

GET ACQUAINTED WITH THE BOYS

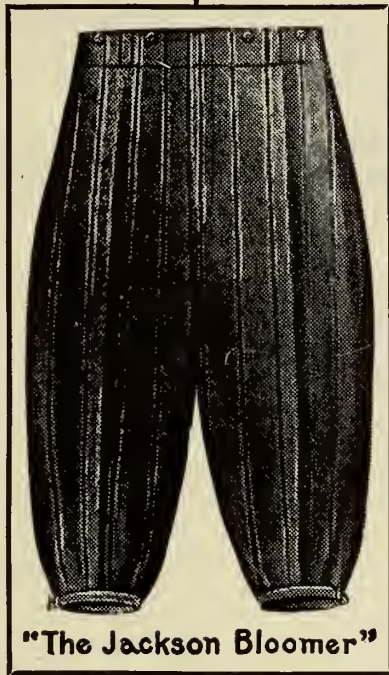
of your town and you will be laying the foundation for their business when they are men.

"LION" BRAND Bloomers

make friends for the dealer. They please the boy and win the parents approval.

We make bloomers, suits, knickers and overalls.

Write for Samples.



"The Jackson Bloomer"

The Jackson Mfg. Co.
CLINTON

Factories: Clinton, Goderich, Exeter

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

IMMEDIATE DELIVERY



"KING COATLESS" summer suspenders, packed half dozens in this hinged top box, each pair in envelope. Sell themselves.

"KING COATLESS"

Summer Suspenders

2, 3 or 4 points.

1. Made from sweat proof elastic webbing.
2. Self-adjusting, sliding back.
3. Rustless, adjustable buckles.
4. Patent goose-neck button-loops—can't slip off.
5. Advertised in leading newspaper and magazines.

\$3.80 the dozen.

for either 2, 3 or 4 point

"MORRIS" PAD GARTERS

For Particular Men

1. No metal parts touch flesh.
2. Light, yet strong elastic keeps them snug fitting.
3. Simple swivel attachment sewn right through into pad—can't tear or pull out.
4. Flexible rubber grip tips, can't tear socks.
5. Adjustable, rustless buckles.

Assorted colors. Each pair in box.

FOUR GRADES OF QUALITY

"Morris" B garters	\$2.00	the dozen
"BB"	\$2.15	"
"A"	\$3.50	"
"AA"	\$4.00	"

WIRE RUSH ORDERS AT OUR EXPENSE

THE KING SUSPENDER CO.

TORONTO, ONT.

This handsome Garter Case as photo, given FREE with order for six dozen (3 doz. assorted and 3 doz. of any one quality) "Morris" Garters. Get one at once.



absorb light and in order to get anywhere near the same effect, the lamps must either be increased in size or number.

In order to be well illuminated, a store must have sufficient light; the light sources must be properly placed and they must be equipped with the proper reflectors.

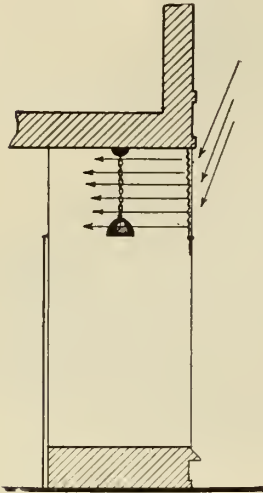


Fig. 3.—Store front with Prism glass.

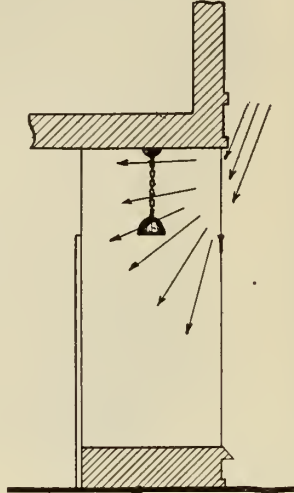


Fig. 4.—Store front without Prism glass.

By sufficient light we mean that illumination of sufficiently high intensity must be provided so that labels and size marks may be easily read, and that the store may have a bright and cheerful appearance.

By well placed units we mean that the light sources should be placed so that they look well; so

that the maximum amount of light is uniformly distributed over the area to be illuminated; and so placed that customers will not be in their own shadows when inspecting the goods.

As stated in the opening paragraph of this article, there are hundreds of reflectors which can be bought on the open market. Each different type of reflector produces different results. Some are suited for use where the ceilings are high; others where the ceilings are low. Some, by virtue of their color and shape, are suited to one need, where others would not do at all.

As a usual thing several reflectors can be found which will meet a given set of requirements, that is to say, that for a store of certain size and arrangement, several reflectors can, as a rule, be found which will give very satisfactory results, but for every suitable reflector, there are a score which cannot be considered. For the above reason, the merchant should take care that the lamps, when placed in his store, are properly equipped with reflectors.

In order to perhaps fix more clearly in the minds of the readers of this article the manner in which an average size store can be illuminated, there are shown herewith a number of sketches of a store room 18 feet wide by 71 feet in length with a 12-foot ceiling. The sales room proper is 56 feet in length, while the stock room at the rear of the store is 14 feet in length. Down the centre of this store are a number of tables, while just inside the main entrance is a display case,



Figs. 12 and 13.—Types of reflectors that are available for use in show window lighting.

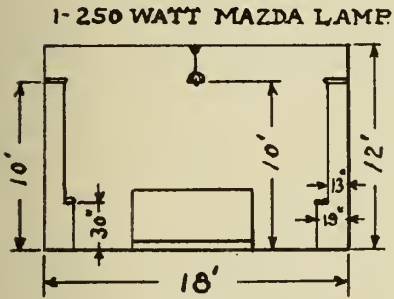
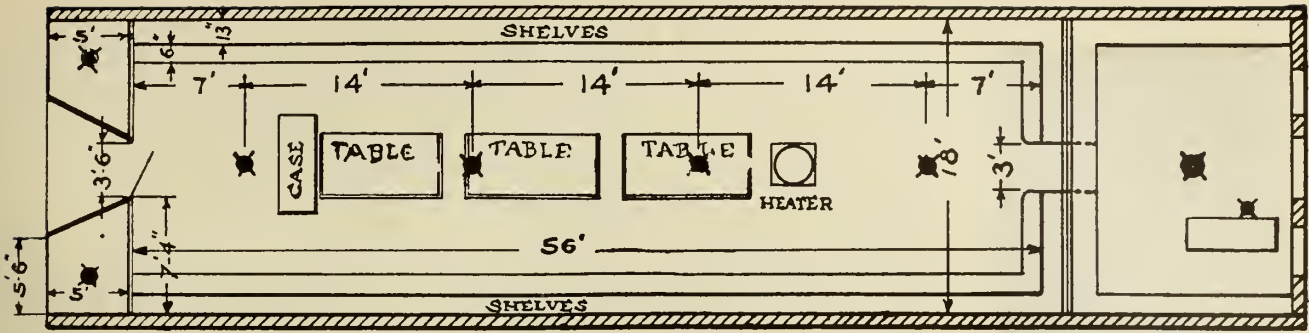


Fig. 5.

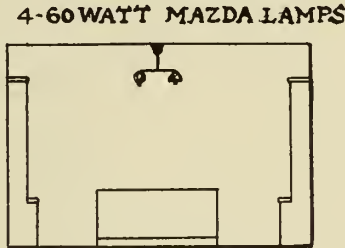


Fig. 6.

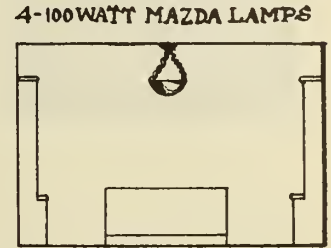


Fig. 7.

while around the sides and end are the regulation wall cases. In the accompanying sketches, we are showing three possible ways of lighting this store. Each one will produce practically the same intensity of illumination, the differences being in the expense of installation and the class or appearance of the fixtures and glassware used.

Scheme No. 1, Figure 5, is at once the simplest and cheapest. Down the centre of the store we have suggested the installation of four 250-watt bowl frosted Mazda lamps fitted with a good type of extensive reflector and hung at a height of 10 feet above the floor: These units may be supported by a small canopy chain drop fixture which is at once neat in appearance and low in cost.

WHERE TO PLACE THE LAMPS.

In the stock room at the rear of the store we would suggest the installation of one 100-watt bowl frosted Mazda lamp fitted with a good type extensive reflector hung 10 feet above floor. Inasmuch as this room is used mainly as a stock room, it is not necessary to illuminate the entire space all of the time.

In scheme No. 2, Figure 6, we have used a neat four-light fixture, each fixture fitted with four 60-watt bowl frosted Mazda lamps fitted with extensive type reflectors and hung at a height of 10 feet above the floor. With this scheme, almost the same intensity of illumination will be produced as in the first case, and the store will have a much more complete and finished appearance. The illumination of stock and workrooms remains the same.

In scheme No. 3, Figure 7, we have carried the development a little further; assuming that the shop-keeper desires to have an installation which is different from what everybody else has: something ornate as well as useful. In this case we have recommended the installation of four Alabaster glass dishes similar to the one shown in the accompanying illustration, Figure 8. This unit should be equipped with four 100-watt clear Mazda lamps, and should be hung about 30 inches from the ceiling. The illumination of the workroom and stockroom in the rear is the same as in the previous cases. This scheme of decorative lighting can be carried on in a great many different directions. One merchant of whom the writer knows has made use of hammered brass fixtures equipped with a large number of round bulb all-frosted Mazda lamps. The result is very pleasing. Another dealer has illuminated his store by means of large translucent glass spheres, with splendid results.

An improvement over scheme No. 1 would be the use of two rows of light sources instead of one, the lamps being about half the size of those used in the centre unit and being uniformly spaced along the length of the store.

THE INDIRECT SYSTEM.

In addition to the above, we might mention the eye-comfort or indirect system of illumination. In this system the lights are completely hidden from view, the room being illuminated by reflected light from the ceiling. With this system there is a large range of choice in fixtures so that almost any purse



Fig. 8—Something ornate as well as useful. An alabaster glass dish equipped with lamps and hung about 30 inches from the ceiling.

may be suited. These suggestions are, of course, general, but indicate the numerous ways in which a store may be illuminated effectively and well.

WINDOW LIGHTING.

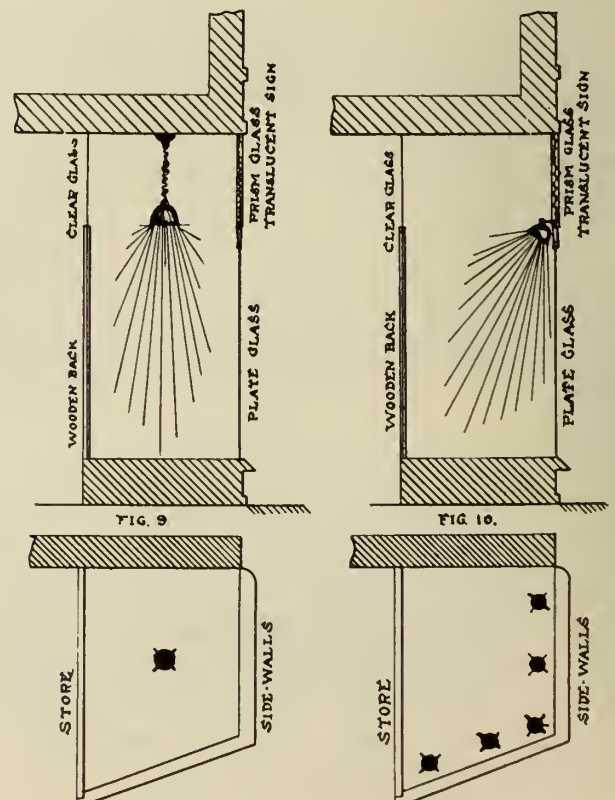
The illumination of show windows needs quite as much careful attention, if not more, than the illumination of the store itself. It is the show windows which clearly reflect the character of the merchant. If he is a "live wire," always on the lookout for new business, his windows will be dressed in such a fashion as to attract the buying public; while if he is prone to "lay by" and rake up that which comes to him, his windows are apt to be rather indifferently dressed. The purpose of a show window is clearly to display goods which are on sale within the store, and certainly not to advertise the local lighting company. It is never good practice to outline a window with incandescent lamps of any size. It is sometimes effective during the holiday season to use a number of miniature lamps in a window, but the illumination of the window proper should never be done by outline lighting. The effect of such a system of illumination on a passer-by is always a glare, and instead of seeing the wares on display in the window, he will look at the lamps and pass on. The lighting of a window should be done in such a way that the attention of passers-by is attracted to the goods on display without calling attention to the lamps themselves in any way.

About the cheapest and at the same time effective way to light a window of the size shown on the accompanying sketch would be to instal a 150-watt bowl frosted Mazda lamp fitted with a concentrating reflector and hung just above the top of the plate glass. This plan may be improved upon somewhat

by using smaller lamps. In this case, five 40-watt lamps spaced as shown around the edge of the window and equipped with a good type window lighting reflector, similar to those shown on the accompanying illustrations, Figures 12 and 13, were used. The advantage of a number of smaller lamps over the large one is that the shadows cast by a "built up display" will not be nearly so dense as with a single unit. Furthermore, if one light goes out, the entire window will not be in darkness. The accompanying sketches, Figures 9 and 10, show the manner in which these units should be installed. The light sources may be concealed from the street by means of a translucent sign at the top of the window, or by means of French curtains, grill work, etc. In the illustration shown, Figure 11, the windows are backed with clear glass so that the light sources are visible from the interior of the store. However, through the use of concentrating prismatic glass reflectors and a number of small lamps spaced uniformly along the upper front edge of the window, the wares are beautifully illuminated and the translucent sign stands out distinctly, and even though the units are visible from the interior of the store, there is no glare to speak of.

Where the windows are larger the scheme of spacing the units uniformly along the upper front

(Concluded on page 106.)



Sizing up the Customer's Mental Attitude

Certain peculiarities which may be easily read by the wide-awake salesman
— Certain physical defects have their corresponding mental infirmities —
Significance of stooping and erect figures

TO what extent is it possible for the men's wear salesman or the tailor to size up the character of a customer from his appearance? Authorities declare that there are physical peculiarities in many people which serve as a reliable index to their mental outlook or temperament, and that the apt merchant who has made some study of these, can, with something like intuition adjust his own mental attitude so as to meet the customer most satisfactorily to all concerned. Discussing this question, a writer in an English fashion journal has this to say:

"The question has been revived in my mind as to how far any physical abnormality can be shown to have a corresponding mental or moral deficiency, or peculiarity; or, to be more concise, whether there exists any connection between physical disproportion and mental inharmony.

"I remember a former employer of the writer's seriously informing him that persons with a squint invariably had a corresponding moral squint or obliqueness in their nature, and for that reason, with such persons, cash transactions only should be the rule.

"Whether this is true or not, it is a recognized fact that most persons, consciously or unconsciously, associate certain physical defects with corresponding mental infirmities. Indeed, our literature teems with examples of this, and before the novelist delineates the mental peculiarities of his characters, he carefully describes their external appearance, colour of hair and eyes, type of face, and so on, so that the reader may infer their disposition, or moral bias—or immoral, as the case may be—and thus in a degree anticipate what follows.

"That mental and moral states affect bodily conditions cannot be gainsaid; therefore it is by no means so ludicrous as may appear at first, for the tailor to be able to estimate the character of many of his customers by their physical peculiarities, and then deal with them accordingly.

"For, after all, most physical abnormalities are primarily and solely mental, and really only expressions of varying individual characteristics.

"The training and daily practice of a tailor or cutter stimulates and develops the faculty of observation, for every physical defect or peculiarity of his clientele must be perceived and noted, or trouble will assuredly follow at a later stage.

"Without entering into the ramifications of the subject, or at all attempting to go into detail, a few of the more common and distinct types of disproportion the tailor meets with in the course of his duties may be noticed, and any deductions therefrom, "when found," jotted down and "made a note of.

SOME COMMON TYPES.

"One of the most common types of disproportion the tailor has to deal with is the customer with a decided rotundity of outline, supposed to be becoming to city aldermen, and known technically as corpulency. With such a person one usually associates a love of ease and enjoyment, a fondness for things gastronomic—pleasure loving—and of the good things of life generally. While his antithesis, the spare, lean man of sharp outline, and many angularities, may be regarded as over-anxious, highly-strung, of a worrying disposition or temperament, and liable to extremes of depression or elation.

Who ever knew the erect figure to be anything but dignified, self-confident, proud, and oftentimes vain and haughty in bearing; excepting, of course, the military type, which is really artificial and acquired, and the result of training and repression? And the ne'er-do-well is represented in the round-shouldered, stooping, head-forward, narrow-chested type. For the humble, diffident, shy man, the man lacking in confidence, and unwilling, or unable to assert himself, always leans forward in a self-depreciatory manner, as though wishful to escape observations, as he really is. Hence the mental characteristics of the head-forward figure are the reverse of the erect type, in agreement with the physical formation.

SIGNIFICANCE OF NECKS.

"The long-necked person is generally considered to be of an aspiring and devotional turn of mind; while the short-necked square-shouldered individual may be judged to be pertinacious and pugnacious, with a love of sport and physical exercise.

"The lop-sided physique would be sufficient ground for inferring an odd, eccentric, unbalanced character; but whether the physically hump-backed person possesses the unenviable predisposition for taking the "hump" on the least provocation or is given to taking offence on any and every occasion, my readers must decide for themselves.

"Expert character readers tell us that toes turned inwards denote the unobservant person, one of those who have eyes yet see not; toes turned outwards, I suppose, would point to the converse of this, the inquisitive curious creature, the quidnunc.

"Knock knees are supposed to indicate physical weakness, and a corresponding mental feebleness and vigor, and instability of character; while concave, arched, or bow legs might denote a frank, free and open disposition.

"Whether 'openness' and 'closeness' of legs show a like openness and closeness of disposition, I will not venture to say, but, reasoning from analogy, such a thing is quite within the realms of possibility.

"But not only is it possible to deduce general characteristics from the physical formation, but the degree of physical disproportion appears to be in exact ratio to the mental departure from the normal.

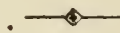
"Thus the very corpulent would be inactive, slothful, indolent, lethargic and careful of 'number one.' While the less corpulent would exhibit a love of ease and pleasure, and the things of the table.

ERECT AND STOOPING FIGURES.

"The very erect would certainly be haughty, arrogant, contemptuous and overbearing; while the person only slightly erect would be found to be dignified, and upright in character, and honorable and just in all his dealings.

The very stooping figure, unambitious, devoid of self-respect, lacking initiative and enterprise. The less stooping merely modest, humble and deferential; and so on through the whole gamut of physical peculiarities and mental idiosyncracies.

"Another important aspect of this subject, and one which the tailor cannot afford to altogether ignore, albeit somewhat sordid and mercenary, is the pecuniary phase. For to be able to distinguish at a glance the honest from the dishonest, the prompt payer from the 'long-winded,' would be a decided advantage, and a distinct acquisition to his stock of knowledge, and an accomplishment to be envied."



Store and Window Illuminations

(Concluded from page 104)

edge of the windows will nearly always work well. As the windows change in size, the type of reflector required will change. For instance, with a very high, narrow window, the light must be thrown almost vertically downward, while with a deep window, the light must be thrown downward and backward away from the glass.

There are sometimes windows which are too deep to be illuminated from the front. This is, however, not often the case with display windows.

Entrance display cases should be treated somewhat as show windows. When the cases are open at one side only, light sources may be placed at the upper front edge of the case. Sometimes where the case is quite narrow, tubular lamps must be placed at the front edge under each shelf. Glass shelves always aid when one is illuminating a case. Where



Fig. 11 — Windows backed with clear glass so that light sources are visible from interior of store.

a case is set in the middle of an entry way, small lamps fitted with concentrating reflectors placed along the upper edge of the case are effective. The light sources should always be hidden from view if possible.

Figures 12 and 13 show a few of the many excellent reflectors available for use in show window lighting.

The merchant will find in the long run that it will pay to give the most careful consideration to the illumination of his store and windows. If he is uncertain as to what to do, he should consult some reliable engineer or write to the various lamp and reflector companies, who have competent engineers in their service who are willing to give advice as to the best way in which to illuminate the store in question.

Did You Ever Meet
This Customer?

See Salesmanship Competition, page 63.

THE "REVIEW'S" INFORMATION BUREAU

COMMUNICATIONS for this department should be addressed to "The Dry Goods Review" or "Men's Wear Review," 143 University Avenue, Toronto, for prompt attention.

Editor Men's Wear Review,—Kindly send me addresses of several reliable dealers in second-hand Canadian military uniforms, accoutrements and stores.

Try Austen & Workman, military tailors, 451 Yonge Street, Toronto. They frequently have second-hand uniforms for sale. It is not known that there are any dealers handling articles of this kind extensively. Would suggest that you write to the Department of Militia and Defence, Ottawa, describing exactly what you want and for what purpose.

Editor Men's Wear Review,—Please advise us where we can get stockinette toe and heel protectors; also leather heel protectors.

Denton, Mitchell & Duncan, Toronto, have an imported protector, and we understand that Chipman-Halton Knitting Co., Hamilton, make them. F. H. Cragg, manufacturers' agent, 52 Bay Street, Toronto, has an imported patented line in cotton. Leather heel protectors can be obtained from the General Leather Goods Co., Toronto.

Editor Men's Wear Review,—Please inform me where "Little Citizen" shoes are made.

By the J. J. Hewetson Co., Ltd., 88 Teraulay Street, Toronto.

Editor Men's Wear Review,—Please give us the address of a Canadian manufacturer of men's and boys' leather belts.

The Julian Sale Leather Goods Co., the Western Leather Goods Co., Toronto, and the Canadian Leather Goods Co., Montreal.

Editor Men's Wear Review,—Please advise us where we can purchase rubber printing sets for store tickets. We have a card writer, but would like to assist him by using an up-to-date press.

From B. Cairns, 77 Queen Street East, Toronto; Canada Stamp & Stencil Co., Toronto; Hamilton Stamp & Stencil Co., Toronto.

Editor Men's Wear Review,—Where can we buy aluminum or trade money? What is your opinion of trade money?

From Canada Stamp & Stencil Co., Toronto; Hamilton Stamp & Stencil Works, Toronto; B. Cairns, 77 Queen East, Toronto.

Editor Men's Wear Review,—Where can we buy placards for suspending over departments, such as men's clothing, men's furnishings, etc.?

Boards or cards from P. Thompson Co., 130 Victoria Street, Toronto. Electric signs, Death & Watson, Toronto; G. Booth & Son, Toronto.

Editor Men's Wear Review,—You would greatly oblige by letting me know where to buy shirts named "Regent."

From the Regent Shirt Co., Montreal.

Editor Men's Wear Review,—We wish to make a tender on band uniforms, and would appreciate it if you gave us the names of two or three firms making them.

Crown Tailoring Co., Toronto; Art Tailoring Co., Toronto; Austen & Workman, military tailors, Toronto.

Editor Men's Wear Review,—We have been trying to get a collar size $17\frac{3}{4}$ for a customer. Can you tell us who makes quarter sizes either in Canada or United States?

The size is abnormal, and you may have some difficulty in finding them in stock. Would suggest that you communicate with Tooke Bros., Montreal; Williams, Greene & Rome Co., Berlin, Ont.; The Corliss, Coon Co., Troy, N. Y.; Cluett, Peabody & Co., Troy, N. Y.; Earl & Wilson, through A. E. Altmeyer, Union Square, N. Y.; M. Joseph & Lowenstein, agency, Carlaw Bldg., Toronto.

Editor Men's Wear Review,—Who is the maker of the Fit-All shirt, which was described in a recent number of your paper?

This shirt is made by J. Blair King, 7 Wood Street Square, London, E. C.

Canadian Window Trimmers' Association

First Annual

Convention Program

Addresses to be held in Assembly Hall,

Demonstrations JEROME A. KOERBER, Strawbridge & Clothier, - Philadelphia

Stereopticon Talks H. HOLLINSWORTH, Robt. Simpson Co., Limited, - Toronto

Displays THOS. DALE, Fixture Specialist, - - - Toronto

AND OTHERS

Wednesday, Aug. 21st., 1912

MORNING

9.00 a.m.—Assembling of members and welcome by entertaining committee.

10.00 a.m.—Address of welcome by President H. C. MacDonald. Reports by officers and committees; applications for membership; general business; nominations; appointment of contest judges; election of honorary members; new business.

AFTERNOON

1.30 p.m.—Report of National Association of Window Trimmers of America convention, held in Chicago, by Vice-President H. Robinson.

2.30 p.m.—Hints to Window Trimmers. How to ask for an increase in salary; attitude toward heads of departments; trimmer's ambitions and opportunities; truthfulness and honesty; jealousies and standing. H. Hollinsworth.

Applications of Wall Papers in Modern Window Backgrounds. Demonstrated by practical panels, with suggestions to work out many inexpensive set-

tings showing the possibilities open to trimmers in this direction. H. Hollinsworth.

4.30 p.m.—Entire convention assembles for photo.

Thursday, Aug. 22nd.

MORNING

9.00 a.m.—Election of officers; announcement of awards of contest judges.

10.00 a.m.—Window trimming from the merchant's viewpoint. Discussion opened by prominent merchant.

11.00 a.m.—Introductory Address. A heart-to-heart talk with the boys, touching their relations with their department. Hints how to push ahead and win out. Personal experiences touching on formal and informal displays. Jerome A. Koerber.

AFTERNOON

1.30 p.m.—Air brush and show card demonstration.

2.30 p.m.—Comprehensive talk on windows, which will cover the proper handling and selecting of merchandise for display purposes. Pannier and period drapes and their derivation, including demonstrations on

Entertainment

The Reception Committee have in view a program which will combine pleasure and business to the extent that the first annual convention may set a high record for those that are to follow. Every window trimmer, whether a member or not, will find it to his advantage to attend. Merchants and buyers in the city at the time are invited to be present at the meetings.

Canadian Window Trimmers' Association

Three Profitable Days

Aug. 21, 22, 23, 1912

"Prince George" Hotel, Toronto

GEO. J. COWAN, Window Trim'g Expert, Dry Goods Reporter, Chicago

H. C. MacDONALD, Murray-Kay Co., Limited, - Toronto

H. ROBINSON, R. McKay & Co., - - - Hamilton

AND PROMINENT MERCHANTS

Elections

Discussions

Reports, Awards

Entertainment

new fall drapes, with lantern slide illustrations.
Jerome A. Koerber.

EVENING

7.45 p.m.—Stereopticon Lecture. Talks on window trimming, illustrated by over 100 slides showing the finest stores and window-trimmers' work in America and Europe, discussing their strong and weak points, proper effects of colors, up-to-date backgrounds, display arrangement, including trims for all seasons of the year. Geo. J. Cowan.

9.00 p.m.—Awards of Prizes.

