the fronts of some are ornamented with initials or monograms. Watch fobs may be had to match.

* * *

The increase in popularity of the business frock or hunting jacket, especially in the larger cities of Canada, is regarded as very remarkable. A Toronto "King Street" tailor states that since the first of the year, he has sold more business frocks than for the past two years. The explanation is not hard to find. It is a smart, dressy coat, very becoming in the materials now in vogue, and answers the demand for a garment that is in every sense appropriate for business or informal social purposes during the day.

* * *

Attractive post cards are used as advertising mediums by one men's wear store. These cards sometimes consist of local scenes, and then again, are a series especially gotten up by the firm, and bearing no other reading matter than the phrase, "Visit Quality Corner." This name is sufficient to arouse curiosity. They are sold in sets for a nominal sum, but anyone may have from one to three cards by simply calling at the store and asking for them. They may be addressed at a desk arranged for the purpose, above which is a placard stating that if left at the office near the door they will be stamped at the expense of the firm.

* * *

Here are some thoughts handed out by a manufacturer of clothing to his customers:—"The advertisement that stays unchanged for weeks is not an advertisement, but a monument. The reader does not think of the house behind it, but under it." The present is the "four-track" era—the era of electric force and dynamic resource—the era of schemers "on the firing line." instead of dreamers in the barracks—the era of making money, and of making money make more. The "single track" merchant is dead, but doesn't know it. His store is his tomb and his sign is his epitaph. He's a "dummy" and a mummy, self-annointed and self-embalmed.

Lesson 20 -- Complete Course in Cardwriting

Course of twenty lessons, comprising Edwards short-cut system, closes with one on lower case script — Note the accompanying plate and the three cards demonstrating its use.

By J. C. Edwards. Copyright, Canada, 1911

COMMENCING with the plate it will be wise for the student to go over every letter and study it carefully, practicing every stroke until he becomes thoroughly acquainted with it.

In reviewing the previous lesson it will be noted that, in actual use the letters were almost always joined together as we were taught to do in our school or business college days. This is absolutely essential, and another point always to remember is—that every letter should be on the same slant, i.e., supposing that a line were drawn at an inclination of say 20 degrees, every letter should be so balanced as to have this same slant. Practice, of course, is necessary to acquire a uniform line of letters, each having the same slant, same proportions and no open spaces between the letters of a card.

GET AWAY FROM CONVENTIONALITIES.

If Christopher Columbus had not thought that something lay beyond the vast expanse of water he never would have set out on the voyage that terminated in the discovery of America. So it is with everything else to-day. The idea of learning something new, of discovering something different, something out of the ordinary, leads to new inventions and promotes civilization. The cardwriter who contents himself with learning the technical points of lettering, if he practices diligently, will be a maker of

cards, not a cardwriter. He must break away from the old rut and drift into new channels of his own and add his own originality.

SCRIPT IN OUTLINE.

More care needs to be taken in writing outline script when it is to be filled in with a different shade than when it is filled in solid. The strokes must be made as uniform as possible. A sample of this style of letter is shown in the "French gowns" card. The letters are outlined as shown in the plate and then filled in with the shade. The form of decoration in this card is very simple. The card is deep champagne and the decoration is white which shows up very faintly, except in the case of the fleur-de-lis design at the top of the card which has a shade rubbed in with dry color before the design was put on. This gives it a relief effect and makes it stand out strong.

THE DECORATION SUGGESTS THE HEADING.

In the "Blue Bird Series" card the design suggests the heading at first glance. It is a blue bird cut out of wall paper and pasted on at the top of the card, breaking into the top display line. We all know that this is not always possible, yet if one keeps his eyes open he can often pick up such appropriate suggestions or if he has access to a first-class wall paper department many good ideas may be got without much effort.



Three cards illustrating the use of brush outline script.

Success

MADE IN CANADA



Here is one of the new shapes in the Success range. This is a very smart collar—very comfortable for summer wear—a neat, low cut, lock front model.

Already in stock—ready for prompt delivery. Sells at 2 for 25 retail.

The Canadian Converters Co. Limited
Montreal

Success



Plate No 20 - Brush Outline Script - Lower Case -



a, c, a, a, a, a, b, c, c, c, c, b.
 e, c, c, c, d, c, d, d, d, d, e, c, c, e, e, f, f.
 f, f, g, c, g, g, h, h, h, h, i, i, i, j, j, j.
 k, k, k, k, l, l, l, m, m, m, m, m.
 n, n, n, o, o, o, p, p, p, p, q, q, q, q.
 r, r, r, s, s, s, t, t, t, u, u, u, v, v, v, w, w, w.
 x, x, x, y, y, y, z, z, z, 1, 2, 3, 4, 5, 6, 7, 8, 9, 0, \$, ¢

This plate illustrates the brush outline script used largely for fine cards.

Regal



Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited
HAMILTON - - - ONTARIO

Please mention The Review to Advertisers and Their Travelers.

AND THE SPACING—DON'T FORGET.

Watch your spacing and don't get a one-sided effect. A light line may be drawn down the centre of the card and one across, then lay out the card in pencil, at first (only roughly) to make sure that the lettering comes out right, leaving the same space on both sides of the card and the same top and bottom. Also, watch the letter spacing which is even more important. In the case of the "Blue Bird" card, where a reader occurs and a sentence is written in lower case, the words should be almost the space of a letter apart, but when it is necessary to crowd them or, by mistake, two words are crowded, the idea used in this card may be brought into play, viz: "edition" was commenced too near the word "last" and, therefore, the two words run together. A small circle or dot was used to separate them and it was also necessary to balance the line by using the same between the words "the" and "last." You will notice that the ornamentation of this card comes up very near the top while the reading matter does not come as near the bottom of the card. This is a warrantable exception to the rule as the ornament is not at all the important part of the card and is only an auxiliary to help out or strengthen the wording and is a minor or subdued tone. This may often occur in card-writing where a bunch of flowers or some other decoration is used.

BLACK AND WHITE ALWAYS STRONG.

The millinery card demonstrates the use of white script lettering with a black, left-hand shade. It also shows the application of the script lettering in two bold diagonal lines, giving it the proper spacing and using no decoration outside the relief panel. The card, however, is of oatmeal finish in green which adds much to the effect and gives it a fancy touch. "Advance Styles" is an eccentric form of lettering giving a half script and half Roman effect which is quite in keeping with the other lettering.

NOTE.—Though this is the last lesson of the Edwards short cut system, there will be a follow-up series of practical showcards demonstrating the use of the different styles of lettering as taught in the course. See next issue.

INTEREST THE OTHER WINDOW TRIMMERS.

For the first C. W. T. A. Convention it will be practically impossible to reach all the window trimmers by direct invitation. It is, therefore, in the interests of the trimmers themselves and of future conventions that each trimmer interest himself in bringing another member.



WATCH THIS SPACE FOR OUR STYLES.

No Broken Buttonholes

One of the big disadvantages of water-proofed collars has been the breakage at the buttonhole.

"LINOLO"

Waterproofed Linen Collars

cannot break here because they have the aluminum, non-corrosive eyelet which prevents such an occurrence.

There's money in "Linolo" collars for you. They are sure sellers and give good profits.

Write for samples.

**The Smith-D'Entremont
Company, Limited**

1475-77 QUEEN STREET WEST
TORONTO

GET READY FOR THE C.W.T.A. CONVENTION—A MESSAGE FROM PRESIDENT MACDONALD.

WE want to hear from every window trimmer and card writer interested in the Toronto Convention and we shall be more than glad to answer any questions regarding the programme or other details.

Already, we have received many letters from prominent window trimmers signifying their intention of attending the sessions and it is assured that this first convention of the C.W.T.A. will be a grand success.

The Programme Committee has been working hard and with great success, and it can be said that at this convention the features will more than fulfill every expectation. Demonstrations of the latest and best methods of displaying merchandise, designing backgrounds, writing show cards and many other branches of the window trimmer's activities will be taken up for the benefit of the ambitious.

The convention will prove of great practical value to every decorator no matter whether he has had much or little experience. None of us knows it all, and the exchange of ideas with experts who will serve as a review of the very best ideas that have been brought out in window displays during the past year and also give an indication of the trend of future work.

Your employers will undoubtedly be glad to pay your expenses to Toronto, and will be well repaid by the help it will be to you in your work. If they will not send you, by all means come anyway. It will be an educational event that you cannot afford to miss.

The Entertainment Committee has also been very busy and plans have been made to make this the most profitable and enjoyable session of window trimmers. There will not be a dull moment.

Remember, it is not necessary that you be a member in order to attend this convention. If you are a window trimmer, we want you to come, and we are sure that, if you attend this meeting, you will not miss any in the future.

H. C. MACDONALD,
President.

Note the Patented Slit



Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

COATED LINEN
COLLARS

Are made in one grade only and that is the best—perfect in fit, the acme of comfort and the best quality.

The patented flexible lips relieve all strain at the front fold.

Also note the reinforced buttonhole and the patented slit at the back, which prevent pressure of button upon the neck.

It is linen and retains its linen appearance.

"KantKrack" Collars pay.

MADE IN CANADA BY

THE
Parsons & Parsons
CANADIAN CO.

Hamilton :: Ontario

NECKWEAR AND ACCESSORIES

Purple in its various tones and tans indicated for favor next Fall—Rich colorings in the Spring weaves—Strong position taken by the knitted tie—Some dealers predict an increase of 75% in demand for next season—Should not be featured too early to interfere with other neckwear lines

The Spring neckwear season is now coming to its own. While reports from retailers indicate an excellent Easter trade on the whole, the weather was unfavorable to that swing of business which generally comes with the holiday. The new designs, weaves and colorings have been received with marked favor, and nothing should prevent an excellent turnover. There is great activity in wash lines in preparation for summer, but these are goods on which the merchant should develop a distinctively Summer demand; not allowing them to interfere with the prestige of his fancy silk neckwear by introduction too early in the season.

Rich, soft, colorings are a feature of the new neckwear. There is nothing that can be styled obtrusive, and as pointed out some months ago by *The Review*, the whole trend of Spring and Summer neckwear seems to be in the direction of that neatness and invariable conformity with good taste which is the outstanding note in every department of men's wear.

FAVOR FOR KNITTED TIE.

The knitted tie, it is asserted, has come to stay. So varied are the color treatments possible that it has met every requirement of the season's vogue in that respect. There are those who state that its position next season will represent a 75 per cent. increase, and that so long as the double-fold collar is worn, the knitted or crochet scarf will remain.

In silks there are some exquisite patterns, combining stripe and bar effects in Roman colorings. Among other novelties is a plain or fancy weave with satin border fully 3 1-2 inches deep. Bars, both straight and bias, lend themselves to various treatments, and among these the tie with pattern showing in the knot and end only has been a well received novelty where the contrast has not been too severe. Crepe silk weaves, both plain and fancy, have also been well received.

FALL SEASON'S COLORINGS.

While little prophecy is yet made with reference to fall designs, it is stated by some authorities that purple and its various tones will be in high favor, and that tans will also be a feature. This is following along a trend in fabric colorings which is developing very strongly.

At the present time silk buyers for several of the large neckwear houses are in Europe making arrangements for the Fall neckwear season's materials.

Inspiration from Retailers

He can sometimes give the neckwear manufacturer an idea as to favored color schemes, weaves and designs—How it has worked out in knitted ties.

Neckwear manufacturers are nowadays securing much information from retailers themselves as to desirable weaves and designs. The retailer certainly has great opportunity to study every phase of the demand at close range, and some very effective color schemes are suggested, which give the manufacturers an inspiration resulting in a profitable vogue. A very strong position has been taken by knitted neckwear, for example, and it is stated that several manufacturers have achieved a leadership simply through following the trend of color fashion, as indicated to them by progressive retailers. This applies alike to high-priced and cheaper grades.

A prominent New York retailer, who has made an unusual success of knitted neckwear, states that any success he had had he attributed entirely to stocking bright patterns generally and to a close adherence to fashion's trend at special times. For instance, at the time of the coronation of King George V. he sold huge quantities of "Coronation"



**Young Men
Are Wearing Them**

and not only young men but the men of senior years too are learning the virtues of

**CHALLENGE
COLLARS**

Fill the man's wants and you'll find his wants growing.

Our Rubber Brand at \$1.80 dozen, and our Puralin Brand at \$1.50 doz. are quarter as heavy again as higher priced lines of other makes.

Send for sample of our \$1.25 Outdoor Brand, linen finish.

SAMPLES ON REQUEST.

**The Arlington Company
of Canada, Limited**

54-56 Fraser Avenue,

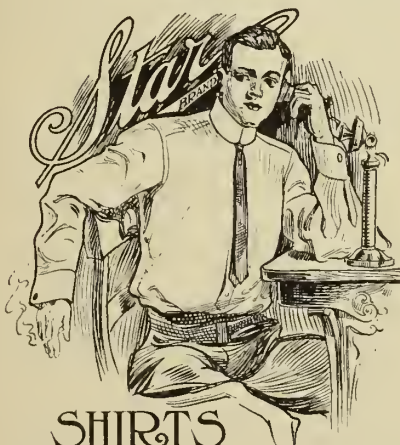
Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



“Star” Brand for Fall 1912

IS A RIGHT ROYAL LINE



SHIRTS
Are Made for Particular People

from whatever standpoint you take it. From the standpoint of style, quality, finish and variety it has no equal. The line consists of

**SHIRTS THAT
APPEAL**

to the better tastes of the particular man and reach the pocketbook of every man.

Tone up your Spring and Summer stock of shirts with a few numbers from “Star” brand.

“Star” Brand Neckwear and Underwear are leaders to-day—See Samples.

VAN ALLEN COMPANY, Limited
HAMILTON, ONTARIO



Interior view of new Ogilvy store, showing the men's furnishing section. Note the long line of glass cases, the effective fixture trims and the neat, inviting appearance of the department in general.

purple knitted neckties and hosiery owing to being right on the job at the psychological time.

He has been featuring recently some of the new "Durbar" shades. Shade is hardly the correct word to use, for these "Durbar" colors or styles are really a riot of color schemes. They embrace beautiful shades in soft colors, the whole effect decidedly inclining towards what is generally known as bright. This retailer mentioned that he had specialized on the subject of colors a good deal, and this is a point which it would do well for manufacturers to consider.

The clientele of this store is distinctly of a high class, and will not purchase brilliant shades. He said that there was a difference between soft, bright shades and brilliant shades, instancing the fact that he had sold any number of conservative dressers "Coronation," "Durbar" and similar color effects. It was a case of being able to discriminate between a bright shade with a soft tone and brilliant shades which make their wearers conspicuous. He pointed this out in connection with accordion knitted ties, which, while displaying a brilliant shade from one angle of view, should have for its other color a soft tone which would put the article, as a whole, in the artistic class rather than make it garish.

Another retailer stated that he was largely in accordance with the views of the retailer given above, but he thought that even the most conservative men

were attracted toward brilliant color shades and combinations, no matter whether they had previously made up their minds before entering the store that they would not purchase anything but the soberest of hues. Such a man will invariably raise the query to the salesman, "Don't you think this is rather bright for me?" Once, however, he has become accustomed to the wearing of something a little more cheerful than he had been used to, he usually comes back for more of the same kind.

Manufacturers in Canada who are now branching out in the production of knitted ties can gather a great deal of valuable information from these remarks for the phenomenal success of a line of knitted cravats bearing a trade-mark which has become a household word is entirely due to the ultra-progressive methods taken by this manufacturer to produce in advance the right shades which will be purchased later on owing to demand which then arises, caused by some important event or color scheme adopted in a successful theatrical production. Pertinent instances illustrating the latter are the influence of the Coronation and Durbar events, and in theatrical productions where the Arabian and Turkish influences strongly predominate, and it is certain that any textile fabrics which convey such tendencies will be much in vogue, while, similarly, the "Durbar" and Oriental color influences will become more popular.

This is one of the TWO HUNDRED AND THREE



Roman
Stripe

Fancy
Rep

BORDER ENDS

The above cut represents one of the samples of the two hundred and three totally different combinations in Border-End Cravats.

This, along with the rest of the range, will reach you shortly. Don't miss seeing the Zibeline, Diagonal Repts and Bara Repts. These silks are absolutely pin proof.

We have designed special borders for these weaves in Satin stripes, Canelle stripes, Roman stripes, and several other combinations.

These Silks are made into Bias, or straight Derbys, showing the borders in either case.

WE WOULD CALL SPECIAL ATTENTION TO OUR ZIBELINE SILK. This we have confined to us for Canada. It is a crepe covered cloth and cannot show a pin hole. Ask to see this weave.

THE SWORD NECKWEAR COMPANY, LIMITED

TORONTO

ONTARIO

Trim Emphasizing Vogue of Stripes



Neat display of shirts and accessories by Reg. Brown, for Cressman's, Ltd., Peterborough.

KNITTED

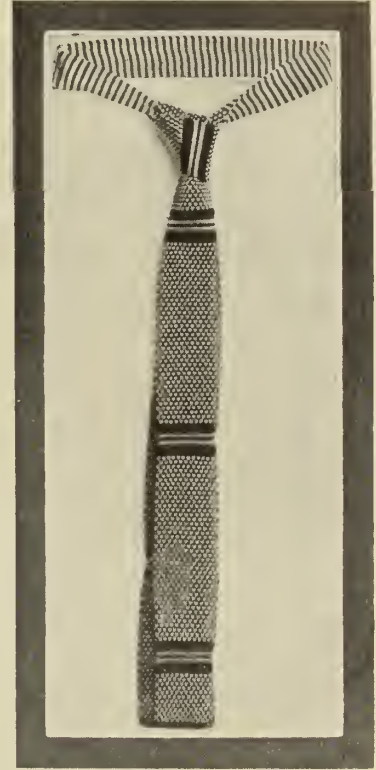


NECKWEAR

Chic Ties



& Mufflers



**WORTH
EARLY
INSPECTION**

NO need to dwell on the popularity of knitted goods, whether they be cotton, silk, linen or wool—knit goods seem to be here to stay. At any rate they are IT just now and will be for Fall.

We are showing a marvellous range of Knitted Silk Ties in various stitches, styles and colorings. The rich brilliance of these ties appeals to the well-dressed man every time. They are genuine value and correct style.

THE KNITTED MUFFLER

is in a class by itself in the muffler world and commands the attention of all.

Order now for Fall delivery. They are handsome mufflers. Don't miss seeing them.

The Laces and Braids Manufacturing Co., Ltd.

121 Prescott Avenue

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Toronto, Ontario

CLOTHING FOR MEN AND BOYS

Canadian business life demands distinctive style — How the new English models are being received here — Sane and practical idea obtains in Canadian market — Business frock in high favor — High price of furs improves sale of Ulster overcoats — Development in special order tailoring

DO the requirements of the Canadian business life enforce a style in clothes that is distinctive to the country? Men who have made a study of the demand and the individuality of taste, and who have watched the reception and course of new styles in Canada, do not hesitate to answer this question in the affirmative. They point out that where there is a large leisure class, where wealth and luxury are present in such a degree that the latest style in more or less extreme form is always the thing first to be desired, original designs are more closely followed. The charts for the present season are an illustration of this.

English plates show the neat, form-adhering lines which have been the basis in slightly modified style first of the American and then of the Canadian designs, the latter always representing a happy medium between the English plates and the interpretation placed upon them by American style artists. An outcrop of exceedingly slender styles, however, has developed from that demand which may always be counted upon whenever there is radical fashion change.

THE CANADIAN INTERPRETATION.

While these ultra styles may be considered as absolutely good form in the circles where they are chiefly worn, they differ vastly from the style interpretation that obtains in Canada. Here there are very few men not actually engaged in business, those who are not, have been so closely associated with it, or so recently removed from its influences by inheritance, that clothes of anything but the sanest type do not obtain. A tailor would find it difficult to induce a Canadian customer to consider the so-called slender figure, one, for example, in which the coat, when buttoned, is so tight as to actually wrinkle at the sides, and the line of the shoulder followed so closely as to be uncomplimentary.

Not for the Canadian business man, even in his gayest, or most sociable moments are these styles. His mind is imbued with the practical, well-proportioned, common sense idea. Nevertheless, they have taken kindly enough to the new styles in modified form—clothes which adhere to the natural figure without suggesting the extreme or ridiculous. Even this change, slight though it has been, has called for some persuasion on the part of the maker of clothes, and wholesale manufacturers have, in taking the new types as foundation of their designs, given every consideration to this fundamental feature of the Canadian demand. The safest suit or overcoat nowadays is that which conforms to plain, natural lines with no faddish touches added. Even in boys' clothing the same note is evident.

HOW DESIGNERS VIEW IT.

The vogue is one that should certainly be welcomed by the designer. A few years ago, when the extremely faddish garments were largely in demand, the manufacturer doing business from swatches was confronted by frequent orders calling for something different in unique treatment. Selling in those days was based largely on the novelty in a coat or suit, and changes in patterns were often necessary in order to satisfy the client. Now there is none of this. Styles are on a well-understood basis, fabrics are for the most part of the very neat order in greys and browns, and salesmanship now has as much to do with dignified appearance as a talking point, as it formerly emphasized novelty features.

Such a change as that which is now noted, will in the opinion of authorities, hold for some seasons, and for that reason no radical changes are noted in the Fall lines.

It is predicted that the large overcoats, of soft, warmth-giving materials will have a still heavier demand. The ever increasing price of fur has had

**The
Successful
line to
"Tie" to**

It will increase your neckwear sales and yield a good profit. Ask the "Crescent" man to show you the complete range.

Supplied in 44 shades at \$4.00 per dozen.

Showcards like illustration in 5 colors and embossed will be supplied with your orders.

**Crescent
Mfg. Co., Ltd.
MONTREAL**

WILL NOT CRINKLE OR CRUSH



**CREPE
FAILLE**



ONE PIECE TIE 48 INCHES



A window display in the new Vineberg store, Montreal. Floral twined lattice used in background, with large mirror centre. Men's and boys' clothing are cleverly posed.

much to do with the popularity of these garments. A good fur-lined coat now demands a price that cannot often be considered by the average man, and the ulster overcoat has those qualities which make it an excellent substitute.

THE BUSINESS FROCK.

The demand for the business frock or hunting coat has steadily developed. These garments made up in the neat materials now so highly favored go far to give a dignity of appearance to the prosperous business man, and at the same time are absolutely correct for many functions for which he otherwise would not have time to step aside from business in order to change his attire.

In evening dress, styles remain about the same. For formal wear it is noticed that a narrow margin of the white vest shows below the belt of the coat. This, too, is an English idea which is being well received in this country.

MARKED DEVELOPMENT HERE.

A branch of the clothing trade which is bound to develop is that which affords the tailor who is his own staff, the advantages of a well-equipped

workshop and a skilled staff of operatives. Where there were only two or three of these concerns in Canada a few years ago, there are now quite a number who receive special measurements and the materials from merchant tailors, make up and deliver on specified time. These concerns receive many orders from merchants who merely carry swatches of materials and take orders thereon, relying on wholesale woolen houses to supply materials to the makers on request. It is a business that has grown, not only in the older provinces, but also throughout the West. A tailor in Lethbridge, for example, may take a customer's measure, have him select his cloth from swatches, send full particulars to the makers and woolen houses in Toronto, and be almost certain of receiving the garment on a specified date. Some concerns will send the half-made garment to the merchant for a try-on to be absolutely sure of fit, although it is stated that the number of returns on orders not thus fitted, is very small. This is a branch of the tailoring trade that has been very largely developed in the United States. It has assisted many merchants in smaller towns and cities to develop a profitable trade.

FRANKLIN KNITTING MILLS

NEW YORK CITY

We are showing an entirely new range of pure silk Accordion Knitted Motor Scarfs and Ties. We have at our disposal the services of the best designers, and are, therefore, continually showing new styles and novel effects.



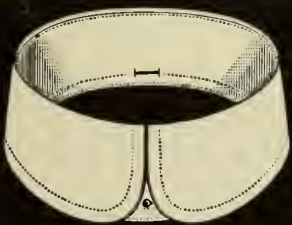
We are receiving new designs weekly from New York, and shall at all times be pleased to submit samples on request. We are also in a position to execute any special designs which our customers may wish to submit to us, sending samples before proceeding with such special orders.

AGENTS FOR WESTERN CANADA

SEWARD BROS., 251 St. James St., Montreal

AGENTS FOR TORONTO AND EAST

J. O. BOURCIER, Room 56, 59 St. Peter St., Montreal



RED-MAN BRAND
TEAKWOOD

EARL & WILSON

Close Collar for Stout Men

EARL & WILSON
Collars in Canada

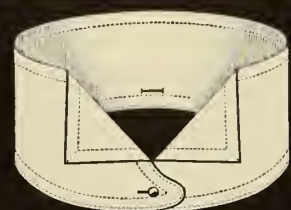
Red-Man Brand

NEW SHAPES FOR
QUICK DELIVERY

Address all enquiries to

A. E. ALTMAYER

c/o Earl & Wilson New York



RED-MAN BRAND
DOGWOOD

EARL & WILSON

A stylish Tab collar for afternoon wear.

Get the Boy's Trade

for his knickers and clothing and you will build a foundation for his future business and that of his parents.

"LION" BRAND CLOTHING is the boys' favorite. It appeals to the juvenile and satisfies the parents.

SEE OUR FALL RANGE OF SAMPLES
THE JACKSON MFG. CO., CLINTON

FACTORIES:

CLINTON

GODERICH

and EXETER





Interior view, Blair's Limited, Ottawa, showing display ideas and general decorative ideas, giving very rich effect.

Public Reception Marked New Opening

Nothing was offered for sale on first two days when Blair's Limited, Ottawa, threw wide their doors — Fittings cost \$12,000 — Many new ideas incorporated — Effective window arrangement — Cash principle applied

THE new men's wear store of Blair's, Limited, Ottawa, was formally opened March 19. The event took the form of a reception, and nothing was offered for sale on that or the following day. The people were invited to come and view the new establishment, which is undoubtedly one of the most modern furnishing and clothing stores for men on the continent. The building was occupied until quite recently by Henry Birks & Sons, jewelers. They moved into new quarters, and Blair's, Limited, at once secured a lease on the store for a term of years. The interior was then remodelled and equipped with the latest fittings at a cost of \$12,000.