Special attractions of the convention every day. Displays of window photographs, high-class show cards, contest prizes, manufacturers' latest improvements, new fixtures, draping trimming requirements of all descriptions.

Friday, Aug. 23rd.

MORNING

9.00 a.m.—Report of nomination committee; selection of city for next convention; completing unfinished business.

10.00 a.m.—The manufacture of wax figures; proper care and instructions in cleaning and repairing. Demonstrated. Thomas Dale.

The educational features of this address will be apparent to every window trimmer, who has to experiment in keeping his wax figures in shape. It will be an interesting demonstration of the work from the manufacturer's standpoint.

AFTERNOON

Open.—The last afternoon will be free to trimmers who want to visit the many manufacturers or the departmental stores. This will enable those to get away who have to be at business Saturday.

Extra Demonstrations

The committee have under consideration several other attractive features, which will be announced later. The program is being arranged with a view to touching on the newest things. Everything points to successfully obtaining proposed or added demonstrations which will be held on Friday afternoon, or interspersed among the other days.

Merchants

See that your window trimmer attends this event. It will be rich in ideas, and place him in touch with some of the best men in the business. He will return with enthusiasm and ready to apply himself to the demand of the fall openings. Stores large and small are equally interested. Co-operation for better advertising and merchandising means more business. Send your men along. If possible, come yourself.

HINTS TO BUYERS

Everybody's Wearing Them

With the best linen inner lining for the purpose that money can buy, the Linolo waterproof collar, made by the Smith-D'Entremont Company, Ltd., Toronto, measures up to every requirement that appearance, wear and comfort can demand. To use the words of the manufacturer, it is a collar that "looks like linen and wears like iron." That this is being demonstrated in a practical way, is evident from the increasing demand for the collar, not only for general wear, but under conditions where it has the test of hard usage. It retains the pliability of the best linen collar, is odorless and can be easily cleaned with a damp sponge. The Linolo is made in half sizes, as low as 11 and as high as 19, in variety of design to conform with up-to-date styles. There is a fine range of juvenile styles. One of these, the Eton collar, has had a strong demand for boys and misses.

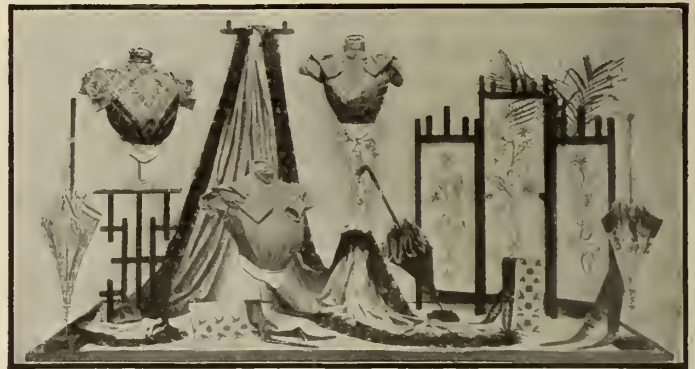
In order to facilitate buttoning in the double band collar a small, half-circular piece is taken out at the back. Thus, the collar button is easily adjusted. When so specified, a non-corrosive metal buttonhole is introduced. This feature is particularly desirable in mechanics' collars, or when worn by any person in strenuous employment where the wear is exacting.

The increasing favor shown for waterproofed linen collars has been recognized by merchants everywhere. Men in every walk of life are wearing them as the result of the high standards of quality, finish and style that have been attained by the manufacturers. The Smith-D'Entremont Co. have a most complete equipment for the production of these collars. Linolo has already taken a prominent place in men's wear trade.



Introducing a New Tie.

The Sword Neckwear Co., Toronto, are introducing an entirely new idea in men's neckties. Nothing can be said as yet with reference to the form which this will take, nor the materials that are to be employed. It can be said, however, that with the decided change that is predicted in neckwear vogue the new tie should meet with an exceptional demand.



An artistic display of waists and accessories, in which Onken interchangeable fixtures are effectively used.

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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 _____

SOIESETTE

REGISTERED

***The Largest Selling Fabric
of Its Kind in the World***

The vogue of SOIESETTE is still on the increase. Men and women everywhere are learning more and more of the possibilities of this remarkable silk-like fabric.

SOIESETTE has become the favorite material with men. They demand Pajamas, Negligee and Outing Shirts, Athletic Underwear, Office Coats, etc., etc., of SOIESETTE. Made in all shades. When you place your next order with your manufacturer demand SOIESETTE and don't accept the garments unless they bear the label.

Clarence Whitman & Company

112 Coristine Building, Montreal

New York, Boston, Chicago, Philadelphia, St. Louis



*This label protects dealer
and customer alike*

*We furnish labels free of charge
to manufacturers*



MEN'S WEAR REVIEW



JUNE, 1912

Features of this Number

Men, Methods and Clothes.
 Trade Pullers for the Men's Store.
 Display Garments in Better Way.
 Ideas for Summer Window Trims.
 High Time for Increased Neckwear Profits.
 Getting the Best in Store Fronts.
 How Customers are Lost and Won.
 When a Man's Wife Helps Him Select a Suit.
 Advance News of Men's Wear Markets.
 Edwards Short Cut System of Card Writing.
 Review's Information Bureau.

PUBLISHED BY
THE MACLEAN PUBLISHING COMPANY, LIMITED.
 3RD WEDNESDAY OF EACH MONTH

Art Clothes

for

Fall 1912

This picture illustrates one of the set of eight new Style Cards for next season. The originals are 20 x 30, hand-colored, heavy board. Eight cards go with the new Sample Book and Fashion Portfolio.



First Choice—The ART CLOTHES AGENCY

THIRTY new Agencies ready for acceptance July 1st. Seventy already taken up by merchants who have waited since last Spring. Make application at once to secure Selling Equipment for Fall.



The Art Tailoring Company
 Toronto LIMITED Canada



Please mention The Review to Advertisers and Their Travelers.

What Would You Do in the Absence of the Boss?

THE consideration and purchase of new lines is a function which a good many merchants reserve to themselves; although they may consult with certain members of the staff as to the trend of style, they prefer to make their own selections.

They figure that as they are paying for the goods, and take responsibility for the turnover, they are going to oversee the expenditure of every dollar.

There may be occasions, however, when in the boss' absence, his head clerk may have to make up his mind upon some line which appeals to him and which he feels sure would sell. Immediate action is necessary. It may be that a neckwear traveler arrives with a novelty that will put ginger into the season. The great question is, what degree of responsibility is the boss willing to repose in his staff?

As the one left in charge of the store, what would you do? You know your employer's policy and you also know that the line would make an attractive display and bring business. How would you decide?

If you have had any experiences that fit the case, the Review would like to hear of them in your own words.

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 July 12th. Address, Editor, Dry Goods Review, 143 University Avenue, Toronto.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

While Robespierre and Byron collars are now the great style feature in ladies' neckwear, the only thing in men's styles that contains a suggestion in that direction is a wing collar with an inch space in front and with wings of unusual size pressed back flat to the sides. This collar is said to have been worn by one of London's best dressers.

* * *

Over in London, according to all reports they are dispensing with much of the formality in attire which generally goes with the silk hat. Some very prominent people have, for example, appeared in short coats, striped trousers and silk hat, while others have even worn striped shirts and collars with their silk top-piece and got away with it.

* * *

An increasing vogue is noted, in London, for the combination suit—that is the coat and vest of black and the trousers of striped materials. The coat is described as being without vents, long, soft lapels and two buttons.

One of the final touches in the representation of English vogue in this country consists in a more general adoption of spats. In London they are the thing. White and champagne are two favored colors, and pique is the material generally adopted.

* * *

If there is anything in the statement of a Cincinnati clothing manufacturer, a successful baseball club is a fine business asset. He points out that the high standing of the Cincinnati club helps his salesmen. The fact that they are from that city counts in the introduction of their goods. Now, it may be that baseball in Canada has not reached the high pitch of popularity that it has in the States, but nobody has so far complained about poor business as

the result of the slump in the Toronto ball club, or in the fact that Montreal has been walloping the Leafs lately. There are evidences, however, that a live athletic organization has helped the sporting goods department of a large Toronto store very materially.

* * *

A very strong demand for knitted scarfs or mufflers with fringed ends is reported by neckwear manufacturers. Qualities range all the way from wood silk to pure silk. The report that small coat collars are said to be returning, especially for city wear, would seem to fit in with this development.

* * *

A new overcoat model, now on the New York market is one with a belt so constructed that it can be worn in three ways—with full belt, half belt, or without the use of the belt at all. The fit is said to be perfect when worn in any of the three ways. Indications are that belted overcoats will be popular next season.

* * *

The popularity of the blazer coat for ladies' outing wear is not without a counter feature in the men's department, according to a New York report. The blazer was a highly favored garment 20 years ago. It now reappears in the form of the three-button sack made of flannel with stripes of alternating colors which may be those of the athletic club or regiment to which the wearer belongs.

* * *

A combination cigar cutter and tie clip for the front of the shirt is the handy little article shown by a manufacturer's agent. In the end of the clip opposite that which holds the tie to the shirt is a circular opening into which the cigar tip may be thrust, and

pressure on the clip brings together two tiny blades which do the trick. It is made in gold, silver or gun metal finish.

* * *

Considerable ingenuity has been shown in the conversion of bulky accessories to pocket or satchel dimensions without losing anything of their serviceability. There is, for example, a pocket umbrella, which, when closed or in its case, is only a little over a foot long, while the diameter is about one and one-half inches. The cases are made in imitation leather, genuine sealskin, alligator skin, etc. The better grades have gold chains instead of straps for carrying, and gold or gold-filled handles; others are of bone or wood. The light, though strong frame is non-rustable; covers are of a silk and linen mixture or all silk. Various attempts have been made to combine umbrella and cane, and the present season has produced a very good combination. The outer section or cane is made of genuine wood and when slipped off from the umbrella it collapses within itself, after the manner of a drinking cup, and can thus be carried in the pocket. The grooves, where the sections join, resemble the natural rings of bamboo and other woods. The outward appearance is that of a good cane. Another innovation takes the form of walking stick with an electric flashlight. A band near the head of the cane may be extended, exposing the light. The latter is put into operation or extinguished by simply elevating or slipping back a section of this band. The mechanism is compactly stored within the cane without increasing its size or indicating that it is anything but what it seems.

* * *

The statement that some of the men's outing fashions of the year are in the direction of revivals is not without interesting proof. Authorities point out that large bandana handkerchiefs to be worn around the waist in place of a belt, the wide-end, wide-striped neckwear and heavy grosgrained silk belts with old-fashioned "snake" hooks, the blazer, the striped flannel suit and the striped hat all bear evidence to the fact. Vogue points out that in outing wear also there are many opportunities for color matching other than those which have been in favor. With the new blazer, the grosgrained silk belt may match the silk trimmings on the coat, the same colors in the handkerchief; the buttons on the low turndown points of white tennis or outing shirts might be covered with striped silk to match the blazer or necktie.

In connection with a "Backward Straw Season" sale, L. J. Applegath & Son, Toronto, made an exceptional display in their windows on Yonge and Richmond Streets, each section being devoted to a different price. Particular attention was directed to Panamas. One of the cards was an air-brush design in blue and brown, the heading "Straws for 1912," being in large script with the following reader in a panel outlined by the airbrush: "Panamas from Ecuador; Leghorns from Italy; Split braids from China; Sennits from Japan; Panamas from Porto Rico; Milans from Italy; Bangkoks from Siam; Split braids from Canada; Manillas from the Philippines; Javas from Borneo and Yeddos from Japan." Such an index to the range of stock should prove interesting to the reader.

* * *

According to one of the speakers at the eighth annual convention of hosiery and underwear manufacturers the increased cost of living does not extend to hosiery. "The consumer is getting more for his money than ever before. Clerks and shop girls are wearing silk hosiery. In fact, just at present they will have nothing else. The term 'silk-stocking element,' to denote the rich, has become obsolete. The thing to give us most concern is not so much the increased cost of living as the increasing cost of living. I am aware that there has been a slight recession in this cost of living in the last two or three years. This is but a counter current. Our trouble is that all we buy costs more and what we sell brings less. The only thing that saves us is enlarged output, with the economies of production."

* * *

A salesman who has just returned from a trip through the western provinces reports that there has been an unusual demand this year for men's coats in beaver. For some years beaver has been looked upon by the trade as too high-priced to stock, but the advances in the price of coon coats has brought the beaver to the front as a serious competitor.

Now that good coon coats are selling around \$175, it is only a little step to beaver at \$200 to \$225, and men who formerly looked upon beaver as a luxury beyond them are seriously considering the purchase of this fur instead of the coon. And so it is with the dealer. In view of the slight difference in price orders are being placed about equally for these furs.

TRADE PULLERS FOR MEN'S STORE



Some suggestions that can be worked out with profit during the summer season — Special selling plans and ideas that have been applied by other men's wear dealers

The fact that dry goods merchants devote considerable attention to white sales during June and even into July, should contain an idea for the men's wear store or department. There are numerous articles of white in men's wear—shirts, wash ties, pyjamas, etc.—which might be strongly featured under this heading with advantage. Such a plan might go far to help out an otherwise dull month.

* * *

A watch "for the boy," to accompany purchases of \$5 and over is a trade-pulling plan that has been applied by some stores. Anything that pleases the youngsters is appreciated by the parents. One store has found it an excellent idea to keep on hand a number of small purses, bearing the store's name or advertisement inside. When a boy or girl, or even an older person, appears at the store with loose change, he or she is given a purse.

* * *

A "round-up" sale with cowboys as an advertising feature was the idea that a large men's and woman's clothing store carried out with success recently. During the week a circus visited the town, and as the result of some appropriate cuts that appeared in the store's advertising, not a few children are said to have confused the sale with the appearance of the circus and, calling at the store, asked to see the animals. An explanation was made through the advertisement. The name under which the sale was conducted may suggest something for the clearance season.

* * *

To the men's wear dealer, the opportunities of the holiday or tourist season should not be overlooked. Many of the city stores are now featuring articles suitable for traveling, for the camp, for sporting purposes. One store recently ran an advertisement with the headings, "For Your Holidays—We Have Been Thinking of You," and directed attention to caps, sweater coats, negligee shirts, wash ties, raincoats, etc., mentioning prices. Still another store is going a step further by running a series of advertisements enumerating, "What You Will Want for Motor-ing," and other means of recreation. Each form of

pastime is made the subject of a paragraph, articles required for it and obtainable in the store are enumerated, and prices named. It is thus possible for a prospective purchaser to estimate the cost of an outfit for whatever sport he intends to favor during the holidays.

* * *

An attractive men's wear window for the "month of roses," had for its central feature a gigantic ring with a large electric light bulb to suggest a pearl solitaire setting. The ring was placed diagonally in the window and through the centre of it was arranged a neat unit of wedding accessories. On one side of the ring was posed a figure in correct wedding attire and on the other a few selections in up-to-date hat styles. The ring was covered with gold paint, and in making it the window trimmer had the assistance of an ingenious tinsmith.

* * *

A men's wear dealer applied to good use an idea embodied in an advertising letter sent him by a manufacturer. On the front of the envelope was the following, printed in small type panel form: "A shirt that will pay you well. A shirt your customers will buy. Don't want to hear about it? Very well, don't read this. The other fellow will." Inside was some information about a special line of shirts. The men's wear dealer selected a larger envelope for his purpose, about 8 x 4 inches, and had printed on the front the words: "If you are so well off that you don't want to save money, don't look inside." The inside information referred to some reductions in shirt, hosiery and neckwear values. A sufficient number of these envelopes and letters were printed to distribute in the offices and non-competing stores, and on the counters of the store were three much larger envelopes in similar style. One was also used as a show card in the window. This little plan was a trade puller.

* * *

For some years a Buffalo, N. Y., store has featured a "salesman's week," during which time the entire operation of the store is placed in the hands of employees. Heads of departments vie with each other in making a record, and the plan is one that

brings out every spark of enthusiasm in the staff. A similar plan might be worked out for a men's wear store. In the introductory advertisement, say two days, preceding cuts of the staff members could be used and the store for each day following placed in absolute charge of one of the clerks. The advertisement each day might contain the cut of the succeeding day's manager. It is an idea that would arouse local interest in the store and in the staff.

* * *

Arouse the interest of motorists by making motoring information available in the men's wear store is an idea that might be adopted to advantage during the summer season. Guide books or road maps given away free could be advertised so effectively. *Men's Wear*, New York, tells of a Baltimore merchant who keeps maps and blue books on file where anybody can come in and look them over. He has paper and pencils ready, and a slate blackboard with bulletins about all of the important roads in the vicinity. He has a sign up in each hotel pointing out that free information may be obtained at his store. Along the highways he has signs telling where he is and about his free information bureau. The plan has made good with motorists.



Direct Window Salesmanship

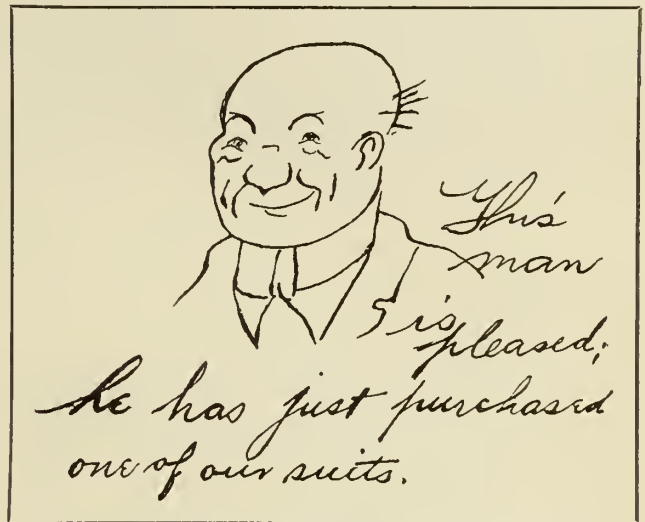
Electrical invention makes it possible to have store news, written in office, appear simultaneously in window.

DOUTBLES many merchants read the article that appeared in the press a year or so ago describing an electrical invention by which sketches, drawings or a person's handwriting could be transmitted any distance by wire. Thus, the picture of a man who had become famous in Halifax, could be sketched on the recording tablet of this apparatus and faithfully reproduced a few minutes later on a receiving tablet in Winnipeg. Cuts were published at the time showing how perfectly this invention could be operated.

While there does not appear to have been any remarkable development of the long distance possibilities of electricity as controlled by such a contrivance, it does seem to have been applied with success in connection with systems having central control. Thus, in some of the large hotels the manager has at hand a desk, specially equipped, upon which he may write his instructions to the chef in the culinary department, where every detail appears in his own hand as he writes. In some of the large departmental stores with central management, this telautographic message system is in use, and now comes the suggestion that it be applied to window advertising,

as a substitute for show cards or to supplement the same.

The idea is now being applied for advertising purposes, and with exceptional results in the Hydro-Electric shop, Toronto. A small table is placed in the centre of one of the windows, and upon this is the recording apparatus with its continuous roll of paper attached. Back in the office a clerk writes a message to the public. The recording desk is of black metal and not much larger than a good sized ledger. In the centre of this is a pad, and, attached to the electrical mechanism, the pen or pencil. This is held by a small jointed metal instrument somewhat resembling an artist's pantograph, and every move-



A telautographic window message. This is reduced one-half. The sketch and writing done on a recording desk in the store or office appears simultaneously in the window.

ment or stroke made by the writer is repeated in the window before the eyes of the onlookers. The pen is dipped as required into the ink on a pad at the side in response to a motion by the writer, and a flashlight at the recording desk indicates that the distant pen is reproducing properly.

That the telautographic window message is a decided attraction is evident by the crowds that gather daily in front of the shop, where it is used. The paper on which the messages are written is about six inches wide, the instrument stands on a small table and does not interfere with the view of articles displayed. How such an idea might be applied in describing several features in the window of a dry goods store it is not hard to imagine. Not only might the ad. man or card writer describe articles on display in the window, but interesting news of departments and, in fact, many elements of direct salesmanship that could not formerly be worked out in window displays might now be introduced.

Accompanying this article is a sketch that was produced on the instrument referred to above. It is reduced about one-half, and is sufficient to suggest that interesting advertising features are possible.

High Time for Increased Neckwear Profit

Manufacturer points out that popular prices in certain parts of the country are too low — Retailers only get 50 cents for lines that come much higher in other places, enabling the dealer to clean up stock without serious loss — Silk buying a different proposition — The label problem

DISCUSSING the question of profits recently, a leading Canadian neckwear manufacturer stated:—"It is high time that the retailer should realize the necessity of getting more profit on his neckwear and that manufacturers have gone their limit in price and size of scarf to retail at fifty cents.

"Manufacturers are not making any money to-day on popular-priced neckwear, and the time is ripe for a change all round. These conditions only prevail in Toronto and some of the Western Ontario cities. In Montreal, Ottawa, St. John, Winnipeg, Vancouver and Victoria, Calgary and Edmonton and all the Western towns and cities, seventy-five cents and one dollar are the popular prices. At these prices they are able to make from seventy-five to one hundred per cent. profit on their neckwear, which enables them at the end of the season to clean up their stock without any serious loss.

"It is a different proposition buying tie silks to-day and ten years ago. When three patterns or colors constituted a range; when manufacturers bought just what was shown them and made no special effort to originate ideas, it was easy. Now, when we are forced to design ninety per cent. of our tie silks which we never see until our sample lengths arrive, all we can do is to draw on our imagination as to the ultimate result of our brain work. If we succeed in producing good sellers, everything is lovely, but if to the contrary—the result is disastrous.

WILL NOT STAND FOR INFERIOR SILKS.

"This is just the point I am trying to get at. We manufacturers must have more profit on novelties to enable us to clean up our stock at the end of the season without too great a loss. Going back to the retailer, if he pays \$4.25 and \$4.50, and sells at fifty cents, his profit is too small to enable him to clean up without a loss. On the other hand, if he pays \$5.00 to \$5.50, and sells at seventy-five cents; \$6.00 to \$7.00 and sells at \$1.00, his profit will admit of his clearing out his odd lines without any serious loss and at the same time increasing his sales. It may be said: 'Why not buy cheaper silks to sell at \$4.25 and \$4.50?' This is easier said than done. Silk manufacturers are not in business for their health, and positively refuse to produce special designs and give the necessary extra care and attention in the factory without making a profit for themselves, consequently we are forced to pay the outside price for novelties.

"The retailer, too, will not stand for inferior silks, but is not willing to pay the price in order to secure the newest ideas. The manufacturer has been improving his qualities and styles from year to year; selling his goods at the same old price, and facing a diminished profit every season which has now almost reached the vanishing point, and it is almost time to call a halt. The facts are, that while the prices on almost every other line of merchandise have steadily increased, neckwear is sold to-day at the same price as ten years ago, notwithstanding the fact that better qualities and better styles are produced which cost more money to make and sell.

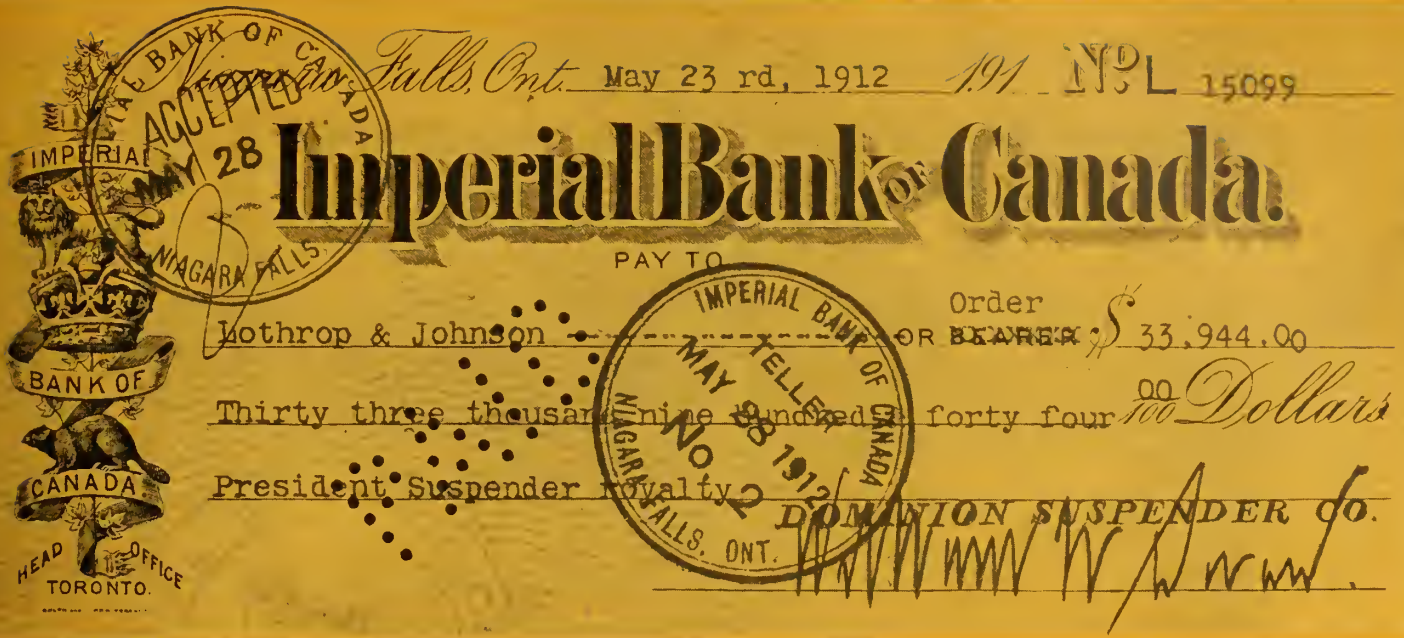
REDUCE QUALITY ON 50 CENT NECKWEAR.

"One thing I would like to say right here is that the average retailer thinks that we manufacturers are making all kinds of money out of him, and have no reason for complaint—we should carry a full range of colors in every line never fail to give him just what; he orders, and on the shortest notice. You know it is possible for the retailer to give the buying public too much for their money—the manufacturers, in their efforts to produce an improved class of neckwear both in style and quality, from year to year, have sacrificed their own profits for the benefit of the retail trade, and this feature of our business has now reached its utmost limit, and for the future for fifty cent neckwear, either the quality must be reduced or the novelty styles eliminated.

"These are the reasons for saying it is high time for a change."

THE LABEL PROBLEM.

Another matter which seems to call for readjustment between the manufacturer and retailer is that which has to do with distinctive name labels for men's neckwear. Many retailers have apparently come to regard it as obligatory upon the manufacturer to have name labels made and applied to the neckwear which they buy. Twenty dozen labels is the minimum quantity that a manufacturer can order at one time, and when he receives a neckwear order that will only use part of this number, the remaining labels are carried for the convenience of the customer. With the next order, however, come instructions to have a new design of label made. These are procured, and in many cases the quantity that the manufacturer must take is larger than the neckwear order calls for. Nevertheless, he feels that he



This cheque represents one payment for royalty (25c. per dozen) paid to the Patentees on **PRESIDENT SUSPENDERS** sold in Canada, Australia and New Zealand.