From the entrance to the extreme rear the store measures 150 feet in length. It is 33 feet wide. Immediately inside the door are two fancy, curved showcases, one on each side, in which furnishings can be attractively arranged. On the mahogany-lined walls behind these cases are plate glass shelves — a new idea — for displays of articles of wear. Here and there a pretty electric lamp helps to make the

appearance doubly effective. The hat cases are on the right hand side. Next to them are two semi-circular show cases for the display of suits and dressed figures. From these to the end of the store are cases for suits.

On the left hand side, next to the fancy case described, is the light furnishing department, such as collars, shirts, etc. Several glass cases do duty as counters, and show off the goods to excellent advantage. This department occupies about a third of the length of the left hand side. The office and try-on room take up some space in the left hand corner. In the centre of the store are four suit-cases. They are of glass and mahogany on marble bases. In convenient places are umbrella stands and other new ideas, which can be used to exhibit some articles.

All the fittings are solid mahogany. The cases all rest on marble bases. Rich carving relieves the plain appearance of the woodwork. The cases are lined with rich green plush, and when they are

A Striking Display Front and Handsome Interior



Front view of Blair's, Limited, Ottawa, showing curved windows and double-deck display arrangement.



Interior view of Blair's, Limited, Ottawa, taken from the door looking into the store. Note curved display cases at the front in which goods are neatly arranged. Palms, flowers and foliage decorate the store.

lighted up with bright tungsten lamps, look very handsome. Eleven five-light electroliers hanging from the ceiling provide the light for the main part of the store.

The show windows are of a unique design. There is one on each side of the door measuring 10 feet deep, 12 feet wide and about 6 feet high. Over these is a double decker 33 feet wide, 10 feet deep and 4 feet high, which is used for very effective display purposes. Several small electric lamps are tucked away in convenient corners, and provide a brilliant light at night. The plate glass of the windows is set in solid copper, giving them a distinctive appearance.

There was a profusion of flowers throughout the store on the two opening days, and during the afternoons and evenings an orchestra rendered a programme of popular music. Hundreds accepted the invitation of the proprietor, W. H. Blair, and looked through the store. On the following Thursday, March 21, the first sale was made, and since then the amount of business done has been very gratifying.

Blair's, Ltd., cater to the best and medium-class customers. There appears to be a decided snap about their goods. Everything is sold for cash; no one will be given credit. There are to be no cut price sales held, and all goods will be one price to everybody. The policy of the store is "If goods don't satisfy the purchase money will be returned."

No special line of advertising has yet been decided upon, beyond using large space in the local newspapers. For the benefit of young men particularly, a fashion bulletin will be posted in the windows every week. This bulletin will be secured from New York.

Authorities say that more money is spent in Ottawa on men's furnishings than in any other city in Canada in proportion to its population. This, Mr. Blair considers very encouraging. So far, he is more than pleased with the amount of business he has done.

As an inducement to his nine salesmen, Mr. Blair offers a commission to them after they have sold the amount of goods each day which he thinks an aggressive salesman should sell. He owns a clothing store in Montreal on the corner of Bleury and St. Catherine Streets. Mr. Blair was born in Lindsay, Ont., 40 years ago. His father was a tailor there, and he learned the business with his father, and then opened a store for himself in Montreal eight years ago.

Pointers for Better Business

Another letter from an employe who gives a suggestion to the boss — Advises against unwarranted prices concessions .

Editor Men's Wear Review.—No boss should make a price concession to a customer after a salesman has tried to sell him an article at the marked or advertised price, unless for excellent reasons. I am not saying that this has happened very frequently in our store, but I have seen enough of it to know that it is a bad practice. Among those who are favored in this way, it creates the impression that the salesman stands about half way between them and the best price and that a price ticket or an advertisement does not always mean what it says. A little incident will show what I mean. Some time ago we decided to see what we could do with shirts of a better quality and higher price than we were handling. We had been running along with lines at \$1 and \$1.50, but a manufacturer had induced the boss to try the \$2 and \$2.50 classes. We got in a very fine range and advertised them. One day an old customer came in and wanted to see some shirts. Said he didn't want to go higher than \$1.50. We showed him some of our choicest patterns at that figure, and then tried to introduce our \$2 and \$2.50 lines. He took a particular fancy to one at the latter price, but said he had never paid more than \$2 for a shirt in his life and didn't see where there could be \$2.50 value in a shirt. I did what I could to show him the difference, but he spied the boss in another part of the store and, shirt in hand, rushed over to him. After ten minutes' wrangling the boss told me to "let Mr. — have this shirt for \$2." I was considerably put out about it, because I felt that if the boss hadn't been there I could have got my price. I also know that this customer advertised the fact that he got a \$2.50 shirt for \$2 at Blank's, and this required some explaining with two or three other customers. We have built up a good business in better class shirts, however, and on the whole the boss backs up his salesmen pretty well. But when a man goes into the umpiring business, whether it is a case of shirts, socks or baseball, he has to be mighty canny about his decisions. An unwise precedent is a hard master.

Don't forget that the customers coming into your store for the first time will get impressions. Don't fail to have them good ones.

Don't ever forget that the man you count on as your regular customer is some other fellow's prospect.

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions
Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down out-seam. Collar—Poke, wing or hand, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Day Dress—Informal

Business Purposes
Travelling, etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie—Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamols. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

Evening Dress—Informal

Informal and Home Dinners
Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs—Single or double. Cravat—Black. Gloves—White buckskin or pale grey suede. Jewelry—Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfolk jackets, are all accessories which mark departure from regular garb for outing purposes.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey chevot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped chevot or worsted. Shirt—White, stiff, plain hosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar—With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pallbearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.

Employer Has Message for Employee

Questions referred to in last number are discussed — Each has two sides — Former employe tells how boss inspired his ambition and gave him lecture which placed him on his feet — Merchant finds staff conferences useful

MERCHANTS who have responded to the invitation of the Men's Wear Review to use the columns of this paper for the purpose of conducting a symposium of suggestions to the employer, have taken up a number of very important questions, some of which are in reply to the letters written by employes in the last number. There are always two sides to a question, and when The Review published the letters, it did not take the ground that either side could claim that final degree of perfection which each would like to see in the other.

The Review's idea in asking for these suggestions from employers as well as employes, was that different viewpoints, and various questions might be described, and the better appreciated by those to whom they were presented. In some cases it has been known that advice thus given in a friendly way has aroused enthusiasm and encouragement, where under other circumstances it might have been resented. Several of the letters follow:

The Clock and the Unsettled Mind

Editor Men's Wear Review,—It was very, very amusing to me—that letter in your last number about the “boss with an unsettled mind,” who came to business late and “unsettled” things generally by his bad temper. So far as the lateness is concerned the case does not refer to me, but I'm afraid we employers sometimes have very good reason for loss of temper because of carelessness of employes on this time question.

We are all more or less human, and we older heads were young once ourselves and inclined to err, but that fact does not outweigh our moral obligation to be punctual. Our business insists upon it, our understood agreement with each other requires it, system certainly demands it, and if only for the appearance of the thing, we should respect the clock quite as much at 8 or 8.30 in the morning as at 5.30 or 6 o'clock at night.

I have had men in my employ who would not get down to work at 8.30. They were 5, 10, 20 and sometimes half an hour late, yet they were willing to put in the time after 5.30. I have told them that I did not want them to do so—that the shop opened at such a time and closed at such a time, and that my business demanded an adherence to that rule.

Some of them pointed out that customers sometimes required them to remain a few minutes later.

That may be, but with regard to these late customers I have noticed this, that it were better to have denied admittance to some of them than to have them waited upon by a salesman who was impatient, fidgety and ill-tempered because time was up; that, for every minute expended on customers after hours, a salesman sometimes wastes three to five minutes during the day. Where a faithful employe has to remain after hours for any length of time, I shall always make it right with him in time or otherwise.

Yes, the employer may have an unsettled mind at times, but there would be less of it if some employes had settled ideas in their heads about the first needs of business, and their responsibility to the boss.

Allows Employees Half a Day

Editor Men's Wear Review,—In your last number you had a letter from an employe stating that his boss was sometimes late in getting down to work. Now, I am always on hand at my shop at 8.30 in the morning, unless something very serious prevents. My men are there, too. Seldom do I have to speak to one of them on that score. About three years ago, I adopted the plan of giving each of my men a half day every week. I figured that they were entitled to it, because of after-time work required of them. They appreciated this consideration, and they are most willing to give me an hour or two of their time whenever I require it. A co-operative spirit between the boss and his men generally secures the best results..

Employers Who “Butt In”

Editor Men's Wear Review,—A letter in your paper criticizes merchants for urging people unduly to buy goods. I am glad it is an employe who makes this criticism, because it gives me an opportunity to say a word or two on the other side. Do you know that much business is secured during the year by merchants who “butt in.” I have seen salesmen waiting on customers in such an indifferent way that it is a wonder these people ever entered the store again. Just the other day I was passing a salesman and customer who was trying on an overcoat. “Well, I think it will do,” was the somewhat argumentative sentence that caught my ear. “You think what will do?” I asked as I stopped short. “Mr. Blank thinks there is too much fullness under the arms, and I think it

is pretty fair," was the reply. I looked at the coat, found that the salesman was partly right and partly wrong, but told the customer that we would have it altered to suit him. He was already peeved, and I feel sure that my "butting in" held the sale.

I said nothing to the salesman, but had a number of show cards printed with the words, "Pretty fair is not good enough for customers in this store," and placed them in two or three of the departments. I think those cards did some good.

I agree that it is not wise to hound a customer, but with all due discretion, a boss should not forget that it is his privilege to "butt in."

It sometimes saves the day. Do not do it in such a way, however, that the salesman may regard it as an evidence of your lack of confidence in him.



Finds Conferences Very Helpful

Editor Men's Wear Review,—I like this idea of asking for suggestions from both sides, and I hope it will encourage employes to develop the idea of personal interest in the store where they are employed. I am one of those who believes in a frequent conference with my staff. They all enjoy it, and do not hesitate to give me an hour or two of their time to talk matters over. They know I appreciate their interest in the business, and that when they help me they are helping themselves. Once in a while I hold a staff dinner, and previously prepare a little programme as a basis for after discussion. Such subjects as these are submitted: Can anything be done to improve the selling power of our display windows? What can be done to improve our advertising? Has there been any line suggested by customers recently which you think we should have? What outside comments or criticisms do you hear with reference to our store? Have you noted an unusual demand for any article recently? Suggestions from salesmen to buyers?

Such questions as these always bring out some interesting points, and I will say that they have been very helpful. The merchant who has a staff devoid of suggestions, or who are afraid to approach him with ideas is entitled to the prayers of the men's wear trade.



Ambition, Address and Clean Linen

Editor Men's Wear Review,—I have just read what one of your correspondents has said about employers smothering the ambition of their men by abusing their knowledge of circumstances, temperament and general disposition. Whoever wrote that letter touched upon a serious truth, no doubt, but sometimes a merchant has not much choice. To discourage a young man, to hold him back, and keep him on poor salary, when a pat on the back or a little

backbone strengthening would help him along, is certainly the wrong attitude for a merchant to take.

The letter which you publish, however, recalls my own interesting experience. I learned the men's wear business in the Old Country, but on coming to Canada, a somewhat backward disposition handicapped me. I secured a position in a large department at \$10 a week, and thought that a fair start. A year went by and still there was no advancement in salary. I had tried to make myself useful and, on different occasions, my more practical knowledge of fabrics and weaves helped me. Eighteen months went by and still no increase. I went to the manager about it and he said he had been watching me and had decided to let me go, along with one or two others. I went to an exclusive store in the city and secured an interview with the boss, told him all about myself and he finally agreed to give me a chance. I date what little success I have achieved from the first Monday in that shop.

One of my customers was a well dressed, but rough-and-ready "sport." He said he wanted something "nifty" for informal day wear. We were then featuring hunting coats or business frocks as something desirable, and I showed him a sample. I am afraid that I was very much excited, and made a very bad fit of it. When I was looking through the rack, the customer walked over to the cash desk, and I noticed him point his thumb over his shoulder at me and chuckle. "What's the matter, Bill?" I heard the boss ask. "Tell your young man my heart goes out to him, but I can do nothing for him to-day." The boss took him in hand and made a sale.

Then the boss took me in hand. "Young man, I want you to sell me a suit of clothes," said he. "Remember I am a customer; you are an ambitious salesman. Personally, I prefer blue serge, but you should have something in grey tweed that would appeal to me. Now, get busy." "I'm afraid, sir—" I began, and the boss landed. "Young man, don't be afraid of anything. Look your customer straight in the eyes. Ascertain his wants in a polite, dignified way. When that customer approached you, he says you looked as if you expected him to hit you. Ginger up: if you are going to make a success here, you must aspire to something. Keep this in mind, some day you may own this business. I like your appearance. You have a thorough practical knowledge. Conduct yourself like a rational British subject, and remember that ambition, address and a clean collar and shirt are first essentials of good salesmanship."

That lecture put me on my feet. I did everything that I possibly could to please that man. He appreciated it and helped me. That is four years ago. Now I have a nice little men's wear business in this western land, and have given quite a few salesmen that message about ambition, address and a clean collar and shirt.

The Prevention of Fraud in Business

Steps which are being taken to raise the standard of conducting business and the discouragement of fraudulent methods — The Bulk Sales

Act — Legislation in the various Provinces.

By Howard R. Wellington.

ONE of the most discouraging features of modern business, more especially in the smaller towns, is the sale of goods at a rate on the dollar, and the dumping of same on the market of the town at ridiculous prices, demoralizing legitimate business for a time at least.

In some cases, when a merchant simply cannot cope with existing conditions, and cannot secure an extension, it may be necessary for him to assign, in which case his stock is sold at a rate on the dollar, and immediately a sale commences at cut-rate prices.

But I refer more particularly to the case, and it is a frequent occurrence of late, when a debtor will sell his stock en bloc to another party at a rate on the dollar or at an agreed figure, and then skip the country with the proceeds of his sale, leaving not so much as a pin for the creditors. This is a kind of fraud perpetrated in all but two or three provinces in the Dominion, there being no legislation in all the other provinces to prevent it.

Whether the debtor skips to the States or not, the man who buys him out is free in most of the provinces in the Dominion, to continue in business without molestation, unless you can prove intentional fraud, and this is well nigh impossible.

THE EXCEPTIONS.

In Manitoba and Saskatchewan, largely through the instrumentality of the Canadian Credit Men's Association, Limited, legislation has been passed to prevent a merchant selling his business en bloc without the written consent of 60 per cent. of his creditors.

THE REMEDY.

Should a purchaser buy such a stock without the necessary consent, the creditors can immediately recover against his stock.

THE RESULT.

As a result of such a measure it is not safe for a retailer to sell without first going to his principal creditors for their consent.

FALSE STATEMENTS.

There is at present no legislation for the punishment of the publishers of false statements about their business. Any jobber or wholesaler will admit that some, yes, a great many, of the signed statements published are false, and yet there is no law to prevent a man from issuing such a statement and obtaining a line of credit from his wholesaler.

Assets, in the nature of real estate, merchandise, etc., may be inflated to show a very fair statement, and, again, liabilities which actually exist may conveniently be omitted. Convictions are very difficult under the present law in regard to fraudulent debtors.

A BILL OF SALE.

When a man sells his business the law demands that a bill of sale (a written document) shall be filed with the clerk of the county court where business is carried on, provided the purchaser does not take immediate possession. In the case of the purchaser taking immediate possession, no such bill of sale is necessary. It is to prevent the purchaser and the debtor entering into a collusive arrangement to defraud the creditor that steps are now being taken to obtain legislation in Ontario similar to that in force in Manitoba and Saskatchewan, known as the "Bulk Sales Act."

In case of collusion there may or may not be any cash handed over by the purchaser to the debtor, the latter in any case giving a receipt for it. The new man takes possession, has paid for his stock, or says he has, and acknowledges no liability to the creditors.

CLAUSES OF PROPOSED BILL.

Every person bargaining for, buying or purchasing any stock in bulk for cash or on credit from a merchant, before closing the purchase and before paying any part of the purchase price or giving any note or security therefor shall demand of and receive from the vendor and the vendor shall furnish a statement in writing verified by the statutory declaration of the vendor or his duly authorized agent containing the name and address of every creditor of the vendor for an amount exceeding \$50 and stating the amount of the indebtedness or liability due, owing, payable or accruing, or to become due, by the vendor to such creditor.

If the purchaser fails to obtain such statements or a document purporting to be such statement verified as provided by the next preceding section before completing the sale the sale shall be deemed to be fraudulent and void as against the creditors of the vendor unless the whole of the proceeds of such sale are in fact applied by the vendor to or towards the payment of all his creditors pro rata without giving any preference or priority to one over another, except such as is provided for by law or previous contract.

Season's Vogue in Hats and Caps



Fall lines indicate the strong position of soft hats — Felts, silk finishes, mohairs and velours are again shown — Little change in stiff hat styles — Vogue of the soft hat has induced many smart dressers to double up on their supply — A development for tactful salesmanship to secure best results

MANY of those trade-winning features in men's Spring hats are represented in the new Fall lines, in improved or modified form. Soft hats have undoubtedly been booked for a long run, and in the Fall ranges there are a number of models which will answer this demand. There are cheviot-finish felt knockabouts, the stylish silk finished fedora type, the mohair finish and the velour, and the colors include grey, tan, brown and green mixtures. The increasing strength of soft hats has certainly broadened the trade's operations, and has given greater emphasis to the expression of that individuality in clothes so characteristic of the Canadian demand. This extended range has also placed its exactions upon salesmanship in the hat department since men who have long worn the Derby types, may now be induced, by skilful handling, to consider the soft hat, without relinquishing the Derby. Thus, many a man has doubled up on his supply of hats. The variety of treatments in materials and the wide diversity of shapes has helped the merchant to cater to a larger field of prospects than would be the case where style features were confined to a few numbers such as a few years ago.

There are very few changes in Derby shapes. The tendency is still towards the low crown and wide brim for young men, with measurements around $4\frac{1}{2}$ by $2\frac{1}{8}$, while other models to suit the size or age of the customer range from 5 by 2 to $5\frac{1}{2}$ by $2\frac{1}{8}$. Not everyone can wear the flat set styles that are now the vogue, and this may be one thing that has helped the increasing favor for the neat, well-balanced soft hat, in which colors may be had to match almost any shade of suit or overcoat. In fact, it may almost be said that the soft hat, as well as the cloth cap, are now finding a place in the wardrobe of every well-dressed man. The cap meets his requirements for driving or outing wear, and here also specialization in manufacture has been followed up by more aggressive display methods, advertising and merchandising on the part of the merchant.

Reports from English hat manufacturing centres such as Denton and Stockport are to the effect that some setback in production was occasioned by the coal strike. Delivery difficulties on importations of English hats are, therefore, anticipated.

The decline of straw plaiting as a British industry is synonymous with a phenomenal growth in the kindred trade of straw hat manufacturing, and whilst fifty or sixty years ago one might have travelled through the rural districts of Hertfordshire and Bedfordshire and found whole families engaged in working up British grown wheat straw into straw plait, to-day one might travel over the whole of the same country yet not find one representative of this old industry engaged in like manner. The straw plait making started about seventy or eighty years ago. Hertfordshire and Bedfordshire were the two counties which chiefly grew wheat straw suitable for making straw plait. Particularly in mid-Hertfordshire the farmers grew the special white straw from Chittim wheat, and at that period so great a value was attached to the straw itself that the corn became quite a secondary consideration, the straw being the thing. The first blow to the plaiting industry came about 25 years ago, when China began exporting large quantities of Chinese-made straw plait into this country, the main feature of the Chinese plait at that time being its comparative cheapness rather than exceptional quality. The final step, however, which ultimately led to the almost absolute abolition of the English straw plait industry was the introduction about 15 years ago of Japanese straw braid. Far-seeing English straw hat manufacturers immediately realized that in the Japanese straw braid they had an article which would produce a hat much lighter in weight than English straw and at the same time much more sightly in appearance, the Japanese straw possessing qualities which climate and other conditions rendered quite impossible in English-grown straw.

KNITTED GOODS

Special Man For Underwear Section

Plan adopted by Dunfield & Co., Toronto, developed department along most profitable lines—Serious stock problems done away with—Weekly report sheets on lines requiring repeats.

WHILE careful stock-keeping is absolutely necessary in every section of the men's wear store and department, the fact applies probably with greater force to underwear than to any other. The problem is how to avoid that accumulation of odd garments and left-overs at the end of the season, which, cleaned out at sacrifice, tend to reduce the margin of profit.

When a men's wear dealer puts his money into underwear, he can assure himself that it will not have the same rapid turnover as neckwear, collars or other lines on which the call is frequent from the same customers during the season. A man who buys one or two suits of underwear early in the season may not again be seen there until the succeeding season: if he does return, it is probably for one garment to match another in a suit previously bought. Hence, underwear requires careful handling in order to get best results.

The plan adopted by Dunfield & Co., Toronto, three years ago, is one that converted the underwear section from a doubtful into a profitable proposition. Previous to the change, any member of the salesforce was permitted to sell underwear, and the stock was subject only to the general supervision. At the end of each season, it was found that little attempt had been made to avoid the accumulation of odd garments, to keep slow sellers moving, or to plan for a clean sheet through the season. It was evident that no one member of the general salesforce had concentrated on knitted goods sufficiently to be able to safeguard against these problems as effectively as desired.

SPECIAL UNDERWEAR MAN.

Conditions, therefore, suggested a special underwear man, one who knew knitted goods thoroughly,

who would be responsible for the showing of the stock sheet, who, in time, would become an authority on best sellers, develop along the lines of specialization, and make the department a success. Such a man was employed and the desired results have been obtained. When the manager of this section is in the store, no other member of the staff is supposed to serve there; or if a rush occurs, the manager has all necessary stock information at his finger ends; has his odd garments well arranged and is so well posted in the selling record of his different lines that he knows exactly where to bring suggestion or introduction into play to advantage. At the end of a season, the stock is in excellent condition, and the head of the business has the assurance that records represent a certain profit with few comebacks.

REQUIRES CAREFUL HANDLING.

"Our underwear stock," said Gordon Dunfield, "is turned over three times a year, and our neckwear six times, and to the men's wear dealer this very fact will suggest the importance of careful handling in the former. It should not be a case of making one department pay for the deficit in another. Every section of the store should be a success: if not, there is something wrong. Probably the great difficulty with the average merchant is that he fails to see the importance of development along better lines. There are so many different makes in underwear, with prices so widely advertised, that it is not an easy matter to get beyond certain standards. One thing that helps, however, is that, as a rule, the customer's practical knowledge of underwear is limited. A good salesman can introduce stuff that is better, get the customer interested and eventually make a sale. That is the kind of opening which means a permanent patron.

MARATHON HALF-HOSE

They are fine gauge cotton sox that can be sold at the price the average man likes to pay, and they give the satisfaction that brings him back for the rest of his hosiery and furnishing wants.

**You Can Recommend Them
As You Would Your
Highest Priced
Lines**

"Marathon" Half-Hose to be genuine must bear the "Marathon" name on the foot. This is a guarantee of fit, appearance and wear. They are made in all sizes and colors.

Stock "Marathon" and give your customers the utmost value for their money.

Your wholesale house carries them.



The Chipman Holton Knitting Co.,
Largest Hosiery Manufacturers in Canada
Hamilton - Welland,

E.H. WALSH & CO.
SOLE SELLING AGENTS

TORONTO, MONTREAL
AND WINNIPEG.

Please mention The Review to Advertisers and Their Travelers.



The display window must give expression to the store's optimism, must convey or suggest a definite message.

An effective array of shirts, neckwear and hosiery by J. K. Dallimore, for Hickey's, Toronto. Note ledge trim in rear.

MANAGER MUST KNOW.

"A good many men have their underwear bought for them by their mothers, and when they come to make a selection themselves they are somewhat at sea. That is where the special knit goods man is useful. He is in a position to advise. Under such circumstances, no salesman need fear the competing store, and with due regard to the appearance and evident taste of the customer, should introduce the line in which he has greatest confidence not only as regards future business from that source, but reasonable profit to the department. A salesman may almost always take it for granted that with properly selected stock at his command, an inquiry in underwear should be a sale, because, as a general rule, such an enquiry is the result of an immediate requirement.

WEEKLY REPORTS.

"The manager of our knit goods department sends in to the office every week, a report showing the condition of the stock, and on advise as to the best lines to repeat on. In a few minutes he can at any time, return a report upon any line. He knows exactly what lines are strong sellers and which are slow movers,

and the introducing qualities of each. In short, he knows the knit goods business from beginning to end and such a man in the department can do a lot to establish the confidence of customers.

"During the past few seasons combination underwear have been steadily increasing in favor. As it stands to-day in underwear, over \$3 a suit, our sales are three of combinations to two of the two-piece suits, while in cheaper lines this proportion is reversed. The close-crotch garment has helped considerably. Of course, with the growing favor of combinations, some of the serious problems in the department are becoming reduced to a minimum. The demand for one-piece Summer garments coming chiefly from the better class trade is largely responsible for the call for the same style for Winter wear, and the men's furnisher should see to it that his best business in these garments should be from those quarters that pay him best.

"My advice to the merchant is to develop his underwear department along high-class lines. Your profit will depend upon the extent to which you specialize in that direction."

Radium Hosiery

---the most valuable Hosiery
for your Men's Department.

LOOK FOR
THE "RADIUM"
LABEL ON
THE FOOT.
IT IS AN
ASSURANCE.

Like the precious mineral this hosiery is named after, the "Radium" Hosiery does things others cannot do. "Radium" has built hosiery departments where others failed and brought increased business that others lost.

Your men's department is incomplete without this "big value" line.

Write to-day for samples.

Perrin Freres & Cie.
28 VICTORIA SQUARE, - MONTREAL



The warm weather will soon be here and your customers will be asking for

CHESTER NEGLIGEE SUSPENDERS

WE ARE THE ORIGINATORS

in Canada of the Negligee Suspender and the "CHESTER" is the Standard of the Dominion.

Get the genuine—the "CHESTER"—that made Negligee Suspenders popular.

THE CHESTER NEGLIGEE

is the only one that can be conveniently adjusted when in use.

It has a self-adjusting hitch at sides, which insures perfect fit, freedom of movement and comfort.