The popularity of this famous suspender is the greatest ever.

Are you, Mr. Business Man, getting your share of profit on sales?

**DOMINION SUSPENDER COMPANY
 NIAGARA FALLS
 MAKERS**



An originality that makes good use of available materials is demonstrated in this straw hat and outing shirt window. Background of English rye straw taken from crockery crate and arranged as shown over regular background of pleated outing flannel. Floor also covered with rye straw. By J. H. Gehan, for A. M. Gladney & Co., Marmora.

is justified in anticipating the merchant's continued patronage. A few weeks later, however, a traveling salesman may report that the merchant has transferred his account, temporarily or otherwise. As the result of these somewhat arbitrary conditions, labels accumulate on the manufacturer's hands. Some houses have as many as 5,000 dozen in stock that are practically worthless. Prices for labels run from 6 to 10 cents a dozen according to design, and to apply those that must be stitched to the tie by hand, it costs 10 cents a dozen. In the busy season it would require a factory full of girls to sew labels to all of the neckwear ordered. Not a few retail houses have labels made to their own order, and whenever they wish them to appear on goods ordered, instruct the manufacturer to that effect. This is by far the more reasonable method. It would not be surprising if manufacturers were to get together for the purpose of adopting a drastic solution to the label problem as it exists.

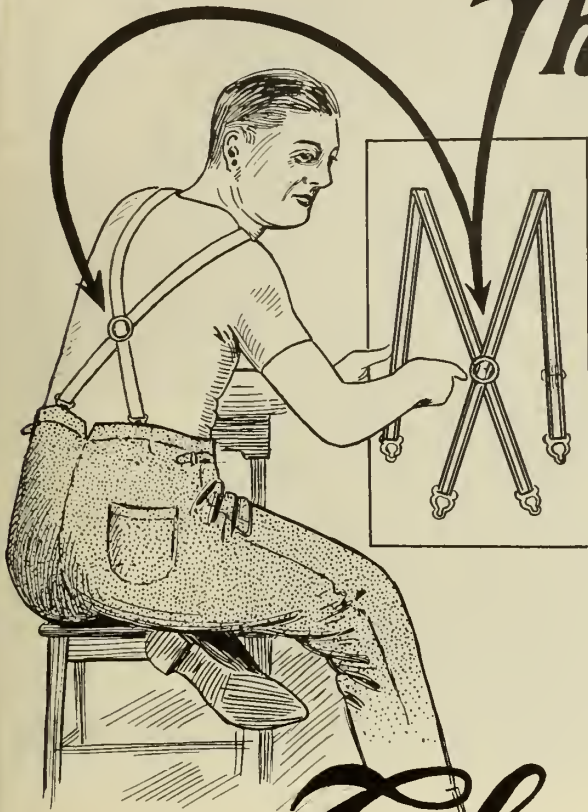


Now comes the report from New York that one retail house there has sold English collars during the past year to the value of \$35,000. It is carefully pointed out that this is not due to any superiority in make, but to preference for the style, one highly-favored number being the polo collar which rounds away in front leaving room for the tie to tie close up to the top instead of the centre.

Humorist's Little Frolic

In the course of a playful satire on the methods of the enterprising barber, Irvin S. Cobb, with humorist's license in Saturday Evening Post, pokes fun with impunity at the haberdashing profession as follows:—"The barbering profession has much in common with the haberdashing or gents' furnishing profession as practised in our larger cities. You invade a haberdashing establishment for the purpose, let us say, of investing in a plain and simple pair of half hose, price twenty-five cents. That emphatically is all that you do desire. You so state in plain and simple language, using the shorter and uglier word socks. Does the youth in the pale mauve shirt with the marquise ring on the little finger of the left hand rest content with this? Need I answer this question? In succession he tries to sell you a fancy waistcoat with large pearl buttons, a broken lot of silk pajamas, a bath-robe, some shrimp-pink underwear—he wears this kind himself he tells you in strict confidence—a pair of plush suspenders and a knitted necktie that you wouldn't be caught wearing at twelve o'clock at night at the bottom of a coal mine during a total eclipse of the moon. If you resist his blandishments and so far forget that you are a gentleman as to use harsh language, and if you insist on a pair of socks and nothing else, he'll let you have them, but he will never feel the same towards you as he did."

This is the point



that makes the S.&H. Over and Under Suspender superior to every other invisible suspender ever before placed on the market.

Ordinary suspenders, being sewn at the back joint, cannot and will not adjust themselves to the figure, consequently this is their weak point—but

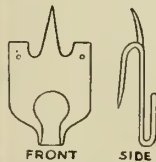
The S.&H.

OVER and UNDER SUSPENDER

MADE TO RETAIL AT 50c. WITH A GOOD PROFIT FOR THE RETAILER

does not bulge because it cannot. The patent nickel-plated adjustable ring which holds the two parts where they cross, adapts itself automatically to every shoulder width and to every movement.

Here's another Good Thing—Patent Button Clasp. It hooks into the trousers and the pull-up of suspenders keeps it in place.



This suspender can be worn over or under the shirt as desired. All metal parts on this suspender are made of solid brass nickel-plated, removing all possibility of rust.

A SAMPLE DOZEN WILL BE SENT EXPRESS PREPAID TO ANY ADDRESS IN ONTARIO

Designed and made by

The Sword Neckwear Co., Limited

Toronto

::

::

Canada



A trade-pulling window with furniture arranged to suggest a corner in a college man's den.

— See article for further description.

Display Men's Garments in a Better Way

Use of individual pieces in furniture as fixtures — Fit up the window to represent wardrobe corner of business man's office or den of college student — Card with one price for lot — Demonstration that is sure to attract

SHOW the garments in a better way. Can't you develop a better system than the one we have to show men's clothing? That is the demand and the question being put to men's wear window trimmers every day by the man who pays the bills, who now is outside his store, looking in, and with the eye of a customer, rather than a proprietor, he sees the garments shown in his display window in the same style of set-up as last week or last month or a year ago.

The boss judges his trade by himself, and hence there is his constant demand for new methods in window displays of men's wear. He saw the unit system of setting men's clothing on half shell forms, prevalent months ago, developed into the simpler and easier style of suspending men's coats by the hanger in the collar to metal and wood stands: this style serving well to spread out the garments in a flare at the bottom to show the coat entire, and to show with it to better advantage the other garments contained in a suit complete. This, so-called "care-

less abandon" style growing old, is now leading to a revival of men's wear displays shown in connection with furniture.

The newest set-ups show the use of individual pieces in furniture as fixtures. It is so easy to fit up one section of a clothing window to represent the wardrobe corner of Mr. Busy Office Man. In this set a costumer, (your friend the furniture man will loan this to you, if you ask him, and you can repay by having his card attached). On the costumer, hang the different articles of wearing apparel, just as Mr. Office Man has it. You know, there's the hat, top coat, coat and vest, the cane, the gloves and perhaps an umbrella. You could have a card with one price for the whole bunch, or go further and set a large window with a number of units of the kind, and what a hit you would make.

The den of Mr. College Man offers a fit subject for reproduction in the window displays, where the furniture to a great extent would take the place of

(Concluded on page 63)

KANT KRACK

COATED LINEN
Collars



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

ARE SOLD ALL OVER CANADA

From the smallest village to the largest city "KANTKRACK" coated linen collars are known and appreciated by users of waterproof collars. They are the standard for perfect fit, correct styles, comfort and durability. "KANTKRACK" has the flexible lip which gives greater wear and the slit back prevents the collar button pressing into the neck. ("KANTKRACK" is made in only one grade and that the best.)—requires no laundering, rub off with a wet sponge, that's all. (Made in Canada.)

The Parsons and Parsons Canadian Co.
HAMILTON -:- ONTARIO

"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

No Slaughter Sales

are required to sell the famous "LION BRAND" BLOOMERS. They are in such a demand that the merchant can sell them quite readily.



When buying boys clothing look for this trade mark. It is your guarantee that you will have no dead stock on your hands.

WRITE FOR SAMPLES

THE JACKSON MFG. CO., CLINTON, ONT.
Factories: CLINTON GODERICH EXETER

IDEAS FOR SUMMER DISPLAYS



How a background in imitation of polished mahogany may be produced at little cost — An effect that throws goods out to advantage — Setting of chain units — A plan that permits use of various hardwood finishes

HOW, to look for the needs of the Summer man. You can entice the coin from his purse and induce him to leave some of it in your till in exchange for the articles in Summer wearing apparel you carry, if you set up displays in your windows that are attractive, a combination in display of articles of men's furnishings that are kindred or closely allied. This has a tendency leading to one article affecting the sale of another by showing in combination, which is like unto the salesman behind the counter who sometimes, when selling neckwear, sells the collar used to show off the neckwear also.

BACKGROUND SUGGESTION.

Since most Summer furnishings are in light colors, the permanent hardwood backgrounds com-

mon in exclusive stores are ideal for framing the display. Here the contrast is in the extreme, and you only need a good lighting connection to have Summer furnishings displays to stand out prominent at all times. For the merchant with a limited display appropriation there is a possibility of getting an effect about as good at smaller expense; with the numerous wood grain papers on the market, practically all the hardwoods in use are imitated to perfection.

GRAIN PAPER TO IMITATE MAHOGANY.

In our illustration a mahogany window background has been imitated, using polished mahogany wood grain paper. The effect was heightened by setting in sections of window paneing in the centre in imitation of leaded glass. The cost of the covering, including these sections, was \$7.50 for a win-



This window shows the effective use of ingrain paper for background purposes. Shirts arranged in link-unit form. — See article for further description.

dow 15 feet across the back, having two ends 7 feet deep, and the entire background 10 feet high.

This had the advantage over real hardwood in that the low price permitted frequent changing to use various hardwood finishes. For instance, light ash was used in the Fall and Winter to display dark colored merchandise. As seen through the window, the effect is most perfect. Returning to the merchandise display, negligee shirts of various kinds are set up in display unit style with belts, canes, neckwear. The chain unit is the most unique in this setting; this formation of a chain using shirts and belts can be carried to any height. The display as a whole is well set, contains just enough merchandise not to distract attention: it's an ideal setting for a classy store, seasonable, timely and suggestive of business getting.



Display Men's Garments in a Better Way
(Concluded from page 60)

fixtures to support the merchandise as a setting to back up displays of clothing and furnishing, in combination. For young men's clothing, this is most fitting; there's a demonstration of display effectiveness in every item of wearing apparel shown in the illustration here. For a small space the furniture is well set, and the seeming carelessness of the merchandise arrangement has a tendency to attract attention and hold the eye. The display to do that has fulfilled its mission.



Roger LaRue, head of the firm of Thibaudeau, Freres & Co., wholesale dry goods dealers, Quebec, died June 5, after a brief illness. Mr. LaRue was one of Quebec's most prominent business men. In addition to his activities in the dry goods field, he was a director of many important commercial corporations, had held the position of a harbor commissioner, and was an active worker in the Board of Trade.

APPRECIATES THE READING MATTER.

From H. J. Tonkin & Co., Germiston, Transvaal, S.A.—Herewith please find Ten Shillings in payment of our subscription to the Dry Goods Review.

Please let the amount in excess of Two Dollars go to the extension of the date of your subscription as far forward as it will go. You will be glad to know that whilst we are only interested in the men's section of The Review we appreciate the reading matter and the articles of general interest appearing from time to time. The get up is splendid and far in advance of anything of the kind which we get from England.

NOW!



Packed half-dozen in this smart hinge-top box. Each pair in separate envelope.

NOW FOR "KING COATLESS"

Our national advertising campaign is bringing mail orders in from men everywhere.

Make a "King Coatless" display and catch this trade yourself. NOW'S THE TIME.

"KING COATLESS" SUMMER SUSPENDERS

1. Made from sweat-proof elastic webbing.
2. Self-adjusting, sliding back.
3. Rustless, adjustable buckles.
4. Patent goose-neck button loops - can't slip off.

\$3.80 the Doz.

For either 2, 3 or 4 pt. as pictured below. Show Cards or Newspaper cuts free. Order at once.



GENUINE STAMPED "KING COATLESS"
3 STYLES, as illustrated
2 point fasten, one at each side, as photo above.
3 " " " " " " and one at back.
4 " " " " " " two " "

Wire rush orders at our expense

The King Suspender Co.
TORONTO -- ONTARIO

Canadian Window Trimmers' Association

First Annual

Convention Program

Addresses to be held in Assembly Hall,
 Demonstrations
 Stereopticon Talks
 Displays

JEROME A. KOERBER, Strawbridge & Clothier, - Philadelphia
 H. HOLLINSWORTH, Robt. Simpson Co., Limited, - Toronto
 THOS. DALE, Fixture Specialist, - - - Toronto
 AND OTHERS

Wednesday, Aug. 21st., 1912

MORNING

9.00 a.m.—Assembling of members and welcome by entertaining committee.

10.00 a.m.—Address of welcome by President H. C. MacDonald. Reports by officers and committees; applications for membership; general business; nominations; appointment of contest judges; election of honorary members; new business.

AFTERNOON

1.30 p.m.—Report of National Association of Window Trimmers of America convention, held in Chicago, by Vice-President H. Robinson.

2.30 p.m.—Hints to Window Trimmers. How to ask for an increase in salary; attitude toward heads of departments; trimmer's ambitions and opportunities; truthfulness and honesty; jealousies and standing. H. Hollinsworth.

Applications of Wall Papers in Modern Window Backgrounds. Demonstrated by practical panels, with suggestions to work out many inexpensive set-

tings showing the possibilities open to trimmers in this direction. H. Hollinsworth.

4.30 p.m.—Entire convention assembles for photo.

Thursday, Aug. 22nd.

MORNING

9.00 a.m.—Election of officers; announcement of awards of contest judges.

10.00 a.m.—Window trimming from the merchant's viewpoint. Discussion opened by prominent merchant.

11.00 a.m.—Introductory Address. A heart-to-heart talk with the boys, touching their relations with their department. Hints how to push ahead and win out. Personal experiences touching on formal and informal displays. Jerome A. Koerber.

AFTERNOON

1.30 p.m.—Air brush and show card demonstration.

2.30 p.m.—Comprehensive talk on windows, which will cover the proper handling and selecting of merchandise for display purposes. Pannier and period drapes and their derivation, including demonstrations on

Entertainment

The Reception Committee have in view a program which will combine pleasure and business to the extent that the first annual convention may set a high record for those that are to follow. Every window trimmer, whether a member or not, will find it to his advantage to attend. Merchants and buyers in the city at the time are invited to be present at the meetings.

Canadian Window Trimmers' Association

Three Profitable Days

Aug. 21, 22, 23, 1912

"Prince George" Hotel, Toronto

GEO. J. COWAN, Window Trim'g Expert, Dry Goods Reporter, Chicago
 H. C. MacDONALD, Murray-Kay Co., Limited, - Toronto
 H. ROBINSON, R. McKay & Co., - - - Hamilton

**Elections
 Discussions
 Reports, Awards
 Entertainment**

AND PROMINENT MERCHANTS

new fall drapes, with lantern slide illustrations.
 Jerome A. Koerber.

EVENING

7.45 p.m.—Stereopticon Lecture. Talks on window trimming, illustrated by over 100 slides showing the finest stores and window-trimmers' work in America and Europe, discussing their strong and weak points, proper effects of colors, up-to-date backgrounds, display arrangement, including trims for all seasons of the year. Geo. J. Cowan.

9.00 p.m.—Awards of Prizes.

Special attractions of the convention every day. Displays of window photographs, high-class show cards, contest prizes, manufacturers' latest improvements, new fixtures, draping trimming requirements of all descriptions.

Friday, Aug. 23rd.

MORNING

9.00 a.m.—Report of nomination committee; selection of city for next convention; completing unfinished business.

10.00 a.m.—The manufacture of wax figures; proper care and instructions in cleaning and repairing. Demonstrated. Thomas Dale.

The educational features of this address will be apparent to every window trimmer, who has to experiment in keeping his wax figures in shape. It will be an interesting demonstration of the work from the manufacturer's standpoint.

AFTERNOON

Open.—The last afternoon will be free to trimmers who want to visit the many manufacturers or the departmental stores. This will enable those to get away who have to be at business Saturday.

Extra Demonstrations

The committee have under consideration several other attractive features, which will be announced later. The program is being arranged with a view to touching on the newest things. Everything points to successfully obtaining proposed or added demonstrations which will be held on Friday afternoon, or interspersed among the other days.

Merchants

See that your window trimmer attends this event. It will be rich in ideas, and place him in touch with some of the best men in the business. He will return with enthusiasm and ready to apply himself to the demand of the fall openings. Stores large and small are equally interested. Co-operation for better advertising and merchandising means more business. Send your men along. If possible, come yourself.

Summary of the Edwards' Short-Cut System of Card Writing



Card No. 1 shows the application of a grape design cut from a wall paper border and applied with relief to a fancy brown card using straight pen lettering.

No. 2, samples of pen-lettered tickets. The top ticket is a reader, using the slant pen lettering, which is quite suitable for jewelry displays, etc. The lower ticket also shows the slant pen lettering.

No. 3, a striking horse show card. The lettering used is the latest addition to the "Edwards' Short-cut system," being the eccentric heavy spur block.



No. 4 is a card which can be made at considerable speed. The design is a conventional floral and can be made with a few strokes of the brush.

No. 5 is a unique cut-out design using a fancy cardboard and lettered with brush outlined script as shown on the opposite page.

No. 6 is a striking card of grey, with a design cut from wall paper and pasted on. The lettering is straight pen.

Summary---Short Course in Cardwriting

The fourth of a series of articles summarizing the lessons as taught in the "Edwards Short-cut System" showing the alphabets applied to modern cardwriting — The use of fancy cardboard illustrated

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

WINDOW cards do not make practical interior cards, for they are generally far too fancy, and while they attract outside they detract when placed on an interior exhibit.

No card other than a nicely written white card should be used, unless to give prominence to some particular sale, when a colored card is used or a white card with colored lettering.

This is speaking from the standpoint of modern merchandising, and you will find this rule adhered to rigidly in all self-respecting businesses, whether in the small village or the largest city.

When it comes to window display cards, there is, however, much more latitude (except in sale cards, which should always be in keeping with the cards used inside), and the more attractive the card the

better; not necessarily too fancy, but neat and effective.

USE OF FANCY CARDBOARD.

This is where fancy cardboard comes in for its share of popularity, and, indeed, it is much in use at the present time. From the plain matte grey board to various tones of sepia, shading into deep brown, in plain and mottled effects, fancy cardboard comes in a number of weights, and a variety of prices, but if bought in quantities through the store may often be bought at wholesale prices.

Take Card. No. 1, which is a striking example of the effect obtained through the use of fancy cardboard. The design, consisting of a bunch of grapes, was cut out of a handsome wallpaper border, pasted on a relief background of champagne card,

**AaBbCcDdEeFf
GgHhIiJjKkLl
MmNnOoPpQq
RrSsTtUu
VvWwXxYyZz**

This is the latest addition to the "Edwards' Short-Cut System"—the Eccentric Heavy Spur Block. It is an easy letter to make and quite suitable for strong headlines.

AaBbCcDdEeFfG
GgHhIiJjKkLlMmN
nOoPpqQrRrSsTt
UuVvWwXxYyZz&
123456789\$¢?

The summary of the brush or pen outline roman as taught in Lessons 17 and 18. Notice it applied on the opposite page on Card No. 4.

*AaBbCcDdEeFf
GgHhIiJjKkLl
MmNnOoPpQqRr
SsTtUuVvWwXx
YyZz&12345678*

This summarizes Lessons No. 19 and 20 of the "Short-Cut System." It is the Brush Outline Script. Card No. 5 shows it put into use.

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz.123456789
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz.& \$¢123456789

This plate shows a summary of Lessons No. 15 and 16—Straight and Slanting Pen Lettering. Cards No. 1, 2 and 6, shown on the opposite page, demonstrate their use.

and mounted on a brown mottled card. The lettering is straight pen, using a No. 1 Soennecken.

• • •

Card No. 2 shows three pen-lettered tickets suitable for jewelry stores; or, in fact, almost any store where small cards could be used to advantage. The complete summary of both straight and slanting pen lettering is shown below.

• • •

Card No. 3 illustrates the heavy black letter known as the eccentric heavy spur block, as summarized below, and outlined in white. The lettering below is the brush stroke Roman, executed with a No. 6 brush.

• • •

Card No. 4 demonstrates a very speedy decoration, which represents a conventional floral design. The lettering is the brush outline Roman as shown in the summary below.

• • •

Card No. 5 illustrates brush stroke script, as shown in the accompanying summary, applied to a cut out design. The only decoration used outside of a black shading is the fancy card itself.

• • •

Card No. 6 also shows what can be done by using cut-out wallpaper designs. The lettering is straight pen with the addition of a scroll applied to the "W," which adds greatly to the effect.

• • •

As this is the last article of the series which has covered every issue for almost two years, and also the last of the lessons from the "Edwards Short-Cut System of Card Writing," it might be well to state here that any further information regarding outfits, etc., may be had by writing to the author. If you have had difficulties which you found hard to surmount, a personal letter stating your troubles to Mr. Edwards will be promptly answered. Address: care of Dry Goods Review, 143 University Ave., Toronto.



Napoleon Was Careless

Here and there in the different museums of France, states Dr. Daynard, of Paris, admirers of Napoleon may come across his uniforms, hats and court robes, and scarcely one who has seen half the motley collection but wonders a little at the strange

difference between the shabby cocked hat and "red-ingote gris" and the extraordinary sumptuousness of the court robes. The whole wardrobe of the Coronation is laid out in the Pavilion de Rohan, and surely few costumes showed such weight of gold embroidery and such material richness and yet such real vulgarity. That rain-worn cocked hat shown at Fontainebleau or the two others shown at the Invalides, and the steel-grey overcoat, slightly cut and soiled, but still serviceable, which is also in the Invalides, all look much more in taste, and certainly much more in character, so far as Napoleon is concerned. The large gold-embroidered bees, which replaced the banished fleur-de-lys as a decorative motive, are finely wrought—the velvet and the silk are the best that could be had, each detail is worked out with care; and yet the whole effect, with clashing color and clumsy design, is disappointing indeed. But the cocked hat and the overcoat, even in their rude simplicity, have all the sense of style which these pretentious garments lack. Yet Napoleon was much less careful with his everyday clothes than with his finery. He spent money on repairs foolishly, when new clothes would have been better, and yet persisted in wiping his pen on his white riding breeches, and scorching the soles of his boots by using his feet instead of a poker.

It was all rather false economy; in some of these matters no man was more careful, but in others certainly none was more careless. He used constantly to deduct large percentages from tailors' bills, but the tailors, knowing this beforehand, were sometimes even more handsomely paid than they really hoped. There is a strange document, just re-discovered and published for the first time, relating to repairs to the Coronation costume. It is included in the accounts of the tailor Chevalier for the year 1806. Napoleon, having scored the great victory of Austerlitz, was coming back to Paris to make a great impression. His Coronation robes were to be prepared. But it was no simple matter. Napoleon had grown stouter, and therefore the following:

"For enlarging the Coronation costume and re-lining it with six ells of satin at 15 Fr., 87.50 Fr.

"For enlarging six pairs of riding breeches, 20 Fr.

"Re-arrangement of the backs of two waistcoats, 10 Fr.

"Enlargement of a hunting coat, 32.50 Fr.

"Enlargement of twenty-four pairs of riding breeches, 87.50 Fr."

Dr. Daynard does not record whether the Emperor whittled down this account or not.

Beaver Brand

For the Misses



An important department in your store is that of misses' wear—important because in getting the trade of the children you are not only laying the foundation for their trade for when they grow up but you are almost sure to gain the mothers patronage now.

Misses "Beaver" Brand Knit Coats are equal in style and quality to our adults garments.

Let us show you our range of misses' coats and toques for Fall.



R. M. Ballantyne, Limited

Manufacturers of the well-known
Beaver Brand Knitted Goods

Stratford

--

--

Ontario



EARL & WILSON

! A Summer 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



EARL & WILSON

Comfortable, close fitting, business Collar

The Dry Goods Review

INCREASE THE EFFICIENCY
OF YOUR SALES FORCE BY
SUBSCRIBING FOR : : :

FOR YOUR DEPARTMENT
BUYERS

Write for Special Clubbing Rates

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

"Review's" Information Bureau



Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

Editor Men's Wear Review.—Please advise us as to names of importers or jobbers of English rubberized raincoats to sell from \$10 to \$15.

* * *
J. Mandelberg Co., Montreal; M. Pullan & Sons, Toronto; J. J. Foley, Manufacturer's Agent, Toronto.

* * *
Editor Men's Wear Review.—Where can I buy Dr. Deimel's Linen mesh underwear?

From the Deimel Linen Mesh System Co., Montreal.

* * *
Editor Men's Wear Review.—I am secretary of a local ball club and would like to know addresses of reliable firms who supply suits for teams.

Miller Manufacturing Co., Toronto; Defiance Manufacturing Co., Toronto; Mossbacher & Co., 779 Broadway, New York.

* * *
Editor Men's Wear Review.—Please give us the name of a firm making gymnasium jerseys.

Would suggest that you write Scott Knitting Co., 24 Ryerson Ave., Toronto, or The Dr. Jaeger Co., Montreal. The first named make a specialty of knitting jerseys in special designs to order.

* * *
Editor Men's Wear Review.—Please send us names of firms making light-weight flannel shirts, duck trousers, flannel trousers and duck jumpers.

Light-weight flannel shirts:—Dufferin Shirt Co., Toronto; Van Allen Co., Hamilton, Ont.; Regal Shirt Co., Hamilton; Deacon Shirt Co., Belleville.

Duck Trousers:—Defiance Mfg. Co., Toronto; Miller Mfg. Co., Toronto.

Flannel Trousers:—Dufferin Shirt Co., Toronto; Regal Shirt Co., Hamilton.

Duck Jumpers:—Miller Mfg. Co., Toronto; Defiance Mfg. Co., Toronto; Deacon Shirt Co., Belleville.

* * *
Editor Men's Wear Review.—Do you know of any firms who install moving stairways?

The Otis-Fenson Elevator Co., Toronto; and The Turnbull Elevator Co., Toronto.

Editor Men's Wear Review.—Where can we obtain cuts for newspaper advertising purposes?

From British and Colonial Press Service, 67 Adelaide St. West, Toronto; Central Press Agency, Toronto; Syndicate Cut Co., 38 Park Row, New York.

* * *
Editor Men's Wear Review.—I have been thinking of issuing a weekly circular letter to say, 200 people who should deal at home but who, for some reason have been in the habit of buying elsewhere. Our market is at the present time, unsurpassed and I thought it an opportune time to bring this on. My difficulty lies in not knowing what would be the most economical method of doing this. There are, I believe, a number of duplicating machines on the market but I do not know which would best suit my purpose nor what firms put these out. A small printing press might work out, too. I would want about cap size. If you could put me in communication with firms and favor me with your suggestions I would esteem it a favor.