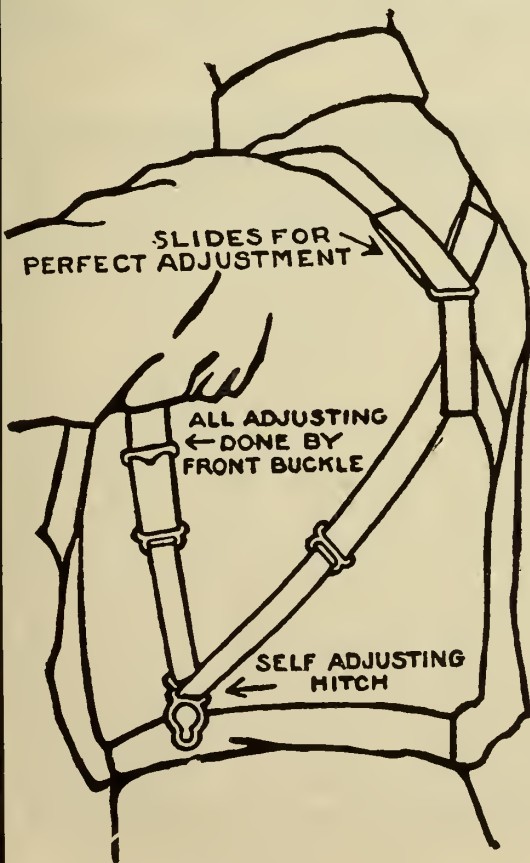
ARE YOU PREPARED TO SUPPLY THEIR WANTS?

Write for sample and prices.

HALLS LIMITED

BROCKVILLE, - - - ONTARIO

Complete stocks carried at our Winnipeg Warehouse,
148 Princess Street.



Please mention *The Review* to Advertisers and Their Travelers.

Business is sensitive: it only goes where it is invited and stays only where it is well treated.

A GOOD ADVERTISING



Maintaining distinctive position for men's wear in the advt. of the general store — Giving the advt. an identity under all circumstances — Exclusive space may frequently be used with advantage — An advt. and suggested improvements — Bright page by **Begg & Shannon, Hamilton.**

A PROBLEM which often confronts the advertisers of men's wear in a store where it forms one important department among many is how best to maintain distinctive representation for it in the store's advertising. At certain seasons such as the present, men's wear should certainly either occupy a well-defined section of the advertisement or an exclusive space entirely apart from the other.

The advertising of the large city stores illustrates the importance of the men's wear department in that they have frequently featured it exclusively in the regular advertising space. Specialties are often made the subject of strong, well illustrated exclusive announcements, while leaders are, as a rule, to be found in the general store advertisement. These facts would certainly emphasize the assertion, therefore, that the merchant must establish a definite identity for his men's wear. Experience proves the importance of specialization, and the closer this idea is adhered to, not only for men's wear, but in other departments as well, the more certainly will his advertising become effective.

A SUGGESTIVE LAYOUT.

As an illustration, The Review presents what may be regarded as an extreme case, but which is none the less interesting and instructive. H. A. Sanderson, of Waterford, has an agreement with his printer whereby he has exclusive use of a space at the bottom of the front page in the local paper. The printer is reluctant to re-arrange his page giving the advertiser an up-and-down space, and the problem was how best to re-arrange the advertisement so as to make it look more attractive. The Review's idea is shown on the opposite page, where the advertisement and the suggestion are illustrated. There is little attempt at distinctive departmentizing in the advertisement, and the ornamental border is not in ac-

cordance with best ideas, and for a practical business-bringing advertisement. In the suggestion the departments are well identified, the special features are emphasized, and The Review submits that it is a much better arrangement, although Mr. Sanderson states that his advertisements always brought good business. This is explained probably by the fact that he has a good idea of news values. What is required is more effective display to give his advertisement still greater drawing power and make his exclusive space still more so.

A BEGG & SHANNON ADVERTISEMENT.

Another advertisement illustrated is a full-page layout by Begg & Shannon, Hamilton. Here the

BEGG & SHANNON

Hamilton's New and Greater Store for Men's, Boys' and Children's Wearables

BS

A Great Time in Our Boys' Dept.

Great for you, Madam, because it will be a day of Specials

A Boy's Odd Suit \$9.95
Table at a price

Four-Ninety-Ever
A BOY'S new piece Double Breasted Blazer Suit that will discount anything on the market value getting Madam as a 91 change and we know it is a 22 length from 12 to 17 years one price - Blue Serge, Monarchs and Navy - French and London **\$4.95**

Boys Bloomers and Knickers
LOT 1 - Sizes 22 to 28 **25c**
Lot 2 - Sizes 22 to 28 **15c**
Lot 3 - Sizes 22 to 28 **15c**
Lot 4 - Sizes 22 to 28 **15c**

Specials in Men's Dept.
on 34th 8:30 to 11:30 p.m.

See the Low Shoe
3 Pairs 25c

A Word from Us
The Review has been very kind to give us a special space for our advertisement. We are very grateful for it and hope you will be very kind to give us a special space for our advertisement. We are very grateful for it and hope you will be very kind to give us a special space for our advertisement.

BS

If Our Men's Clothing Dept. Keeps on Growing, We'll Need More Space

THERE'S just one thing that moves faster than wildfire and aeroplanes, and that's good news.

We've captured the Clothing Business of this city not without a struggle! But we've runned and runned and runned our valiant high men could not resist.

It was a wise move on our part to be a "free agent" to buy where we want and how we like! It means much to us! It means more to you. It means a saving of \$2.50 to \$5.00 on every

SUIT AND OVERCOAT
AT
\$15, \$18 & \$20

And these suits are getting right after the unseasonable, "underweight" garments.

It's the man with the "independent" that we want! We want him to be that "far to himself and his own" - We want him to march his \$25 to \$30 Suit or Overcoat with what we'll call tomorrow at \$15, \$18 & \$20.

Note - We have not received a few hundred dollars of our popular "Shoe" - the smart, the stylish and the heavy tread - On new tomorrow at \$15, \$18 and \$20.

BS

The "Value Shoe" \$3.50

GO OUT and find out some friend that has seen our "Value Shoe". Ask him if he's given it a good, rough review!

If he has, then to what he says about it, because his opinion is one of the most important that goes into an article of your get a new year.

"Value Shoe" \$3.50
Instead of \$5

It would be well for an shoe under the last change always an error made in it at the price - and that goes just as we write it or you get a new year.

The high and low Spring shoes, Ties, Blouses and Patterns - the things who changed them were a success, as you will see when you come in.



"The Duke"
Our New Spring Hat
\$2.00

TO bring a new Spring Hat like "The Duke" on the market was a starting point! But when you see it at \$2.00

It's "The Duke" - does not combine hat and to Chelsea.

He's gone in his smart suit hat that has been "strong" that "look" the "go" that attracts up a nice appearance.

But "The Duke" has not so be remembered, notice - The new brand, Quarter shapes (that are just a little out "gay" for a change) - to wear the green in the evening.

Come in and meet "The Duke" tomorrow.

A corking "chat" in the Duke.

A newsy full-page advt. by Begg & Shannon, Hamilton.

**"KING EDWARD"
SUSPENDERS**
Retail **50^{C.}** Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

Wreyford & Company

Toronto

WHOLESALE MEN'S FURNISHERS

Dominion Agents for

YOUNG & ROCHESTER, London

Manufacturers Shirts, Neckwear, Dressing Gowns, etc.

TRESS & CO., London

High Class Hats and Caps. Latest shapes The "Inver" and "Lothian."

AERTEX CELLULAR

Underwear and Shirts, Union Suits and Shirts and Drawers, stocked in Toronto

T. H. DOWNING & CO., Leicester

Manufacturers Hosiery, Knit Goods, etc.

COHEN & WILKS, Manchester

Rain Coats for Men and Ladies in rubber and yarn-proof. See our Hand Spun Coats for Spring—The "Thoroughbred."

Now showing Fall Samples
Spring Goods in Stock

—this nobby box
makes quick sales!

Contains one half dozen of the most honestly made, best advertised invisible summer suspenders on the market—"King Coatless" to be sure!

Each pair in green and white envelope with instructions how to wear printed on back. Saves time of parcelling and explaining. Packed in this smart, green, hinge-top box. Catchy counter display. Sell themselves.

Make sure of the best. Genuine have name

"King Coatless"

stamped on buckles. That's your guarantee of satisfied customers.

\$3.80 THE DOZEN NET
for either 2, 3, or 4 point

Non-perishable elastic; patent goose-neck button loops that can't slip off; slide-easy adjustable back; rustless buckles; white only; all sizes. Advertised in leading newspapers and magazines. Order by mail from our travellers or your jobbers. Made and guaranteed by the makers of the famous "Eze" Suspenders.

The King Suspender Co.
Toronto, Ont.



Please mention The Review to Advertisers and Their Travelers.

Playing Up the News Features in Departments

News of Interest from Waterford's Busy Store

During last week we made an especially good buy of Ladies Spring Jackets. These in the regular way are good value at \$8.00 and we are going to give you the benefit of our bargain and sell them at \$3.00. Call and see them early as we have only a limited number. At different times we have been asked for Ladies' Dressing Sacks and Kimonos and to meet this demand we are putting in a well assorted stock of the same. Some of the better ones are very handsome. Ask to see them. To those wanting an elaborate dress for evening wear or for dress occasions we have very exclusive styles. Our town is small and in order that your dress should not be duplicated we have bought only one of each line. We will be pleased to show a handsome creation of Marquissette with trimmings, Voiles, Summer Silks, etc. These goods are particularly smart. Spring clothes demand fine shoes and we are ready to meet the demand with a full stock to both Men's and Women's wear. We have the popular shades in tan, so both high and low shoes, buttoned or laced. Also a complete line of Patent Leathers. All we ask is a chance to show you our goods and quote our prices. To Men's furnishings we have the new spring styles of stiff hats. Come in and try one of the low Crowns on and see how you look. We have a shape to suit every face. Also a full range of Fedoras and Quokkairous in all the leading shades.

SATURDAY SPECIALS---Corset Cover Embroidery, Reg. 20 for 12 1-2c
Odd Line of Corsets, Reg. 1 00 for 55c

Satisfied customers are our best advertisement.

Highest prices paid for produce

Rural Phone 39

The Leading
....Place.

H. A. SANDERSON

Waterford

Rural Phone 39

News of Interest from Waterford's Busy Store

Rural Phone 39

A Saving
For You

LADIES'
SPRING
JACKETS
Good Value at \$8

\$3.00



DRESSING SACKS and KIMONAS
A Well Assorted Stock

PRETTY EVENING GOWNS
All Exclusive Styles

Smart Shoes for Men and Women

The New Hat For Men

Satisfied Customers are
our Best Advertisements

H. A. SANDERSON

The Leading
Place

Saturday
Specials

20¢
CORSET COVER
EMBROIDERY
12 1/2 ¢

Odd Line of Corsets
To Clear at 55¢
Worth \$1.00

Don't Miss Saturday's Specials Waterford Highest Prices Paid for Produce

IN advertising a men's wear or other department, the problem is to obtain a distinctive representation in the general layout. In this case the merchant used a space 7 x 16 in. at the bottom of the front page in the local paper. The printer is reluctant about giving him an upright oblong position. The question is how best to re-arrange the space in order to secure attractive appearance. The Review's suggestion is outlined in the sketch. The ornamental border is done away with. The news is picked out from the massive paragraph and departmentized. The specials are given greater emphasis. The whole story is told practically in the headlines. It is merely a case of playing up the news features. This plan carefully followed will make the "Busy Store's" space on the front page more attractive. The men's wear and other departments will have better representation.

Are You In Right With the Men?

We are Specialists in Washable Garments



Hundreds of men in your town wear washable garments of some kind—Professional men use: Wash Coats, Gowns, Caps, Operating Accessories; Grocers use: Coats, Aprons and Dusters; Barbers use: Coats and Vests; Butchers use: Coats, Frocks and Aprons; Cooks, Porters and Waiters use: Coats.

Are you getting this trade? Satisfy men in these goods and you'll get the rest of their business. We also make Boy Scout Suits, Bloomers, Indian and Cowboy Suits, Khaki and White Duck Trousers.

Get our prices. Above lines for immediate shipment. Prompt Service.

Our new catalogue, ready May 1st, sent on request.

Defiance Manufacturing Co. Limited

College and Bathurst Streets : : TORONTO

Turn Your Sticking Yard Goods Into Natty, Saleable Clothing

EVER wonder what you could do with those stickers that are eating up shelf space and deteriorating in value every day?

Why not get in touch with us and have these goods made up into men's clothing in all the latest 1912 styles.

They will sell this way. Get particulars from us today and learn the way to turn your old stock into dollars.

Evans Tailoring Co.

132 King St. W., - TORONTO

Ring Us Up, - - Main 5290



Flat Brushes

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make. all sizes. We also handle

CARD-WRITERS' SUPPLIES

consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

E. HARRIS CO., LIMITED

73 King St. East, - - Toronto

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

border idea hardly detracts from the general effect. It is of a type that is in keeping with the white-spaced arrangement of the advertisement. Critics might say that there is here a certain amount of waste space, but it is evident that the layout was well designed to give still greater weight to the articles featured. The language is bright, snappy and readable. Here is an extract:

"A WORD FROM US—Take our word for it, friends, there's some news on this page!

"And it required some tall hustling to accumulate this wondrous price stock.

"Visit us early if you can. And if you can't, you'll find us just as cheery at 10 o'clock to-morrow night as at 10 o'clock to-morrow morning.

"Of course, the cheeriness will only be on the outside. On the inside there'll be weariness.

"But come! There are too many dandy things to be missed.

"Better be glad you did than mad you didn't."

It might be well for the advertiser of men's wear lines to consider the advantages to be derived from publicity on or near the sporting pages of his local paper at present, when baseball, lacrosse and other sports are opening up. These pages are read by men both young and old, and an attractive advertisement in this location should bring results.



Extracts From Live Ads.

(Concluded from page 102)

Of interest to men is our suit, known as Woodward's shape-keeping suit. Cut by artists, every seam, every detail is the standard of elegance and shade-keeping qualities—Woodward, Vancouver.

Men's Spring Underwear—It's getting time to discard your Winter underwear and getting into our Summer weights—Woodward, Vancouver.

Suits for sturdy boys—They are built to held the active boy: made to withstand the stretching, straining and scraping that he will give them.—Woodward, Vancouver.

The styles are correct: the wide concave shoulders, the long wide panels, the double elbows, seats and knees, the double-stitched seams and pockets, the padded shoulders.—Woodward, Vancouver.

Boys' Spring top coats. These are dressy coats and just the right weight and style to take the place of the heavier winter coats.—Spencer, Vancouver.

New two-piece suits for the boys.—Made from high-grade English worsted with a brown check, are double-breasted, have three buttons and long, double roll. The trimmings and workmanship are the best: full hip bloomer pants with hip and watch pockets, belt loops and strap buttons.—Simpson, Toronto.

Men's suits, \$20 buys at Spencer's.—We don't say that there are no good clothes outside of Spencer's, but we do say that for any given sum, from \$10 to \$25, you can buy a better suit here than elsewhere. The big buying and economy of selling gives us and gives every big organization of a similar kind an advantage. This is evolution, the evolution of business expressed in prices.—Spencer, Vancouver.

You owe it to yourself to see these suits when you are ready to choose your next one.—Spencer, Vancouver.

Men's new Spring suits.—We are daily putting into stock men's clothing from the best manufacturers on this continent and from some of the best in England.—Simpson, Toronto.

To sum up.—We'll fit you: present an excellent choice of weaves and colorings that will wear well and guarantee satisfaction in every particular.—Eaton, Toronto.

With Easter but a few weeks away and all nature pulsating and throbbing with new life in anticipation of the magnificent and luxurious garb of Spring, it is but natural that man should now consider his Spring attire.—Eaton, Toronto.

Men's Spring Shirts.—The excellent qualities of our men's English cambric and fine Scotch zephyr shirts in the newest Spring styles will especially appeal to men on account of their roominess and perfect fit. These shirts are handsome in design and made in our own factory from fast color cloths.—Morgan & Co., Montreal.

Always leading because our aim was, is and shall be to raise our haberdashery above the ordinary and to offer at all times the most original and exclusive goods we ourselves can buy. Goods with style and tone all their own.—Marks, Montreal.

A fifteen-dollar day in our men's clothing department. Whatever Spring clothing you men care to purchase on Saturday, we are ready for you. We have made a sort of \$15 day in Spring overcoats and stylish suits.—Goodwin's, Montreal.

HELPFUL TO THIS MERCHANT.

From F. J. Black, Tweed—"The Review has contained a great many helpful suggestions for us in the past year."

Nisbet & Auld, Limited

The Most Likely Place To Find What You Need

This is a common expression amongst merchants, and we try to prove ourselves worthy of the recommendation by making big preparations for

The Sorting-up Season

We are continually replenishing our stock with the newest and most fashionable fabrics and colors for both Men and Women's Wear to ensure the least possible delay in filling orders.

Give Us First Chance

DEPARTMENTS

Men's Fine Woollens

Tailors' Trimmings

Ladies' Costume Cloths and Serges

Household Linens

Silk and Satin Linings

MONTREAL

207 St. James St.

Toronto

QUEBEC

5 Bloc Parent

SHIRTS, COLLARS AND CUFFS

Development along high-class lines — Many fancy weaves featured — Large buyer places his faith in colored grounds with neat stripes — Few fancy color combinations — The convertible cuff question — Some manufacturers concentrating on this point — Soft collars, shirts and ties to match

FALL shirts and shirtings as described in the last number of Men's Wear Review are now going to the trade. As already pointed out, an exceptional demand is undoubtedly developing on higher grade lines, and many of the smartest men's wear houses are working up an excellent trade in this department. The statement is made by the buyer for one of these houses that he was banking largely on colored grounds with very fine stripes for his better demand. These have been featured very strongly in some of the lines shown. Reports from New York have it that "fancy color arrangements are few, but there are some very pretty combinations of three-color clusters and colors joined with shade effects. The latter union makes a striking effect as a single color stripe on a wide contrasting shade, and this in company with white jacquard stripes alternating is among the choice things of the high-class order. A novelty of the strictly fancy order is a semi-dress front showing a multitude of small pleats with all-over neat printings, and another and higher grade has *woven* narrow pleating for the front of an all-white garment—"not to be starched"—that makes a compromise between the soft shirt and the laundered article. "Four buttons and narrow cuffs" is the song of the laundered fronts."

At the present time there is a very wide range of fancy cloths in the market, and not a few stores are supplementing their ready-to-wear shirt section by a made-to-order department, with the idea of capturing a demand that can probably only be reached in this way.

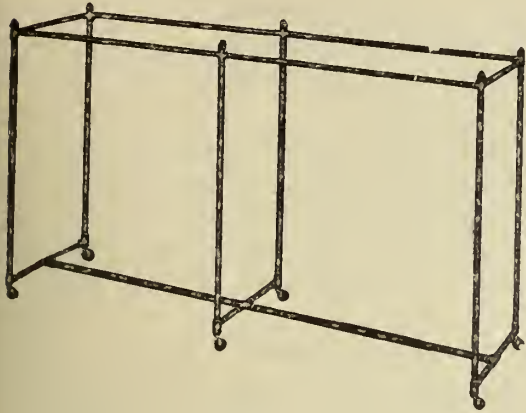
Shirt manufacturers are giving unusual attention to the production of convertible cuffs. Some of those already on the market may be arranged without removing, while in others the idea is a short step from

the detachable cuff. One manufacturer offers with every shirt an extra pair of attachable sew-on cuffs, made so they can be substituted for the original ones the moment they begin to fray at the edges. Cuffs easily become soiled or damaged, and the convertible article by which it is possible to turn in or reverse the cuff so as to substitute the clean for the soiled is answering a certain demand. Of course, it is desirable that the extra pair of cuffs match the shade of the shirt, and, hence, in almost every case colors are guaranteed absolutely fast. The development of the idea may be regarded by some as a determined attempt to revive the detachable cuff.

Soft collars and shirts with ties to match are again meeting with a heavy demand, and manufacturers predict an extraordinary season. Mercerised cloths, and silks and silk effects, pongees, soiesettes and fine flannels are all strongly featured in this department.

A men's wear dealer can very often introduce local news items into his advertisements, as a regular feature, and thus direct attention to his space when it has permanent location. A merchant who made it a point to have his advertisement on or near the sporting page printed a small panel each day showing the result of the preceding day's ball game, and announced special events of holidays in the same way. When conventions or other large gatherings are held in their city, one clothing firm make it a point always to print, with their newspaper advertisement, a 3x4 map of their section of the city, showing the location of their store. One of their recent ads. in connection with such a map read as follows: "When visiting Blankville, don't fail to include a visit to this store as part of your trip. You will be interested in the display of new Fall and Winter clothing, also the offering of exclusive things."

TAYLOR-MADE RACK SYSTEM



Polished Steel Racks

6 feet long, 4 posts, - -	\$ 9.00
6 " " 6 " - -	\$10.50
8 " " 6 " - -	\$11.50
10 " " 6 " - -	\$12.50

Copper Oxidized Finish
\$2.50 Extra.

No Paint to rub off on
Suits.



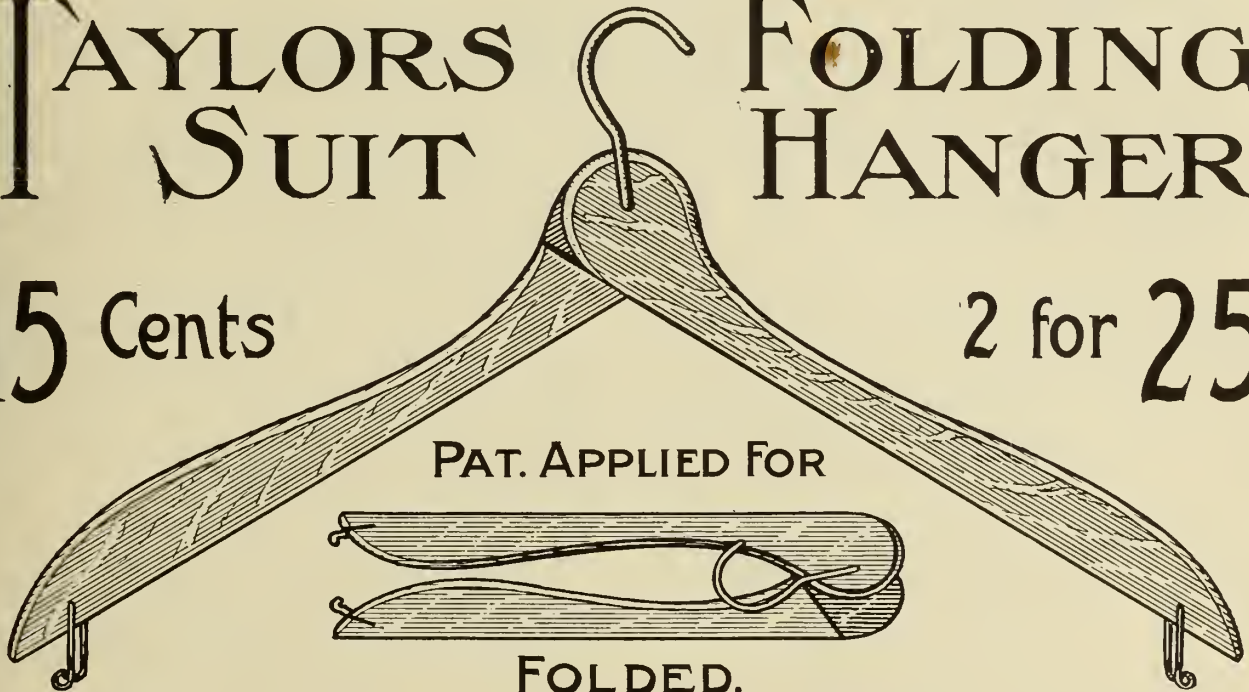
Suit Racks, 5 feet high—Overcoat Racks, 6 feet high—Extra for Side Rods to Double Deck Overcoat Rack. For Children's Suits 6 to 8 feet, \$1.25; 10 feet, \$1.50 each.

TAYLORS SUIT

FOLDING HANGER

15 Cents

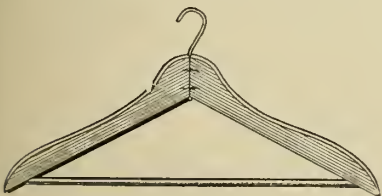
2 for 25



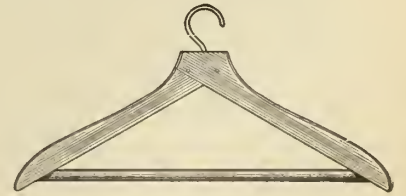
PAT. APPLIED FOR

FOLDED.

No. 83, Folding Suit Hanger, \$15.00 per gross, printed. One gross of these hangers given to your customer will do your business good. Send your order with copy for printing.



All Orders Promptly Filled



No. 321, Combination Suit Hanger,
Inserted Trousler Bar, \$5.00 per 100

No. 331B, Combination Suit Hanger, \$7.50 per 100
Same for Boys' Suits, 15 inches wide, \$7.50 per 100

THE TAYLOR MANUFACTURING CO.

82 Queen St. North

HAMILTON, ONTARIO

Phone 3550

Please mention The Review to Advertisers and Their Travelers.

Common Mistake in Figuring Profits

One merchant thought he was making a good profit in addition to his salary, but actually lost \$1,125—Found inventory and bank balance smaller and debts larger—Mistake of figuring profit on the cost price

THE REVIEW has received from a manufacturer an article describing the erroneous methods of a retailer in figuring profits. This merchant thought, until recently, that he was going to make a good profit for the year in addition to his salary, but he discovered that he had actually lost \$1,125. He had made the common mistake of figuring his profits, not on the selling price, but on the cost price.

"I started the year," he said, "with \$1,100 in the bank, and a stock inventory of \$3,450. Doing a cash business, I had no outstanding accounts, and my accounts payable amounted to only \$550; assets, \$4,550; liabilities, \$550.

"My business for the year aggregated \$40,600. My stock inventory at the end of the year is \$3,250. My bank balance is \$600. Accounts payable against me, aggregate \$975. I have drawn nothing from the business, except my salary of \$100 a month. Assets, \$3,850; liabilities, \$975.

"I found that my cost of doing business was 22 per cent., including my salary. I figured that I should make a profit of 10 per cent., and marked all my goods for that profit.

"I made my purchases carefully so that my stock did not pile up. I handled only such goods as I was able to move and could make the 10 per cent. profit on.

"But I find my inventory *smaller*, my bank balance *smaller*, and my debts *bigger* at the end of the year.

HAD EXPECTED A PROFIT.

"I expected a profit above expenses of \$2,500. I thought I had that profit, but my year-end statement show that I have *lost* \$1,125.

"Can you tell me the answer to this puzzle?"

His mistake was this: He took his cost of doing business and his profit from the *cost* price. He should have taken both from the *selling* price.

He has less money in the bank. He owes more. He has less stock. He has not made 10 per cent.—that is plain. Instead, he has lost the amount of the decrease in stock and cash and the amount of the increase in debts.

Why? The service department of the manufacturer to whom he wrote, figured out the problem for him. He thought he was adding 10 per cent. for profit, but in reality he did not add anything for profit.

Suppose an article cost him \$2.25. Suppose his cost of doing business was 22 per cent., and it was desired to fix a price that would allow 10 per cent. profit. He added 32 per cent. to the cost price of \$2.25, and *thought he was adding 10 per cent. for profit!*

THE WRONG METHOD.

He had estimated his cost of doing business, of course, as 22 per cent. on his *gross* business, or on the selling price of the article. Instead of allowing 22 per cent. on the *selling* price for cost of doing business, he added 49.5 cents to the cost price. Instead of allowing 10 per cent. on the selling price for profit, he added 22.5 cents to the cost price. It really cost him almost 73 cents to sell the article, one cent more than both the amounts he added.

Here is the difference: The article was sold for \$2.97, or probably \$3, when it had to be sold at \$3.31 to get 10 per cent. profit. He needed a gross business of over \$50,000 on the same wholesale cost to make his 10 per cent. profit.

Prove the figures: 22 per cent. on \$3.31 is nearly 73 cents. 10 per cent. on \$3.31 is a little over 33 cents. Adding 73 and 33 gives \$1.06. Adding this to \$2.25 gives us \$3.31.

The whole problem hinges here: *Figure your percentages on the selling price.*

VERY NEAR, BUT NOT QUITE.

Another merchant, when asked his method of figuring profits, gave a different solution to the question, getting very near the correct method. He deducted 22 from 100, leaving 78. This 78 he construed as being 78 per cent. of the selling price, less his profit.

If \$1.00 is 78 per cent. of the selling price, the latter, of course, would be \$1.28, which he labeled as the selling price to cover the cost of doing business.

Then he deducted 10 from 100, leaving 90, and labeled \$1.28 as 90 per cent. of the selling price to cover profit; \$1.28, of course, is 90 per cent. of \$1.42, which he gave as the answer.

He made the mistake of taking his percentage for the cost of doing business out of one sum and his profit out of another. He should have taken both percentages at the same time.

He went on to prove his figures, and undoubtedly did prove them, so far as his way of figuring is concerned. But proving that a wrong answer is correct

by using a wrong method is like trying to prove that a horse is a horse by pointing out a pig.

But he has the wrong job, for he was figuring himself out of 5 cents on every dollar's worth of goods he bought. He isn't doing it now.

Still another retailer figured his \$1.00 wholesale cost to give him a selling price of \$1.43. He went about it in the right way, but figured wrong. First, he subtracted 32 (both percentages) from 100, giving 68; then he multiplied \$1.00 by 100 and divided by 68, giving him "\$1.43."

The Vogue in London

Jackets, chiefly of the single-breasted character, will mostly button three, with medium roll, long centre vent at back, and slightly cut away foreparts. The length will, if anything, be slightly more than prevailed last year. The collar lapel is a trifle wider, giving a nice, bold effect.

Double-breasted coats are gradually coming into vogue again. They button either two or three, have fairly heavy lapels, and are shaped a trifle at the waist.

The neck opening of the vest continues low, "in order to give the tie trade a chance," as one wholesaler put it. The 1912 vest (single-breasted, of course—double-breasted vests are right out of fashion) buttons either four or five, with long "York" (cut away) points.

For the bulk of the trade—i.e., the million trade, whether city or country—soft, double cuffs will again hold the market, and in spite of all statements to the contrary, there appears to be no falling off whatever in the demand for this favorite style. There has been an attempt to popularize a shirt without the front pleat, but a restricted sale only has been accorded to it. Stiff cuffs occupy a little better position in certain well-defined circles. But the white starched shirt remains almost a dead letter, save for evening dress wear, where it is well holding its own against the encroachments of the soft pleated shirt.

A very smart shirt, quite new, is done in a special crash, having a linen weft and a cotton warp, an advantage being gained by the mixture as regards wear, washing, and comfort.

HALF-HOSE.

We are "in" for a season of quiet half-hose, using the word in a comparative sense. There is some talk of checks, black and white and in colors, coming back, but there is no indication of it in makers' spring stocks. A few lines in checks are shown for the gay dresser, who will be different from other people, but they are not worth stocking by the bulk of the trade. Stripes and clocks remain, therefore, to be dealt with, and, as is said above, they are on quiet lines in art shades.



The Question Is A Simple One



EISENDRATH'S
CELEBRATED
HORSE HIDE

What think you of the idea of putting insurance on the hands of your customers, and at the same time insure better business and more profit in your glove department.

Surest Thing We Know

"Asbestol," Eisendrath's Celebrated Horsehide Gloves and Mittens will turn the trick. At least thousands of the very best dealers in the land tell us so.

The "Asbestol" line is a sure guarantee of real quality. For leathers and workmanship they're above criticism. Then, too, they are insured against the "elements." They resist the effect of heat, steam and water.

Of course, you're going to "look into." Ask **any** jobber.

Eisendrath Glove Co.

CHICAGO

The "ASBESTOL" trade mark is registered in Canada



An Easter display by Marks & Price, Toronto. The background of this window is only about three feet high as a sufficient set-off to the goods. This is considered an advantage in a small space such as this. Attractive displays make sales, and when selections are made in this way, the article is removed from the window for the customer if he so desires.

Will Parcel Post Help Small Merchant?

Question discussed in lengthy speech in Parliament — The measure proposed for Canada — Said to contain no advantage to large mail-order houses — Would still have to use express and freight — Increase maximum weight of mail package — How it works out in other countries

THAT the Dominion Government intends to take up the question of parcels post with the object of working out some form of legislation whereby the mails will be used more extensively in exchanging commodities between producer and consumer, is evident from the investigations made, and the mass of information that has already been collected in the matter. In a recent speech on "National Means of Communication," J. E. Armstrong, M.P., East Lambton, discussed the question at considerable length, bringing out many facts which will be of interest to the retailer. His speech is in part as follows:—

"Comparing our progress in this regard with that made by such countries as England, France, Germany and other lands makes us appear away behind the times. The Canadian in Europe can send home to any part in Canada a parcel weighing two and a half times more than the Canadian limit, and for about one-third less in cost than the home rates. In other words, the world's parcel union package unit is eleven pounds to the parcel, carried at the rate of twelve cents per pound, whereas the Canadian unit is five pounds pounds to the package and carried at a cost of sixteen cents per pound. The citizens of Canada are entitled to utilize the advantages of their post-office sys-

tem, the same as the men engaged in other lines of business.

The question is frequently asked: What is parcel post? It is merely the extending of the weight of the package now carried in Canada to a considerable extent in order to meet with the public demands. In Germany many farmers deliver special products by post, such as chicken, butter, eggs and like products. Germany makes money out of parcel post. Canada does the unprofitable end of the parcel carrying business, and watches the express companies do the profitable end.

Last year over 225,000,000 parcels were carried by the post office department in Germany of an average weight of eight pounds. If we had to build our post offices out of the revenue of the Post Office Department as they do in England, and many other countries, we would devise some way to do at least part of the express business of the country.

The proposition I have to offer would only advise what might be called The Limited Parcels Post, confined exclusively to rural districts and delivered on rural mail routes only. Such parcels must have the origin on or at the start of a rural mail route. Why should express com-

panies be given a monopoly on the profitable parcel carrying trade while the postal department contents itself with the least profitable? Why should the government give foreign four-pound parcels a rate of 60 cents, while we must pay 80 cents regardless of distance? Why is a package carried at any rate up to eleven pounds in our mails, if mailed in a foreign country, when we can but mail five pounds and even then pay 33 1-3 per cent. more? The express companies pay one and two hundred per cent. profit, while we are doing the unprofitable end. It is claimed that the great mail order or catalogue houses are behind the parcel post in order that they may flood the country with their goods to the injury of the small retailers.

The parcels post system in England has not tended to create catalogue houses, nor has it in Germany or other countries tended to prosper great departmental stores. It has done three things and done them effectively. It has eliminated costly and extravagant express monopoly, and has greatly accommodated the general public consumer, retailer and wholesaler. Absence of a parcel post enables the railway companies through companies called express companies, to eliminate and prevent all regulation in one branch of our transportation, and in the meantime the government has not extended to us the low rates, and the liberal conditions of such a service between our own towns and amongst themselves.

It turns over to foreign countries the facilities of our expensive postal department and furnishes the service to foreign citizens at the low rates which are denied us. Great Britain has a most serviceable parcels post. Also Australia and New Zealand have had for years a thoroughly modern colonial, intercolonial and foreign parcels post, these advantages have been enjoyed by the people of the colony even to the most remote districts through which the mail service penetrates. In all of the many publications from Australia and New Zealand, or by the officials of these colonies I have not been able to find a sentence to the effect that the local merchants of these colonies have been in the least injured by their business by catalogue houses. In fact as the catalogue houses are unknown in those countries, they have a modern parcels post, it would appear that instead of the modern parcels favoring catalogue houses the very opposite is the case. American dealers have found that they can ship light weight packages of shoes to Mexico much cheaper by parcels post than by freight.

For an ordinary package weighing fifteen pounds in Germany the charge for sixty-two miles is sixteen and two-thirds cents. Germany has been handling parcels post for many years. In France they have a splendid system of parcels post; plants and shrubs, live creatures, boxes of cigars, oysters, cotton, oil paper, and an endless number of things are carried. Great Britain gives the railways fifty-five per cent. of the gross receipts from such parcels as are railway borne. This, of course, excluding the great number received and delivered in the same city. The railways are paid over five million dollars per annum from this source. The balance goes to the Post Office Department.

Great Britain and Ireland handled last year 113,230,000 parcels. This being double the number of fifteen years ago and about two and one-half for each of the total population. The average postage was a trifle under ten cents. Parcel rates within the United Kingdom are three-tenths or six cents for not over one pound. Eight cents for not over two pounds. Ten cents for not over 3 pounds and so on up to 21 cents for eleven pounds. The regulations in Canada as to parcels are apparently designed to prevent their carriage by post.

Here parcels cost 11 cents per pound and the limit of weight is five pounds, although absurdly enough to contrast between some two dozen countries and our own. The rate is only twelve cents per pound and the limit is eleven pounds. The five pound package in Canada at the high charge of sixteen cents per pound makes a charge of

eighty cents for a package that would be carried in England for twelve cents and our own package would go to England for 60 cents. Further the many limitations as to the kind of things accepted makes it no wonder that the average weight of packages here is only one-third of a pound.

That a rural parcel post would be of material advantage to the retail merchant in competition with mail order houses is seen at once when it is pointed out that the latter, at the proposed general parcel post rate of 12 cents a pound would be obliged to pay \$1.32 for sending an 11 pound package to a rural route patron, a difference in favor of the local storekeeper of about 10 cents a pound, or \$1.07 on an 11 pound package.

The parcel post rates in England are as follows:

1 lb.	3d.
2 lb.	4d.
3 lb.	5d.
4 "	6d.
5 "	7d.
6 "	8d.
7 "	9d.
8 "	10d.
9 "	11d.

Those who claim that an increase in the weight limit would work an injury to country merchants appear to have the impression that mail order business houses now deliver their goods extensively through the postal service, and that this practice would largely increase if the recommendations which have been made become law. Upon a moment's reflection it would be perceived that the present rate of 16 cents a pound (\$16 per hundredweight) as well as the proposed rate of 12 cents a pound (\$12 per



The lowest of this group of belts is our "Boy Scout." It retails at 50 cents. Special close prices on gross lots and over.



Send for sample dozen to retail at 50c. to \$1.00.

WESTERN LEATHER GOODS CO., LTD.
1191 Bathurst Street, - - - TORONTO



▲ boys' wear window by P. Curson, for Thornton & Douglas, Guelph. Critics might consider this display a trifle stocky, although a boys' window will admit of this in greater degree than any other. The window here is small, diagonal trims are necessary and invariably bring business. Where emphasis is desired for any one line, however, a more exclusive treatment is necessary. In this window the units are well grouped and posed.

hundredweight), are alike prohibitive on practically all lines of merchandise. Mail order houses make their shipments usually by freight or express and would continue to do so.

With the adoption of new conveniences of life by urban residents and the ever-increasing attractions of the city, especially potent in their influence upon the younger generation, the importance of affording farmers and ruralities generally every legitimate advantage becomes more and more apparent. The free rural delivery has improved materially and intellectually the life of great numbers of people. Is it too much to ask that the department shall make a further use of this important system, a use which, while adding appreciably to the postal revenue, will directly and vitally benefit every man, woman and child within reach of a rural route.

The country man would have the necessities of life delivered at his gate at an average of 2 cents a pound, thereby facilitating and increasing consumption. Rural patrons will telephone to town for half the things they want—for hardware, groceries, and dry goods—and in turn will send to town butter, eggs, cheese and vegetables. A great saving of time to many branches of industry will be possible under the general extension.

I approach the matter purely as a parcels post extension that should give postal patrons a quicker and cheaper

service. In England the produce of agriculturists goes forward to London and other big English cities in tremendous volume. Fresh fish despatched from seaport towns to the large hotels, are delivered with celerity; meats, cheese, fruits, vegetables and freshly laid eggs in mail packages under the 11-pound limit form a very considerable factor in the commerce of the Kingdom.

In Germany, where the rates are even cheaper, lads away from school send their soiled linen home by mail to be washed, and it is returned to them in the same conveyance. The Swiss service is cited much as one of the most efficient and satisfactory in Europe. The mountain villages and resorts of that industrious little country receive a large portion of their supplies by post, as a maximum weight of 110 pounds is carried within a radius of 62 miles.

Belgium's parcel post has even a higher weight limit than Switzerland, for it accepts articles of 62 kilograms, or about 132 pounds, in one package, and puts no limit upon the size, except that unwieldy packages are subject to an extra charge of 50 per cent. Germany and Austria maintain the 50-kilogram limit. The first named country enforces the 50 per cent. extra charge for unwieldy articles. It also has what is called the "zone system." The French parcels post law requires presentation at the railway station. Some other European countries, like Great Britain, require it to be delivered at the post office. A

table of the parcels post charges of several countries follows. It shows the maximum weight carried. The minimum charge collected, and also the charge for an 11-pound package, the limit of many of the parcels post countries.

I have given a great deal of time and pains to the gathering of this material, and hope it will be of some benefit to the people of Canada. The rates of parcel post in a number of European and other countries are as follows:—

	Maximum Weight of Parcels.	Minimum Charge for a Parcel.	Charge for 11 lbs.
Australia	11	.12	.72
Austria	110	.06	.12
Belgium	132	.10	.16
Chili	11	.10	.17
Cuba	11	.10	.46
France	22	.12	.16
Germany	110	.06	.13
Great Britain	11	.06	.22
Italy	11	.03	.20
Switzerland	110	.06	.08
The Netherlands	11	.06	.10
United States	4	.01	1.32
Canada

The international business has grown to enormous proportions. The figures collected at Berne for 1904, in connection with the postal union, show that the parcels mailed across the frontiers of 36 nations and colonies that year numbered something like 38,000,000. The parcels received by post by the United States during the fiscal year of 1906 from abroad were recorded as 131,064, of an average weight of 2.73 pounds. Sufficient figures have been given to indicate what a great factor parcels post has become in the trade of the world. The value of the merchandise thus transported can only be roughly estimated, but it will probably exceed \$500,000,000 annually. This business is transacted across frontiers, causing little or no friction with customs officers. Boxes with declared values are subject to legislation of the country of origin or destination, as regards payment of stamp duties on articles exported, and as regards the control of stamp and customs duties on articles imported. The stamp duties and charges for examination by customs officers involved in the importation are collected from the addresses when the articles are delivered.

To illustrate the inconsistency in connection with our present parcels post system, an individual entering any post-office in our country with two parcels weighing five pounds each will be obliged to pay 80 cents on the one to Montreal, for example, but for the one destined for a foreign country, although it usually passes through Montreal, the charge is 60 cents. Should the weight be five pounds six ounces a package addressed to the resident in Montreal will be denied admission to the mails by the postmaster, while the package intended for a resident in a foreign land will be accepted and forwarded, probably via Montreal, at the rate of 12 cents per pound. Parcels for foreign countries will be received in most instances up to eleven pounds.

A rural parcels post would do more to overcome our present way of centralizing our population than any other one thing. It would serve to stimulate trade between the farmer and the country merchant, and be a blessing to the consumer. The legislation I would propose for rural parcels post may be summarized as follows:—

The Postmaster General, under such regulations as he may prescribe, may authorize postmasters and carriers on such rural lines as he shall select to accept for delivery by carrier on the route, or on any other route starting at the post office, branch post office or station, which is the distributing point for that route, or for delivery through any post office branch, branch post office or station on any of the said routes, at such rates of book rate as he shall determine, packages not exceeding eleven pounds in

weight, containing no mail matter of the first class, and no matter that is declared by law.

There is much misconception on the subject of parcels post. In China a parcels post system is carried on with all the European countries. Postal rates on parcels post sent from the United Kingdom to Germany are considerably higher than rates for parcels sent from Germany to the United Kingdom. The Russian Consul in the tenth consular district of Warsaw, reports that British manufacturers are handicapped owing to the difference in parcels post rates between the United Kingdom and Russia and Germany and Russia. Those rates are as follows:—

From United Kingdom to Poland.....	5.0
3 lb. parcel	2.0
7 lb. parcel	2.6
11 lb. parcel	3.0
From Germany to Poland	3.D.
3 lb. parcel	1.5
7 lb. parcel	1.5
11 lb. parcel	1.5

Germany is able to increase her trade.

The Swiss Government now owns the majority of the railway mileage of the country, regulates and controls the traffic rates on all the railways, manufactures all equipment except rails, for all the railways, and owns and operates the telegraph and telephone systems, for which it manufactures all the equipment, thereby securing a uniformity of instruments and apparatus. There is a free delivery mail, including rural districts, a parcel post by which anything from a spool of thread to a locomotive may be forwarded; and a post office banking system designated as post check.



A wonderful transformation in the native costume is reported from the republican districts of China. The disappearance of the queue has brought with it the adoption of caps and bowler hats, states a consular report. At Canton and Hong Kong the number of Chinese who cut off their queues is increasing to an extent which astonishes the foreign residents. The round skull cap, with its red, blue or white button, is no longer worn by these "emancipated" natives. The cropped heads now adorn themselves with caps, and both at Hong Kong and Canton the stocks of these articles are already exhausted. Caps are being sold at very low prices. No particular style is yet in favor, but green, grey and blue colors are chiefly worn. The leisure classes are also adopting the bowler hat. The most curious part of this transformation in dress is that the rest of the national costume is still retained. The prices of European suits and leather boots are beyond the purses of most of the natives, and so, although these innovations are expected to arrive gradually, the people at present compose an odd picture—partly Chinese and partly European.

NO IDLE MOMENTS.

The Entertainment Committee of the C. W. T. A. is preparing to make the convention in August an occasion of more profit and pleasure for the boys who attend. They are now planning for your welfare when in Toronto. There will not be an idle minute the whole time.

Twenty-Six Valuable Prizes

First Annual Contest—August 1912

Canadian Window Trimmers' Association Awards to be made at the Toronto Convention

Handsomely Engraved Silver Loving Cup. Five Gold and Silver Medals.
Air Brush. Special Manufacturers' Awards.

Terms of Contest

All members of the Canadian Window Trimmers' Association are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.

Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.

Photographs must be of this year's work, and must not have been submitted in any other contest or published elsewhere.

All photographs to be forwarded to the secretary at time goods are displayed to be filed for Grand Prize. Pictures will be returned to contestants after the Convention, if requested, except classes 10 and 12.

Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.

All windows, unit trims or show cards to be available for publication in Dry Goods Review.

Contest Closes August 1st, 1912.

Importance of Awards. - Points Considered

All Decorators and Cardwriters, aiming at proficiency or better results will submit photographs in different classes because each award stands for individual success and distinction. The honour to be gained is valuable. To receive a prize in any of these classes it is assured trimmers they must submit their best work and efforts to gain such distinction. Each award is a lasting testimonial, designates a premier position and is considered as such by competent judges and fellow trimmers.

Prizes will be beautifully designed and engraved with trimmer's name, date, class or proficiency it represents. Every trimmer has an equal chance in competing with trimmers working under similar conditions, windows, appropriations and merchandising schemes. Compete for Grand Prizes and Special Prizes and send along photographs.

In judging windows submitted, the judges appointed by the Prize and Reception Committee will be disinterested. Each display is to be considered as to its merits under the conditions implied in each class. Three trimmers of recognized authority will be appointed judges and will award prizes for attractiveness, originality, selling merit and general effect gained for merchandise shown, relative to the different competitions.

Classification of Prizes:

Annual Grand Prize—Silver Loving Cup, presented by Dry Goods Review

Class 1—Silver loving cup, suitably engraved, for the best collection of good or original window and unit trim photographs submitted by contestants during the year. Cup to become property of the winning decorator each year.

Original Windows

Class 2—Open to all trimmers in cities of 100,000 or over.

- 1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

Merchandising Windows

Class 4—Open to all trimmers in towns and cities up to 50,000.

- 1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

Holiday or Opening Windows

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

- 1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

Men's Wear Windows

Class 5—Open to men's wear trimmers of Canada.

- 1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

Cardwriters' Grand Prize—Air Brush, donated by Paasche Air Brush Co., Chicago

Class 6—Fountain Air Brush, Model F., for best collection of show cards and practical tickets submitted by contestant showing work used in actual merchandising.

Floral Decorations

Class 7—Open to all trimmers.

- 1st Prize—\$10.00 in cash.
2nd Prize—\$5.00 in cash.

Awarded by Botanical Decorating Co., Chicago. For best window or interior decoration trimmed with artificial flowers.

Original Drape or New Form

Class 8—Open to all trimmers.

Prize—Gold-headed cane.

Awarded by Dale & Pearsall, Toronto. For best original drape on any of their fixtures or forms, or for new model stand and drape suitable for commercial purposes.

Unit Trims

Class 9—Open to all trimmers.

- 1st Prize—\$10.00.
2nd Prize—\$5.00.

Awarded by Clatworthy & Son, Ltd., Toronto. For best unit trims or displays on metal fixtures (dry goods or men's furnishings) and combined arrangement of same.

Best Dressed Show-cases

Class 10—Open to all trimmers.

- 1st Prize—Gold Medal.
2nd Prize—Silver Medal.

Awarded by Jones Bros. Co., Ltd., Toronto. For best dressed showcase, any line of merchandise in cases manufactured by this firm.

Background Suggestions

Class 11—Open to all trimmers.

- 1st Prize—Brass candlesticks.

Awarded by Toronto Brass Mfg. Co., Toronto. For best practical background suggestion or period setting.

Best arranged Men's Wear Store or Clothing Department.

Class 13—Open to all trimmers.

- 1st Prize—\$10.00
2nd Prize—\$5.00

Awarded by Taylor Manufacturing Co., Hamilton, for best Men's Clothing Section or Exclusive Men's Wear Store equipped with Taylor-Made Rack System.

Best Show Case Display

Class 12—Open to all trimmers.

- 1st Prize—\$10.00.
2nd Prize—\$5.00.

Awarded by Joseph R. Wilson, Toronto. For best counter or case displays fitted with (Essex) S. X. display racks. Any suitable line of merchandise.

Best arranged Ready-to-Wear Showroom.

Class 14—Open to all trimmers.

- 1st Prize—\$10.00
2nd Prize—\$5.00

Awarded by Taylor Manufacturing Co., Hamilton, for best Women's Ready-to-Wear Department equipped with Taylor-Made Rack System.

Scenic Background Prizes, awarded by Calkins Studio, Chicago

Class 15—Open to all trimmers.

- 1st Prize—\$25.00.
2nd Prize—\$15.00.

For the most effective window trim or store interior decorations submitted, using scenic effects, no stipulation being made as to whom scenic effects are made by.

Canadian Window Trimmers' Association

143 University Ave.

Toronto

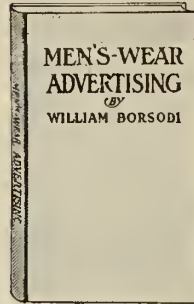
ADDRESS ALL COMMUNICATIONS TO THE SECRETARY

Helps Tailor Develop Business

The Evans Tailoring Company, 134 King St. West, Toronto, have been specializing with great success in the execution of special orders for merchants who are handicapped by reason of scarcity of help and equipment in carrying on their tailoring business. The Evans Tailoring Co. place at the disposal of these merchants, a factory with complete equipment and skilled operatives. The merchant takes the customer's measure, has him select from swatches or from stock, the material preferred, and then sends in the information and the cloth to the company, who cut, trim and finish. The order is executed in a workmanlike manner and delivery made on a specified date. Where cloth selections are made from swatches the merchant may direct his woolen house to cut the piece required, to the company's workrooms. So satisfactorily has this system worked out, that an extensive business has been developed, many orders coming from the far West. In cases where a try-on is required, and where time is not an important factor, the suit or garment in half-finished shape is sent forward to the merchant to be fitted. The number of returns, however, where there has been no try-ons, is practically negligible. A tailor who does not wish to carry stock, but who sees where he can develop a profitable business, will find it to his advantage to avail himself of the assistance which this system affords.

Men's Wear Advertising

A book in which is given in easy-to-get-at form a complete collection of selling phrases and descriptive advertising matter covering every article sold in Men's Wear.



Pages 8x11 inches
Bound in Boards

The best advertising writers in the United States and Canada—the men who have made money through these ads.—have contributed all of the trade-winning advertisements which they have used in the past 19 years.

Men's Wear Advertising should be on the desk of every business man who wishes to make a success of Men's Wear.

SENT POSTPAID TO ANY ADDRESS FOR \$2.00

TECHNICAL BOOK DEPARTMENT
MACLEAN PUBLISHING CO., LIMITED
143-149 UNIVERSITY AVENUE, TORONTO

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AGENCY WANTED.

YOUNG MAN OF EXPERIENCE IN THE line, would like to represent good wholesale gentlemen's furnishing house in Western Canada; excellent references. Correspond with R. F. S., 144 Rideau St., Brandon, Man. (1)

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Plate No 19 - Brush Outline Script ~ Capitals ~



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Plate showing the various strokes used in brush outline script.