* * *
We would suggest that you communicate with the following firms: The Canadian Writerpress Co., 122 Writerpress Building, Hamilton; American Multigraph Sales Co., 129 Bay St., Toronto; United Typewriter Co., 9 Adelaide St. East, Toronto; and the Autographic Register Co., 29 Colborne St., Toronto. All of these people have machines suitable for the purpose you describe, and at prices ranging from \$15 to \$300. We would suggest that, if there is no printing office near at hand, you get a machine of larger capacity than you may immediately require for we are positive that you will find the plan will pay you and you may want to enlarge upon it from time to time. B. W. Thomas, Hartford, Ont., is a merchant who has developed his advertising along that line and he may be in a position to give you some helpful information. He began with a Writerpress, but subsequently learned something about printing and now has a small press in the rear of his store. He issues a very creditable sheet for advertising purposes and also prints his own letterheads.



BIG SALES

await the merchants who stock and feature the popular linen water-proofed collars.

CHALLENGE COLLARS

are the favorites with men who know

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



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.
Rubber and yarn-proof. See our Hand Spun Coat—The "Thoroughbred."

Now showing Fall Samples

Spring Goods in Stock



Comfort

Wear

Comfort and wear are the two main points considered by the customer when buying underwear.

"MAPLE LEAF" BRAND UNDERWEAR

gives the maximum comfort and wear and is moderate in price. It sells readily and leaves a good profit for the merchant.

WRITE FOR SAMPLES

Thos. Waterhouse & Co., Ltd.

INGERSOLL — ONTARIO

Montreal, Harold F. Watson Weldon Company
Cristine Building

Have the Best in Your Store Front

Latest [metal] installation overcomes many problems — An investment that the up-to-date merchant must seriously consider — Numerous advantages

Men's wear and dry goods merchants are giving more attention to store front arrangement and construction to secure the greatest amount of glass surface and display space. Several systems are used in planning or reconstructing modern fronts, and most merchants have left the decision of the best one with the architect. The result has been that practical installation of store fronts, applied to the building as it stands, is less understood, and has been neglected because the small amount of money involved did not pay architects, who were busy with larger contracts.

The value of improved store fronts to business is recognized. Installation has become comparatively simple, owing to the features of new metal systems. All-metal and glass store front construction is applied in original designs making suitable store fronts and windows for any or all kinds of merchandise. Most systems include the entire front from sidewalk to I-beam, and provide for all the details of light reflection, artificial window lighting, interior layout, size of store, drainage, ventilation and strength.

A PAYING INVESTMENT.

Simplicity and low cost of metal front construction is interesting to both owner and tenant, as the improvements involved make first cost a paying investment to both. With outside measurements given, different plans are suggested for each front, and in deciding on designs submitted each merchant wants the latest features. All exposed woodwork is eliminated and freedom from rotting or warping is now assured. Non-rusting construction is specified, and painting is unnecessary. Fireproof construction to lower insurance rates is aimed at. In the method of glass setting a perfectly flat surface on the outside is obtained in improved systems.

Narrow frames enhance appearance, but weight of sash depends entirely on the size of glass plates, contraction and expansion and differences in glass thickness, and must be sufficiently yielding to ensure safety from breakage. Weather changes and exposure are also considered. Each system has different methods of meeting these conditions, which make it imperative that merchants be informed as to the relative merits of each one.

IMPROVED VENTILATION.

Several improvements are claimed for proper ventilation, which in themselves are favorable argu-

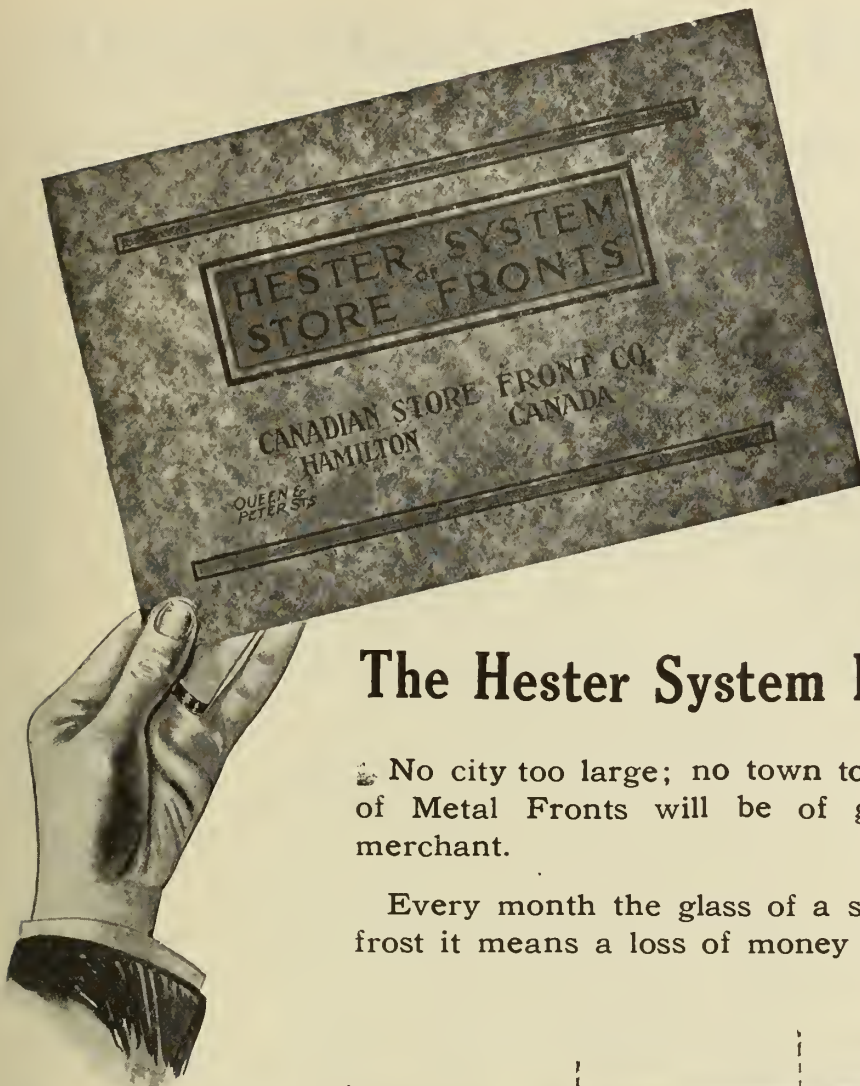
ments of the superiority of metal frames over old-time fronts. The theory of frosting is explained in different ways, and overcoming the trouble is not entirely under control from the front. Improved systems have a simple slide in connection with ventilation and drainage openings, which helps eliminate frost. This angle slide is operated from the inside. Of course, a proper airtight background is necessary to maintain uniform temperature and volume of air, and permit the vent service to overcome any quick changes in interior or exterior atmosphere, causing moisture.

In adding exterior improvements, the general effect in many instances is lost, and later expense is bound to come with increase in business, rebuilding or alteration costs. First costs are cheaper in the end, and with metal and glass fronts as a satisfactory basis, other improvements can be added sooner or later. Original ideas in metal canopies, doorways, arrangement of prisms, signs and bulletins, using space above the windows and making individual window lambrequins may be added in time and are permanent. The cost is no greater in proportion in smaller stores than larger ones.

NEGLECT IS COSTLY.

When merchants take into consideration the numerous improvements, which are good advertising and keep people talking, they cannot afford to neglect their store fronts. Up-to-date entrances are more than advertising, they are an invitation into the store. Modern fronts stand for progress and bespeak the standing and business ability within. Close study of the matter of front construction is not entirely for the man who is building. The adoption of these classes of fronts for blocks at a stretch by larger firms in many United States cities is an indication of modern business. Each merchant should satisfy himself whether or not business is being sacrificed to avoid an expenditure which is entirely warranted.

Expense at first may be thought prohibitive, because the trouble has not been taken to estimate the saving of first outlay or to find actual first costs. Each merchant should know the best in store front construction in the interests of his own business.



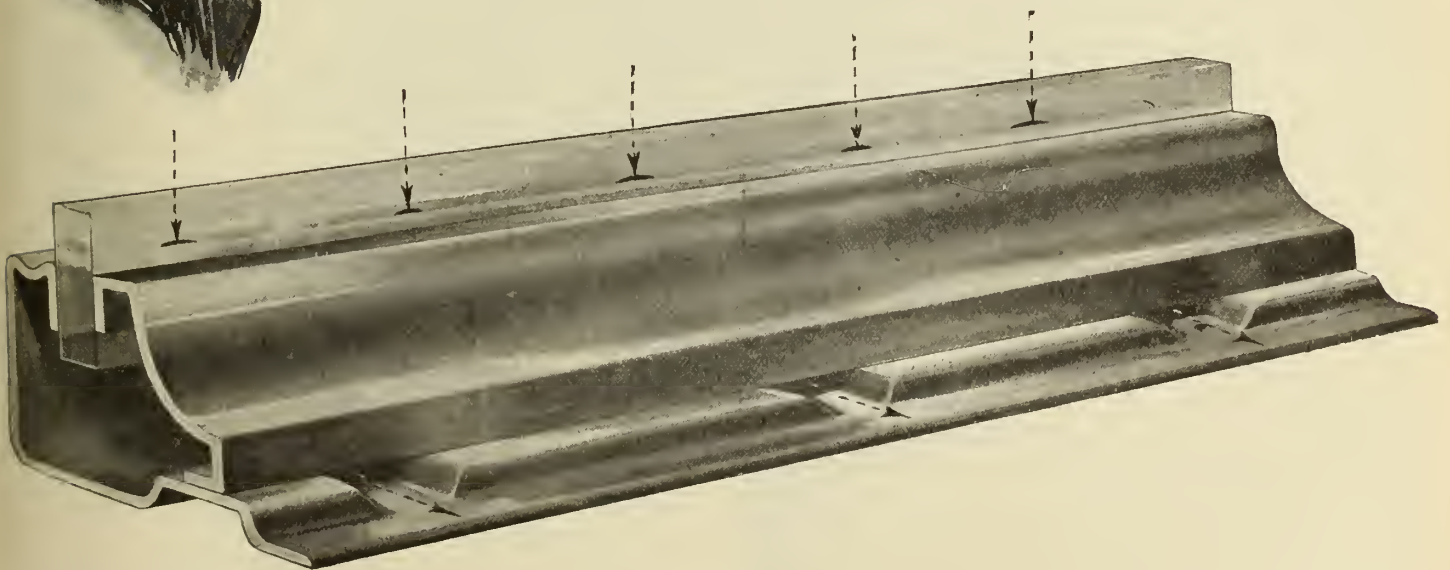
WRITE FOR THIS CATALOGUE.

As a modern merchant, you are interested in knowing all there is to know concerning modern Store Fronts.

The Hester System Metal Store Fronts

No city too large; no town too small. The Hester System of Metal Fronts will be of great benefit to any retail merchant.

Every month the glass of a show window is covered with frost it means a loss of money to the merchant



Hester System Ventilated Metal Sash represents the only perfect method of holding plate glass.

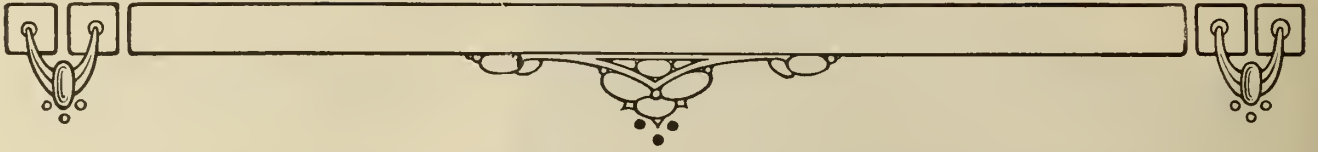
Metal Store Fronts finished in Polished Copper, Oxidized Copper, Gun Metal, Polished Brass, Nickel-plated.

WRITE TO-DAY FOR CATALOGUE.

THE CANADIAN STORE FRONT CO.
 QUEEN AND PETER STREETS, HAMILTON, CANADA

Please mention The Review to Advertisers and Their Travelers.

SHIRTS, COLLARS AND CUFFS



Shortage in some of the fabric ranges favored for negligees — Delayed shipments of percales arriving — Large Fall orders on fine line stripes — The merchant and the trade marked shirt — Question of better profits for Fall

PRESENT season shirt business is good. Travelers, generally, are expecting increased repeats from their territories. Factories are busy, and merchants are advised of a shortage in some ranges of correct materials for negligees. This shortage is regarded as in great measure, a result of the British coal strike. Buyers will, therefore, have to be satisfied with a number of less sightly designs, instead of finer stripes and with plain colors in especially-wanted fabrics. It also means that factory clearances, after July 1, will not contain such unusual values or good patterns, although better customers may be favored with fair assortments.

A FABRIC PROBLEM.

Some mills have just received delayed shipments of repeat designs in percales, and are advised that other orders cannot be filled with any guarantee of delivery. To secure materials, manufacturers are accepting the best fabrics and designs to be had. With these conditions it is almost certain that the volume of repeats for Summer negligees, following the demand during the first warm days, will clean up assortments or cannot be met as desired. Each merchant is cautioned to make a second selection of patterns or ascertain what is the best he can do in resorting sizes.

FINE LINE STRIPES FOR FALL.

All Fall orders have been on fine line stripes in black and white and blue and white, or on plain colors in favorite cloths. Later orders for Spring have naturally been selected on similar designs. Cloths available at present for repeats are mostly in wider stripes and more pronounced patterns, several designs being already cancelled. Stocks in sight do not nearly measure up to the anticipated demand for repeats. If a corresponding increase is shown on repeats a shortage will be general. Such conditions are unusual in the shirt trade and are not cited in order to boost business. Sufficient orders are already placed to keep factories busy until Fall materials are in hand, so it is not a case of accepting or wanting more business by manufacturers.

Buyers can select an opening order complete from almost any one range of shirts now submitted for

Fall. Advertising and stock conditions make it good policy to specialize wherever possible. Comparing range for range, merchants must admit that patterns are not sufficiently different to establish a marked preference for one assortment over another, and that a satisfactory selection might be made from any range.

INFLUENCE OF TRADE MARK.

The distinctive name or trade-mark sometimes plays a unique part in shirt merchandising. Each merchant naturally enthuses over the line he carries. When a customer demands a named make the salesman has a straight argument, favoring his own line to effect a sale. Some interesting conditions arise where stock is assorted between two or three makers. For instance, a customer demands a shirt size 15, but does not care for the pattern shown. This the salesman has just endorsed as his best make. A novel design is seen in a case or window and the pattern pleases. If the size is not in stock, however, the nearest design is found in another maker's line. Should a sale be made at all, it is a shirt considered to be "just as good." This is a unique position. The merchant must exercise some tact or find himself commending three different manufacturers' shirts as his "best." A customer's opinion of this misguided enthusiasm is not likely to be flattering, as a sale at any cost seems to be the object. Appearance of stock is another consideration, and except where facilities warrant removing of contents of boxes to cases or fixtures, effective stock keeping is almost impossible. Proper arrangement of sizes is out of the question, as labels are different and boxes are not uniform with shelving. Other troubles suggest themselves.

For Fall, the question of better profits suggests itself. Most men can be educated to buy an assortment of shirts because of novelty or replenish their wardrobe. Satisfaction is based almost entirely on wearing qualities, fit and comfort. Buyers are more apt to remember the price in case of inferior colors, fabrics or workmanship. This gives a simple guide in asking for better profits to average the season's selling. Shirts marked to secure better margins should be sure to prove satisfactory.

(Concluded on page 79)

Regal



Regal "Outing" Shirts

FOR SMART DRESSERS

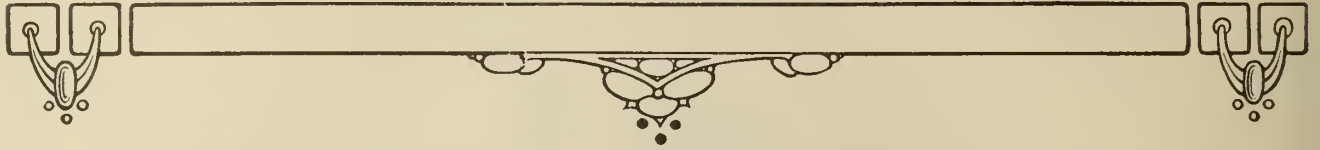
MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - ONTARIO

Please mention The Review to Advertisers and Their Travelers.

NECKWEAR AND ACCESSORIES



Novelty to be an outstanding feature of the Fall season — The return of the Ascot — Border ends, odd stripe and bar spacings — New lines that are now finding favor — The millinery and neckwear cards — Controversy in New York as to the future of knit ties and tubulars

THAT novelty is to play a stronger part than ever before in neckwear business for Fall is the assertion of manufacturers. Silks for the new season have been bought, and the statement that no particular fad is uppermost may be regarded as an advance impression of these fabrics.

Such has been the run of novelty in men's neckwear during the past few seasons, however, that it would seem impossible to bring forward anything having a decided note of novelty. Rather would one expect to see a turn of favor towards some from other than the four-in-hand or Derby, but this, of course, is out of the question.

The return of the Ascot depends largely upon the sanction which fashion may place upon wing collars. For the past few years, there has been a determined effort to work up a wide demand for this style of collar, and the degree of success that has been attained in that direction is some warrant for the approval with which manufacturers regard the Ascot as a feature of the Fall season. Some houses are paying considerable attention to the production of novelties in this line which will undoubtedly do much to give a new trend to the season.

PRESENT SEASON NOVELTIES.

Border ends, odd stripe and bar spacing, and lengthwise stripes are already features of the market, and the Fall season will see a further play upon stripes, bars and borders. A recent novelty is made of two contrasting colors, or lengthwise bars, meeting in the centre of the tie. A striking creation is a tie of this style made up in gold and green. The fabrics used are satins, peau de soies and reps, in 75c. values. The tie had its origin recently in Paris.

One house is showing a very neat Summer line of printed border poplins, with borders of black, Copenhagen, tan, navy, cardinal and violet. These ties are in 48-inch length, and they are also made on the bias.

THE TREND OF COLORS.

Not only is there a strong play upon new color effects for the Summer season, but this feature is

likely to become all the more interesting for Fall. A manufacturer or designer scorns no suggestion that is likely to meet with the approval of the trade. Sea green, for example, is a shade that is reported to have come into remarkable favor during the past



New summer poplins. Bordered tubulars and open-end Derbys in all the preferred colorings. Sample illustrated is in rich blue, with combination of deeper blue and tan for pattern. Shown by Sword Neckwear Co., Toronto.

few weeks. In fact, one authority has it that this is a shade which enjoys quite as much vogue as grey or blue for informal wedding neckwear. At a recent stylish event in Winnipeg, for instance, the bridegroom not only wore a tie of sea green, but his

LINOLO COLLARS

Stand Where Others Fail

AEROPLANE



REGISTERED
LINOLO
WATERPROOF COLLAR
SIZE 13

Let the non-corrosive aluminum eyelet get a customer satisfying collar business for you.

Send for samples and prices of our different styles.

This illustrates our "Eton" Collar made in sizes 11 to 13½.

**The Smith-D'Entremont
Company, Limited**

"LINOLO" collars are made of water-proofed linen. The strong points of "LINOLO" are the weak points of others.

Try "LINOLO" for profit.

1475-77 QUEEN STREET, WEST
TORONTO

Catalogue Sent

On Request



Have You Boy Scouts in Your Town?

The institution of the Boy Scout and Girl Guide movement in Canada has created great possibilities for merchants to successfully cater to the boys' and girls' trade.

"Are You Prepared"

to be the official outfitter of your town? "Millers' Official outfits lead America. We are authorities on Boy Scout and Girl Guide uniforms.

We also specialize in Militia and Cadet uniforms, duck and all service clothing for butchers, barbers, waiters, cooks, doctors, bartenders and porters, etc.

Write Dept. No. 1 for illustrated catalogue, mentioning what you are particularly interested in



The Miller Manufacturing Co., Limited

251-253 Mutual Street

::

TORONTO

example was followed by the five young men who acted as assistants at the ceremony.

After all, there is no great distance between the approved neckwear colors and those which are chosen as leaders in the millinery color card for next season. Six shades of fuchsia or purple are given first place on the card that has just been issued, and it is evident that purples will have good position on the neckwear ranges for Fall. Deep blues, flame shades, browns, greens and greys all figure prominently in the different gradations of tone in the millinery color card, and have been selected by neckwear manufac-



A Parisian neckwear novelty in two lengthwise stripes of contrasting colors. Made in satins, peau de soie, or reps. Shown by A. T. Reid Co., Toronto.

turers. A particularly strong position is given to browns.

ARE KNITTED TIES AND TUBULARS PASSE?

Quite a controversy, which is likely to have an echo on this side of the line, has been caused in New York by the practically unqualified statement of an authority that tubulars and knit scarfs are passe. The statement which appears in *Men's Wear* (N. Y.) is accompanied by letters from buyers and manufacturers who, however, do not all seem agreed on the matter. Some of the arguments for and against are quoted here:

"A tie that lasts too long becomes monotonous to the well-dressed man. He gradually goes back to his silk cravat as to an old friend."

"As long as the close-fitting double collar remains in vogue, so long will knit scarfs be sold. They are one of the lines that require extreme precaution in purchasing. Tubulars are not a factor of great importance."

"So many men have found these scarfs so easy to tie with the closed-front collar that I do not believe they are going to give them up."

"Now that the popular-priced ties are showing up such excellent effects, the question arises whether it is not a good time to lay low on knit wear and see what's going to happen. On the other hand, it is known that high-grade stuff cannot be duplicated very well upon the circular machines, and that this is an uncaptured field for the high-grade retailer."

"It seems the more 'death knells' in regard to this article the more it takes on a new lease of life."

One manufacturer of high-grade knitted neckwear considers that the demand for this class of goods has reached its climax and is now on the decline.

"The wearing qualities of the knit and tubular cravats are such that it cuts the consumer's bills in two. That is very good for the man who wants it that way. We believe the time has come when the well-dressed man wants a cravat that is a cravat with all the richness of color blending, which can only be brought out in cut goods."

"We apprehend that the manufacturers of cut-up neckwear are beating, and can beat the manufacturers of knit neckwear out of sight. No cut-up manufacturers of men's neckwear need be afraid of the future. It will take care of itself in the infinite variety of silks and the superb quality found in the manufactures of men's neckwear."

THE POSITION IN CANADA.

So the statements go—some arguing that knitted ties are on the wane and others that they are selling better than ever. In Canada, while there is a demand for high-grade knits, manufacturers have too great confidence in the quality, the design and the general richness of their silks and the increasing demand for them, to regard the question as one of serious comparison.



Blazer coats of striking colors, with millinery to match, have been a feature of the fashion displays on the board-walk at Atlantic City this summer, and it is stated that some of the striped serge trousers worn by the men vie with the jackets worn by the women in the matter of brilliant color effects. Habutai silk shirts are another item on which male and female minds appear to be unanimous.

Shirts, Collars and Cuffs

(Concluded from page 74)

Except in exclusive stores, very few shirts are sold over \$2, and \$13.50 dozen values often bring this price. Some finer zephyrs wear exceptionally well and look the part. Lines at \$12 are retailed at \$1.50. Shirts in good fabrics at \$10.50 sell for \$1.50 and \$1.25, and the latter margin is good. Some larger stores get \$1.50 for \$9 shirts, but the trade asking \$1 and \$1.25 are limiting their average to advantage. Many men do not mind 25 cents extra, to others \$1.50 looks a lot for a shirt. Customers who follow every whim of fashion make no objection, but for a staple, growing trade it is felt that \$1.25 is suffi-



The latest novelty in men's wear takes the form of a black full dress shirt. The black bosom of the shirt is finely pleated, and the body, sleeves and soft double cuffs are white. This shirt recently created a sensation in London, and has arrived in New York.

Copyright, Fairchild Co., New York.

ciently high to warrant confidence in \$9 values. Complaints are then not so justifiable, or as apt to be heard, but if \$1.50 is paid by a customer for a \$9 line, only average satisfaction is to be expected. Salesmen claim that in this way, there is less necessity for clearance and greater opportunities for repeats if fair margins are asked. Customers are thus more generally satisfied with the store and the brand of shirt.

The Fall outlook is particularly promising. Manufacturers will be kept busy to give prompt August 25th deliveries on orders already placed for city and outside trade. Delay in shipments of materials from the mills for Fall is not anticipated, and by that time it is hoped difficulties in securing correct cloths and patterns will have been removed.

The Well-Dressed Shirt-Sleeve Man

Demands

“STAR BRAND” SHIRTS



SHIRTS
Are Made for Particular People

It's not because "Star" brand shirts are more widely advertised than other good lines, it's not because the patterns are so much better, it's not because the fit is more perfect but it is because they embody the real elements which make you notice a particularly well groomed man pass. He is in his shirt sleeves, without hat and perhaps a tennis racket in his hand—his shirt is refined, yet striking; neat, yet free and easy and comfortable looking. That's the reason "Star" brand shirts appeal to particular men.

"Star" brand neckwear is featured in the better stores. Let us send you a sample assortment.

Van Allen Co., Limited
Hamilton -:- Ontario

In his advertising, as in the arrangement of his stock, he must seriously weigh the lasting impression for good or ill, likely to be created in the minds of his customers.

GOOD ADVERTISING

Using the steam roller in promoting a sale — How far should merchant use heavy display in an advertisement that must command attention by reason of its size? — Good and bad points in midsummer advertising

TO WHAT extent is a merchant justified in using bold display in an ad. which, by reason of its size, must attract attention. This question has undoubtedly confronted ad. men not only for men's stores, but also for large departmental concerns. It is now suggested by the two-page ad. of W. R. Megan, Vernon, B. C.

In commenting upon an ad. of this kind it is necessary to get the ad.-man's viewpoint. In considering the matter he evidently concluded that the occasion required something different, an ad. that would be a sizzler. In one sense he achieved his object. The headlines are sufficient to suggest that the ad.-man's ink effervesced regularly. The ad. is a hair-raiser.

But was it necessary to devote so much space to the enthusiastic discussion of generalities? Surely no person can get past two pages in a newspaper when those pages contain monthly store news. "Price wars" and "reigns of terror" do not sell the goods, do not present the practical dollar-and-cents picture that is produced by neat, well-worded, attractively arranged series of panels with descriptions and comparative prices. All that is needed in such an ad. is about five inches of attractive heading and introductory. The headlines on departments should also convey notable facts.

The ad.-man here undoubtedly produced the kind of ad. he wanted. It is decidedly unique. It is a credit to his ability as an imaginative writer. Such an ability applied to a description of values should produce something decidedly attractive.