Tooke

COLLARS SELL

The TOOKE Styles illustrated below have proved exceptional sellers even among the quick-moving TOOKE lines.



TOOKE Soft Collars are better than ever this year—and certainly more popular. Note that the button links are set well up, making a neater, dressier collar. The demand is so heavy that we have difficulty in keeping up with orders. Do not delay yours.



The new TOOKE Lock Buttonhole in the "Viceroy" is the most successful collar feature we have ever introduced. The exceptionally close front, and the ease of fastening, are much appreciated. In the same style as the "Viceroy" above (2" high) we make the "Rob Roy" (1¾" high) and the "Connaught" (2¼" high).

TOOKE BROS. LIMITED, MONTREAL

Manufacturers of Shirts, Collars and Neckwear
Importers of Men's Furnishings

WINNIPEG WAREHOUSE

::

::

91 ALBERT STREET

Please mention The Review to Advertisers and Their Travelers.



MEN'S WEAR REVIEW

MAY, 1912

Features of this Number

- Men, methods and clothes.
- Display window as witty commentary.
- How they're introducing combinations.
- Display must be full of suggestion.
- When a wife helps her husband buy a suit.—
- Salesmanship Competition.
- Good advertising and its essentials.
- Men's wear store & window illumination.
- Edwards short cut system in card writing.
- Review of the men's wear markets.
- Desirable novelties illustrated.

PUBLISHED BY
THE MACLEAN PUBLISHING COMPANY, LIMITED.
 3RD WEDNESDAY OF EACH MONTH

Art Clothes Agency for Fall

IF ART CLOTHES are not represented in your town---if your name is not one of the sixty-three already on our waiting list for fall samples---Send us a postal and we will tell you about our proposition, and explain our advertising plans for fall.

“ART clothes” and advertising will get and keep the cream of the good clothes trade in your town.

Send a postal now

The Art Tailoring Co.
Limited

TORONTO

When a Man's Wife Helps Him Buy a Suit

LOOKING backward over their experiences, salesmen will say that one of the hardest problems in selling clothing is to satisfy the man and wife when they both come to select something for him.

Each may have an entirely different taste to deal with. She likes to see him in a certain color and he abominates it. He prefers another color or pattern and she abhors it. The woman may become peeved and wish to look elsewhere. The man appears half-willing to remain where he is.

The salesman has his work cut out for him. Consummate tact and patience are required.

The Review wants salesmen to tell in their own words how they have handled cases of this kind with success.

For articles available for publication, dealing in a helpful, practical way with the subject, the Review will pay from \$1.00 to \$5.00 each.

All articles must be received not later than June 10th, address, Editor, Dry Goods Review, 143 University Avenue, Toronto.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

Grey derbies, trimmed with black bands, are now being shown in Paris and quite a number of soft grey hats, also with black bands are seen. Narrow brim styles are still the vogue on the boulevards.

* * *

A report from London states that spats of a color to match the vest are being worn by young men. Their vogue was probably inspired by the popularity of permanent trouser "turn-ups."

* * *

English clothing houses have recently introduced an idea which does away with buttons, belts and braces in trousers. The trousers have an opening at the side, which is closed by means of dome fasteners, so arranged that the top can be loosened or tightened as desired.

* * *

Black silk vests of dull silk stuffs are now considered smart for ceremonious dress. As the richest and most distinguished of colors, it is now stated that black is pushing its way into favor as a rival of white in the waistcoat for evening wear.

* * *

Overcoats with the Raglan shoulder are gradually returning to favor in Canada. Many of these garments are made with large patch side pockets, raised seams and turned back cuffs. The report comes from London that Raglans are very much the vogue, usually in tweeds and light homespuns, for knockabout or country wear.

* * *

Especially designed for motorists and airmen is a soft flannel shirt which fastens at the side, at the front of the arm and downward and upon the top of the shoulder. It has a false box pleat running down

the centre and also a row of dummy buttons in buttonholes.

* * *

An idea adopted by a Toronto merchant consists of the introduction of real money to emphasize a message in his display windows. For instance, on a small platform in the centre of the window, but below the level of the eye, he has a card with the words "This is where—— talks." Instead of the word money he has placed two or three dollar bills and some silver and in other places throughout the windows instead of quoting actual prices on cards, he has introduced the exact amount in cash. It is a scheme which has aroused curiosity.

* * *

Reports now come from New York that the braid-rimmed frock coat as introduced in London has made its appearance there. The waistline of this coat is set high, with consequent full sweep of skirt, shoulders close-fitting, hips arched and lapels rolling soft-

MY SPECIALS FOR MEN

English Shirts	\$1.00
.. Cape Gloves	1.00
.. Umbrellas	1.00
.. Caps	1.00
.. Collars 10 for	1.00
.. Ties 2 for	1.00
American Ties 2 for	1.00

ALSO DEPARTMENT
FOR

English Waterproof Coats
Motor Gloves
Evening Dress Gloves
Shirts, Ties, Etc.

This is a panel which Frank Colwell, Vancouver, B.C., uses in his letter heads. It will be noted that he specializes very largely in English lines. Such a panel on a letter addressed to a regular or prospective customer should serve a good purpose. It immediately establishes the distinctive identity of the store and gives information with reference to an attractive feature.

A Victim of the Titanic Disaster



ALEXANDER O. HOLVERSON
Special salesman for Cluett, Peabody & Co.

ly; waistcoat braid-trimmed and with collar; coat usually fastens with one button. It is made of the same materials as the braided cutaway.

* * *

Truly Warner, the New York hatter, who has originated several unique and highly effective advertising schemes, has introduced one which fits in exceptionally well with the opening of the baseball season. This takes the form of window cards, resembling baseball score boards, only instead of names of players and scores there is well-turned comment on the store's specialties or its activities. For instance, one card is headed, "To-day's Games." The twelve spaces for player's names is filled in with the merchant's name. At and directly opposite each is the name of a city in which there is a Truly Warner store. In the total columns is a succession of \$2 price marks and in the summary spaces are the words, "Worn by Mr. Gooddresser Everywhere."

* * *

Among the latest novelties in London are the new "glove" socks. They are so called because they fit the feet and legs as gloves should fit the hands. This effect is produced by having the socks made in a "ribbed" fashion, of the finest quality of lamb's wool yarn. They are shaped in such a way that they fit without a crease; there is no unnecessary amount of stuff in them; you do not find that any part of the sock is bigger than it need be. Therefore, the man who does not care about wearing rubber garters will find that he need not have them if he wears these

socks; the wool is so beautifully fine that it is practically elastic. The "glove" socks are neither very thick nor very thin, and therefore will do equally well for the summer as for the winter. In order that the toes and heels shall not easily be worn out they are made of merino.

* * *

An automatic guard for straw hats has been recently placed upon the English market. It embodies the principle of the pocket measuring tape and when not in use rolls up automatically. The flat side of this case is furnished with two pins of soft metal; the case is pressed against the inside side of the crown of the hat and the pins come through the straw and are bent down underneath the band to securely hold the case. The end of the cord is furnished with a neat little crosspiece which is inserted in the top button-hole of the coat and thus prevents the hat flying away on a windy day. When not in use the guard coils itself up in its little case inside the hat and is entirely out of sight.

* * *

The trend of fashion in trousers is away from narrow lines and to have them cut fairly wide at thighs and knees, tapering nicely to the bottoms, something after the style of peg-tops, only not to such an extreme degree, 19 inches knee, 16 inches bottom being a fashionable width.



Snapshot taken at the recent Longchamps race meeting. It is here that Parisian style finds a most distinct expression. This picture will be particularly interesting to the student of men's wear.

Neckwear and Accessories



Some feeling in the trade in favor of brighter colorings although nothing faddish — Backward season prolongs vogue for silks in preference to wash lines — Browns, tans, purples and greens are colors spoken of for next season — Exclusive stores showing batwings

NECKWEAR for Midsummer and negligee wear is now being featured. Merchants are always sorting up in something new for the holiday trade and adding novelty to their displays. Weather has been backward, and it is expected that, as soon as men lay aside their waistcoats, sales will receive the impetus usually expected at this time.

The later novelties include neat effects in silk and wash ties—straight, 1, 1¼ and 1½-inch widths, the former both plain and fancy with bordered ends or bar effects in Derbys, and the latter in line stripe effects in up-to-date patterns and liberal assortments.

It is just between seasons, as manufacturers are preparing and buyers are now in the markets choosing materials for Fall selling. It will be possible, very shortly, to state what novelties the full ranges comprise in silks, weaves, patterns, shapes and color-

ings. Part of some Fall ranges are already forward, but not sufficient to warrant authentic information of domestic showings. It is somewhat premature to talk Fall buying with the holiday trade and Midsummer business to be done.

Neat effects seem to embody most of the neckwear seen in silks or "knits," and with Midsummer months, business on the latter is naturally expected to fall off. The revival for early Fall will be specially on better numbers, and it is expected that colorings will be brighter.

Most of the manufacturers have been showing silk fabrics that simulate in effect the crochet tie, and numbers of patterns now showing are in line stripe effects with bars in identical colorings. There is an undecided feeling in the trade for brighter colorings, although nothing is seen so far except some striking patterns, cloths which have been advanced for the Fall season to be made in either straight or graduated four-in-hands. Whether this feeling is actuated by the possible demand for more "flashing" effects, when the tie is more conspicuously worn is yet to be decided.

In the ranges of failles, reps, bengalines, poplins and cords the colors chosen by buyers remain the same in these staple makes. Some reps are shown in diagonal and cross bar patterns, and one among the neatest is a line stripe in seasonable contrasting shades. Line and shot effects in many new patterns include the usual range of colorings, some later silks showing veiled effects made up in prevailing styles, and a good book of shade combinations.

There is nothing "faddish," and in regard to colors it can hardly be said that the salesmen are as yet assured of the leading color themselves. Browns and tans still lead, and it is thought that purples and greens will also be in greater demand, as they are in pleasing contrast with Fall styles and colorings in clothing. Scarlet, and other colors with this shade prominent, is a fancy both in crochets and silks, which should take for later wear. Soft greys and black and white effects are strong.



Three of the latest designs in summer ties with unique borders. — Courtesy Niagara Neckwear Co., Niagara Falls, Ont.

An Entirely New Tie

(NOT A FAD)

IN a later issue we will show in this space an entirely new idea in neckwear.



WE are not going to say here anything about the style or material of which this tie is made.

ALL we want is our customers to watch this space and await the arrival of our representative for early fall delivery, as this will not be put on the market until that time.

Sword Neckwear Co.

LIMITED

Toronto

Ontario

bers of fancies to be made up in quantities, and these include entirely new patterns mostly self designs on plain grounds. There is always a demand for these goods by the average merchant for his 50c leaders. These are usually in wider effects and naturally of more marked design than can be effected in narrower widths.

If it is, therefore, to be a season of brighter colors for Fall this will fit in with the usual showing of wider widths, although the close or neat knot will not be sacrificed. While the present double collar is worn, there is both the style tendency of the "wing" collar and lower cut vents in vest styles as a present indication in this direction.

Some of the exclusive stores are showing the batwing tie in conjunction with their Midsummer wash goods assortments, but this confined largely to novelty trade. Bows are more or less good in the holiday and coming Fall season.

Don't say in a letter or otherwise anything on which you can't make good.

Don't ever get a man into your store on false pretences. Always make good.

Montreal View of Market

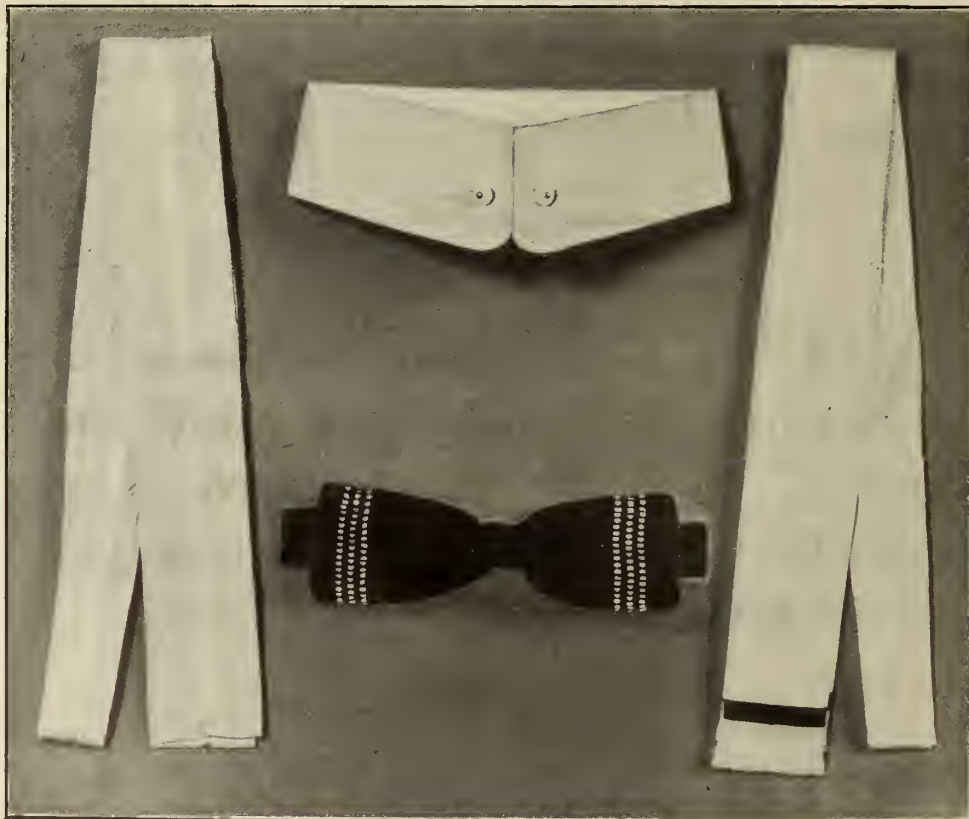
Decided feeling for light flannel shirts in neat stripes — Enormous demand for soft collars and ties to match — Improved demand for batwing ties.

Montreal, May 15.

Shirt manufacturers report that one of the most successful lines for Fall, is pleated front shirts in fine percale. A big range of these is shown, practically everything being on the clean stripe effect. Fine stripes with varying intervals of white background, seem to be the most popular.

There is a decided feeling for the coming Fall for certain trades for light flannels in the cleanest effects in stripes. These goods have been sold mostly with double cuff and double separate collar. Plain and mixed light greys have been the best sellers. There has been an enormous demand for this particular line in the western provinces, where they seem to be sold very largely for surveyors and others who work much in the open.

For the outside trade, there are unusual num-



Newest effects in panel and border-end silk and cotton wash ties.

Batwing tie, one of eight different varieties in border and fancy effects.

Soft collar, showing buttonhole placed midway in collar to give a neater closer-fitting appearance.

— Courtesy Tooke Bros., Montreal.

Regal



Regal "Coat" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - ONTARIO

Please mention The Review to Advertisers and Their Travelers.

Soft Collars a Staple Line

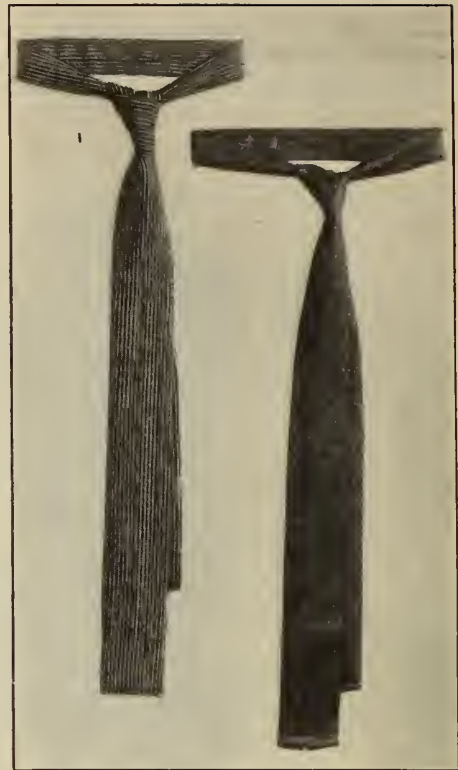
The demand this season for soft collars and ties to match, has been enormous, and it is confidently predicted that soft collars will be a staple line again next year. It seems to be pretty well established that these are not to be included in the "fad" class. A new feature of the soft collars is the button-hole placed about half way in the collar, and in this way the edges are held more closely together, and a neater appearance is obtained. Plain shades have been strong sellers, both in separate collars and with ties to match. The stripe effects have also sold well. One of the ranges selling at \$1.10 has been the most in demand, while collars and ties to match at \$2.25 have been the most popular. Despite the very large sale of soft collars, manufacturers say that the stiff collars are being sold as largely as ever, and the close-fitting collar continues to lead in popularity.

One house has adopted a new form of display card, which the dealers will no doubt appreciate. This card, enclosed in a neat frame, contains five soft collars buttoned into the card, and showing the different shades in which they may be obtained. Many of these have been sent out already, and other dealers who order in sufficient quantity will be supplied.

A BATWING SEASON.

The indications are, that this is to some extent to be a batwing season, and those who have arranged for a stock of these goods will likely get the business. Bordered ends are following up the bordered end style in Derby and will be one of the best sellers.

In wash neckwear, the newest effects are in panel wash ties, and bordered ends. These are made of



Summer ties in new designs black and white corded silk and veiled shot taffeta in all shades. Courtesy Fowke, Singer Co. Toronto.

absolutely washable silk and cotton effects—a French cloth.

One of the really newest effects in plain shades for Spring is a crepe faille, that is an enlargement on the plain fabric. It has a small raised cord, spaced about one and a half inches apart, giving a very neat appearance. It may be had in all shades.



Boot and shoe, hat and shirt display by F. C. Petrie for Begg & Shannon, Hamilton. This was an effective arrangement of New Spring Goods against an appropriate Easter background.

LINOLO COLLARS

Stand Where Others Fail

AEROPLANE



AEROPLANE

REGISTERED
LINOLO
WATERPROOF COLLAR
SIZE 13

It's the non-corrosive aluminum eyelet that does it.

Let us send you samples and prices of our different styles.

The Profit-producing customer-satisfying collar—made of waterproofed linen—reinforced where other collars are weak.

**The Smith-D'Entremont
Company, Limited**

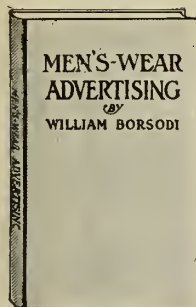
1475-77 QUEEN STREET, WEST
TORONTO

Catalogue Sent

On Request

Men's Wear Advertising

A book in which is given in easy-to-get-at form a complete collection of selling phrases and descriptive advertising matter covering every article sold in Men's Wear.



Pages 8x11 inches
Bound in Boards

The best advertising writers in the United States and Canada—the men who have made money through these ads.—have contributed all of the trade-winning advertisements which they have used in the past 19 years.

Men's Wear Advertising should be on the desk of every business man who wishes to make a success of Men's Wear.

SENT POSTPAID TO ANY ADDRESS FOR \$2.00

TECHNICAL BOOK DEPARTMENT
MACLEAN PUBLISHING CO., LIMITED
143-149 UNIVERSITY AVENUE, TORONTO

“KING EDWARD” SUSPENDERS

Retail **50^{C.}** Price



Easily the best value in suspenders The comfort-promoting construction and excellent finish of “King Edward” Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

SHIRTS, COLLARS AND CUFFS

MEN'S Fall shirt samples have been selling well and both city travelers and outside representatives report satisfactory business for August 25th delivery. This gives merchants an opportunity to cater to demands for the holiday and exhibition season by having full assortments to show. Both domestic and imported ranges are exceptionally broad. Many high novelties are being offered for exclusive trade and in more staple ranges an extensive assortment of choice patterns in flannels, ceylons, madrasses, zephyrs and a host of new and neat designs in percales and prints are seen.

PLEATED FRONTS STRONG SELLERS.

Pleated fronts are assuredly foremost and there is every reason for another strong selling season in different width pleats. Manufacturers are showing more of them and the trade wants them. Side pleats in $\frac{1}{4}$ to $\frac{1}{2}$ inch width with one or two line stripes are preferred and buyers have made a point of selecting patterns, which lend themselves to right spacing. Some box pleat fronts are effective but are not so well thought of as side pleat styles. Short bosom shirts are included in some ranges and are said to be meeting with approval by the trade generally.

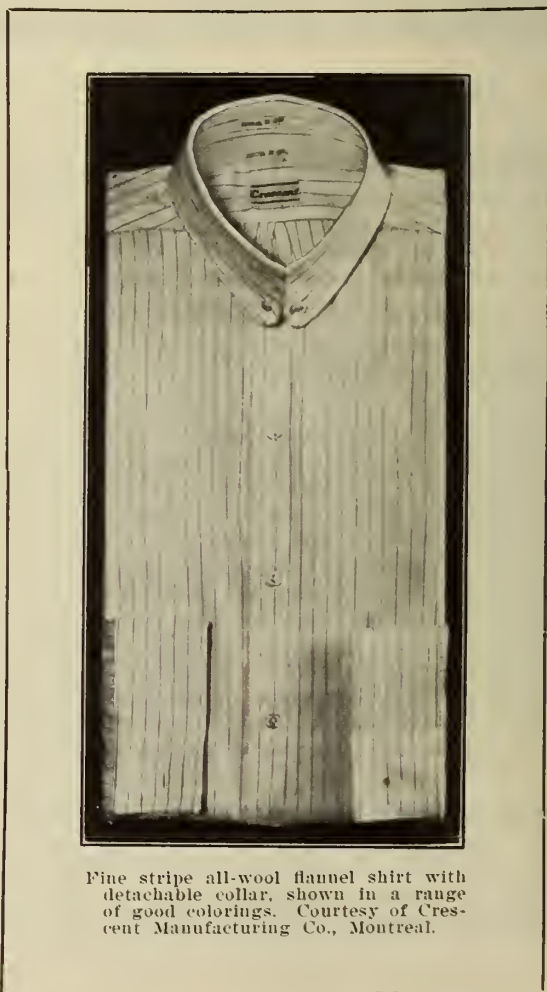
NOVELTY FEATURES.

The range of novelty covers many new materials, patterns, color effects and styles. Negligee effects with French cuffs are stronger than ever and this fact explains to a great extent the attention devoted to new materials and development along new lines. Comfort for every day wear has made them appeal to most men and this is a good talking point in presenting them to customers.

For early showings, there is an amount of distinction in a soft crepe, an entirely new fabric, which can be laundered perfectly. It will tend to take the place of madras and is made with starched band, detachable collar to be worn with a separate tie of silk, rep, bengaline or crepe, and has French cuffs. The color card includes plain and printed patterns in black and white, soft greys, purples, helios, tans and shell or coral pink, which latter will be seen in some very exclusive shops. A splendid Summer selling

season on tub silks, pongees, crepe de chines and silk mercerised soiesettes is likely to continue, and have its effect on the Fall trend and demand.

Flannels with French cuffs, starched band and soft detachable collar with links are shown in neat line stripes and soft shades of light and medium oxford. A fine whipeord in grey and white is good. Greys relieved with stripes and fine twill cream. Fancies with different width line stripes, blue, black, green and helio, have all sold fairly well at from \$18 to \$30 dozen while Ceylons have taken at \$12, \$15 and \$18 in approved patterns. There is every confidence that specializing on negligees of this order is to be followed by extra business. As only the finest cloths are included such as silk and mix-



Fine stripe all-wool flannel shirt with detachable collar, shown in a range of good colorings. Courtesy of Crescent Manufacturing Co., Montreal.

KANTKRACK
COATED LINEN
Collars

Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

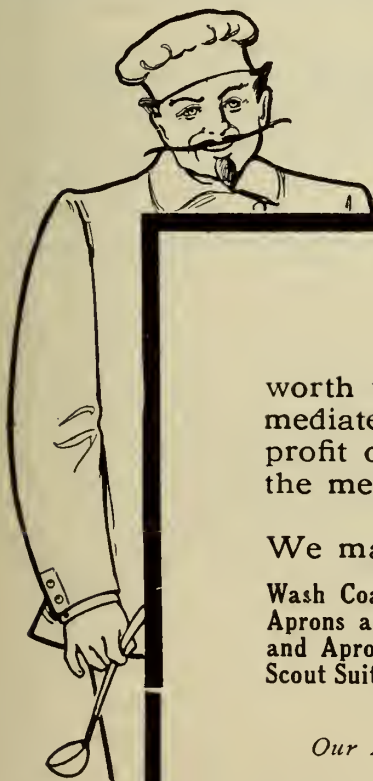
From Coast to Coast

the "KANTKRACK" coated linen collar has become the men's one best collar friend. *(It is made in one grade only and that's the best.)*

It overcomes the great and small difficulties that have been experienced by users of waterproof collars. It fits perfectly and does not hurt the back of the neck by pressing the collar button into it—that's comfort. It wears long, because the usually weak part—the *lip*—in other collars, in "KANTKRACK" is *flexible*, giving better service—that's economy. It requires no laundering, simply a rub off with a wet sponge—that's more economy.

Fill in your sold out sizes to-day. "KANTKRACK" pays. *Made in Canada.*

The Parsons and Parsons Canadian Co.
HAMILTON -- ONTARIO



Do You Get The Men's Washable Clothing Trade?

IT'S WORTH WHILE

worth while in more ways than one. It means the immediate profit on the washable clothing and it means the profit on the other trade you are sure to get from bringing the men to your store.

We make a specialty of:—

Wash Coats, Gowns, Caps, Operating Accessories for professional men; Coats, Aprons and Dusters for Grocers; Coats and Vests for Barbers; Coats, Frocks and Aprons for Butchers; Coats for Cooks, Porters and Waiters; Also Boy Scout Suits, Bloomers, Indian and Cowboy Suits, Khaki and White Duck Trousers.

Our New Catalogue is ready—Send for one—We Give Prompt Service

Defiance Manufacturing Co., Limited

College and Bathurst Streets -- TORONTO

Please mention The Review to Advertisers and Their Travelers.



Pleated front shirt, cuffs attached, in fancy stripe effect. One of the new Fall lines shown by Tooke Bros., Montreal.

Flannel shirt, with detachable soft collar and soft cuffs, in light grey mixtures. From Tooke Bros.' Fall line.

tures and fine all-wool fabrics, judging from patterns and values there should be extensive sales both for early Fall and mid-winter.