Another suggestion: the order of the price panels is not the best. On one side are three superlatively-worded messages about men's clothing. Naturally, the reader's eye scans adjacent matter for something to back up the talk. He finds, instead, values in crash towels, petticoats and the like. On the opposite side are heavily-bordered paragraphs about ladies' dresses, piece goods and carpets, but the adjoining paragraphs are about men's shoes. The ad.-man

says it is "impossible to quote "one-tenth of the savings to be had," yet The Review submits that one-third of the reading matter is neither here nor there when it gets to the court of last resort—the man or woman who reads it.

The advertisement, however, brought results; the ad.-man may have considered it necessary to work the steam roller, and it may be the kind of advertising that the people are used to in that part of the West. The spirit of the community may require strenuous methods before it can be moved to "sail right into the thick of mighty bargains." After all, there is a great deal in the way a merchant educates his people through advertising and in the impression he wishes to create.

* * *

The advertisement of Turpin Bros., Medicine Hat, has been successful in one thing—it has the open, white-spaced, bright appearance which should be characteristic of the Summer advertisement. The



SUMMER

TIME
IS HERE!

The Good Old Summer Time.

and we just want to let you know that our stock of Summer goods, such as

Balbriggan Underwear

B.D.V Light Weight

Wool Underwear

Outing Shirts

Silk and Fancy Sox

Oxford Shoes

Sailor and Panama Hats

Is very complete and we invite your inspection.

TURPIN BROTHERS

Where You Get the Big Dollar's Worth. Main Street.

This advertisement sings of summer, yet it has out of young man in overcoat, and is too general in character to make impression.

BUSINESS PULLERS! PLANS WHICH HAVE PAID!

Have you an original suggestion in the
interests of the trade?

SALES are sales, no matter how named, but some are more successful than others. Every season merchants, advertisers and salesmen adopt different methods to make business, but the problem is to launch something that is original to the locality. Some plans are merely theories, others are practical and successful, but everybody is eager for a novel stunt or to know how the other fellow does it.

Departments have different sales schemes especially effective in creating an impression upon customers, so that they become interested and buy. If they do not respond at once, they will remember and buy later.

**What is your best trade puller? Did it pay?
How did you carry it out?**

Everybody in the store has ideas which he or she thinks can be applied to make business, either for his or her department or the store.

THE REVIEW wants original plans for selling goods in different departments—ready-to-wear, carpets and home-furnishings, dress goods and silks, or any of the other numerous lines—ideas for attracting customers to different floors or methods put into operation to concentrate selling in particular sections, advertising schemes for special sales and how they were conducted, and preparation necessary to carry out the event.

For the best examples **THE REVIEW** will pay the following:

First, \$5.00 Second, \$3.00 Third, \$2.00

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

Prize replies will be published in July Special Fall 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 June 24th.

June Is the Summer Clothing Month

and it might be well for you to consider the real satisfaction there is in wearing comfortable apparel and to make your selection now while the sizes are complete in the smarter patterns. We have several lines of



Two-Piece Suits at \$15, \$18 and \$20

that will give you excellent wear and hold their shape. The coats are half lined, taped at the seams and have the best hair-cloth inner linings so that they will retain their appearance the same as our 3-Piece Suits that are lined all through. Suppose you step in to-morrow and try one a few of the new models for your own satisfaction.

"YOU'LL LIKE OUR CLOTHES"—Rgd.

FITZPATRICK & O'CONNELL
Matters and Clothiers 811-813 Government Street, Opposite Post Office

A summer advertisement that might have been improved by condensation and more white space.

emphasis placed on the fact that Summer has come would seem to suggest a doubt in the mind of the writer as to the arrival of the season, as well it might. The cut, moreover, is not Summery. It represents a young man in a Spring attire. A cut with figure garbed in light weight suit, negligee shirt and straw hat would have been more appropriate. If such a cut were not available, a panel quoting prices on a choice

selection of men's hot weather accessories would have answered a better purpose. The wording, as it stands is too general in character to run under a heading announcing the definite arrival of a new season.

* * *

An interesting contrast is afforded by the appearance of the two advertisements—Turpin's and that of Fitzpatrick & O'Connell. The cut in the latter is very appropriate, but the panel at the side is a trifle crowded. This might have been condensed thus: "Consider the real satisfaction of comfortable apparel. You will want a smarter pattern. Select it now while sizes are complete. Two-piece suits at \$15, \$18 and \$20. They retain their appearance quite as well as our three-piece suits which are lined all through. Coats are half-lined, taped at seams, and best hair-cloth inner linings. Drop in to-morrow and try one on for your own satisfaction." This should admit of more white space. Prices quoted at top instead of centre would also have been an improvement and follows out the rule that in ad.-writing as in every other kind of writing the outstanding fact should always come first. By the way, why not adopt a clear type name for the foot of the ad. instead of the highly ornamented one now used?

WANTED!—WANTED!—WANTED!

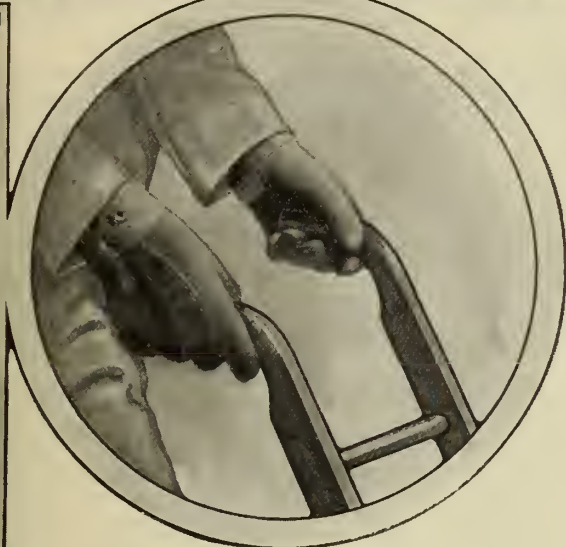
Everybody, Everywhere to Know That the Doors of This Great Store Are Now Wide Open on the Most Sensational VALUE GIVING SALE the Okanagan Country Has Ever Known

READ!—THINK!—REFLECT!—CONSIDER!

What a Sale of This Magnitude Signifies. Get Aboard--Sail Right Into the Thick of These Mighty Bargains

<p>All Our Fine Men's Suits</p> <p>10c 37c 9c 10c</p> <p>3c 50c 75c 25c</p>	<p>Impossible to Quote One-Tenth of the Savings to be Had</p> <p>Look! Tailored Suits \$14.95</p> <p>Men's Suits \$1.00</p>	<p>Read Every Word! Note the Cut Prices Quoted!</p> <p>30c 10c \$1.25</p>	<p>Oceans of Ladies' Dresses</p> <p>25c 7c 70c 30c</p> <p>LOOK! 30c 10c \$1.25</p>
<p>A Reign of Terror in the Boys' Department</p> <p>10c 20c 25c 35c</p>	<p>Bargains!</p> <p>25c 30c 35c 40c 45c 50c 55c 60c 65c 70c 75c 80c 85c 90c 95c</p>	<p>Bargains!</p> <p>25c 30c 35c 40c 45c 50c 55c 60c 65c 70c 75c 80c 85c 90c 95c</p>	<p>Piece Goods Go Tumbling</p> <p>25c 30c 35c 40c 45c 50c 55c 60c 65c 70c 75c 80c 85c 90c 95c</p>
<p>Men's Furnishings</p> <p>50c \$1.95</p> <p>95c 75c 12c</p>	<p>Nothing Spared. A Veritable Whirlwind of Bargains</p> <p>A Few From the Hardware \$1.00</p> <p>Don't Miss the Groceries \$1.00</p>	<p>Men's Shoes</p> <p>2.50 Choice 1.50 \$1.75</p>	<p>Price War On Carpets</p> <p>95c \$1.00</p>
<p>VERNON B. C.</p>	<p>W. R. MEGAW</p>	<p>Department Store</p>	<p>WE ARE ADVERTISING FAR AND WIDE</p>

Some breeze about this advertisement. It was a two-page layout, yet the ad. man saw fit to devote large proportion of the space to superlative references. Impossible, he says, to quote one-tenth of savings. Nevertheless, much space could have been saved.



FOR EVERY PURPOSE

there's an "Asbestol Eisendrath's Celebrated Horsehide gloves or mitten" to fit the man and his need. It's the glove and mitten line that can be counted on, and it is known and called for by men of action—men who want the right sort of hand insurance.

The "Asbestol" line of gloves and mittens is a universal favorite with the best retailers in the land because its makers have said it must be a "best value" line.

And then, too, they like the insurance feature that goes with every pair, insuring them against the elements—steam, water and heat.

All told, it's a good line for you to know. Your jobber has the stock. Next time you order specify "Asbestol."

The "ASBESTOL" trade mark is registered in Canada.

EISENDRATH GLOVE COMPANY - CHICAGO, ILL.

Whence Comes Mocha Leather?

About thirty years ago, when the last of the antelope disappeared forever from the Western plains of America, the question of a skin which might be substituted in the manufacture of leather was a serious one to the glove manufacturers of Fulton county, New York, and other centres of the industry. Up to that time antelope skins had been extensively dressed into leather known as doeskin, from which a good quality of glove was made.

Lightweight deerskin and chamois dressed lambskins were resorted to, but they did not prove satisfactory, and the problem was causing no end of worry to manufacturers when an epoch was marked in the leather-dressing business by the discovery that the skins of the haired sheep of Africa and Arabia could be made into leather which was even better than that of antelope for glove purposes.

The name Mocha is no doubt derived from Mocha, a town in Arabia from where it is said the first skins were brought, but the true origin of the name seems to be more or less buried in obscurity. However, the greatest number of skins come from British East Africa, although what are known as the white head variety of Mocha sheep are raised to some extent in Arabia and parts of Persia.

The skin of the black head Mocha, which is

grown in Somaliland, on the west side of the Red Sea, gives a larger spread and in other ways is the most desirable for glove leather. There is also the variety known as the red head. These designations apply to the color of the head of the animal, the hair on the body being black and white, red and white, or all white, according to the variety.

The Mocha market of the world is at Aden, at the southern end of Arabia, and there are never more than eight or ten buyers residing there at the same time, and they practically buy the supply of Mocha skins for the world excepting what skins are bought through native dealers. These buyers keep native collectors at the principal points to which skins are brought by caravans. The skins are taken in boats across the Gulf of Aden to Aden, where they are sorted and baled, about 300 in a bale, according to size and weight, ready for shipment.

When delivered by the natives to the collectors the skins have been sun-dried. The carcasses are eaten, the meat being about the only kind consumed by the natives. Before the skins are baled, native women sprinkle each skin with naphthaline to prevent its destruction by worms on the long voyage. The bales are wrapped in a carabas made of matting woven by the natives, and those for America are shipped to Marseilles, Trieste, Naples or Genoa and reshipped to New York.—M. G. Hughes in *Gladden's Review*.

Season's Vogue in Hats and Caps



Sales not up to previous years—Is Panama sentiment passing?—One result of prices that bring this hat closer to general wear—Why straw season should be prolonged—August 1st. not too late for clearance

STRAW hat business is good. Recent sales in city stores were fully up to corresponding days a year ago. A change in the weather has helped materially. The season's sales, however, are not up to previous years and complaints are heard that half the stock was sold by this time last year. Merchandising has started earlier than usual this season and Panamas are first to be offered at odd prices.

Some authorities report that sentiment about having a Panama for exclusiveness is said to be passing. Maybe quantities on hand in the different shops have had the effect of making buyers afraid that supplies are in excess of demands. To own a real Panama at one time was some distinction. Then they were a luxury because of their price and scarcity. Customers are not so impressed now with salesmanship or the advantage of having something different in an imported headpiece. With the advent of \$5 values as an attraction and lower prices generally everybody can have a Panama.

From some quarters it is reported that better numbers are not taking as well as formerly because cheaper lines are within the reach of average buyers and to those not in the know appearance is very similar. Another reason also for considering Panamas in staple numbers only is that they are getting more common. There are those who anticipate that next summer, Panamas will be found on the same level as other staple lines, and that if buyers take Panamas, value will have the upperhand of sentiment. Strange that some merchants break prices on Panamas first and while the season can often be prolonged for a time, confidence in obtaining prices for higher grades seems to be lacking with many buyers.

WHY THIS PRICE-CUTTING?

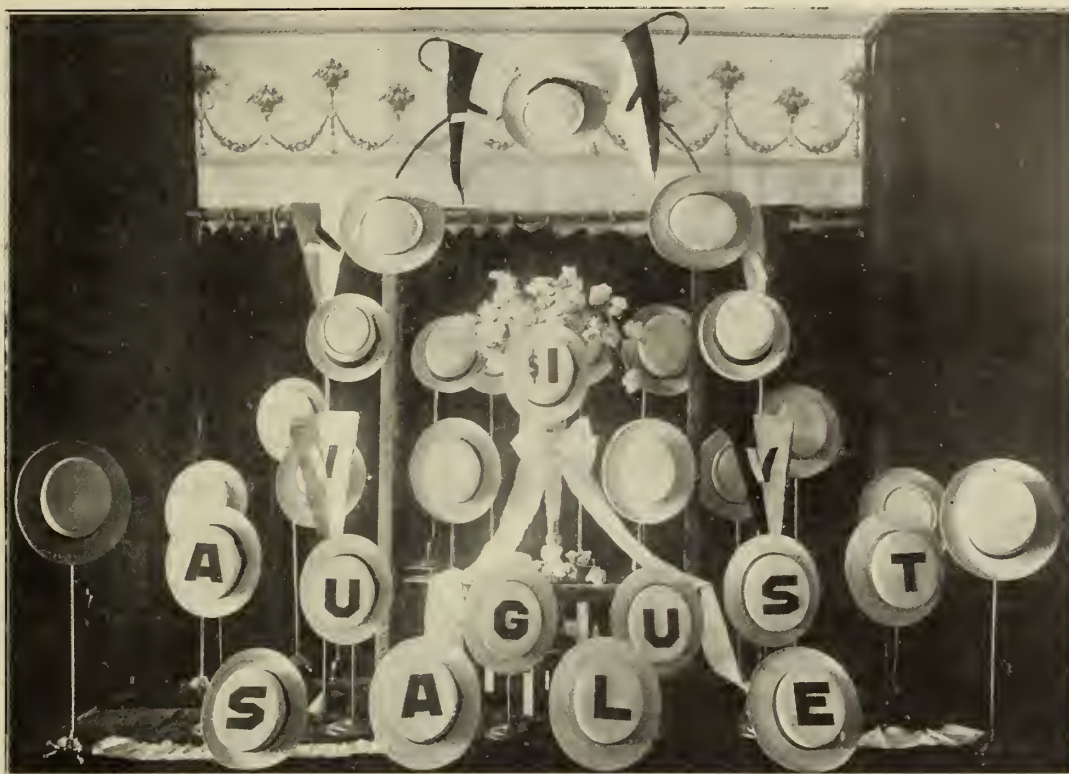
The whole trouble in maintaining prices is that some merchants are more anxious than others either to forestall the opposition or sell greater quantities at less than fair and approved profits. August 1st would seem to be soon enough and plenty of time for clearance. If merchants only thought so they could make better profits and finish the season with a complete clean-up. Many customers buy a second straw hat a

season without regard to price. When prices are reduced other men buy a hat to have a clean one. One salesman points out that both conditions would be better served by holding prices until August 1st and then putting on a clearance at half price for the balance. Let the left overs go!

Quantities for clearance are not any larger because salesmanship, instead of price, controls the department until that date. The same merchants are usually first to take advantage of the other fellow each year with the apparent result that in ten days the whole policy is reduction earlier than necessary. Many hats are sold at prices uninvited by customers who do not expect reduced prices and are willing to pay regular. The lack of necessity for early price reduction cannot be impressed too strongly in the interests of the straw hat trade generally.



Later Fall and winter models. Derby with 4-in. crown and 2½ in. brim, and Fedora model in fine fur overtop felt, with turban roll brim and self band.—Courtesy Toronto Agency, Waldron, Drouin & Co., Montreal.



Fixtures used are pedestals, hat stands and glass shelf. A frame made of wood about five feet high, forming an arch, is placed in centre of window. A vase filled with artificial roses is placed on pedestal, with a four-inch white ribbon suspended from centre of same. Small 3-inch letters are cut out of maroon cardboard and pinned to hats, spelling "August Sales." Other hats to be arranged are shown with pennants of college or university.

Photographed exclusively for Men's Wear Review.

WANTED NUMBERS ARE SHORT.

Only unusual weather conditions later excuse any break in this year's prices before August. To offer leaders for a day or sale event may be good merchandising; but quantities are likely to be limited to advance special purchases or stocks on hand by advance orders. Several better selling numbers are practically sold up and samples thrown out by the travellers. Lists of stocks on hand do not show that any unusual values for repeats will be quoted. Repeat orders are being received but wholesale stocks are already short on wanted numbers. For this reason alone, merchants are safe in holding prices until a comparatively late date.

THE OUTING HAT DEMAND.

In several instances quantities are limited to 20 and 25 dozen on approved numbers. Sennits have had an excellent run. The double brim boater has proved a good seller. Leading priced numbers for holiday retailing will be cleaned up in the trade before July 1st. Usual sales are reported on novelties and imported straws and repeats are not counted on to any great extent. Samples of "land and water" hats are now being brought forward for vacation outings. The next month's business will see a great turnover in both wholesale and retail stocks in all lines of summer hats.

Good Underwear Leaders

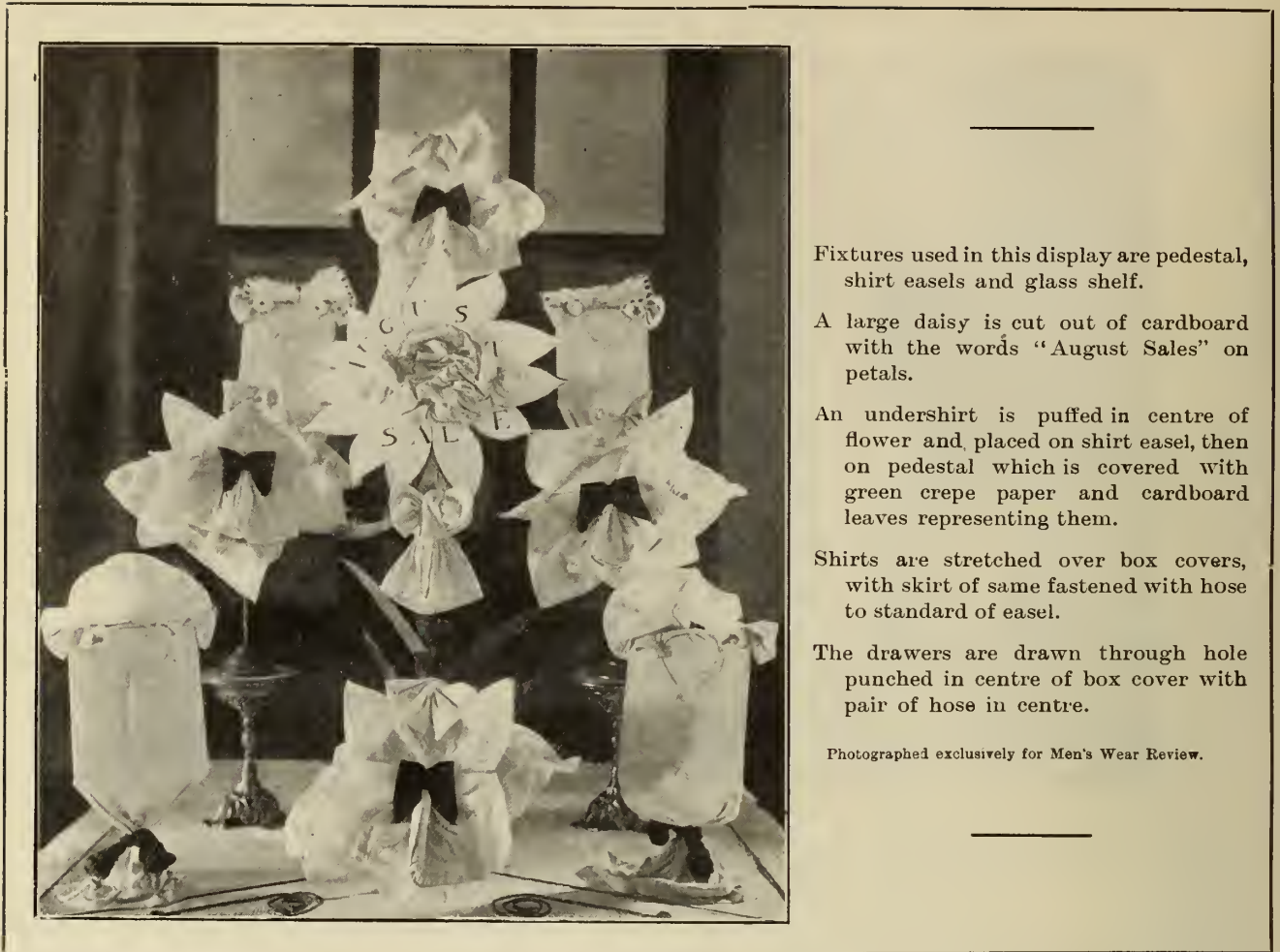
Assortments will include some odd higher priced numbers—No price changes on Fall lines—Features of import hosiery.

FALL placing on men's underwear is about finished by travelers going direct to the trade. Sample lots have been cleaned up at 25 per cent. and 33 1-3 per cent. reduction and are being listed and sent out to buyers, who contracted for these sets at ordering time.

VALUES IN MILL CLEARANCES.

Some exceptional values in seconds in Fall underwear are to be placed on the market about the end of this month. Buyers will find these mill clearances are better than usual and assortments will include some odd higher-priced numbers. These garments will be good sale leaders for those accounts handling the line or for those buyers fortunate enough to have them submitted.

Stock-taking is completed in the warehouses and Fall underwear is coming through as manufacturers are forwarding shipments, as soon as they will be accepted. Stock is not being opened out in some wholesales because of the backward spring season. The tendency is to neglect present requirements immediately Fall shipments are laid out, but department



Fixtures used in this display are pedestal, shirt easels and glass shelf.

A large daisy is cut out of cardboard with the words "August Sales" on petals.

An undershirt is puffed in centre of flower and, placed on shirt easel, then on pedestal which is covered with green crepe paper and cardboard leaves representing them.

Shirts are stretched over box covers, with skirt of same fastened with hose to standard of easel.

The drawers are drawn through hole punched in centre of box cover with pair of hose in centre.

Photographed exclusively for Men's Wear Review.

managers are not anxious to lose the interest on this season's lines and feel that a lot of business can still be done on repeats.

NEW FALL NUMBERS.

Few changes are noted in general Fall underwear. Some heavier weights, added at the first of the year for western trade have done well. Some new numbers, ribbed all wool garments weigh fully three pounds each, boys garments in similar quantities are meeting with success, as the trade were unable to procure these sizes previously. A first season line of finer combinations for boys in a well-known brand is a profitable addition for the trade.

SAME PRICE BASIS.

Prices are not expected to be any higher and values submitted for next year's business will be practically on the same basis as this year's showings. In anticipating Fall 1913 samples no revision is expected and manufacturers will not be asked for any changes in garments to fit price.

Complaints are heard about the slowness of early Spring business and the effect is reflected in the lateness of Fall ordering. Mills claim that their returns are increased over last year, but that underwear business for Fall is late is recognized by the trade at large.

Spring Import Hosiery

Men's sample hosiery for Spring, 1913, have been assembled in one or two instances and forwarded to wholesale buyers for import selection. Entirely new designs are included in novelties and some unusual values quoted.

Generally considered color tones are quieter than those of last year's and samples are devoid of any high colors. Values in pure thread silk hosiery for this market are also improved in comparison with last year's qualities and lines to retail at 50c, 75c and \$1 are splendid weight, with the correct feel and rich glossy finish. Good makes to sell at 3 for \$1 and 25c qualities should be considered by the trade and are likely to meet a great demand. Each merchant wants the best values possible and while some numbers are entirely new, in point of value, samples are superior to values as leaders at these prices this year. Silk ankle makes with lisle garter top, foot and heel, shown to meet 25c and 3 for \$1 values, are promising retail lines for the trade. Buyers are safe in expecting improved weights at prices similar to those paid last year.

Among novelties crochet effects in self designs or with neat insertion stripes are similar to and match crochet ties for the season.

(Concluded on page 88)

How Customers are Lost and Won

Some instances which show the importance of tactful introduction — How the skilful handling of one customer ultimately attracted others — Confidence in his salesforce reflected in the attitude of the boss — Losing patience with the customer.

THE other day a man entered the store and asked to see some overalls. These I showed him and after a little talk with him found out exactly what he wanted, also the size. These I got for him and being satisfied with the goods, he said he would take them. I then asked him if he needed anything else; he replied he did not.

As we were walking towards the front of the store, we passed a table with, perhaps, fifty pairs of shoes of all kinds on it. I drew his attention to one particular shoe and he said, "Why, I never knew you kept shoes here; have you a heavy shoe that will stand mud and water?" I said we had, and asked what size he wore. I selected about half a dozen pairs of different style, price and quality and displayed them. After a little explanation on the shoes, he decided on a pair and thanked me for mentioning the shoes to him as he had thought he would have to go to the shoe store at the other end of the town to get them and that he had been saved a long walk and half an hour of time which meant money to him.

Now, that man passed right by that display of fifty pairs of shoes twice and knew he wanted them, but whether his mind was occupied with his own important business or whether he noticed them but had been in the habit of going elsewhere for them and didn't like to change off, I can't tell. But he was pleased to know that I took an interest in his wants, satisfied them and saved time for him.

The same day, another young fellow entered and wanted a hat. I showed him several of the new and different shapes and in about ten minutes he had decided on one. I then asked him if he had been in town long and he said he had just come that day and had secured a job in one of the factories. I thought it would be a good chance to get him acquainted with our store, so I told him if he had a few minutes to spare I would be pleased to show him some of our new clothing and when he was in need of a suit he would know the kind of goods we kept and that, as we had as good values as any person in town, he might see something that he would like.

After showing him a few of our suits he said that he had always been accustomed to tailor-made. I then told him that we had samples of goods to be

tailor-made. I found out about the shade he had in mind, then displayed some of them. He finally decided on one and asked how long it would take us to have it made up for him. I replied that ten days was the required time. He then said he would come in next Saturday night and get measured for the suit, as he would not be able to pay for it for a week or two. I thought perhaps this was an excuse to get out, so I told him he might just as well get measured to-night and that, when the suit came, we would hold it for him for a week and that would amount to the same thing. Then he would be sure of having the cloth he had selected and that we always got word from the house each week to cancel samples that were being sold out. By getting his order in early he would be sure of his first choice of patterns. He agreed to this and we had his measure taken and had the suit for him in ten days. He came in for it at the end of the second week and was well pleased with it. He had the spot cash in his pocket and paid for it. Then the next week he came in and got a pair of shoes and a shirt.

We won this customer by a little talk and taking some interest in him as to his whereabouts and welfare. He felt grateful to us for it and was pleased to know where to come for his requirements. He is working in a factory with quite a number of men; they become his friends, he brings them to our store with him, they see what we have, we do our utmost to please and oblige them, thus bringing them and their friends back to our store. This means an increase in sales, profits and turnover. We had no expense in advertising to get them here. All it cost us was a little tact and courteous treatment.

There are, of course, exceptional times when a salesman will encounter a person who is not willing to be shown goods but just wants to be left alone and handle himself. This kind, salesmen can almost always pick out by the way in which they converse during the time the first sale is being made. When a person of this kind comes in it is much better not to let them have the feeling that they are being bored, for there is nothing that will drive custom away from a store quicker.

Often, when the proprietor is much worried over his business, and perhaps is quite irritable on ac-



Clever display of juvenile sailor suits in the Philadelphia store of John Wanamaker.

From Men's Wear, New York. Copyright Fairchild Co

count of his nerves giving out, he will come down to the store and make everything as disagreeable as he can with his salespeople. A customer will come in with something that she has got in the city or perhaps three or four years ago and wants it matched. It is ten chances to one if she will get it. The proprietor, perhaps, sees her going out of the store without purchasing. Business has been dull, he is anxious to make every possible sale and all at once will come and give the sales person a scolding for not making a sale. He will, perhaps, call the customer back from the door and make her walk a hundred feet or more to see if he can't match it for her. He finds out he can't and the customer is in a hurry. He is at once showing the customer, as plainly as if he read it for her, that he doesn't place confidence in his salespeople and then the customer will also place the same opinion of his salespeople in her mind and will, in a great many instances, leave the store altogether.

Had the proprietor held his nerves back until the sales person was alone and then quietly gone to him and inquired how the sale was not made and when found out that the salesperson had done his or her best. He should say, "Alright," in a cheery way and give them some encouragement to put more life into the business.

Good Underwear Leaders

(Concluded from page 86)

These novelties in silks at leading prices are entirely different from anything yet featured by haberdashers and can be retailed at 50, 75 and \$1. Appearance is similar to cashmere except for the high finish of silk. In pattern numbers showing vertical stripes, insertion designs vary from 1-4, 3-8 to 1½ inch in width. Silk gauze and regular lises in plain and fancy weaves are quoted at usual prices for values. Cottons in cheaper makes are the same values as other seasons.

Blacks and tans are the pronounced colors and another season of these shades is expected. Shade ranges in silk lises and cottons comprise soft tans and darker browns assorted with tans, or self as ordered, light grays, soft greens, blues and rich wines. Most of the fancies are in self tones, the plain weave of stripes contrasting with ground knit. Foremost in samples are soft grays, with darker gray, white or black, browns with tan or gold, blues with gray and deep wine shades in self fancies.

Combined with domestic makes in staple numbers for high-class trade, buyers can draw a fair conclusion with regard to novelty hoisery trends.

CLOTHING FOR MEN AND BOYS

Unseasonable weather has had baneful influence on clothing business to date — Warm weather to bring about the much-needed turn — Exceptional call for raincoats — Features of the Fall styles.

WITH warm weather holding off, the retailer of men's clothing has yet no very enthusiastic comment to make upon the Summer outlook as based upon records up to the present time. It is an ill wind that blows nobody good, however, for frequent rains have brought about an exceptional demand for raincoats. Apart from this, the retailer has no very glowing report. The continued cold caused men to still wear their Winter overcoats, and this told against the sale of Spring overcoats.

There is nothing like warm weather to make a man's fancy turn to thoughts of new clothes, but the necessary spell has been lacking, and as a result business has not developed as desired. It seems to be a tendency of human nature to postpone a matter of this kind if but little encouragement offers, and there are many men who, if they can worry along for a certain time without new suits, are still willing to do without them for the rest of the season. These things explain the heavy condition of stocks in many quarters to-day, and will also probably explain the sweeping clearances that are sure to come later. The man who has done business on a very conservative basis would appear, for once, to have struck it right.

Although reports from many sections of the country are to the effect that merchants have given fair consideration to those Fall lines in men's wear that have been shown, there is a backward disposition noted which is no doubt due to existing conditions.

Warm weather would do the trick, and it is not yet too late. The hot weather that was served out last year was certainly a warrant for preparations to meet a like visitation this year, but the opportunity to specialize on warm weather goods has so far been lacking. Should the unseasonable temperature continue, a serious crimp in camp and outing wear may develop.

The Review has already outlined the style features of the coming Fall season. On the whole no great changes are indicated. Garments will still

show conservative tendencies. The report from London that there is an increasing vogue for combination suits—that is, coats and vests of one color and trousers of another is said to be a trend already noted by exclusive Canadian shops. It will undoubtedly have the affect of increasing the call for neat trouserings and for dark fabrics for coats.

Although there are those who predict the return to favor of coats, melton, beaver or fabrics of that class, with small velvet collars, others are equally firm in the opinion that coats of the Ulster type in soft, light, but warm, fabrics will still have the call by reason of their suitability for Canadian climate. Belted models are coming to the front, one of this class having the belt convertible so that it may be used for full, half or merely strap dimensions, or removed altogether without impairing the appearance of the coat.

There has been a fair demand for small boys' clothing. Galateas, piques and linens are made up in sailor and Buster styles, with fancy touches that always appeal to parents, in spite of weather influences, and attractive displays have always brought results.

New Home for Broadway Brand

Randall & Johnston, Toronto, manufacturers of Broadway clothing, have moved from 71 York Street to the building formerly occupied by H. E. Bond & Co. (Picadilly Brand Clothing), corner Simcoe and Wellington Streets. They will occupy four floors. Their facilities for display and production will be greatly improved by the change.

C. W. T. A. WILL GIVE PRACTICAL AID.

Sarjeant & King, Barrie, wrote the Secretary of the Window Trimmers' Association as follows:— Enclosed find \$2 fees for F. N. Sarjeant, who is now our junior window trimmer. We would ask you to give him your best practical aid.

Post Cards From Review's Road Men

Brief stories by representatives of this paper about men, methods and events in the places they visit each week—Hundred years of peace suggests merchandising idea—Enterprise of young men in business—A men's wear dealer who is bluff proof—Made-in-Canada clothing special

Editor Men's Wear Review:—What's the matter with a "Hundred-Years-of-Peace Sale." The celebration of the century's peace is a live subject in this district. On June 18, 1912, exactly one hundred years ago, the Americans decided to invade Canada. Here is an opportunity for merchants to make displays suggesting the development of Canadian industry and the nurturing influence of international friendship. Soldiers, arms, flags, old uniforms, costumes of the times as compared with those worn now, might be used in attractive settings. Tell your readers about it. The merchant might describe his leaders as "peace offerings."

Niagara Falls, Ont., June 10. L. H. Drake.

Editor Men's Wear Review.—Its one thing for a customer to say he can send to the city and get an article cheaper than in the local store, and it's another thing for the merchant not to let him get away with that kind of story. I met a man the other day who was, as he said, "bluff proof." He keeps the catalogues of the large stores on his counter and when anyone suggests mail order to him he turns up the article, finds its price, compares it with his own, figures the express charges and emphasizes the risk of not having it according to order. He has converted many customers by that kind of argument.

Peterboro, June 13. J. W. Deyell.

Editor Men's Wear Review.—Met a newspaper publisher the other day who said that one of his biggest problems was to get the local merchants to change their advts. Some of them seemed to prefer to run a general advt. covering three or six months rather than worry about once-a-week changes. One man with preferred position had run the same advt. for two months, and all that time the city papers were coming in with the attractive offerings of the mail order houses. Not very good business, do you think?

Smith's Falls, June 6. J. W. Deyell.

Editor Men's Wear Review.—One of the several bright men's wear stores in this city holds a "see-saw

sale," for clearance purposes, the feature of which is the reduction each day of the prices on certain lines at stated periods of the day. The See-Saw sale is now an established event. It is advertised by full-page advertisements beforehand.

St. Catharines, June 5. L. H. Drake.

Editor Men's Wear Review.—I asked a merchant here what he thought about Canada handing back the Bunker's Hill cannon to the Americans. He replied: "Just at present, I'm too busy selling rain-coats to American visitors to bother about this cannon affair. It pays me to specialize in certain English lines. The fact that they are English and carry with them the stamp of London style is a good selling point; and talking of cannon, there wasn't much ceremony about giving and taking in this district one hundred years ago."

Fort Erie, June 13. L.H.D.

Editor Men's Wear Review.—Why is it that manufacturers of men's wear lines are not more largely represented on the Made-in-Canada special train? Crowds of people are attracted by this train at its points of call in the West, but in my opinion the displays do not go far enough. I was discussing it with a merchant the other day and he suggests that manufacturers of men's wear lines get up a display train and that merchants be advised of its coming far enough in advance to get up special showings in the stores of lines carried in the train. It strikes me as a good advertising stunt.

Brandon, June 7. David Williams.

Editor Men's Wear Review.—In several places that I have recently visited, the enterprise shown by young men in business has impressed me much. I don't disparage the older heads who have probably come through more strenuous days than the youngsters know anything about, but rather is it to the credit of these young men that they have stepped out in this way—good stores and equipment and a willingness to consider novelty when it means good business.

Smith's Falls, June 6. J. W. Deyell.

When Wife Helps Husband Buy a Suit

Salesmen regard this as a difficult proposition — Tact, patience and fine judgment of human nature required — Some amusing incidents referred to — Wife often makes the final decision — The Desire to look elsewhere

IN discussing the problem outlined in the last Men's Wear Review, salesmen appear to be unanimous in the opinion that when a man is accompanied to the store by his wife to help select a suit for him, it is time to brush up on tact, patience and general appreciation of the five points in human nature. In the large cities it is only seldom that the "better half" puts in an appearance, although it may be, in seven cases out of ten, the husband has been given a pretty fair idea as to her preferences. In such case, however, the salesman only has the one person to deal with, and is not to be held responsible if the man, allowing his own tastes to run too freely, brings down some criticism upon himself.

Sometimes a merchant will make a point of waiting on a couple himself, when they come to buy clothing, but on a busy day, he cannot do this. He must rely upon his salesmen, and it is just as well that he should, because if his salesmen cannot handle the most difficult proposition they are not experienced men.

It is in such a case as the one described that rules of book are practically worthless. No rule has ever been known to fit a woman's whim; therefore, the prize in most cases is to the salesman whose agility of observation is only equaled by his ability to apply it to practical purposes. It is as though he were dealing with one person and a dual temperament.

Summing up his experiences for the year, a salesman is sure to find some interesting character combinations: There is the man and wife who are avowedly at variance with each other. In many such cases a garment is selected which neither one likes. There is the wife who lords it over the man, she has sworn to obey. He is allowed to speak, but her ideas rule in the matter of clothes. The salesman in this case must preserve a nice balance of treatment. There is the bully of a husband, who openly sneers at his wife's choice, while she looks quietly on. It is noticed in the long run that the husband picks the suit she liked best. Here the salesman must assume an attitude of profound respect for each. Then there is the masculine creature, who knows what he wants, and is going to have it in spite of his wife or any other member of the family or his wife's relatives. It is comparatively easy here, as the salesman only has one person to please. Any interference from the wife is scorned. Probably the hardest one of the lot is the pair who haven't been married long enough to know what they want, but each of whom hates to concede a point to the other. In this case the salesman must be as smooth as a new silk hat, and, moreover, must be careful to rub the right way.

From the replies received, The Review has selected three, each of which, in an interesting way, imparts some good advice, seasoned by actual experience on the matter. One is by Roy Kenny, with E. J. Malone, Tillsonburg, Ont.; one by A. Stevenson, clothing salesman for Thornton & Douglas, Stratford, and one by Angus McNaughton, Huntington, Que.

Mr. Stevenson's reply:—Here is a problem every clothing salesman has been up against at some time or other. I have met with it several times, and find you have to feel your way very carefully before you start to understand them. I have found the best way is to study the personality of your couple, watch how they address each other in talking over the garments as you show them, and decide which has the master mind.

If the man is short and cross in his answers to his wife, I am sure if you can please him, the wife will have very little influence in persuading him one way or the other, and once the suit is home she won't interfere. On the other hand, if the wife holds the power, you had better give in to her views, for if you gain her confidence she will do the deciding, and bring the husband back for the next suit. Under no circumstances annoy the man or give him the idea that you think he doesn't know what he wants: that it is his place to dress as his wife directs.

Then there is a third class, the man that will not offend his wife and the wife that won't offend her husband. I believe this is the hardest problem of any of them. One will say, "I like this suit," and the other, "I don't care much for it, but you have to wear it." You show a lot of suits and it is the same story each time.

The wife will wear out first and want to look elsewhere, but the husband is half inclined to stay. You have a few suits there that she likes, but do not just satisfy the husband. I believe you can win the man much easier than the woman, and I would give in to the wife and try to lead him into her views, but don't let him see that you are trying to switch him.

Give him all the credit you can for his selection. He may want a light Summer suit, his wife a darker fabric. Explain the excellent materials in the Summer suit, but that it is only good for the Summer months, where the other selection is good for all-year. You are going to save him the price of a second suit, and vice versa.

If the wife wants the light suit, there are dozens of arguments to use, but don't lead out so strong that you can't come back. I fully believe if you get the wife's confidence she will do her part when the suit

arrives home, and the husband is not entirely satisfied with the color or pattern. Every time he puts it on she will say something to smooth it over and make it look better. The other way, if she doesn't like it she will roast him every time he puts it on, and he will tire of his choice before it is worn out, and it will always be classed as a very unsatisfactory suit, and the next suit will be bought somewhere else.

Angus McNaughton's views:—In country trade it is a very common thing, almost the rule, for the wife to accompany her husband when a new suit is wanted. As a rule, too, the wife helps the sale, and the man is pleased with what suits his wife. So, we find it good policy for the salesman to first find what the wife's taste is.

In the first place, the salesman should measure his man with his eyes, and to make sure work, use the tape before he asks his customer to try on the suit, especially the coat. It is important that only goods in stock with the correct size, be shown.

Always see that the first garment tried fits, for when a good impression is made as to the make of the goods, it usually helps in the selection of the quality and color.

It is always well for the salesman to show his assortment, but try to concentrate your customer's mind on a few lines.

From year to year, special-priced suits such as \$8, \$10, \$12.50, \$15, \$17.50, \$20 are bought, and the wife usually is the first to mention about the price, which is a great help. As far as possible, let the salesman consider the wife's taste.

Some funny things happen. For example, a man and his wife drove some 10 miles on a very cold day in Winter to buy clothing. The man wanted a suit and fur coat, and the wife a fur jacket. The man took the salesman into his confidence, while the wife was being warmed. He was more concerned about his wife's coat than his own suit and coat, but wanted to make the whole purchase in one place.

As it sometimes happens, our stock of suits and men's fur coats were much larger than our stock of jackets, so we concluded to first sell the suit and fur coat, which we did.

Not having a woman's coat in stock to suit the required style and price, I showed the man a small-sized, good colored wallaby coat, which suited him fine. I told him it was intended for a man's coat, but really I considered it a good style for women, being a box cut. He agreed with me. This all happened on the side.

So I brought forward the coat selected by the husband. The wife was well pleased with the fur, so I suggested she try it on. This she did, and stood before the mirror. "Why!" she exclaimed, "this is a man's coat." I admitted it was a little mannish. At this she became nettled, and said she did not want

a man's coat. Her husband replied that as she now wore the trousers, he thought she should have the coat also. After some sharp digs between them, the salesman standing over, the coat was bought and both went away happy.

Moral.—The salesman must let men and wives settle their own little differences as to style.

This was the first fur coat of men's style we sold. Since that, they have become the leading style in city, town and country. This couple had an eye to common sense.

Roy Kenny's reply:—On approaching my customers, I would address them thus: "A beautiful morning?" or "Something I can show you?" and you usually get the reply from the lady, "Yes, my husband wants to see a suit." At once I must form the impression that she holds the reins and that it is up to me to cater to the lady and still keep the gentleman in hand. I conduct them to the department, give her a chair and take his measure. If his breast measure is 40 inches, I slip a 40-inch on him at once. Finding this to be a perfect fit, I remove it and turning to them, I ask them both what they would prefer, a black or blue or a colored suit, in the meantime sizing up what he has been wearing. If it is a fancy suit, I have an idea what to show them. The first suit I put on him is a \$15 suit in a nice, dark, fancy stripe. I get the reply from the lady, "I would not let him wear that at all." I then ask her idea of color for him, and her answer is, "I don't know until I see it." I immediately bring back a few very nice, quiet patterns, ranging in price from \$15 to \$22, and try them on.

Everything he likes she doesn't, and what she likes he doesn't think would be suitable. They don't want to go over \$15 or \$18, and I came to the conclusion, after spending about one hour, that it is impossible for me to sell them a colored suit. I then turn to the lady and say, "Madame, how would you like your husband to have a nice black suit." She doesn't know, but he says, "Let us see them." She remarks, however, "Never mind, we will call again." I say, "Just one moment. We have some beautiful black suits manufactured expressly for our own trade. They are simply dollars cheaper than you can buy them elsewhere in town. Will you please try this 40 on you, sir? Now, is not that a beautiful suit, Madame? Look at the drape and hang of it. Does it not fit beautifully on the shoulders?"

"Yes," she replies, "I like the make of that, John, better than anything you've had on."

I have catered to her all through the sale, and have wound up by selling them a \$24 black suit. But it has taken one hour and twenty minutes to do this, and when they came in their price was from \$15 to \$18 for a fancy suit. As well as this, I sold them \$6.50 of furnishings.

Increased Cost of Fitting Customers

Do patrons exact more from the ready-made clothing merchant than from the custom tailor? — How to give perfect fit at less expense is burning problem — Confidence in the salesman an important factor

By George D. Briggs, in Men's Wear, New York. Copyright, Fairchild Co.

A CUSTOM tailor was being shown through a ready-to-wear clothing establishment, when taken to the busheling room where more than fifty tailors were at work on the bench, exclaimed, in amazement, "What is this army of tailors doing here, in a ready-to-wear clothing establishment?"

That alterations on ready-to-wear clothing were so extensive as to require the services of great numbers of tailors was entirely beyond his conception. But such, alas, is the case.

Only a comparatively few years ago alterations on ready-made clothes consisted merely in shortening sleeves and trousers. A couple of tailors were sufficient to take care of all the alterations of quite a large business. The cost for alterations in those days was so small as to be insignificant, but to-day, with conditions general throughout the country which make necessary a whole galaxy of tailors to take care of the alterations of even a fair-sized business, with the cost of such alterations equaling, and, indeed, in some cases exceeding, the cost of salesman's salary for selling the goods, it is not surprising that clothing merchants everywhere are experiencing a feeling actually bordering on alarm over these conditions.

The temptation, naturally enough, is to seek desperately for some measure of relief, and to apply as a remedy that which will prove to be, at best, merely a palliative.

The person afflicted with headache may think he is curing the malady with headache nostrums, when he is merely obtaining temporary relief. To effect a cure it is necessary to discover the underlying cause, that it may be corrected or removed.

In going over the situation, and carefully noting all facts in the case, with a view of discovering exact causes underlying present conditions, we find many of the best class of men, those who are fastidious dressers, wearing ready-made clothes. These men have been weaned away from the custom tailor by a process of education, in which the ready-to-wear clothing merchant has persistently and insistentlly claimed to be able to fit the customer to the customer's entire satisfaction, and has guaranteed so to do, offering this guarantee to men who had been accustomed to having their clothes made to order as an inducement to buy them ready made.

THE EXACTING CUSTOMERS.

Thus it is seen that the ready-to-wear clothing merchants have educated their customers up to a

point where they not only expect, but actually exact, more from the ready-made clothier, in the way of perfect fitting garments, than from the custom tailor.

That it would have a most unfavorable effect upon his business for the ready-made clothier to, in the slightest degree, relax his efforts or modify his claims to perfectly fit the customers, after having educated them to expect so much, every thoughtful person will admit.

The problem, therefore, is not how to fit the customers less perfectly, but how to fit them perfectly at less expense. Before the problem can be solved, it must be understood, and, to aid in a clear understanding of it, I will point out the important fact that fitting the customer consists of two propositions: The one to fit the body, and the other to fit the mind.

In considering the problem of fitting the body, attention is called to the fact that the manufacture of ready-to-wear clothing has been developed to such a high degree of perfection in recent years that it can properly be spoken of as an art, in which the highest salaried and most skilled designers are employed, with the result that the garments of our ready-to-wear clothing, in many instances, not only rival, but actually surpass, in excellence of detail the garments made by high-class custom tailors. Furthermore, when it is remembered that provision is usually made to fit five, or even more, different shape men in each size, it will be clearly seen that much has been accomplished to make fitting the body easy.

The fitters employed to mark alterations are, as a rule, very good tailors, and the continuous experience which marking alterations all day long gives, enables them to become very expert in their work.

ONE WEAK SPOT.

There is, however, one weak spot along this line of excellent facilities that has been so splendidly developed, and which has made it possible to fit the body so perfectly. The element of weakness is in the busheling room, and exists because many bushelmen, being unable to properly understand the markings on the garment, or the written instructions on the busheling tickets, make the alterations wrong, and, as a result, a second alteration is necessary, which probably means a disgusted customer, who has lost confidence in your ability to fit him.

See to it that the superintendent of your busheling room has examiners or assistants enough to in-

sure every bushelman being properly instructed about his work. that the ideas of the fitter who marks the garment for alteration may be properly understood and carried out.

"FITTING THE CUSTOMER'S MIND."

However, it is the second proposition, how to fit the customer's mind, that staggers the intellects of our ablest clothing men. The cost of fitting the customer has reached a point where it is causing consternation, because of failure to answer this second problem. One of the best known ready-to-wear clothing fitters in the business, a man who marks the alterations for many thousands of customers, among whom are some of the most prominent men in the country, recently remarked, "The fitter's life is one continual round of trouble, because those customers whose bodies are not hard to fit have such extraordinary ideas that it is well-nigh impossible to fit their minds." There is not a clothing salesman who does not appreciate the truth of this remark.

Along comes a customer whose body can be fitted without a bit of trouble. A garment is put on him which simply cannot be improved, but, walking over to the mirror, the customer remarks, critically, "Oh! That does not fit at all," and in one minute our fastidious sartorial critic points out more things the matter with the fit of the garment than a rapid-action tailor could make right in two days. This example is a case mild in the extreme, but the next will give you a better run for your money, because here comes a customer who has his wife with him.

They prove very easy to please in selection of material, and, as the man is easily fitted, being well proportioned, the salesman is congratulating himself on making an easy sale, when the madame walks over to inspect the fit of the suit. Here is where the trouble begins, but who can tell where it will end?

"The shoulder seam is entirely too far over, and just look at the fit of those sleeves; perfectly horrid. What is the cause of all that fullness in the back of the coat? and the trousers, they don't fit at all," and there you are.

The lady has spoken, with the result that your perfect fitting suit of a moment ago is knocked into a cocked hat.

This fitting the mind is some job, especially when it is the wife's mind.

Oh, well, cheer up, the worst is yet to come.

Our next customer brings three of his men friends with him, and, being a man with great respect for the opinion of his friends, he will not buy a suit unless all three of his friends agree that it is perfect fitting. No trouble at all in fitting the customer's body, but here there are three minds to fit, and, oh, such minds!

Then there is the customer who can put on a ready-made garment that fits him so perfectly that it puts a made-to-order garment in the shade com-

pletely, but, looking in the mirror, he asserts with great positiveness, "Well, I will take it if it can be made to fit, but you can see it will require a great deal of alteration, and, mind you, I will not take it unless it is a perfect fit."

So, all the live-long day, the salesman encounters customers whose bodies can be fitted perfectly and easily, but the mind, how to fit the mind? that is the momentous question.

Of course, to say, yes, that garment fits you to either the customer, his wife or his friends, who have declared that the garment must be altered, would, of course, be likely to lose the sale, so the usual course is to concede the point, and after agreeing that the garment, which is all right, does not fit, the salesman adds, with more or less enthusiasm, "But we will make it fit you all right," so the perfect fitting garment is chalked up and cut up in an effort to meet the erroneous and oft-times impossible ideas of the customer.

NEEDLESS ALTERATIONS.

Of course, a garment that fitted well at first never fits as well after being altered, so back comes the customer for a second alteration, because the ill fit which originally existed only in the customer's mind now exists in reality, and here is the real cause of the excessive cost of alterations. It's not in making the alterations which are necessary to fit the body, but in altering the garment which is all right, in a too often fruitless effort to fit the vagaries of the customer's mind.

The answer to this second proposition, How to fit the customer's mind? and the remedy for this distressing state of affairs, is winning the customer's confidence to a high degree.

Ability to do this necessitates a perfect understanding and co-operation between fitter and selling force, and the highest order of salesmanship. Everything in these days points out and emphasizes the need of scientific salesmanship, but the rapidly increasing cost of alterations proclaims this need in a way that cannot be disregarded.

For the man who owns the business, or his manager, to go to the fitter and selling force and say, "The alterations must be cut down," may, and, if pressure is used, it undoubtedly will, result in reducing the busheling expenses, but it will not solve the problem of fitting the customer's mind.

Such action will in no sense cure the trouble. It is like the headache powder that merely numbs the nerves without removing the cause. In fact, putting the screws on the fitter and selling force, instead of winning a high degree of confidence from the customer, will develop a situation which will more and more lose you the customer's confidence.

Why is it that the customer, his wife and his friends are captious about the fit of a garment, in-

sisting that a perfect fitting garment be altered? It is because they have been stung. Someone has sold them, as perfect fitting, a suit that should have been altered, and that will happen again and again, if the fitter and selling force are made to shoulder the whole responsibility.

The owner of a major league baseball organization sends the whole aggregation of ball players, in charge of his manager, to the Sunny South about six weeks before the season opens, that they may be fitted, drilled and taught how to play the game in the most scientific manner known. What would you think of a baseball magnate who called his players together without any preliminary training the day before the season opened, and said to them, "Now, if you want to hold your job, go in and win your games?"

Such a team would have about as much chance to win as a grasshopper among a flock of turkeys.

PERFECT CONFIDENCE MUST EXIST.

Winning ball games is an easy matter as compared to fitting the customer's mind, and the responsibility is yours. Mr. Merchant, of making the conditions such that perfect confidence and co-operation shall exist between the fitter and selling force, and of training and developing them to a point where they are capable of winning and holding the confidence of customers to a degree which will enable them to easily fit the customer's mind.

This alteration question, which is uppermost in the mind of every thoughtful clothing man in the country, can be settled only when the man who owns the business faces the situation fairly, makes conditions right, and thoroughly trains his forces.

As a first step in this training, every salesman must be taught, and so thoroughly taught that he becomes an expert in determining the best size to fit a customer with. There must be no chance of the size being turned down by the fitter when it is brought to him to be marked.

Of course, it is an expensive and risky thing to alter the wrong size garment, especially for a particular customer, and it is natural enough if the salesman has made a mistake in determining the size for the fitter to ask that the right size be brought him.