MANY GUARANTEED CLOTHS.

Guaranteed colors practically include everything in prints, percales and zephyrs. Many cloths are guaranteed absolutely fast, indentrene dyes, ensuring customer's satisfaction. Colors stand in perfect contrast, showing line and fancy stripes to advantage. Some designs are particularly new. In the books of vestings up to \$18, outside of white and plain shades, it is found that a plain ground with contrasting stripe always has a self design, small and neat in effect. One range of percales is attractive, being a marked black line with 3 hair line stripes intervening in helio, green, tan, blue or navy.

All the ranges are strong on black and white and blue and white, designs being effective enough to ensure a splendid showing for the merchant of these staple patterns. One assortment shows fully 50 books to be made up in plain front at \$9 or side pleats at \$10.50 and there is hardly a pattern in the lot which could not be chosen. In commenting on blue and white there is a decided preference for deeper or national and marine blues.

TAN SHADES GROW IN FAVOR.

There is practically no decided third color as yet. Buyers have confined to black and white and blue and white, being better satisfied where they can add

an extra stripe on these colors, than they are disposed to buy other shades. Tans, so far as they have been taken, verify an estimate that this shade would come with midsummer selling and be in demand for Fall. There are soft champagnes and swatches run to more striking grounds with the usual color combinations especially light brown. It is remarked also as a seasonable comment that helios, purples and combinations of this shade with black on white will be given more than usual attention in quality ratios of colors in Fall repeats.

Most important of all in Fall ranges are the assortments. Values are included at every price and the numerous cloths in which an order can be given on one number makes selection all the more satisfactory if it does tend to quantity orders.

ENTHUSIASM IN EVIDENCE.

In completing ranges, usual qualities of white dress, plain and pleated shirts including reps, piques and new fancies are seen. The matter of selection is more a question of seasonable selection to include the features and keep within the limits of the average buyer. Buyers need not be excused for enthusing and concluding that a few dozen shirts extra can be sold this Fall if they are to hand. Ranges are so comprehensive that buyer cannot do his department justice unless he adopts this attitude. The samples themselves warrant it and the increase of Fall orders already placed over last year are an indication that such enthusiasm is evident.



SHIRTS
Are Made for Particular People

"Star" brand neckwear finds a place in the best stores in the country. It appeals to men of the class who know what's what. Do you want this trade?

Men Who Know Want "Star Brand"

You know the class of trade that demands the shirt that looks well when the coat and vest have been discarded. This is the paying trade and you should cater to it.

"STAR BRAND" SHIRTS

satisfy the coat and vestless man every time—the fit and make are perfect, the patterns are just what he wants.

Tone up your Summer stock. Get samples of our neckwear and underwear.

Van Allen Co., Limited
HAMILTON, ONT.



GET THE MEN

coming to your store by selling them a linen waterproofed collar that will give satisfaction.

CHALLENGE COLLARS

give the best value for the money besides being a profitable line to handle.

Our Rubber Brand at \$1.80 dozen, and our Pyralin Brand at \$1.50 doz. are quarter as heavy again as higher priced lines of other makes. We make an Outdoor Brand, linen finish at \$1.25 doz.

SEND FOR SAMPLES

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue,

Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



Displays Must be Full of Suggestion

They must give the store a position of confidence in the minds of customers — Study stock and watch new arrivals — Display nothing but latest things in vogue — Combinations and correct suggestions.

For the Review by Jerome A. Koerber, with Strawbridge & Clothier, Philadelphia.

THE secret of up-to-date windows that sell the goods is the concern of the wideawake decorator and we want to ride right into the heart of this paramount thought "how to get best results" without stopping to theorize on the subject. I fear men often write who have never met with the real issue and noted from experience and observation what really counts when it comes to handling a line of merchandise such as we now speak of where correct style, the new thing is properly combined and attractively shown.

When but a lad and with all the youthful zeal of an apprentice, longing to study his chosen vocation, I found myself in one of the best haberdashery establishments in Vienna where they carried the best and catered much to the aristocracy. Here, if any place, may a young man learn from experience and observation what to handle.

DISPLAYS FULL OF SUGGESTIONS.

But, leaving this we want to say that the window, for men's goods that are going to tell are the displays full of suggestions to customers as to what is correct to wear for formal and informal occasions. When a house wins a place of confidence in the mind of men as to the correctness of attire, they have fairly marched into the confidence of the people and a big portion of the trade of the locality. Here the decorator immediately sees how essential it is for him to constantly study, select, combine and show always the correct and newest things available.

It became proverbial of a certain house, whose decorator took great pride and joy in his work, that they are displaying that kind of goods and it must be correct. So, to get better at the points, we consider essential, we will take up the question under following headings:

1. *Study of your stock and watch new arrival.*
2. *Display nothing but latest things in vogue and merchandise that are seasonable, snappy and up to the minute.*
3. *Your combinations and correct suggestions as to what a man should wear.*
4. *Your window lay-out.*

KNOW THE STOCK THOROUGHLY.

1. Study your stock is the first essential move, so that the fertile mind of the decorator can always

draw from any line in haberdashery stock that will aid him in getting the desired effect. The man who only spends part of his time at decorating and the balance back of the counter should naturally know the stock better than the man who keeps to display work constantly, but the man who keeps to the decorating constantly gets best results.

To illustrate: When first taking up the management of the decorating in the large department store I am now with, I found a young man who was a salesman in men's hosiery, having advanced from stock boy, and dressing the men's furnishing windows. Watching his work for a brief time and seeing his weakness in some parts of his work, I took him in hand and gradually pointed out where improvements could be made and suggested things to combine with his display. To my surprise I found he did not know such articles could be had in stock. While a little set in his ways for want of advice, he soon fell into my ways and fairly rose by leaps and bounds as he has a natural aptness in this line himself. With his ability directed in proper channels he became an authority on this line of goods and a man much sought for. I chose from my understudies a young man with similar aptness in line of men's wear as his assistant and after a year sent another one to take a turn with him, and as I feared, soon he accepted a place with another house and today his two former assistants, with my coaching, look after this part of the work, meeting with much success.

So, with the proper knowledge of one's stocks, we can make our window showing the best possible with the merchandise available, and surely, with such close interest in the stock, in order to obtain results, there can be nothing new arrive before the decorator is acquainted with the fact. The new style scarf, the new shirts or shirtings, collars or whatever it may be, is ushered out to public inspection at the earliest possible moment and not after every shop in town has it in stock and making displays of it.

NOTHING BUT LATEST THINGS.

We have said, display nothing but latest things invariably. The window space is not in abundance and the best-possible use should be made of them.

Shirt Windows in Which Colors Were Effectively Blended



Custom Shirting Window. On the left is shown, in a line of custom shirting, the material by the yard pleated as a shirt front, while the rest of the material is dropped in folds below the stand. One of the styles was selected and a finished shirt made. This is shown on a vest form in the centre of window, with collar and scarf. On the other side is a display of Windsor scarfs. This setting proved to be an attractive one. The colors were so clustered that the bright shades blended well. Showing the three shirts, with collar and scarf, brightened the display.



Twin Shirt Windows. Reading from left to right — Pleated shirts at \$2.00, white with red stripes. The scarf was in red and black, while hosiery was red and gloves gray. Two canes were displayed and a plaid handkerchief was puffed in at the collar. On the right was a showing of soft negligee shirts in flannelette colors, grey colored shirts, green knit scarfs, green hosiery, green rumchunda handkerchief on top of each shirt. The ticket read, shirts \$2.00.

—By Jerome A. Koerber, for Strawbridge & Clothier, Philadelphia.

Those things worn for months everybody knows we have in stock, but the new shape, new style, new colors, much that the public have not gazed upon, should be shown. This is one reason the display is snappy because of the newness and then the combination, the setting makes it so attractive that the man passing with no thought, no need of a new scarf, is captured, seized with a longing, and nine times out of ten it ends in a purchase, only to add to those he has already bought.

Invariably, the question of buying neckwear, collars, etc., is not because it is needed, but attracted by its color, pattern or newness, the desire to possess reaches fever height. Then the window is the index to the store. All newness on the front will never cause the viewer to be disappointed as he inspects the stock. This does not necessitate the finest made, for the decorator may be connected with a house where the call is for medium prices, but if it is 15c, or 25c trade, say in neckwear, he is catering to let it be the newest, the best he can lay his hand on from stock and then show it so that the neckwear looks its best. If the grade of goods runs from 50c to \$1.00, the opportunities to combine them with other merchandise or to make good, attractive unit settings of the newest lines in stock are always bound to bring success and snappy displays can be made. When we pass in to the better lines, of, say scarfs from \$1.50 to \$3.00, the thought of anything like a stocky show ought to be dismissed from the mind.

The old way may have been to display goods regardless of price, made into stocky shows and those often left for a fortnight before changed or readjusted. To-day, things are quite different. The color, class, price and the needed things that combine with these goods are used and shown to best advantage, and so merchandise in style, seasonable and popular in price, quicker and more frequent changes are needed. So a house will get an established reputation and no matter how small the beginning, may rise and spread and the same name may serve more than one generation because it strives to cater to the young man who habitually looks to that shop for new things, buys his needs and opens his account and with care and study, holds that trade from father to son. Here the decorator grasps a glimpse of his responsibilities when he remembers that he plays such a prominent part in building up or maintaining an established reputation of the house.

COMBINATION AND CORRECT SUGGESTIONS.

It is interesting to know that a suggestion, possibly a decided departure from the ordinary, but absolutely correct, will influence a man or woman in women's wear, we have frequently seen women stand in front of an attractively draped form of cottons or

dress goods or silks where the combination trimmings or the folds or drapes made such a stylish form they have noted, studied, and finally resolved their new garment should be as the one they were viewing. But combination must be correct. No less is this true of men's wear. After inspecting stock, getting hands on the newest seasonable and snappy goods, make them show to their best and summon any accessories to make this display attractive and correct.

For the informal displays, where the one line of goods is to play a prominent part, those goods usually worn and combined may be used. Where a snappy, fine combination window is made, the colors, setting and completeness of the show is to be worked out, and the usual acceptable parts of man's attire for formal and full dress occasions would be out of place and possibly open to criticism. When it comes to a full dress window, if the house carries clothing, the display will be more complete, but where no clothing is available, then the full dress shirt, collar, scarf, studs and other jewelry with the shoes, socks and all the other things that are found in haberdashery line, are carefully combined and kept perfectly clean. It is unpardonable to see this line with the least spot or stain. Here is where the decorator wants to be fully informed of the correct thing to wear. When at certain periods such displays are carried, every detail must be correct, for there will be some stiff criticism. Where no error is detected it helps to set a pace for that house and win a place of confidence.

COLOR COMBINATIONS.

Further, under the heading of combinations, let me briefly state that color combinations properly worked out always make an excellent showing. The new scarf comes in and the colors run in 3 lines. If one color is selected combined with shirts and a few canes or handkerchiefs, you immediately have a basis for snappy show. If all the three colors must be shown and your window is large enough the units can be treated each in another color but as a whole must combine and not clash. What a pity to see a good stylish scarf "murdered" by persistently combining it with a shirt or other clashing color of scarfs, when alone or holding a separate place in the display it has a chance to show its richness and individuality. On the other hand, faulty and incorrect combinations, whether it be in colors, or in combining goods, all reflect on the taste of the decorator and surely hurts the house.

YOUR WINDOW LAY-OUT.

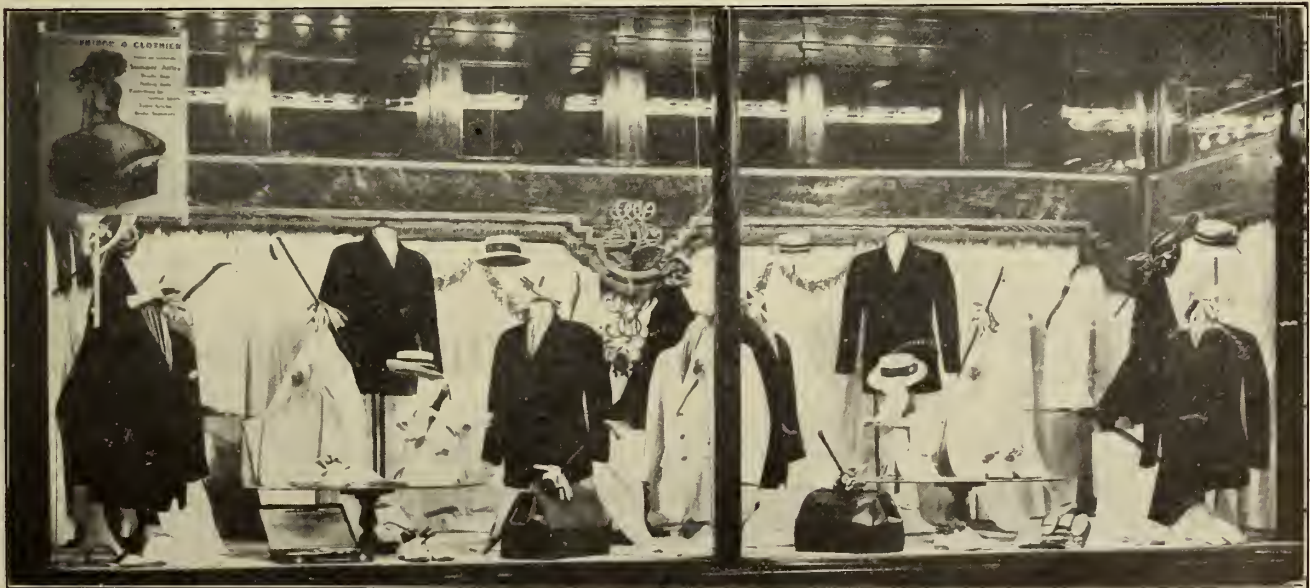
With your goods selected, your color combinations made, your lay-out ought to be such as will not crowd the display. You have few windows or

(Continued on page 82)

Two Seasonable Men's Wear Displays.



Men's Hat Display by Jerome A. Koerber, for Strawbridge & Clothier, Philadelphia. Here two old English chairs and a table were used, brush brass fixtures and the floor was puffed in old gold velour. The line of new spring Derbies and soft hats were posed in order to show style, color, finish to best advantage. A few grips and other accessories were included. The painting in the rear was one of a series for the Spring Opening.



Men's Summer Clothing, by J. A. Koerber, for Strawbridge & Clothier, Philadelphia. The background was a cream colored satin with embroidered monogram, while the frieze above was green silk velour with gold braid trimming. The trim was in blue and white—blue serge suits on forms, while a number of striped flannel were combined in the display. On each side was a 45-in. glass disc on which was grouped a flannel suit in white and blue flower in buttonhole, also silk shirt with blue tie, white Oxfords, blue socks, a cane, gloves, a panama hat with blue band. This formed an attractive grouping. On the floor were grips, traveling sets, canes, gloves, etc., such as a man would carry for a brief outing. The merchandise was by no means crowded as can be readily seen in photo.

Summary --- Short Course in Cardwriting

The second of the series of articles summarizing the various lessons and dealing with their application to practical, modern cardwriting as taught by the "Edwards' Short-cut System."

(By J. C. Edwards. Copyright, Canada, 1911.)

GETTING down to brass tacks in card writing demands the same hard shelled methods and rigid practice that anything else does. The first thing to do is to become acquainted with the different styles of alphabets and acquire a thorough knowledge of the various strokes embodied in each letter.

The accompanying illustrations show a summary of lessons 6, 7, 8, 9 and 10, including the capitals, lower case and numerals of "brush stroke roman" and "speedy slant Roman," and the accompanying cards demonstrate them put into actual use.

Card No. 3, as shown on the opposite page, is a half size panel style lettered with "single and double brush stroke block" and "brush stroke Roman," with side panel decoration in the silhouette effect. The main word is lettered in black with a grey outline, the reader is lettered in white with a square red sable brush.

THE POPULAR CUT-OUT DESIGN.

A great many show card writers to-day use the cut-out design in show card work. These, while not practical for every day window cards, add a pleasing variety for special trims, and are used to a great extent by professional card writers who go on novelty to create a demand for their work.

Card No. 4 illustrates one of these cards, and the design immediately below shows the pattern used in laying out the design. In the first place, a piece of manila paper the exact size of the card is folded in half, either lengthwise or crosswise, depending entirely on the formation of the design. In the case of the design above mentioned and illustrated on the

opposite page, the paper was folded lengthwise. The design is then pencilled out on the one half, and while the paper is still folded it is cut out, cutting the blank half as well. This gives the results as shown in the illustration. This design is laid on the card which is marked with a lead pencil around the edge of the design and, after being lettered, is cut out with a sharp pointed penknife.



No. 8—The fancy cut-out idea applied to the landscape style of a half-size card, using variations of the Straight Brush Stroke Roman. See pattern B1 and B2.

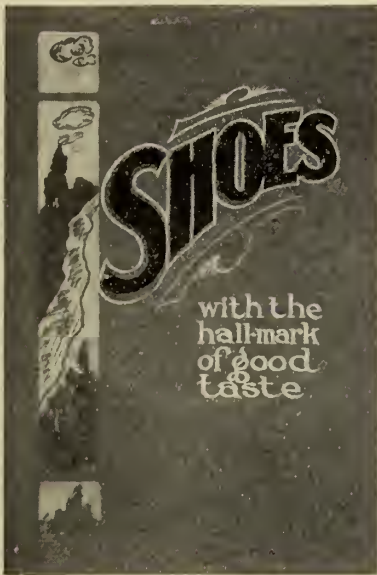
Card No. 8 shows the cut-out idea applied in landscape style, using two designs, B1 and B2, as illustrated. The illustration shows how to make an oval, using two pins, a piece of string and a lead pencil. It is not necessary to cut out an oval, for it may be applied to the card itself in the manner here described. Two pins are stuck through the card about an inch or so from each end exactly in the middle, the string is then placed around both pins so that when held by the pencil it will reach the out-

AaBbCcDdEeFfGg
HhIiJjKkLlMmNno
OppQqRrSsTtUu
VvWwXxYyZz&!
123456789\$¢

No. 1 shows the summary of the plates on Brush Stroke Roman, upper case or capitals, lower case or small letters, and the numerals. Note this lettering in actual use on opposite page.

AaBbCcDdEeFfG
gHhIiJjKkLlMmN
nOoPpQqRrSsTtU
uVvWwXxYyZz&
123456789\$¢?

No. 2—Summarizing the speedy Slant Roman as taught in lessons 8, 9 and 10 of the Edwards Short Cut System. This lettering makes legible cards which can be executed quite rapidly.



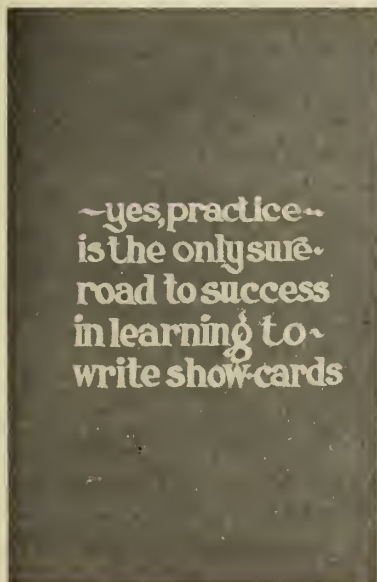
No. 3—Half-size card in panel style, lettered with single and double Brush Stroke Block and Brush Stroke Roman, with side panel decoration. Neat and not over fancy.



No. 4—Shows the fancy cut-out style of window card lettered with white and black on green, using a combination of Brush Stroke Block and Straight and Slant Roman lettering. Note the design below.



No. 5—An easily-lettered and decorated card, illustrating the condensed form of Brush Stroke Roman with slight variations as to spurs, etc. The lettering is black, with grey shading on grey cardboard.



No. 6—This card illustrates the conversational reader idea, which makes effective advertising. It is a plain, grey card with white Brush Stroke Roman lettering and no decoration.



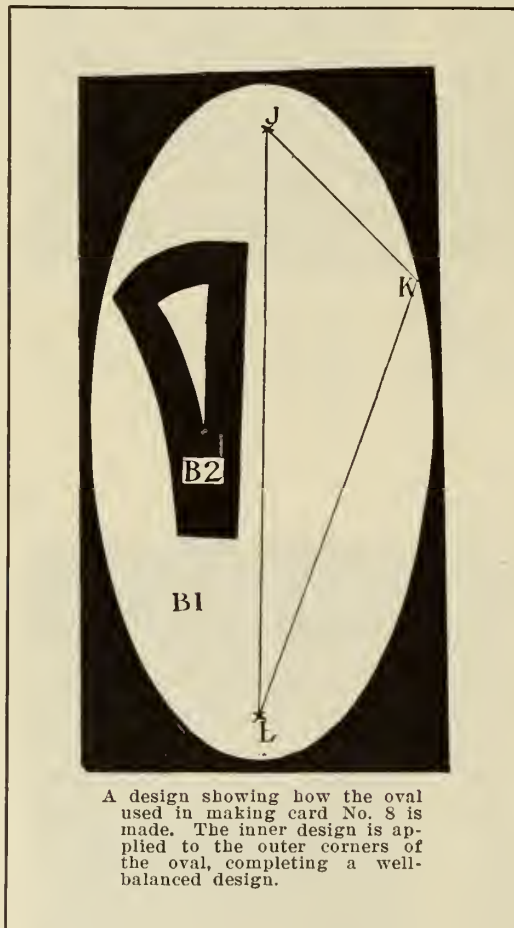
A design cut out of paper and used as a pattern in laying out the above cut-out fancy card. See write up for instructions how to make it.



No. 7—An appropriate window card for a furniture display. The cardboard is a representation of natural grained wood and in the mission wood colors. Straight and slant Roman used.

side of the oval desired. Letting the pencil held firmly in the hand move around at the full tension of the string making a true oval. By experimenting you will be able to get any shape of oval desired in this way. The inner design as shown in this cut when applied to the four corners of the oval, if you can term them so, the design in No. 8 is obtained. The lettering used in card No. 4 is a combination of "brush stroke block, straight and slant Roman." The lettering in No. 8 is a variation of the "straight brush stroke Roman."

Card No. 5, as illustrated, shows a half-size panel card of grey lettered with black with grey shading in the "brush stroke Roman" with slight variation



as to spurs, etc. The capital A is illuminated with a brush stroke floral conventional design.

CONVERSATIONAL READER IDEA.

Card No. 6 shows a very plain, yet novel idea, which makes rather effective advertising. The idea gives the effect of a broken or one-sided conversation such as you often hear over a phone. No decoration is necessary with this card, as it would detract rather than attract.

A very appropriate card is illustrated in No. 7, for a furniture display. The cardboard used is a representation of natural grained wood in the mis-

sion finish. A combination of "straight and slant Roman" is used. This card is lettered in white shaded with black.

Students may find it difficult to secure really desirable colored cardboard without paying exorbitant prices. Any information regarding this may be had by sending a stamped and addressed envelope to J. C. Edwards, care of Dry Goods Review, 143 University Ave., Toronto.

Windows Must be Full of Suggestion

(Concluded from page 78)

small places, then change them the more frequently and get away from the idea that every line and color must be represented in your one or two small windows. Make an effort with one thing predominating, work that one thing up well, give it all the assistance you can. If it is going to be \$1.00 shirt, you know colors are good, style good, in fact, it is good value. Now you can show three dozen in a small window and put a placard on as big as the shirt. It is possible that the only passerby who will be attracted is the man who needs a shirt. But in same space show fewer of these shirts. Put collar and scarf on one or two, with the style, color and make all brought out, the window is sure to win out. Even with a shirt window, it can be made attractive, snappy, and suppose it has to come out because of the sale it has created, what a satisfaction. In we go with another just as good and possibly better.

The man who makes the snappy, attractive displays with these lines is the man who studies what has already been briefly referred to and the man who has not got his haberdashery windows just where he wants them need not despair for, observing these trifling things, as some may call them, means much in reaching the goal to success.

As one says, "Perfection is made up of trifles, but perfection is no trifle." Those who fail are invariably those who do not keep posted, who close their eyes to every source of information and do not study faithfully to get the best results or keep in touch with best available sources. Remember, there are in every walk of life, men who know and who have succeeded.

The Acme Glove Works, Montreal, has been incorporated with capital stock of one million dollars, to make gloves and mitts, moccasins, boots, shoes, etc. The directors are J. D. Ouelette, C. G. de Tonnancourt, J. A. Ouelette, A. Lefevre and A. Lepine, Montreal.

Display Window as Witty Commentary

Plan adopted by Trudell & Tobey, Hamilton, creates additional interest in his store—Comments on current events, typewritten on slips of paper, are distributed throughout their window—Men go out of their way to read them—Another example of cheerful advertising.

THE display window as a witty commentary on local or current affairs is an idea that has been tried out with success by Trudell & Tobey, Hamilton. It is a plan that goes one better than an artistic grouping of clothing and accessories with neat show card. It has been known to cause men to cluster about the windows in greater numbers than they might have done under ordinary circumstances, and it probably keeps them there longer. Throughout the window are placed slips of paper—ordinary envelopes will do—on each of which is written some bright observation, generally hinging on an unusual newspaper item. These skits, if such they might be called, are typewritten in capitals, and can be placed so as to be read from the sidewalk.

Mr. Tobey states that the witticisms do not detract from goods shown. As an apostle of cheerfulness in advertising, he states that they have often put a man in good humor who may not have left home that way, and a man in cheerful frame of mind will never pass up a striking display of goods. The comments in the window help make the impression more lasting. What's more, men have gone out of their way to read them, and that sounds like good advertising. The slips may be fastened to a garment, placed on the rim of a hat, one corner shoved into a pocket, or otherwise distributed so that they may be seen and read. Here are several that recently appeared in the windows of the Two T's:

SEASONABLE HINTS.—Sharpen up the lawn mower. Keep off the grass. Wear your chest protector. Keep 'em on. Borrow a few umbrellas. Bank your fires. Save your taxes. Keep your feet dry.

OH, VERY WELL.—And I might say to a few of the Jeanette Lewis hammer throwers, "Why not regulate your own gait before fitting hobbles on others?"

THAT'S RIGHT.—The office cynic says: "Seems to me that some folks call their home a bungalow because the architect was a bungler.

AT SHAW'S ART GALLERY.—A lady and gentleman entered Shaw's photographic studio the other day and ordered some pictures to be taken. They told the operator they wanted to look natural.