Right here is where the customer's confidence in a salesman may be shattered in the twinkling of an eye.

The size the customer requires must be determined by the salesman before the sale is made, and not by the fitter, after the customer has been led up to a decision and the sale made; therefore, the salesman must be able to properly determine the size, and the fitter must enthusiastically back up his decision.

A salesman who is at all up to the snuff decides early in the game what size he is going to give his

customer, and, having decided, shows the goods in that size. When the customer's mind has been focused upon a certain garment, and all its desirable points have been so pointed out and emphasized that the customer decides that this is the garment he wants and no other, when the salesman has assured him that this is the size which he must have, that the lines and proportion of this size are good, and that it can be altered successfully, that, in fact, no other size would do, just imagine, after having fixed these ideas in the customer's mind, having the fitter decide, when the customer is brought to him, that the wrong size has been selected! Such an act simply divests the customer of all confidence in the salesman.

THE FITTER AND SELLING FORCE MUST WORK TOGETHER.

Therefore, the fitter and the selling force must agree upon a standard for determining the best size to fit a customer with, and every member of the selling force must be drilled on this point until there is no possibility of the fitter rejecting the size presented for alteration. The selling force must become so expert that the fitter will have perfect confidence in their judgment and never refuse to mark a garment submitted to him, knowing that even if it seems to him to be a wrong size, the salesman must have good reasons for presenting it, and, therefore, he marks it without question.

For the salesman and fitter to discuss sizes in the presence of a customer is fatal. The customer's mind is filled with doubts, and, even if the alteration is successful, it will not please him, because he will have a preconceived idea that the garment will not fit, founded on the doubts projected into his mind by the disagreement of fitter and salesman on what size he required.

It is of the utmost importance that every salesman, in addition to being an expert in determining the size, shall have a clear knowledge and full appreciation of the points of excellence of the models they are selling.

Salesmen, do you ever stop to think, as a well-fitting, graceful coat is tried on, what creating that model cost the designer in thought and effort? As you have noted the shoulders, perfect fitting along natural lines, do you realize that perhaps months of the most careful thought and experiment were devoted to that one detail before the desired result could be accomplished? Well, if you have not, then it is not surprising if you consider as a defect some feature, for instance, a graceful fullness in the back of a coat below the shoulders, a feature which the designer considers one of the chief points of excellence, and which was put there with the greatest care, it being an important part of his carefully wrought out plan to produce a model which would, by the carry-

ing out of natural lines, skilfully cover up the defects of a poor figure, yet would cleverly display the fine points of a good figure.

A well-known designer, whose great skill has won him an enviable place in the profession which he adorns, one day walked into a shop where clothes, designed by him, were sold, and, going over to the fitting department, saw garment after garment marked for alteration in such a way that the quality of the model, which was its crowning point of beauty, the feature which he had worked months to produce, would be completely obliterated. The designer's disgust at witnessing thousands of dollars being recklessly spent for busheling which would completely wipe out the most important feature of a model that he had given his time and best thoughts for months to secure can easily be imagined.

Why do such things occur?

Simply because the salesman, not having the designer's conception, not knowing the points of beauty and superiority, of course, cannot impart to the customers the ideas not possessed by themselves.

The novice may view a magnificent painting, the work of a great painter, with little appreciation and no enthusiasm at all, but listen while the picture is described by the master.

The artist's dream which gave birth to the subject or theme of the picture is brought vividly before you, everything in the painting takes on life, you almost expect to hear the people speak, the atmosphere can be felt and the sunshine is as real as the noonday sun. Why has this bit of canvas, which a moment ago seemed so dull and uninteresting, suddenly become seemingly a thing of life? Simply because you are now seeing it through the artist's eye. You are sensing it through his emotions.

This is what the salesman must do. He must see the points of excellence and beauty of the models he is selling, through the eyes of the man who designed them. He must feel the same pride in and desire to defend them that the designer feels, and, in order that this may be possible, Mr. Merchant, get in touch with the men who design the clothes you are selling.

Send your buyer or someone else to get from the designer his ideas and conceptions, and, when he has secured them, let him return and impart them to the salesman. Whoever is delegated to do this must be a person capable of fully imparting the ideas received to the selling force.

If distance or any other reason precludes the possibility of getting in personal contact with the designer, then get in communication with him by letter. He will be glad to co-operate with you.

A COMMANDING POSITION.

The salesman who is an expert in determining the size and has a thorough knowledge of the model's

strong points, with plenty of enthusiasm about them, will be in a commanding position to deal successfully with the problem of fitting the customer's mind. However, in successfully dealing with the situation, it is necessary to keep uppermost in your mind the fact that the customer's implicit confidence in you is the all-important and essential factor. A prerequisite in winning that confidence is to make, not only all necessary, but all desirable, alterations. Although you may make all alterations that should be made, may even fit the customer perfectly, without winning his confidence, yet you can't possibly hope to win the customer's confidence unless you do fit him properly. The customer not only must be perfectly fitted, his confidence must also be won.

When a garment is tried on a customer, if there is an imperfection in the fit do not give the customer a chance to point it out, but get ahead of him. All required alterations not only must be made, if making them is to be an opportunity of winning the customer's confidence, they must be made at the salesman's suggestion, before the customer has demanded them. This will be a big factor in winning confidence.

When a customer criticizes a perfect fitting garment do not attempt to combat him, but quickly take off the garment, and, when you have selected another that fits him properly, before he has an opportunity to look for defects or think of criticisms, in the briefest, but most forceful and convincing manner, call attention to the excellence of the fit, the beauty of the model and the perfection of the garment's balance.

These ideas must be projected into the customer's mind with sufficient force to exclude all negative thoughts and to so permeate his mind with your ideas that instead of looking for defects he will be dwelling upon, and looking for, the excellent features you have pointed out. Many occasions will arise when the greatest diplomacy will be required to secure an opening for these suggestions.

The following will serve as an illustration:

A customer, accompanied by his wife and a friend, called to buy a suit. Every garment shown them was condemned because of dissatisfaction with the fit. While the wife and friend were both severe in their criticisms, yet it was clearly apparent that the friend was the factor to be dealt with, as both the customer and his wife looked upon him as the oracle.

Therefore, the salesman, recognizing the necessity of making this man his ally, succeeded, by the aid of the most adroit diplomacy in winning his confidence and good-will. From that moment it was clear sailing, all the unreasonable criticisms of the garment by both the customer and his wife being over-ruled by their friend, and the suit was satisfactorily sold, with only the slightest alterations.

THE MAN WITH "A CHIP ON HIS SHOULDER."

Another case will be cited, in which not only diplomacy, but persuasive powers, were necessary. A customer, who entered the store with a chip on his shoulder, opened up on the salesman by laying out the firm and everyone connected with it, all because of repeated disappointment with the fit of clothes purchased in the establishment. It did not take the salesman long to discern that the customer's ideas of a garment's fit were impossible, and that the salesman's and fitter's efforts to carry out these ideas had only resulted in ruining the garments.

This customer's body was easy to fit, but it was exceedingly difficult to fit his mind, because he was hard-headed and very set in his opinions. After a great battle of intellects the salesman mind prevailed, controlling and directing the customer's mind at will.

From that moment the customer's confidence in this salesman has been so great that he will allow no one else to wait on him, and although the salesman has sold him many clothes since the memorable encounter at their first meeting, the alterations have always been insignificant, and never a second alteration.

To control the minds of your customers means controlling the alteration expense account.

As the extent of ability to control and direct the minds of others accurately indicates the degree of salesmanship possessed by a person, then, obviously, the way to cut down the alteration expenses is to tune up the selling force. How is this to be accomplished? The ability to deal successfully with this vexed alteration problem depends upon having the right conception of, and method for, tuning up the selling force.

Making the selling force feel, either individually or collectively, by your attitude towards them, or by criticisms, that you are dissatisfied with them, and possibly that their positions are in danger, is not a good way to tune up your selling force. The minds of the selling force must first of all be filled with confidence in their employer. When this relation of confidence is established, then every member of the force must be thoroughly taught.

What a wonderful power it is to be able to control and direct the minds of others. The person who is able to do this must have not a few, but many, qualities of his intellect developed to the highest degree of perfection. For doing this there is no school in the world that equals the school of everyday experience right on the floor of your store, and any man or boy of average intelligence can, in this school, have developed in him the ability to control and direct the minds of others. However, much serious thought is required, and it is necessary to

have someone to point the way. A teacher is necessary who is himself not only a great salesman with marvelous analytical powers and a sufficient knowledge of psychology to at least define the general laws and principles which govern the mind, but who is able to impart this knowledge to others.

Furthermore, he must be trusted and liked by those he is to teach, or he can accomplish nothing. Have you such a man in your organization? If not, get one.

A Varsity eight might as well hope to get into shape and win the boat race which would give them the honors and championship of the great colleges of the land without a coach or trainer, as for a clothing merchant to expect that his selling force could be tuned up to a pitch which would result in cutting down the busheling expenses without the right man to teach them.

Every member of a major league baseball team is drilled individually, hours at a time, day after day. To-day they are taught to become skilled in sliding to base, to-morrow it is the most effective way of bunting the ball, and some other day it is working out the fine points of inside baseball, but all the time the members are taught, drilled, disciplined.

THE DEVELOPMENT OF YOUR SELLING FORCE.

The developing of your selling force, Mr. Merchant, to a high degree of effectiveness is necessary if you are to win in the business game, which has higher stakes, and is, indeed, more serious than playing ball, and which requires even more careful training and higher development of the individual than the latter.

How could I have better won the confidence of that suspicious customer who was sure we could not fit him, or what method of suggestion would have most effectively headed off and eliminated the negative ideas of the man and his wife who were so critical about the fit? By what stroke of diplomacy, could the confidence and good-will of the customer's friend who came to criticize the fit of the garment have been won?

And the captious customer who seems to oppose everything on general principles, like the Irishman who was "against the government," by what sort of persuasion could he best be won? These and many kindred questions are asked of himself each day by every thoughtful salesman. Is there someone in your establishment to help with the answer? If not, then your selling force will not be tuned to the right pitch.

Diplomacy can be developed in the individual. The habit of careful thought and skilful analysis of your experiences, always remembering that every result has an adequate cause, can be formed.



Flemish Oak Cravat Holder for counters, showing stand also filled with "Mitchell Slide Easy Ties" about to be presented to the trade with the compliments of Niagara Neckwear Co., Limited, Niagara Falls.

From the daily selling experiences may be gleaned ways of most effectively developing those elements of intellect most essential, but, like the coach for the Varsity crew, there must be the teacher to point the way.

Tune up the selling force.

See to it that there is a perfect understanding between fitter and selling force.

All this spells efficiency, that great wave which is rolling over the country, and as the soft zephyrs and warm spring sunshine bring life and beauty everywhere, so real efficiency wherever it finds lodgment, brings order out of chaos and turns waste into profit. It will solve the alteration problem.

Try it.

A Popular Suspender

The popularity of the President Suspender in the men's wear trade of Canada, Australia and New Zealand is strikingly illustrated by the fact that the Niagara Neckwear Co., Niagara Falls, Ont., recently issued a cheque for \$33,944 to the patentees for royalties at 25 cents a dozen on sales in those markets.

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CONDENSED ADVERTISEMENTS

WANTED—SALESMEN TO CARRY (COMMISSION ONLY), all pure thread silk knitted neckties. Price \$4.25 per doz. F.O.B. Albany, N.Y. Geo. T. Stoneman, Albany, N.Y. (1)

FOR SALE—CLOTHING AND FURNISHING business—Sault Ste Marie. The largest and most remunerative clothing business in the city. Annual turnover twenty to twenty-two thousand—will do twenty-five this year. Fitted with wardrobes and rods, to accommodate five hundred suits; will give five or ten-year lease. Modern living apartments upstairs for family of six. Garage in rear.

Established twenty years; owner retiring. Stock about ten thousand. Possession July first. Average price suits \$20. C. E. Sullivan, Box 934.

AGENT WANTED ON COMMISSION TO sell the Skeldon blanket in Maritime Provinces and Newfoundland. Miller & Porteous, Limited, Skeldon Mills, Ayrshire, Scotland.

SALESMEN — A SIDE LINE—WE WANT salesmen to sell the Fisk interlocking adver-

tising service to newspapers, dry goods, department, general and variety stores throughout Canada. In my opinion this is the best side line proposition open at the present time. I will be very glad to write full information to any traveling man who will ask for it. My advertising service can be sold not only to dealers, but also to newspapers. We take only one in a town, either a newspaper or a dealer. You had better write and find out all about it. Dealers who should happen to see this advertisement are invited to send for sample copies of the Fisk Interlocking Advertising Service. Henry Stirling Fisk, President, Fisk Publishing Company, Schiller Bldg., Chicago, Ill. (1)

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, *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 band, 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 chamois. 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 cheviot 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 cheviot or worsted. Shirt—White, stiff, plain bosom, 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.

Tooke

SUMMER UNDERWEAR

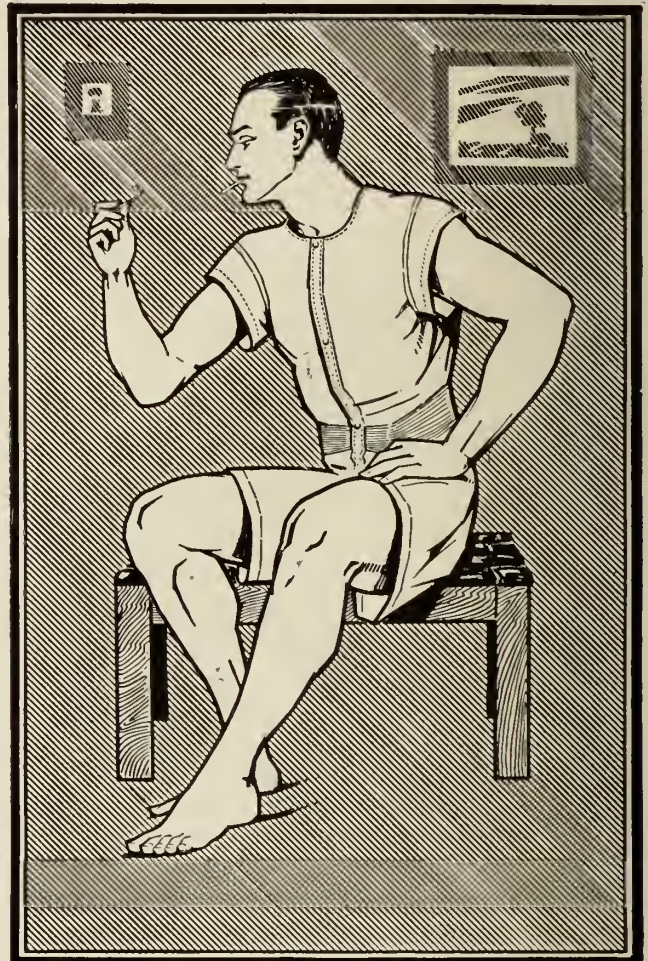
Suits The Man Who Loves Comfort

Easy-fitting, light, cool and airy, TOOKE Summer Underwear makes a strong appeal to your customers when hot weather sets in.

Made both in combination and two-piece styles, of light but exceedingly strong fabrics, in small checks. Combinations have knitted balbriggan insert in the waist to give elasticity

This TOOKE line is certainly a business-getter. Order a good supply at once and make the most of it.

Can be retailed at \$1.00 per suit.



TOOKE BROS., LIMITED, MONTREAL

MANUFACTURERS OF SHIRTS, COLLARS AND NECK-WEAR AND IMPORTERS OF MEN'S FURNISHINGS

WINNIPEG WAREHOUSE

91 ALBERT STREET

Please mention The Review to Advertisers and Their Travelers.

MEN'S WEAR REVIEW



JULY, 1912

Features of this Number

What Would You Do in Absence of Boss?
 Advantages of Semi-Annual Sale
 How Merchants are Moving Summer Stocks
 Bright Men's Wear Displays Illustrated
 C. W. T. A. Convention Notes
 Baseball Windows Appealed to Fans
 Strong Aid in Summer Merchandising
 Good Advertising
 Neckwear Men Discuss Price Situation
 The Soft-Dress Age in London
 Review's Information Bureau
 Men, Methods and Clothes
 Would the Boss Give a Rebate?
 —Salesmanship Competition

PUBLISHED BY
THE MACLEAN PUBLISHING COMPANY, LIMITED.
 3RD WEDNESDAY OF EACH MONTH

Fall is Coming

Likewise a brand new idea in Sword Neckwear. Hold at least part of your Fall orders until you have seen the natty, new creation which we believe will cause a stir in the Canadian Neckwear trade.

**IT IS NEW
AND WILL BE A SELLER
NOT A FAD**

While conforming with the latest neckwear vogue, this cravat is so entirely different as to warrant you waiting. That's all we can tell.

Sword Neckwear Co.
LIMITED

Toronto

Ontario

Would The Boss Give A Rebate?

A MAN purchased a suit for \$18 at a store where he had been a regular customer for some time. A few days later, on entering the same store, he was somewhat surprised to find that suits similar to that which he had bought, were then on sale for \$15. His friend bought one, and remarked to him in the presence of the merchant, "You see, it would have paid you to wait for this clearance sale. I am \$3 ahead of you on this deal."

The first customer turned to the merchant and protested. "Considering that I am a good customer," he said, "and have brought business to your store, I think you should give me a rebate on my suit."

What did the merchant say?

For replies, 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 August 12th. Address, Editor, *Dry Goods Review*, 143 University Avenue, Toronto.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

At Ascot recently the King's hat was a grey top-per, the first time he has been seen wearing it. On other days he wore a black silk hat.

* * *

"We have the blues for you," is the wording of a card which appeared recently in a serge window of a Yonge Street men's wear dealer, Toronto. This is hardly as gruesome as the heading which a hatter used in a recent advertisement: "All we want is your skull and two bones."

* * *

A men's furnishings store in Chicago is located on the third floor of one of the large office buildings. The proprietor states that the public has been responding in large numbers, appreciating the fact that an upstairs store with less expense can give more value at lower prices.

* * *

One of the latest novelties in umbrellas is a combination lock calculated to baffle the umbrella thief. On the collar fixed near the handle, are three metal rings which can be revolved. On the divisions of the rings, figures and letters are marked and the only person who knows the code number can open the combination.

* * *

A men's wear dealer, wishing to start something unusual, announced that on a certain day he would circularize the town with fliers announcing a special sale in every line of goods carried, but that on ten of these fliers some one single article, regularly priced from \$2 to \$5, would be priced at 25 cents. These ten articles were all different, and the holders of the lucky fliers, by presenting the same at his store before a specified date, might purchase the

articles thus specially priced for the sum stated—a quarter. The announcement caused a diligent reading of every flier issued, and the result was a brisk sale.

* * *

Straws and every other kind of Summer head-wear have come to their own during the past few weeks, and not wishing to take any further chances with the weather, retailers have cut prices instead of holding on till August. Thus the season this year has had a short shrift, but a brisk one while it lasted. Should the warm spell continue, however, there is no doubt that considerable profit will still be made through careful merchandising. Samples already shown for next season reveal very few notable style changes. Panamas in the smaller shapes will again be an important feature. Sennits are also prominent.

* * *

In Paris, pajamas and luxury are words which have a more synonymous relationship than in this country. A Paris expert in fashions for men states that the advent of the pajama has created a profound revolution. Thanks to this new night attire, covered beds have disappeared, and that ridiculous garment, the nightshirt, and its grotesque companion, the nightcap, are gone forever. Extreme care, he continues, must be taken in the manner in which pajamas are used. At night, after the ablutions, it is correct to don a silk or zephyr pajama suit, with stiff collar and pleated trousers, not too wide. On waking, these garments should be exchanged for warmer pajamas made of flannel, with a turned-down collar. In these one should take breakfast, and a man of fashion should never appear before his servant or an early morning visitor in the wrinkled garments in which he has slept.

George B. Cluett, founder of the great shirt and collar business of Cluett, Peabody & Co., died June 28, aged seventy-four. He was born at Wolverhampton, Eng., in 1838, and when 12 years old, went to Troy, N.Y. He entered the collar business with the firm of Maulin & Bigelow, rising to the position of superintendent and in 1868, was admitted to partnership. Mr. Cluett had learned the collar business from beginning to end, and was actively engaged in it until he saw his concern become the largest of its kind in the world. Mr. Cluett was noted for his many benefactions.

* * *

Discussing the article that appeared in last Men's Wear Review under the heading: "High Time for Increased Neckwear Profits," a manufacturer of neckwear states:—"The writer read with considerable interest the article in your last issue in regard to neckwear business and whoever was the manufacturer, he certainly knew what he was talking about. It certainly is quite right that the necktie business is about the poorest of all the men's wear lines as far as profit is concerned. It is a very precarious business, in fact, too much speculation and risk. When we place orders for silks, we think they are good at the time and think they should sell, but when they arrive three or four months later, nobody want them and they almost have to be given away. It would be very nice and of great assistance to us if someone like yourself would arrange to get all the manufacturers together in regard to labels. A retail merchant should pay for them as they are an advertisement for him and manufacturers have been supplying him free of charge.

* * *

A retailer in one of the smaller cities, says *System*, found himself with too large a stock of unsold suits on hand at the end of the season. To correct this fault in his buying, he devised a plan to select his patterns and colors according to his customers' judgment rather than his own. Before placing his orders, he mailed samples of the coming season's most attractive styles and weaves in the prevailing shades of browns, tans or grays, with the range of prices marked on each. A letter, with a return post-card, accompanied the samples and the customer was offered a discount of 5 per cent. when he bought his suit if he would fill in the number of the sample he preferred.

The returns he received enabled this clothier to determine his customers' preference with much greater accuracy than in previous seasons. One result was that his "left overs" were reduced by 50 per cent.; another was that the 5 per cent. discount at-

tracted many new customers and turned scores of intermittent buyers into "regulars." The greatest advantage of all, however, came from the increased efficiency of his stocks. Knowing the approximate measurement of nearly every man in town, he was able to select an assortment of sizes which more closely corresponded to the requirements of the trade.

* * *

A. N. McKerrow, brother of Clarry McKerrow, the Montreal lacrosse player, has opened a mens wear store in Ottawa. It has a frontage of 24 feet, a depth of 60 feet, ceiling of white tiles, and the walls are done in a soft shade of green.

* * *

Brodericks, Limited, Toronto, have been advertising their cool weather apparel in theatre programs thus: "Join the Cool Weather Club. Due for the most exclusive membership in Toronto. Men Only. Every member must be a good fellow. Every member must possess good taste in dress. Or he must be willing to cultivate good taste. These qualify for initiation. Ceremonies in progress from 8 to 6 every day. The initiation fee is \$22.50 to \$45. This pays up everything in full for two seasons. Dividends in happiness and satisfaction payable every time you wear a Broderick Cool Summer Suit. Just walk in with a pleasant smile and name the fabric and color which are to be your happy choice. Town and country suits for the man who sneaks away for the week-end, and for business wear full or half skeleton lined."

* * *

R. S. McKenzie, who sold his clothing business in Portage La Prairie to W. Rigby, Ottawa, recently, makes a "cleaning" announcement which is in strong contrast with the one and two-page spreads used by most merchants in such an event. He ran an eighteen-line reader, stating that the business had been sold, that it was necessary to reduce stock \$4,000, that goods were marked down, and concluding thus: "It is not my intention to get out a large sale bill as is usual, but you will confer a favor upon me and save from 30 to 50 per cent. to yourself if you take advantage of this, the greatest clothing reduction ever held at McKenzies." To many merchants this form of advertising, inviting the public to confer a favor, will appear over-modest, and it would be interesting to know whether the public considered it in that light also.

Review's Information Bureau



Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

DRY GOODS REVIEW.—We shall require 750 or more medals inscribed with words "In commemoration of the centenary of Kamloops," and date. Can you get estimate on this and wire at once?

* * *

The Review has wired an estimate, and manufacturers are writing the enquirer, but the following information is given for the benefit of those who may have to arrange for similar celebrations:

The following people specialize in medals of this kind:—Jas. S. Walsh, 123 Bay St., Toronto; Jas. D. Bailey, Yonge St. Arcade, Toronto; The Whitehead & Hoag Co., Toronto.

Medals in bronze, with lettering and city arms in relief, suspended from ribbon, 22c each; in metal, gilt, gold-plated, 30c each; cheaper line, 15 cents each.

Bar with "Kamloops," colored ribbon, wording on front, in oxidized, silver, copper or ormolu, 17½ cents each per M., 20¼c each for 750. Die for coat of arms costs \$25 extra. Special design, leather watch fob, 15 cents per M.

Stamped commemorative medals, designs and lettering in relief, in bronze, oxidized, silver or copper finish from 15 cents up.

* * *

Editor Men's Wear Review:—In a recent number of Men's Wear Review, I noticed an article on page 110 regarding mistakes in figuring profits. The method of figuring profits on the cash price is to figure on the selling price. But the question which has always struck me in reading this and similar articles is, how is the selling price on which the profit is figured, arrived at? The cost of an article surely is the basis to start from and until the actual cost is ascertained no accurate statement of the selling price can be made.

This article mentions nothing regarding the landed cost of the goods but this item must be considered as it costs so much per cent. of the cost of each article to land same at its destination. When the landed cost is found the selling price would have to be a figure which would allow for a certain gross

profit. Out of this gross profit comes the store expenses which usually amounts to something over 20 per cent.

My method of figuring is as follows:—An article costs \$2.25. This article costs, say 5 per cent. for freight and cartage, making a landed cost of \$2.36. I need to sell this article at a gross profit of 40 per cent. or \$3.30 to make a net profit of 20 per cent. if my cost of doing business is 20 per cent.

Isn't that correct?

You state that your method of finding the selling price is to add to the original cost, say \$2.25, what you think is sufficient to meet expenses of doing business and net profit. This is not the correct method. Certainly you should figure freight and cartage in the original cost. You say this item represents 5 per cent. of cost. Then you are right in adding that to \$2.25, making \$2.36. That is the first cost of your goods before you touch them.

Then you say it costs you 20 per cent. of that amount for expenses of doing business. You must get that amount out of your goods—that is the standing charge against them before you consider the percentage of net profit. In fact, you can say that to place those goods in the hands of the customer, they cost you \$2.84.

Now then, in order to arrive at your selling price, we will work out the same figures on a straight percentage basis. We will represent the selling price as 100 per cent. You wish to make a profit of 20 per cent. Therefore, 80 per cent, represents the gross cost, including wholesale cost, freight, cartage and cost of doing business. The simple arithmetical deduction, therefore is as follows:

Where the cost price is 80 the selling price is 100.

Where the cost price is 1 the selling price is 100 divided by 80;

Where the cost price is \$2.84 the selling price is 100 divided by 80 and multiplied by \$2.84. The result is \$3.55.

In other words, multiply the gross cost by 100 and divide by 80. The gross cost of your goods is \$2.84. Your selling price is \$3.55, your net profit is,

LEATHER LABEL OVER-HAULS

It's the same old story, if a firm offers, and advertises anything that sounds **too good**, the ad. falls flat, because the reader is inclined to think that it is some gold brick or get-rich-quick scheme.