He placed them in proper position, the lady placing her hand on her husband's shoulder. The husband declared they could look more natural than that. "How?" asked his wife. "Well," said her husband, "we could look more natural if you had your hands in my pocket."

A FISH STORY.—Lady purchaser: "Is this fish fresh?" Fish dealer (on Hamilton market): "Fresh? Why the unfortunate fish breathed its last just as it saw you coming."

SOME GOOSE.—An old Memphis woman has a goose that was given to her when she was 21 years old. That's nothing. Lots of Hamilton women still have the goose they got on their wedding day.

CERTAINLY NOT.—The pen may be mightier than the sword, but it doesn't necessarily follow that the pensive are mightier than the sordid.

AN ERROR.—The arrest and conviction for bigamy seems to indicate that the cost of living has been exaggerated. Times must be good with any man who can afford two wives.

CERTAINLY.—A dinner given in Washington the other night is said to have cost \$600 a plate. All the guests must have had a second helping of eggs.

NOT YET.—Crossing the red willow with the white birch to grow natural barbers poles has not proved a commercial success, says lumberman Brennen.

SURE THING.—The slender man is to be the fashion model for 1912, and the cost of living will make it easy for most of us to keep in style.

GOT HIS.—A Missouri man has been sent to jail for hitting his wife with a sack of eggs. Thus one male-factor of great wealth gets his desserts.

NO COIN IN COYNE.—I was reading in The Chatham News where a young lad named Coyne was held up. I suppose the would-be thief knew the boy and said to himself: "Here comes some ready coin, I'll help myself," and then when he found out there wasn't any coin in this Coyne that he could pass, he passed Coyne up.

Develop an individuality in your advertising and see that the printer respects it.

A GOOD ADVERTISING



Lack of specific instructions in much of the advertising copy that goes to the printer — Merchants too easily satisfied with the appearance of their advts. — Some examples reconstructed with a view to improvement — Pressing home the style merit of ready-mades.

TWO conclusions seem to be warranted from the appearance of many men's wear ads.

One is that printing offices are badly in need of neat type faces and the other is that, having the type, they do not use it to advantage or are given no special instructions in the layout and setting up of an advertisement. The Review knows for a fact that there are scores of merchants who study effects no further in their advertisement than is required by the few minutes which it takes them to scribble off their store news—if such it can be called—and rush it over to the printing office. In eight cases out of ten, it is accompanied by no special instructions, and if proof is submitted, the merchant's scrutiny only applies to prices and names of articles. These must be right, no matter what the general appearance of the advertisement may be.

It might be said that the understanding which goes with much of the advertising copy nowadays is summed up in three words, "make it strong." In the resulting mechanical process the most effective typographical arrangement is overlooked.

Two ads. are here reproduced which illustrate the point—those of H. Le Brun and Peter Farrel & Co. Both have black border and are set in bold face type. They are too heavy in appearance and contain little that suggests art in clothes, or that conveys the merchant's idea of a man correctly attired in the clothes he has to sell. This is the point that he should never overlook in his advertising—that there is a typographical effect which assists the character of the goods discussed and helps establish their individuality in the mind of the reader.

One of these ads. has a decidedly funeral appearance. Both set in a type such as Bookman, using only two series, say 24-point and 12-point, with more white space on each side of the body, and with neater border would have presented a better appearance. Where the merchant has no regular position in his local paper, he should endeavor to give his ads. a more distinctive appearance. The ads. here illustrated were massed with others, all having more

or less the same typographical style. Space, thus used, is practically thrown away.

This subject of type, arrangement and location is one upon which every men's wear merchant or his ad. writer should have an understanding with his printer.

* * *

One marked improvement possible in the Archie McGillis advertisement is the balance that could be secured by rearrangement of the cuts. They are now all placed on one side and each paragraph has a heavy heading. This arrangement followed from top to bottom, deprives the advertisement of that neat appearance so desirable in a men's wear advertisement. The introduction of a more pleasing type, such as Caslon, and the condensation of sections so that paragraphs would be played up by white spacing, should have a more striking effect. The cuts could, with advantage, be arranged alternately on opposite sides of the space. The advertisement has a disjointed, irregular appearance with little indication that good typographical effect was very seriously considered.

* * *

J. H. Blumenthal & Sons have adopted a Tom Murray style of advertisement. The two heads and the irregular type are Murrayesque. Naturally, much of the individuality of a distinctive Murray advertisement is lost in this example in which the idea has a more general application. Moreover, the peculiar shape of Tom Murray's head gave a unique effect to his advertisement. In this case two zinc cuts are used, which represent nobody's top-piece in particular. To have given this feature of the advertisement better effect, a trifle more white space should have been introduced top and bottom. As it is, the advertisement is very poorly arranged, and ten different type faces are used where three of the same series could have been used to much better advantage. While Tom Murray's advertisements were always out of the ordinary, he never lost sight of balance. The present example is an incorporation of

two ideas in advertisement writing, and consequently looks patchy.

* * *

Goodwins, Limited, Montreal, press home their faith in the style merit of their men's clothing by a series of questions directed at the man who has prejudices against ready-mades. Thus runs an extract from their advertisement: "Are you the man who never wore a ready-made suit? Who calls it a hand-me-down? Who is all wrapped up in progress made by our line of endeavor? Who never thinks that ready-made clothes could be anything else than what they were five years ago? Who doesn't know anything about our new 'L.' system clothes? Who

doesn't know that the best tailor in town would find it hard to duplicate them? Who pays \$40 and \$50 for a suit that is outclassed by our suit at \$25? Who doesn't even now believe it? Well, if you are, you are the very man we want to meet. The greater the mental resistance, the greater victory for these new clothes." Descriptions and prices follow. The advertisement is in a space one column wide, 6 inches deep, in their general advertisement, and each question is a paragraph in italic, while the line, "Are you the man?" is in Cheltenham bold condensed. Prices and descriptions are in 10-point. As an exclusive advertisement the questions would probably look better if confined to narrower measure, thus making the head line more prominent.

Anniversary Sale



Men's Hats
 Five Fur Felt Hats. In the newest Crusher and Fedora shapes. Colored and black. Broken lines from spring stock. Values up to \$5.
Sale price . . . \$1.00

TWO SPECIALS IN MEN'S FINE SUSPENDERS, 24c AND 38c



Men's Shirts
 English White in light and dark colors. Best and best used. 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100. Regular values all over. Best values up to \$1.75.
Sale Price . . . 65c

MEN'S ENGLISH FLANNELETTE NIGHT GOWNS, 95c.



Men's Neckwear
 Silk. Feather-Tie in a large variety. Colors and patterns. Reg. 80c.
Sale Price . . . 19c

Men's Neckwear
 Silk and Ties. Neckwear in the latest shades and patterns. Now on sale at . . . **38c**

MEN'S FINE BALDRIGGAN UNDERWEAR, EACH 32c



Pajamas
 English Flannelette. Pajamas, well made and trimmed. Offered at 75c for 42. Reg. value \$1.00.
Sale Price 95c

PURE IRISH LINEN HANKERCHIEFS REG. 25 AND 35c, SALE PRICE 13c.



Men's Hose
 Black. Cambray. Best. English made. 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100.
Sale Price . . . 19c

Men's Hose
 Pure wool. Cambridge. Best in stock. 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100.
Sale Price . . . 38c

MEN'S PURE WOOL UNDERWEAR, SUMMER WEIGHT, EACH \$1.00

Archie McGillis
 THE CASH STORE

THE PROPER CLOTHES

for every man in every walk of life are to be found here.

In gathering together our immense stock of CLOTHING and MEN'S FURNISHINGS we have considered the needs and tastes of all classes of men.

Here the man of conservative tastes will find thoroughly genteel styles of eminent good taste and full of character.

If you are young in heart or years--with an eye for the unusual--you also will find here the styles that appeal to you.

It is our aim and endeavour to serve all men well and satisfactory.

Come and see what we can do for you.

H. LeBRUN & CO.

IN OUR

Clothing Department

We offer for the present season an immense stock to select from

Our Children's Suits at \$1.95, \$2.50 and \$2.75 are very special

Youths' Suits \$3.25, \$3.75, \$4.50 and \$5.00 are worth 1-3 more

Men's Suits at \$7.50, \$9.00, \$10.50 and \$12.00

We have had a big sale for them

PETER FARRELL & COMPANY

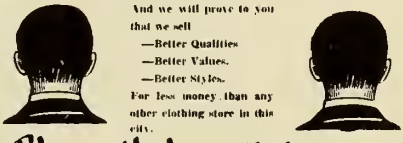
CANADA'S GREATEST CLOTHIERS

J.H. Blumenthals Limited

Uptown Blumenthals Building

CORNER ST. CATHERINE AND BLEURY STREETS No Branch Stores

MEET US FACE TO FACE



And we will prove to you that we sell

- Better Qualities
- Better Values
- Better Styles

For less money than any other clothing store in this city.


Blumenthals sell the best high class hand tailored suits of imported English worsteds and Tweeds - latest models - some class at 15⁰⁰

Latest 1912 Models 18.00 AND 20.00
 Men's suits in the latest Spring and Summer models. 2 and 3 button suits and tailored by hand, of imported English Fine's Worsted in brown, grey, Oxford blue and cinnamon shades.

English/American Models 22.00 TO 35.00
 Spring and Summer Suits, in the best qualities of English and French imported Worsted, Casimers and Tweeds, and made by highly paid tailors, in the latest English and American models.

Reg. 20.00 Suit Tomorrow AT 15.00
 A Smart Summer suit in latest English Worsted and the latest shades and styles. Regular \$20.00, to sell Saturday **\$15.00**

Men's Handsome Suits 10.00 AND 12.00
 Made of fine English Tweeds in all the latest colors and styles. A feat never accomplished before by any other store in Canada.



You'll never be in the

- DARK-BUYING in our STORE

Everything Marked in Plain Figures

A group of four ads, in which improvement in type face and in arrangement is easily possible.

CLOTHING FOR MEN AND BOYS

Manufacturers sizing up the Fall outlook — Individuality in the Western demand—Natural figure preferred—Some overcoating changes predicted—Brighter colors in the new Spring fabrics — Tweedy mixtures combining several different shades and in neat though rich effect.

CLOTHING manufacturers are now concentrating upon the production of their Fall lines, and have arrived at that stage where a reliable estimate of likely demand for next season is all important. Reports from the west indicate favorable conditions, but in the older provinces, where Spring business has been slow, and where, in any event, manufacturers are within easy reach, there is not the same disposition towards next season's requirements. Once the Summer business has acquired its proper swing, however, it is felt that an increasing confidence will be shown in the year-end prospect.

THE COMPLIMENTARY FIGURE.

Apart from those style changes described in this paper for next season, little that is new is being shown. Suits will follow the natural line of the figure. In the eastern provinces a more pronounced English type has been accepted, and the London and New York influence is thus more clearly evident than in the west, where the demand is for a complimentary figure rather than style extreme. When novelty features were introduced a few years ago, in the form of oddly-cut pockets and much be-buttoned cuffs and flaps, the general trade in the west took to them kindly enough, but when it comes to a question of figure the west will tolerate no experiment. Clothes must fit well and the line must be favorable. Thus, it may be said, the clothing demand from the west is developing a certain individuality.

The time has gone by when a manufacturer can take cloths required for order from the west, and those selected by a customer in the east, and cut them at one and the same time. There are different tastes to consider, and this is one of the changes that has developed in clothing manufacture within the past five years. Merchants are studying their demand more closely, and are more particular in their specifications.

Some change in overcoats for the Fall season is

predicted. While those of the Ulster type in rough-finished fabrics and with convertible collars will still be a strong feature, the opinion is expressed that there is a feeling for fabrics of the melton and beaver class, and the velvet collar. This may be only a very remote development, and should have no marked effect upon the demand for the class of overcoat which has been favored for the past three years, which is in every way suitable for the Canadian climate, and which is almost indispensable for certain purposes.

BRIGHT COLORS FOR SPRING.

Fabrics for Spring are now being considered by manufacturing houses, and while from many of those seen it may be concluded that brighter colors are coming, their application will still be along conservative lines. Many of the new cloths are of a tweedy mixture on the heather order, but with a richer showing of color. Some samples show such colors as brown, gold, purple and green in very dainty mixture treatment and with narrow stripe, resembling a boucle, but not so pronounced. These stripes are not of a solid color, but rather emphasize the different tones of the fabrics. The cloths are mostly 14 and 15-ounce, and in pattern some of them might be mistaken for dress fabrics. Browns and greys are the predominating colors, although in many samples colors are so introduced as to suggest a changeable or uncertain effect to the basic shade. On the other hand, there are many less extreme patterns in fine two-tone effects, brown and grey predominating.

Authorities state that, owing to the vogue of high-buttoned vests, Ascot ties will be a feature of the Fall reason. In fact, they are being asked for already in the high-class trade, and will undoubtedly come into general use later. The predicted change in the style of overcoat collars will also, it is claimed, create an increased demand for knitted mufflers.

Clothing Windows that Command Attention



Spring display of boys' and men's clothing, by Fred C. Petrie for Begg and Shannon, Hamilton. Foliage twined lattice and bracket work was the background feature in each. Each window may be said to have been a series of units, arranged so as to avoid severity of grouping. Shirts, neckwear and other accessories were introduced. Every garment had a price ticket.



How They're Introducing Combinations

Salesmen report that the demand for one-piece garments is growing steadily—Some customers are skeptical but arguments presented are in the majority of cases sufficient to make a convert—Overcoming an unreasonable prejudice by familiarity with improvements in manufacture.

HOW to introduce and sell combination underwear to a customer who had never worn it before was the problem which The Review gave to salesmen last month. The answers received indicate that the problem is a live one in men's wear shops and that it is being very successfully met. In dealing with a case such as described, once the unreasonable prejudice against combinations is broken down the rest is plain sailing.

A salesman must be thoroughly posted in the merits of his stock and be able to talk about them. He must remove the skepticism from the mind of the customer. This may be done in different ways. One writer converted his man when he took his measure and compared it with the size of the garment shown. Another man states that, if he can mention the name of one prominent business man who is wearing combinations and is satisfied with them, it can be used as a great lever with a doubting customer.

In combination underwear, the degree of perfection obtained by manufacturers is such that the former causes for objection, which a salesman often met with, have been almost entirely eliminated. The point has been reached where it is safe to guarantee perfect fit to the customer. This fact is the explanation of the growing popularity of combinations. In the great majority of cases they are lines which men's wear dealers can handle with confidence.

Three replies have been selected for reproduction from those that were received. One is by Reg. Brown, with Cressmans, Peterboro; one of F. C. S. Packman, D. E. Macdonald & Bros., Guelph, and a third by a salesman in one of the King Street shops in Toronto, who asks that his name be eliminated. Mr. Brown's reply follows:

Customer enters.

Clerk: "Good morning, sir."

Customer: "Good morning. I would like to look at some underwear."

Clerk, after sizing up the customer, proceeds to show different lines. After stating their good qualities, and while the customer is inspecting them, he inquires: "Did you ever try combinations?"

Customer: "No, I have always worn two-piece garments."

Clerk: "Probably you have never considered the advantages which the combination has over two-piece underwear?"

Customer: "No, I have not."

Clerk: "There is no reason why combinations should not fit you perfectly, and you would overcome all the disadvantages of two-piece underwear. No doubt you have found that your shirt, particularly in warm weather, has a tendency to creep up around your waist, making you very uncomfortable. Your drawers have also to be fastened to your trousers, and this interferes with the hang of your trousers. Often, after receiving drawers from the laundry, they are minus the supporters, thus making it rather awkward to keep the drawers in position. On the whole, our combinations fit so well they are like a second skin, and make you feel as if you were altogether instead of coming apart, as is the case when you wear two-piece underwear."

Clerk proceeds to show a suit of underwear.

Clerk: "I am sure if you ever started wearing combinations you would find what I say is right, and I do not think you would return to two-piece underwear again."

Customer: "I had never considered combinations, but now you have explained their advantages, I think I would probably learn to like them."

While customer is looking at the first suit shown the clerk proceeds to show a better grade.

Clerk: "Here is a better quality, sir, which I feel would give you better satisfaction. It is a line we have handled for some time, and can fully recommend the quality, also the fit."

Customer: "I think I shall try the better garment on your recommendation, and if I like them will call again next week for a better suit."

Mr. Packman's reply:—"We find the combination underwear trade growing rapidly. When a customer asks for a suit of underwear, the first thing to do is to find out what kind of underwear he has been wearing. He will in nearly every case say, 'Oh, I don't know. Just show me something about 75c. or \$1 a piece.' That is where the salesman has him. He can show him the combination lines and explain how much better are the fit and comfort, and without increased cost on the two-piece garment.

"A few days ago I had a man in for underwear. He was very particular and hard to fit. In fact, he could never get anything to fit him, and as soon as I mentioned the combination he laughed at me. I



Interior of the Lyons Tailoring Co.'s Store, St. Catharines. This view is of particular interest by reason of methods employed in display furnishings. Note cases, stands, tables and counter fixtures.

did not take him seriously, and for a while talked about something else. Then I sprang the combination at him again. I explained to him how well it would fit. I measured him, then measured the underwear and showed him that it was impossible for him to get a misfit. He decided to buy the combination suit. I said to him, 'Now, if this does not suit you when you try it on, just bring it back and we will be glad to refund your money.'

"He was back the next week, and wanted another suit. He thanked me for taking the time to suit him so well."

How the Toronto salesman deals with the underwear customer:—"In selling combination garments, or, in fact, anything else of which the customer is not certain, I have found it to particular advantage to refer to some well-known business man who has adopted the article and whom we know to be satisfied with it—and the bigger the man the better. Some very prominent men buy their furnishings here, and when a young fellow has half a notion to ween him-

self from two-piece to combination underwear, I have clinched the proposition by saying that Mr. So-and-so is wearing them and is highly pleased with them. If I know the young man to be an athlete, I mention the name of some man well up in sporting circles, and it has a telling effect. Never do I make a reference, however, that is not absolutely truthful. Of course, you must convince the customer that he can have combinations in the correct size, and that there are features about them which cannot be claimed for the two-piece—only one layer about the waist, none of the discomforts of a creeping shirt or of baggy drawers, comfort in the crotch and under the arms, and a general sense of smoothness, assuring him also that, if the garment is unsatisfactory his money will be refunded.

"We have developed a good business in combination garments, and as the result of the attention which the manufacturer has given them, we seldom meet with trouble in fitting every figure that comes along."

Season's Vogue in Hats and Caps



EXTREMES in Derbies are gaining in favor, new numbers being added to ranges. Manufacturers are confident that extremes in low crowns and wider brims will continue to lead as the season advances. Three-inch brims are spoken of. One of the latest blocks has 4-inch crown and 2½-inch brim. This hat is selling in exclusive stores.

Will customers wear these extreme styles? They were worn in 1880, and fashion cuts of that period show that men wore much wider brims and lower crowns than at present adopted. Manufacturers, therefore, claim that men will not hesitate to again favor this style. There is good precedent at any rate. One peculiarity of the extreme widths is that no stiff hat will rest on its side without support.

The new styles are essentially for young men, but older men will adopt them as the accepted vogue, resulting in increased demand. Those models already sold and later blocks now reaching the trade are banked on for large sales.

In these blocks, black is ordered in usual size ratios, and brown is well thought of in sable and Cuba shades. Some rough felt stiff hats in dark grey and soft brown have been tried out in larger stores, but these numbers are never expected to be other than novelties. Silk or Ottoman cord bands and bindings are put on, as preferred.

Soft hats—scratch up, rough felts, tweeds and wool mixtures are in greater demand than ever. Shapely fedoras of fine, fur overtop wool felt in browns, tans and greys (black and white hair finish) lead. Stitched tweed hats are shown in a variety of patterns, mostly small. Neat effects in these have been accepted by the trade with more than usual confidence.

Buyers are choosing more dressy blocks with turban brims. It is felt that customers want more genteel styles and are giving more attention to appearance. Snap brims are not selling as well for this reason. Owing to values and styles, there is a falling off in sales of ribbed top hats. This is to be expected,

as they have been selling for some time. Novelties, especially in rougher-finished hats, easily offset this depreciation.

Extremely rough and lightweight soft wool fabrics, appear in plainer greys and browns. Sales have been as good as expected in imported velours in nutria and brown shades. Creased crown, turban brimmed shapes are favorite styles for the better class trade. They are quoted at prices from \$30 to \$60 dozen, and most buyers are selecting a few to tone up stocks.

Fall orders on cloth and knitted caps have been fair with ensured delivery on "aviators'" and patented makes. Caps made of soft, heavy fabrics, browns and grey mixtures and staple black and blue materials have sold fully up to last season. Fancy patterns in overcoatings are exclusive with some houses, but the different ranges give good selection. Lightweight, broad peak, full top caps for Midsommer are always wanted and some effective designs are carried at usual prices.

Merchants are buying better goods and paying more attention to quality and finer makes. The average price of hats sold this year is fully \$2 dozen higher than last year. This is an indication of how merchants intend to or should increase sales this Fall.

Manufacturers are busy preparing for 1st to 15th August delivery. Spring, 1913, samples will be ready about July 1st, although western sets are usually forwarded a few days earlier.

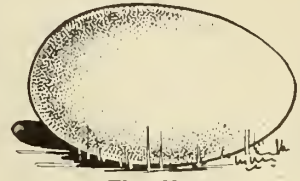


"When a woman buys seven \$5 shirts for a man, that would prove something. That she has a husband worth while, and that the shirts are worth while." In this attractive way the ad. man for a large store introduced the subject of shirts in a general dry goods ad.



The Hen

Don't Waste Time
figuring out why a **BLACK**
hen lays a **WHITE** egg; but
GET THE EGG



The Egg

It's the man that DOES things that gets there



ENOUGH said! We offer you a square deal, and let our goods win or lose your account by the showing they make.

Tear Out This Page

Mail it to us with your name and address below; and we will send, all charges prepaid, freight and packing included, samples of our three or four leading lines of overhauls. You can keep them, look at them at your pleasure, and if they are better than the line you now sell, we win. If they are not, we lose, and back the samples come, at no cost to you.

"Advertising Matter Free." "One Agent in a Town."

**LEATHER LABEL
OVER-HAULS**

"Good as the Wheat"

(Not the largest factory on earth, but big enough, and growing.)



Put Your Firms Name and Address Here

I will examine and look over your samples, but I am not obligating myself to keep them unless I see fit to do so.

NAME
TOWN
PROVINCE.....

The Leather Label Over-haul Co., Limited
Manufacturers of High Grade American Overhauls
Walkerville, Ontario

Please mention The Review to Advertisers and Their Travelers.

High Standards in Over-haul Production

New factory of Leather Label Over-haul Co., Walkerville, equipped for smooth-running co-operation of all departments — Building is 80 per cent. glass and increases production 500 per cent.—Every provision for welfare of employees — Automatic conveyors for handling goods.

A FACTORY building which gets as near to the last word in those features which have to do with economic operation and all-round efficiency in production as would seem to be possible, has just been completed by The Leather Label Overhaul Co., Walkerville, Ont. The building which is 60 feet wide by 150 feet long, is of concrete and steel, three storeys high and absolutely fireproof. Light is a great essential in the modern factory, and it will be seen how well this has been provided for from the fact that the building is 80 per cent. glass, including a skylight roof. The plant is capable of an increased production of 500 per cent.

SANITARY FOUNTAINS.

Believing that satisfied employees do better work and more work than dissatisfied ones, everything possible has been done for their welfare. No drinking cups are used in the building. Instead, sanitary fountains similar to those adopted by many of the large cities in their parks and buildings have been installed. The plumbing is of the most modern and up to the present time, owing to the enormous amount of glass, it has been found unnecessary to even install electric lights, although the building is wired for electricity.



The new home of the Leather Label and Overhaul Co., Walkerville. It is of concrete and steel, absolutely fireproof. The building is practically 80 per cent. glass including a skylight roof.

BELT CONVEYORS.

All of the material in the factory is handled by automatic chain belt conveyors. This modern method does away with the dangers of an elevator. It takes the goods up automatically and carries them to the proper floor, dropping them again in wire baskets. All baling is done by a hydraulic press. In the stockroom it is unnecessary to use electric lights as the rows of shelves are so constructed that there is daylight on every side.

NO DANGEROUS SHAFTING.

Probably most important of any provision for the safety of employees is the absence of overhead or underfoot shafts, electric wires or anything of the sort. Machines are run by electric motors and the wires are carried in conduits in the floors. In the accompanying illustration, showing a corner of the top floor, with its excellent light, and well-arranged equipment, it will be noted that there is hardly a pipe or a wire discernible.

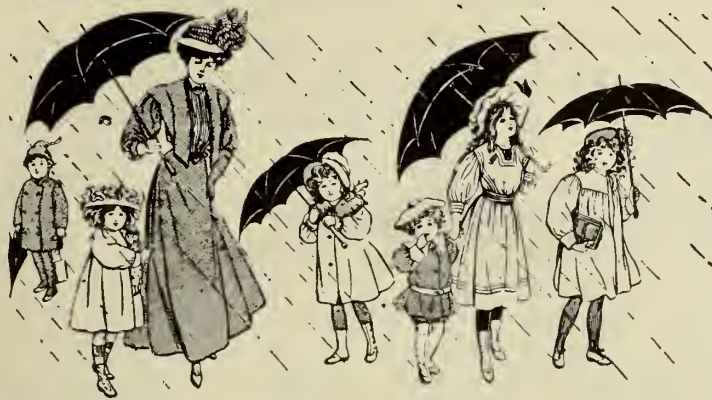
Not only the machines, but the baling press, the conveyors taking the place of elevators and even the apparatus in the cutting department, are run by electricity.

ALL-ROUND EFFICIENCY.

There are those who think that the pleasant workroom and the
(Concluded on page 98)



A corner in the top floor of the Leather Label Overhaul Co.'s building, Walkerville. The view illustrates very strongly the daylight advantages of the building.



"If we'd had our
'Cravenettes' we
should have been
all right."

BUYERS OF SHOWERPROOFS SHOULD ASK FOR THOSE PROOFED BY

The **Cravenette** Co., Ltd.
DUST-PROOF as well as SHOWER-PROOF.

The "CRAVENETTE" Co., Ltd., affix their stamp only to such goods as are suitable in quality for SHOWER-PROOF purposes.



Therefore this stamp is a guarantee, not only of SHOWER-PROOF properties, but also of the QUALITY of the material.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS.

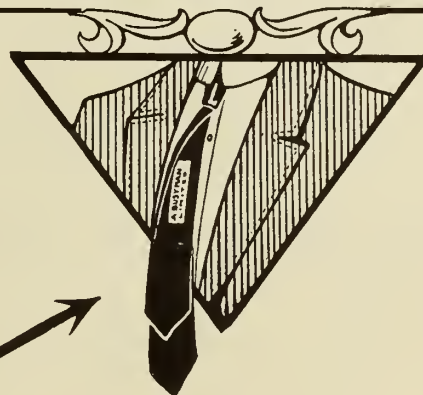
Facsimile of Stamp.

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The **CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE,** (Proffers to the Trade.)
Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

THE LASTING
ADVERTISEMENT

is the one attached to a satisfactory article a handsome woven silk label. It talks for you as long as the article is worn and after.



Advertise
with Artistic
Woven Labels

If Your Goods
Are Honest
Value

WRITE FOR SAMPLES

In buying a label, buy one that lasts:
Colonial Weaving labels are artistically woven in first quality materials.

Write to-day for our samples

The Colonial Weaving Co.
LIMITED
PETERBORO :- ONTARIO

Please mention The Review to Advertisers and Their Travelers.

Feature Leaders in Sweater Coats

**Great opportunities in this line for the men's wear store or department —
Concentrate on those lines which have proved their selling merit — Placing
a limit on sample lines, a point that is being considered by manufacturers**

THE general experience in selling men's sweater coats is that staple garments are wanted, and it is also worthy of note that V neck styles have been almost eclipsed by the demand for high, tri-collars and roll neck effects. Except in the case of shorter length garments for both athletic and outdoor wear high neck styles have been demanded altogether by departments or exclusive men's wear stores. One manufacturer makes the assertion that throughout his entire season's orders to date, there is not a single V neck style included.

It is still evident that sweater coats for men are made too long. While 28 and 30-inch garments have sold well, it is argued by some manufacturers that the average man wants a garment 24 to 26 inches long, a coat that can be worn under a sack coat and as a secondary garment for wear on cool evenings, when an overcoat is too heavy, or again, when severe weather makes the use of a sweater coat a precaution a dressy man wants to wear his sweater coat as an extra vest and except for working men, who wear a knitted coat instead of a suit coat anything longer than 26 inches is unnecessary.

It is claimed that salesmen can educate customers to their advantage along this line by drawing attention to the matter of length including neatness, better style and equal warmth.

For both athletic wear and as a wrap, sweater coats for men are bought to a standard of value. This fact is possibly the reverse of what is evident in selecting garments for the opposite sex. In comparing this season's orders with last season's samples, buyers are taking almost identical lines and, except that greater assortments are available, the success of these different garments is based on values alone.

With all the selections there is only occasionally some leader which can be picked out of a range, but for selling merit it is possible to choose a satisfactory showing from almost any comprehensive sample lot.

COUNTING ON THE LEADERS.

Many buyers are taking quantity lots at prices to retail at special advertised prices and, whether it is import or domestic, are counting on these leaders to effect a good season's sales.

Larger buyers are putting in garments as low as 69 cents to retail, both men's and boys', and while the ranges cover values up to \$4.95 retail, they are counting on obtaining quantity prices to finish the season. As they are depending on values they are

also looking to quantities to make the season's turn-over a success.

REGULATION ARMY COAT.

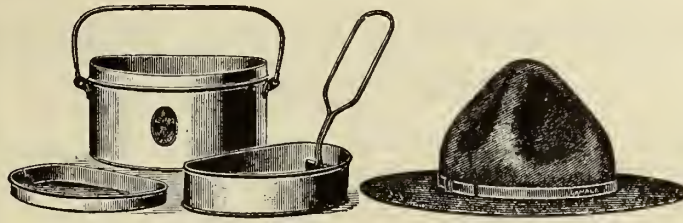
Taking selections as a whole, there are a number of fancy racks added, but it is the cardigan rib garments which are leading. One of the very newest coats to be shown to the trade is to be carried out in different colors, but identical in style with the regulation sweaters adopted by the United States Government for the army. Whether the actual quality would appeal to Canadian buyers or not is a matter of conjecture as some merchants have a preference for a lofty finished garment, but there is no question of the service contained in the clean, hard-finished yarn and weave. The style of this sweater is between a pull-over and open front coat style, with V neck opening fastening closely at the neck in military fashion. The first sample shown in this market is made in khaki shade and finished with pockets.

THE LEADING COLORS.

Colors selling are about in proportion to last year's ratios. The leading shades, grey, tan, royal, navy, green and Burgundy, and combinations of these colors are being taken according to locality.



Regulation Army Sweater Coat, adopted by the U. S. government. Courtesy Rellance Knitting Co., Toronto.



With Spring Come Boy Scout Activities

and a large demand for new suits and equipments.

"Are You Prepared"

to handle this growing business or are you letting the other fellow become the "official outfitter" of your town?

"Miller's Official" Outfits are recognized everywhere as the first in America, and we are authorities on Boy Scout and Girl Guide Uniforms.

We also specialize in Militia and Cadet Uniforms, and all duck and service clothing for Barbers, Waiters, Cooks, Butchers, Doctors, Bartenders, Porters, etc.

Write Dept. No. 1 for illustrated catalogue, mentioning what you particularly are interested in

The Miller Manufacturing Co., Limited
251-253 Mutual Street : : TORONTO



Every Glove Buyer Should Know These "Danger Signals"

ODDS'and ends and unsalable numbers—occasional loss of sales—lack of interest among salespeople. These are the forerunners of an unprofitable glove department.

Dealers who handle "Asbestol," Eisendrath's Celebrated Horse Hide Gloves and Mittens have no such worries. For the "Asbestol" line is made up of practical numbers which are in demand by all classes of men who have learned to select a dependable glove to fit their particular requirements. And the line can be depended upon for service, sales and profits. "Asbestol" Gloves and Mittens stand the tests of steam, heat and water.

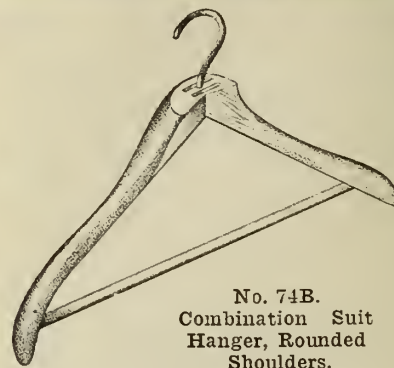
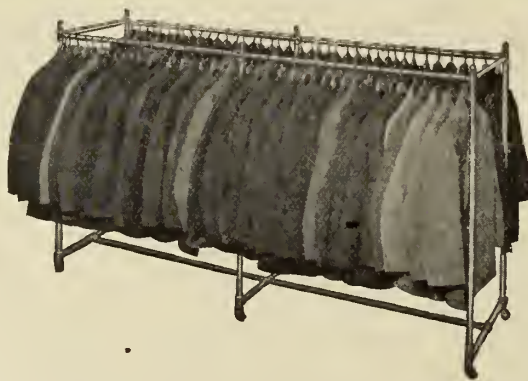
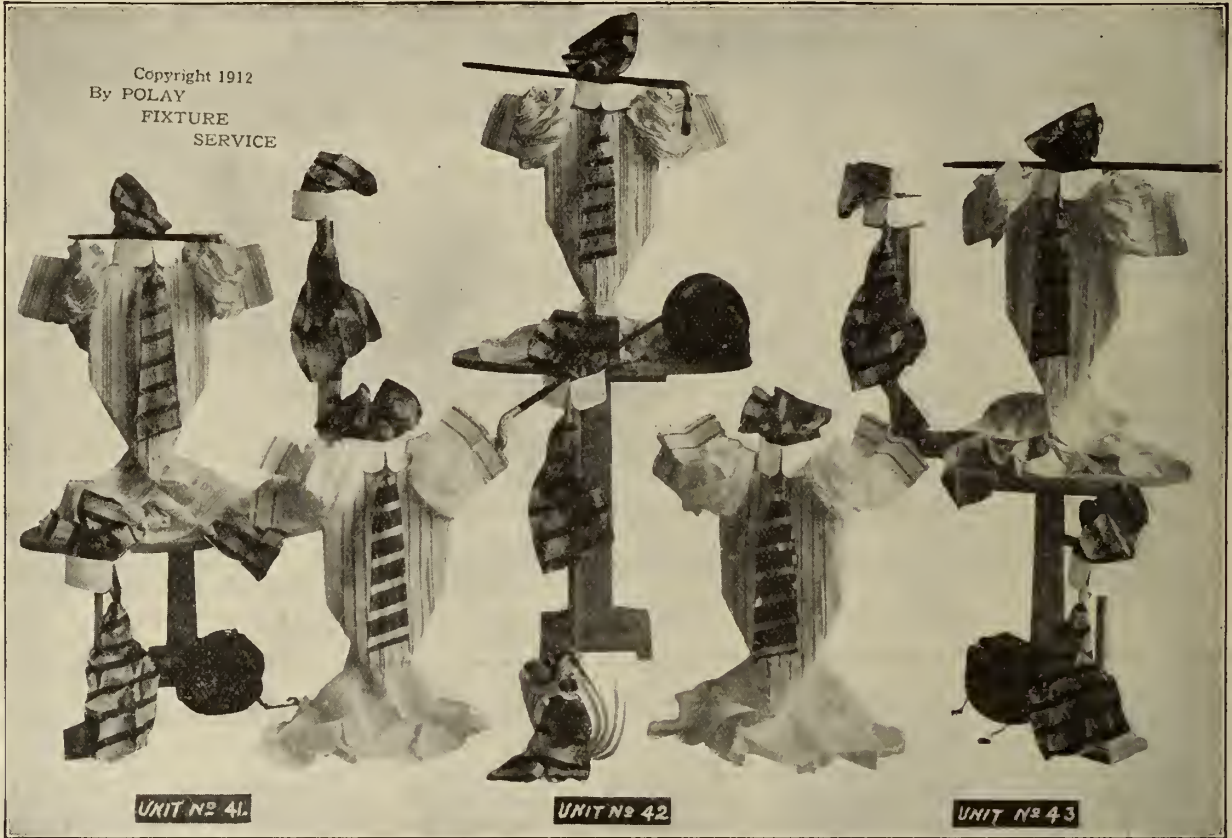
*YOUR JOBBER CARRIES THE STOCK
AND CAN SUPPLY YOUR NEEDS.*

EISENDRATH GLOVE CO.
CHICAGO : : ILLINOIS

The "ASBESTOL" trade mark is registered in Canada.

Trim by Taylor Mfg. Co. on Fixtures shown on the opposite page

This trim shows how easily the most attractive effects can be quickly and easily obtained by the use of inexpensive Taylor Fixtures. Get our complete catalogue. It shows many trims of equal effectiveness.



No. 74B.
Combination Suit
Hanger, Rounded
Shoulders.

Double Bar Oxidized Copper and Polished Steel Tube Racks

SHIPPED K.D. No tools required to set them up—perfectly rigid.

Suit Rack, 5 feet high

PRICES OF POLISHED STEEL TUBE RACKS.

6 feet long, 6 posts	\$10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

Overcoat Rack, 5 feet high

PRICES OF OXIDIZED COPPER TUBE RACKS.

6 feet long, 6 posts	\$13.00
8 feet long, 6 posts	14.00
10 feet long, 6 posts	15.00

SIDE RODS FOR DOUBLE DECK RACKS, 6 and 8 feet long, \$1.25; 10 feet long, \$1.50.

The Taylor Manufacturing Company

Please mention *The Review* to Advertisers and Their Travelers.

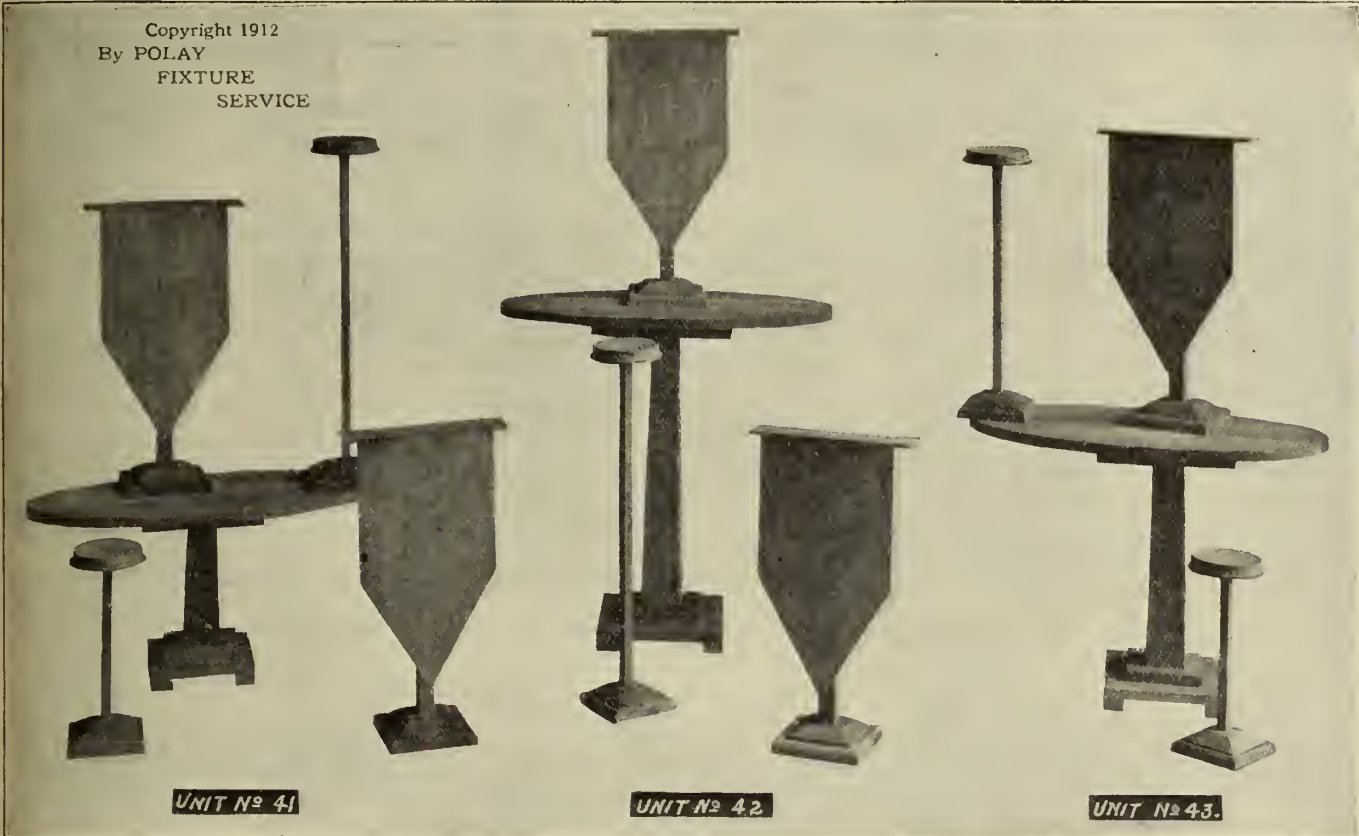
Prices of Fixtures used in trim shown on the opposite page

UNIT No. 41.
 Adjustable and Tilting Kite Shaped
 Shirt Stands, each \$1.75.....\$3.50
 Oval Slab 1.50
 No. 300 Pedestal, 12 in. 1.50
 24 in. Collar Stand **.85**
 12 in. Collar Stand85
 Total\$8.20

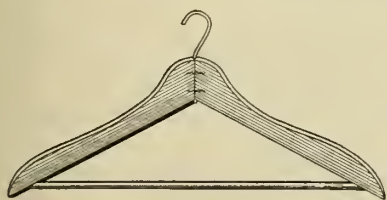
UNIT No. 42.
 2 Adjustable and Tilting Kite-
 shaped Shirt Stands, \$1.75 ea..\$3.50
 1 Oval Slab 1.50
 1 No. 300 Pedestal, 24 in. 2.00
 1 24 in. Collar Stand85
 Total\$7.85

UNIT No. 43.
 1 Adjustable and Tilting Kite-
 shaped Shirt Stand\$1.75
 1 Oval Slab 1.50
 1 18 in. Collar Stand85
 1 12 in. Collar Stand85
 1 No. 300 Pedestal, 18 in. high... 1.75
 Total\$6.70

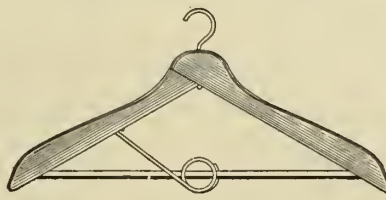
COMPLETE SET, \$22.50.



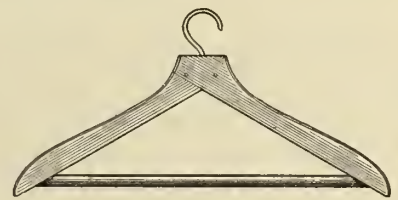
Copyright 1912
 By POLAY
 FIXTURE
 SERVICE



No. 33 I.B. Combination Hanger In-
 serted Trouser Bar . . \$7.50 per 100
 Same in Boys, 15 in. wide
 7.50 per 100



No. 64. Combination Suit Hanger
 with wire attachment.\$9.00 per 100
 Boys, 15 in. wide 9.00 per 100



No. 321. Combination Hanger
 \$5.00 per 100

Our new complete catalogue now ready
 Write us to-day for your copy

2 Queen Street North, Hamilton, Canada

Please mention The Review to Advertisers and Their Travelers.

A clean, light Oxford shade in better numbers, and mid and dark Oxford continue to be the quantity colors. A new slate grey has done well. Tans, champagne and soft tones in browns are going better than formerly, which is an indication of possible business. Athletic shades and college combinations are taken to some extent, anticipating the demand, and are mostly white with contrasting color or especially royal and cardinal or the opposite combinations. Special orders of this nature are not expected until later in the season.

SUCCESS OF SHAKER KNITS.

Shaker-knit sweater coats are selling fairly well and, since the beginning of the year, other manufacturers have commenced making them. There are now four mills with machines, and values are quite similar at from \$24 to \$36 dozen, any advantage being in the finish and workmanship, which is only apparent through comparison.

It is mostly to the sporting trade supply stores and exclusive men's wear shops that these heavy garments appeal, but although they appear clumsy there is an indefinable attractiveness besides warmth and comfort, which are the main features. Service is another consideration, and it is practically impossible to wear out a garment of which reasonable care is taken. Early Fall will see these garments selling successfully.

DEFINING SAMPLE HINTS.

Owing to the increased numbers of samples which were carried this year for placing and the necessity to define a limit, it is felt by manufacturers that assortments could be cut down if value and quantity were placed before diversity, and if selling energies were applied to fewer numbers with more force. It is pointed out that experience along these lines means growing success, and greater sales and that those buyers who take a quantity (say, for instance 5, 10 or 20 dozen) of one number, and are sure of values, colors, etc., and apply advertising, salesmanship and display space show better profits than those, who buy equally as much and spread selections over more numbers.

It is only a matter of concentration for mutual advantage for both manufacturer and retailer. While there will always be competition tending to warrant more samples, the standard of sweater coats makes it possible to eliminate several numbers originally shown. Some manufacturers intend doing this both in styles and shades, and will reduce their ranges to minimum assortments embodying the fullest values they make. This will invite safe quantity orders and ensure right deliveries. Many buyers are already co-operating, believing this step to be in the right direction.

Travelers are going out about August 1, and outside of a few numbers which may be considered worthy of representation, the balance of ranges will be confined to leading numbers as best value at respective prices. Although advances are predicted and have been advised on import ranges, it is not on lines that compete in Canada. As far as present prices are considered, there is not expected to be any change. For repeat business buyers will know their best sellers, and will be guided accordingly.

High Standards in Over-haul Production

(Concluded from page 92.)

employees' welfare idea can be carried to extremes. The Leather Label Overhaul Co. believe that the more you do for your employes and the more pleasant you make their surroundings the better work they will turn out. That this is no mere fiction is evident not only from the high standards of workmanship represented in the product of this concern, but from the thorough organization and co-operation of all departments. In no other way can a concern concentrate perfectly upon production and delivery.

Your Opportunity!

Take Advantage Of It!

THE MACLEAN PUBLISHING COMPANY are continually offering their local representatives better and more substantial opportunities.

Have you ever stopped to consider these? They offer:

1. An excellent training in Salesmanship.
2. To live men, one dollar per hour for every hour of their spare time.
3. Promotion to the regular circulation staff of the MacLean Publishing Company.

The MacLean circulation organization is the largest organization of its kind in Canada. It is composed of the highest priced circulation men in Canada—the best salesmen of the country, many of whom got their first training while acting as local representatives.

Persons acting in this capacity come in contact with the best men in Canada. A greater experience could not be wished for.

If you want to be a 100 point salesman, if you want to train so as to be qualified for bigger positions later, write us to-day!

MacLean Publishing Co., Ltd.
143-149 University Ave. - Toronto



Our Fall range is now complete and consists of

Sweater Coats for Men, Women and Children, Toques, Sashes, Mufflers, Mitts, Gloves and Hosiery.

A Summary of



Knit Goods

STYLE backed by **QUALITY**
and Quality Re-inforced
by **Workmanship**

In summarizing the qualification of Beaver Brand Knit Goods you will come to the conclusion that the above combination is self evident throughout the entire line.

Before placing your fall orders it will pay you to look over our entire line.



For Summer sorting our Sweater Coats are unequalled for style, fit and quality, and will appeal to the tourist trade.

WRITE FOR SAMPLE

R. M. Ballantyne, Limited
STRATFORD : : ONTARIO

HAVE YOU ENOUGH

“Chester” Negligee Suspenders and Leather Belts?

You have probably unpacked our first shipment of “Chester” Summer Specialties—and know now just how far it will go.

Are you **sure** you have enough to carry you through the hot weather?

Our reserve stock of “Chester” Negligee Suspenders and Belts is complete in every style—but repeat orders are coming in very rapidly.

To be on the safe side, why not send in **your** repeat orders **now**, and thus insure prompt delivery and complete stocks?

HALLS LIMITED

BROCKVILLE, ONT.

Complete Stocks Carried at our Winnipeg Warehouse, 148 Princess Street.

Please mention The Review to Advertisers and Their Travelers.

Men's Wear Store and Window Lighting

How to get best results from both daylight and artificial lighting — Points every dealer should consider — Arranging the lamps so that light will be uniformly distributed over area to be illuminated

(By J. G. Henninger.)

QUITE a problem presents itself to the average men's wear dealer when he is confronted with the necessity of providing a good system of illumination for his place of business. There are many lamps and reflectors on the market, and they all look more or less alike to him. The lamps vary a little bit in size, and he has some indistinct idea that one will give more light than the other. Reflectors differ in color, size and shape, but what it all means he does not know. As a rule, the merchant leaves the problem of lighting his store in the hands of a local contractor or fixture dealer, who in most cases puts in what looks right according to his judgment and experience. Now, as a matter of fact, a system of illumination can be made right or wrong, just as well as a suit of clothes, and the merchant should spare no pains to see that he gets an illumination system which is made correctly. Conditions to be met with are so many and varied that it will be impossible in the short space of this article to deal with them all. However, the writer will take up a few general principles which, if observed, will aid the merchant in getting a satisfactory system of illumination.

DAYLIGHT ILLUMINATION.

First of all, the daylight illumination of the store should receive careful consideration. If this is not done, the store will either look dark and gloomy, or it will be necessary to provide some artificial light in part of the store at least. The average store will be between 20 and 30 feet in width, and possibly 60 feet in length with a 12 to 14-foot ceiling. Usually the only natural light available is received from the front and rear of the store. It is common

practice to have a stock room or office at the rear of a store; hence daylight is cut off from this direction, and all that is received must come through the front windows. Wherever skylights are used, they are of great value in brightening up the store. In order, however, to get the full benefit of daylight, the light which comes through the windows and skylights must be controlled and directed in some fashion. If ordinary ground glass or clear glass is used in the skylights and windows, there will be a brightly lighted area near the front windows, and another one underneath the skylight, while the intervening space will be comparatively dark. By means of prismatic glass it is possible to so direct the light that comes through the skylights and through the front windows that fairly uniform illumination can be obtained over the entire store. The first cost of purchasing prismatic glass and of having it set is comparatively small, while its advantage in the saving of light bills and providing good daylight illumination will by far outweigh the first cost.

Figure 1 illustrates how prismatic glass distributes the light received from the skylight, while Figure 2 shows how the light passes through an ordinary skylight fitted with ground or ripple glass. Figure 3 shows how prismatic glass is used above a show window to direct the light into a store, while Figure 4 shows what happens in an ordinary window.

DECORATIONS SHOULD BE LIGHT IN COLOR.

As a further aid to both natural and artificial illumination, the interior decorations of the store should be light in color. It is folly to have walls, ceiling and woodwork dark in color, for dark colors

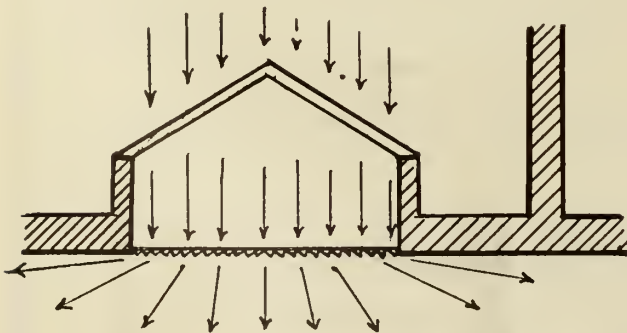


Fig. 1.—Sky-light with Prism glass.

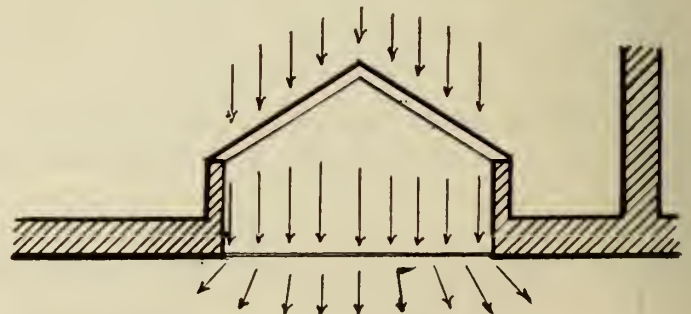


Fig. 2.—Sky-light without Prism glass.