HERE IS THE OFFER THAT WAS SO GOOD THAT YOU THOUGHT IT A FAKE

THAT was the trouble with our recent advertisement in this magazine.

We offered to send, all charges paid, a sample order to any merchant who would send us his name and address, saying he could keep them for two months with our agreement that we would take back every garment if after a trial he should decide not to keep them, or if they should not prove sellers.

Don't fool yourself like this man did :

PERHAPS you have heard this old story, about a man who thought he knew human nature, and made a bet with another man that the public in general could not be fooled, if you offered them the genuine.

To prove his theory, he stood at the busiest hour of the day at the foot of London Bridge, with a dish of genuine gold coins in his hand. Alluringly rattling the coins in the dish he asked the passers-by to help themselves, but they all laughed. Some ignored him, others grinned wisely, or frowned and passed by, because they thought, of course, that it was a fake of some kind.

THIS man lost his bet ; but the Leather Label Over-Haul Co. are not going to lose their bet, because we are going to convince the merchants of Canada that **OUR OFFER IS GENUINE** in every way, and all you have to do, Mr. Merchant, is to **TEAR OUT THIS PAGE, MAIL IT TO US**, with your name and address, and we will send you a trial shipment, **ALL CHARGES PAID**, which we will agree to take back unless the goods make good, and you decide it is good business to keep them, and sell them to your customers.



"Thoroughly 'Over-Hauled'"



Put Your Firm's 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 Over-hauls
Walkerville, Ontario

Please mention The Review to Advertisers and Their Travelers.

therefore, 71 cents, which is one-fifth or exactly 20 per cent. of your selling price. That is your correct net profit.

Here is where you are wrong. You are figuring your net profit on the first cost of your goods or \$2.36, whereas to be correct you must take into consideration the gross cost, which includes all expenses. Your gross cost here is \$2.84. Deduct \$2.84 from \$3.30 and you will see your net profit is, therefore, only 46 cents. This is 46-330ths or hardly 14 per cent. net profit.

The rule to follow in figuring percentage of profit is this. Take 100 per cent. as your selling price, deduct from that the percentage of profit which you wish to make. If it is 25 per cent. your gross cost will be 75. Your profit is, therefore, 33 1-3 per cent. of gross cost or 25 per cent. of selling price. You wish to make 40 per cent. net your gross cost is then 60 cents. You must mark your goods at 66 2-3 on gross cost or 40 per cent. of selling price.

We will suppose that you buy goods at \$680. You want to make a net profit of 40 per cent. You know your cost of doing business is 20 cents on the dollar or \$136. Your gross cost is, therefore, \$816. Multiply this by 66 2-3. This will give you \$544, your net profit, which added to \$816 gives you a selling price of \$1,360. Your net profit is, therefore, exactly 40 per cent. of the selling price.

Of course, no merchant adheres to the same prices or profit percentages on every article from one end of a season to the other. There is a law of averages which must be recognized in modern merchandising. Here is an example from every day business. You buy four dozen underwear at \$2.25, totalling \$9. Your cost of doing business is 22 per cent., which is, by the way, a figure pretty generally recognized. The gross cost is, therefore, \$9, plus \$1.98, or \$10.98 or 2.75 a dozen. You sell two dozen at \$3.00 each or \$6, 1 dozen at 29 cents or \$3.48, and the fourth dozen at 35 cents or \$4.20. Your total selling price is \$13.68. Your net profit is the difference between \$13.68 and \$10.98 or \$2.70 or practically 20 per cent. The average selling price per dozen is \$3.42 or 28½ cents each. It is seen, therefore, that with the gross cost of 23 cents, the merchant makes very little on some garments, but that larger profit on others gives him the desired average.

In figuring his profits on the cost the merchant must take into consideration the expenses of doing business. Some merchants have so carefully figured this out that they know, when they add a certain percentage to the original cost, it will cover everything and give them a reasonable net profit. It is

dangerous to take things for granted, however. A merchant may think he is making a fair profit when in reality he is not. He, however, proportions his expenditure according to this deceptive assurance.

* * *

Editor, The Dry Goods Review:—We have seen in The Review a lot about the coming convention of the Canadian Window Trimmers' Association, and have been wondering if this was to be entirely a gentlemen's convention, or if ladies would be allowed to attend, and on what terms are they allowed, that is, must they be members of this association previously. I am, a sister and partner of the head of this firm, and the window trimmer for this, the largest store in the town and have been watching closely for every helpful idea to be gathered from the windows in the towns and cities through which I have passed, and I believe there are many more women in the same position in Canada. An answer through the column of The Review will be greatly appreciated by—An Enquirer.

* * *

Lady decorators will be heartily welcome at the convention. It is not necessary that they already be members of the association.



Willard Hembroff, W. A. Coppin and C. A. Smith have purchased the men's wear business of R. L. Slater, Moosejaw. Among the alterations that are being made to the store are the addition of sixty-one feet, and installation of new fixtures.



The recent destruction by fire of the J. F. Cairns' store at Saskatoon recalls one of those interesting stories of success in response to a spirit of enterprise which filled the opportunity. Mr. Cairns was formerly a high school teacher at Chatham, then he became editor of the Canadian Wheelman, chairman of the membership committee of the Wheelman's Association, later he managed an opera house in London, and finally he and his wife opened a small store in Saskatoon. It was very small, merely a shack, but in ten years that store has grown to large departmental dimensions, the business is on a cash basis, and the Cairns' page advertisements in the Saskatoon are bright, optimistic and always contain a definite, well-expressed message. Now misfortune has overtaken it, but another departmental store is being erected and it will not be many weeks before Cairns and his enterprise are restored to their own.



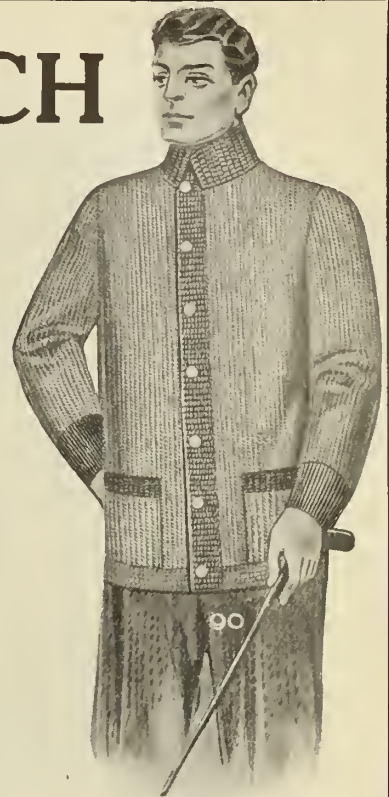
M33B

“MONARCH -KNIT”

Sweater Coats For Men

There are no limitations in the “Monarch Knit” Sweater Coat stock for men. Our line is most comprehensive, and gives such variety for your selection that you will be enabled to select stock that you know will suit your class of trade.

The lower left illustration represents the



M27

The Shaker Knit Coat

Knit in One Piece

The Shaker Knit

the new one-piece-knit sweater coat, which will be a feature this Fall.

It is full fashioned, finished with selvedge edges and knit-in pockets.

Let us send you a sample assortment of this coat.

Drop us a card and be sure to have your name on our mailing list, and thus assure receiving one of our handsome 1912 catalogues.

The Shaker Knit Coat

Full Fashioned



M53

The Monarch Knitting Co.

LIMITED

Head Office:
Dunnville, Ont.

Factories at:
Dunnville, Ont.
St. Catharines, Ont.
St. Thomas, Ont.
Buffalo, N.Y.

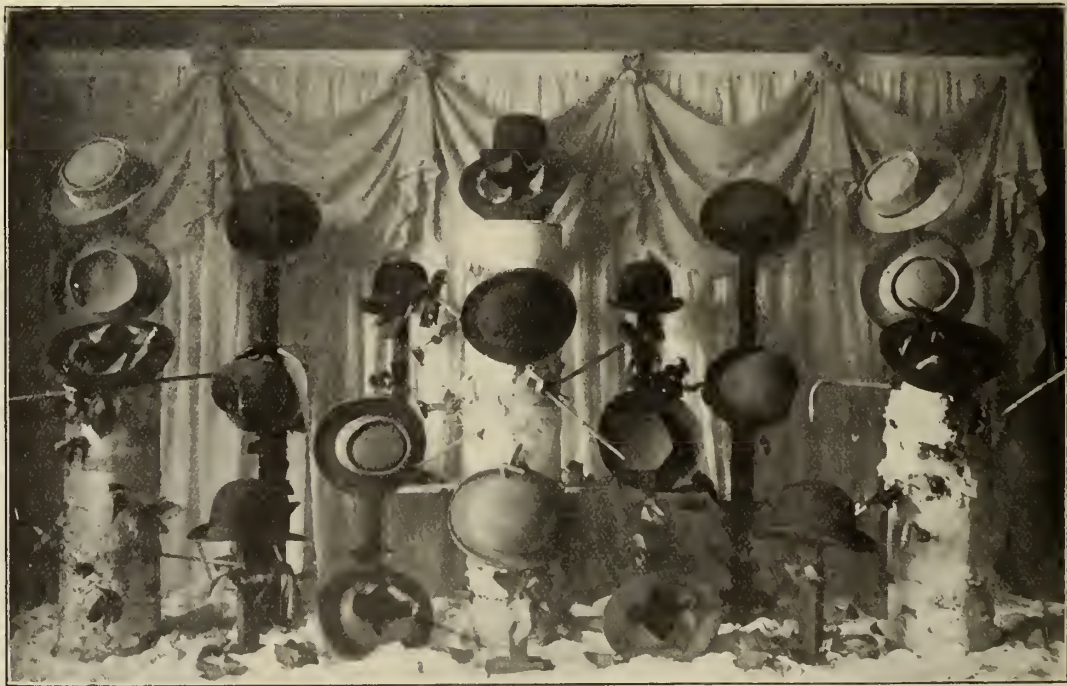


M54

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



Fixtures used are pedestals, shirt cases, coat stands, cane holders, small wooden box 10 x 10 inch, 2 upright pieces of wood 18 and 24 inches high, which are nailed to each corner of box, with a 24 inch vertical strip nailed to upright, forming small hurdle, and covered with strips of birch bark. Pedestals are covered with birch bark. Cylinders on each end of window on mailing tubes, covered with bark and placed over coat stands. The "Fall" is cut out of maroon cardboard and pinned to back.



Fixtures used here are special wooden hat stands, also glass shelf, pedestal and haberdasher stands. Background is silkoline in two colors (green and white), but any other seasonable colors may be used. Cylinders are made of cardboard covered with birch bark. Size of cylinders, centre about 4½ feet, two end cylinders about 3 feet, cylinders on sides contain metal haberdasher stands to support wooden fixture, which is placed on top of each; canes are punched through bark and covered with autumn leaves. A small pedestal and glass shelf is placed in rear of centre pedestal. Arrange hats as shown. Especially suitable for early fall showing.

—Photographed in New York for Men's Wear Review.

The
Newest

TRADE MARK
AIRYWEAR

The
Coolest

THE HARVEY MESH

The "Airywear" for Men and why it is "AIRYWEAR"

"Airywear" is the coolest underwear on the market to-day, it is different and this is the reason.

There are 500 perfect round pores to every square inch of "Airywear" mesh.

An "Airywear" union suit has over a million open air pores which act as ventilators.

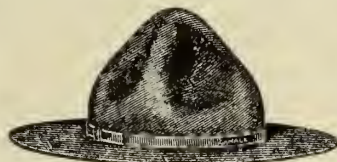
We make both men's and women's goods. Wait and see our famous porous Bird's-eye Ilet Knit Fabric and elastic knit

Sold direct to retail trade by our agents.

HARVEY KNITTING CO., LIMITED
WOODSTOCK, ONT.

AGENTS:

Maritime—F. S. White, St. Stephen, N. B. Quebec—P. de Gruchy & Son, 207 St. James St., Montreal.
Ontario—J. E. McClung, 33 Melinda St., Toronto, Ont. Manitoba & N. W.—S. Groff & Sons, 290 McDermott
Avenue, Winnipeg. British Columbia—Allen & Lang, 601 Welton Building, Vancouver.



The Boy Scout Trade A Good One to Get

After all the "Boy Scout" trade represents more than just the boys' trade for scout outfits, etc., it will bring you the entire trade of the better families in your town.

ARE YOU PREPARED

for the Scout trade? There will be a big demand during the holidays—so order early.

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 Club and Hotel Linen Supplies
Carpenter, Butcher and Waiter Aprons

Write Dept. No. 1 for illustrated catalogue, mentioning what you are particularly interested in



The Miller Manufacturing Co., Limited

251-253 Mutual Street

::

TORONTO

Please mention The Review to Advertisers and Their Travelers.

Baseball Windows Struck Popular Note

How the Anderson Co. used two teams of baseball dolls to direct attention
— Window arranged in form of diamond and players represented some of
the leading features in Canadian League games — Excellent hot weather stunt

TO see and apply an idea that immediately arouses the popular interest of all or part of the community is what the wideawake ad-man or window trimmer is constantly looking for. At this time of year displays that appeal to the athlete, to people who are preparing for vacations, or who indulge in any of the various forms of recreation, generally introduce to advantage realistic settings by using articles identified with different pastimes.

Thus, a store carrying a fairly large sporting goods department placed a canoe in the window posed in it two figures correctly attired for camping, and distributed throughout the window were sweater and blazer coats and other articles of apparel, as well as camp utensils.

Such a display is always strikingly suggestive and makes many sales, provided it is put on at the right time.

An instance which illustrates that happy conception, which at once strikes a popular note and directs exceptional interest to the store is supplied by the Anderson Co., St. Thomas. The feature took the form of a display of dolls, dressed as ball players, who were daily arranged on a miniature diamond to illustrate some outstanding event in the Canadian league.

"We received an early shipment of dolls for Christmas," states Mr. Andrews, the window trimmer, "and among the lot were two dozen dressed as ball players—one dozen each in different uniforms. Mr. Anderson thought that while the baseball season was on it would be a good time to sell them while the ball season was on and suggested that I display them in one of the windows. I worked out a diamond on the floor of the window and arranged the players in their respective positions. A small ticket with the players name being placed on each doll, representing players of both teams. This display was left in the window for five days, being changed each day to represent the game played that day, and featuring a prominent player in some spectacular play each game. For example, the first game showed Blake who had badly spiked two St. Thomas players in one day while playing at Ottawa, being tagged out at second base while trying to steal. Blake is now with London, who were playing here the day the display was put in and I knew it would please every home baseball fan to see Blake "get his" as he has been running the bases

pretty freely since his work at Ottawa. It certainly made a hit. Another window showed Hoff, St. Thomas, left fielder, and recognized as the best in the Canadian League, making a sensational one-handed catch of a long fly with two men on bases. Still another shows Powers, of St. Thomas, who has made more home runs than any other player in the league, hitting a home run with the bases full. Every detail of the game was complete as far as it was possible to make it. Gloves, masks, bats, balls, and shin pads for the catcher. Every player was placed in just the position which would be occupied by him when each play which was featured was being made. The scores of every game played in the Canadian league were shown on a regulation score board placed in the window. A pennant was printed and run up on a flag pole showing St. Thomas as champions of 1912 and a card with "Great Expectations" printed on it placed at foot of flag pole."

As an advertisement the window was exceptionally effective. Every person, from the little tot to the great grandparent stopped to look at the display. Mr. Andrews states that while he does not believe in displays of this kind as a general rule, an occasional window along that line is a splendid thing, especially in the dull season.

While this idea was carried out in the window of a departmental store, it could be employed with quite as telling effect in a men's wear window in any town or city when baseball was a prominent sport by reason of league connections.

It would certainly arouse the interest of athletes generally, and particularly of all those more or less directly interested in the pennant aspirations of the local team.

In this case the newspapers could not fail to notice the interest created and one commented upon the Blake incident in a manner calculated to direct the attention of local fans to the display. The newspaper adds: "The display reflects great credit on Warren Andrews, who designed and arranged the window. It is easily one of the most talked of windows ever shown in the city."



In order to devote his entire time to clothing and men's furnishings only, C. H. Pierce, of Hesperer, is re-adjusting his business by eliminating the dry goods end.

Canadian Window Trimmers!

THESE men will have charge of the feature events on the programme of the C. W. T. A. first annual convention, to be held in the Assembly Hall, Prince George Hotel, August 21, 22, 23. This will assure you that the convention will be brimful of practical information. You cannot afford to be absent.

GEO. J. COWAN, window trimming expert, Dry Goods Reporter, Chicago.

JEROME A. KOERBER, head of the decorating department, Strawbridge & Clothier, Philadelphia.

WALLACE HESS, Chicago, acknowledged to be the premier department store card writer of the United States.

THOS. DALE, fixture specialist, Toronto.

H. HOLLINSWORTH, chief of the decorating department Robert Simpson Co.

The report of the National Association of Window Trimmers at Chicago will be presented by H. Robinson, R. McKay & Co., Hamilton.

Convention opens 9 a.m. Wednesday, August 21, with the president, H. C. Macdonald, Murray-Kay Co., in the chair.

Important draping demonstrations, fixture displays, illustrated lectures and discussions will make the convention an occasion of great practical benefit.

See convention notes in this number, and watch August 7th number for detailed announcement regarding prizes and special features.

NECKWEAR AND ACCESSORIES



Retailers' opportunity to develop business in better neckwear values — Manufacturers endorse interview that appeared in Men's Wear Review — Influence of knitted neckwear in favor of higher standards — Zibelines, velour effects, armieres for Fall — Good summer business

THE interview which appeared in last Men's Wear Review giving a manufacturer's views on the price situation has since been frequently commented upon by other producers of neckwear.

"While the trade is gradually working towards an appreciation of possibilities for better prices," states one, "dealers have still a great deal to do towards educating their customers. The tendency to adhere to old stereotyped prices is altogether too strong. Many merchants cannot get away from the habit of regarding a \$4.50 line as 50 cent neckwear. They cannot break out from the net. It is just as the manufacturer states, if a man pays \$5.50 to sell at 75 cents, or \$6 to \$7 to sell at \$1.00, the profit thereon will help him to clean out his odd lines without serious loss, and at the same time improve his sales.

"The neckwear business has seen great development since the time when manufacturers were willing to take almost anything in the fabric line that the workers gave him. He has taken to the designing end himself and the best sellers to-day are designs which originated with the manufacturer himself and specially woven to his order. There are more brains in neckwear than ever before, yet the insistent call is for something new, something exceptionally good at a price, something that will sell like hot cakes at, say 50 cents.

Neckwear retailers have to get away from that old anchoring ground. The neckwear they are getting will compare favorably with anything on the American market, and in some respects is far superior. If we could go into the United States with a line of our 50 cent neckwear to sell at a dollar over there, I will venture to say we could sell enough in a week to keep Canadian factories humming for a month. Not that the retailer does not appreciate the goods we are giving him, but he does not do himself justice in his methods of selling them.

Then, there is the import bugaboo. There are buyers who hold that to get a good thing, one must cross the line for it. That's nonsense. I know of one case where a buyer imported a line of ties made

of vegetable silk and sold them for \$1.00 when he could have secured identical patterns in pure silk at home and made more profit by selling them at the same price. I'm afraid I shall be justified in saying that one problem in the neckwear trade is the buyer who does not know his business. People have been breaking into the men's wear trade who know nothing about values in the lines they select. They consider themselves safe so long as they adhere to prices of long standing. Thus they go along with little effort towards the development of a taste for better goods. I'm not putting in a word for the manufacturer particularly. It is just as important that the retailer get the best he can out of the goods on the market.

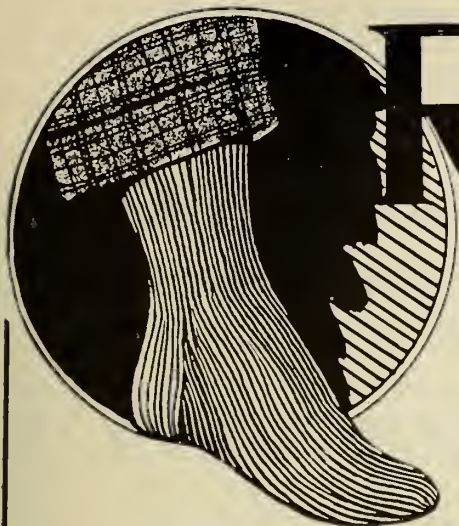
But things are looking better, and five years from now should see the desired change. The favor for knitted ties in higher-priced numbers has undoubtedly done much to turn attention to better values in silks. Retailers should do their utmost to follow up the trend towards higher standards. The opportunity seems to be ripe for it."

Fall and Christmas lines are now receiving the attention of manufacturers. One of the prominent features is the rich-colored zibelines, the chief beauty of which is veiled effect produced in the weaving. Greys, wine shades, greens, blues and tans are regarded with favor in these fabrics. Belonging to the higher grade numbers are the armures with neat Oriental designs. Fabrics finished in velour effect are also being featured among early Fall lines.

The arrival of Summer weather has developed briskness in all lines of seasonable accessories. Wash collars and ties, belts and other negligee apparel have been in demand, and in a few weeks men's wear dealers will be turning their attention to clearances and preparations for early Fall.

Negligees Selling Well in Montreal

The prolonged period of hot weather during the early part of July resulted in an unprecedented demand for negligee shirts and soft collars with ties



Radium

the perfect half-hose
for men who know

If you are after the trade of the well dressed man, and doubtless you are, for this is the trade that pays, you should be careful in your selection of hosiery.

"Radium" fills the requirements for perfect fitting, superior quality half hose. They give fifty per cent. more wear than the average hosiery at the same price. A sample order will prove to you that these statements are correct.

Samples for Spring, 1913, will be ready August 1st. See the range before buying.

PERRIN FRERES & CIE.

28 VICTORIA STREET

MONTREAL, QUE.

KANT

KRACK

COATED LINEN

Collars



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

They're in Demand Everywhere

No matter where your store may be, village, town or city, there is a demand for "KANTKRACK" Coated linen collars. They create their own demand by their superiority of style, finish and wear. The flexible lip and long slit back prevents breakage. No laundry required—water and sponge does it.

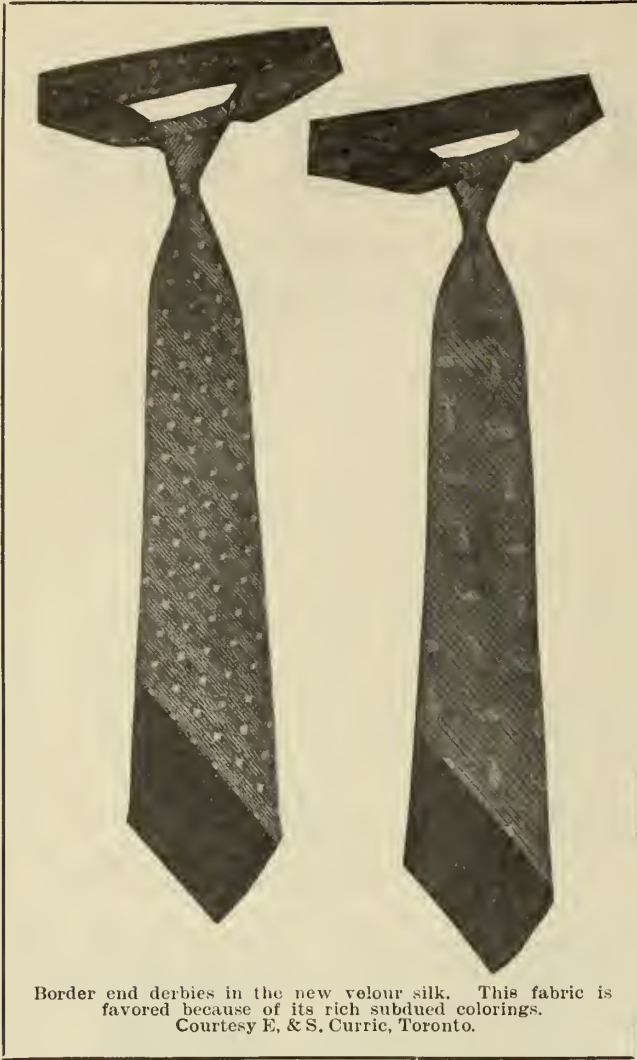
"KANTKRACK" is made in only one grade and that grade is the best. (Made in Canada.)

The Parsons and Parsons Canadian Co.

HAMILTON

ONTARIO

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



Border end derbies in the new velour silk. This fabric is favored because of its rich subdued colorings. Courtesy E. & S. Currie, Toronto.

to match, as well as the very lightest weights in underwear procurable.

During a season of very hot weather the average man finds that it is necessary to send his shirts and collars to the laundry much more often than in the moderate summer days. Therefore the men who were equipped with an ordinary outfit of these garments found that their supply was not sufficient and that is where the dealer came in strong.

Many men who had been inclined to look with scant favor on soft collars, were made to feel more kindly toward them when they had "wilted" several of the starched variety in a day. Many sales were made of soft collars with ties to match and soft shirts with collars and ties to match have also been good sellers, particularly in the plain shades, such as various kinds of blues, tans and cream. Striped effects have also been popular.

There has been no change of importance so far as Fall goods are concerned. The fine line stripes are the leaders, though plain colors and pure white are in very good demand.

Manufacturers say that it is a little early to talk about next Spring. They claim that it is impossible

to state anything definite so far in advance. It is generally believed, however, that there will be no very marked changes in styles or materials.



Soft-Dress Age in London

Negligee vogue is having an influence that jars upon the good taste of those who respect sartorial proprieties.

In London it appears that the negligee vogue or the "soft-dress age" has been going a little further than authorities on things sartorial would wish it. Young men, it is alleged, have been wearing these comfortable, warm weather integuments at places and on occasions for which they were never intended, and in the discussion that has been aroused, some interesting information is given.

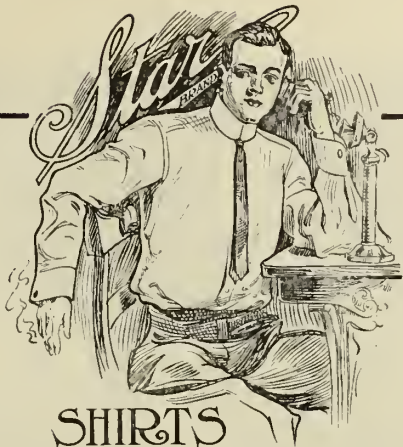
"Young men are not paying half enough attention to dress," so reads a criticism by "Mayfair" in London Daily Mail, with regard to the soft-dress age—soft collars, soft shirts, and loose clothes. The critic continues:—"I have seen men at the opera in short jackets and black ties. This is quite incorrect. A year or two ago it would have been impossible, and would have made people stare at them. Such dress should never be seen outside the smoke-room except perhaps at a country house dinner. No one who is in the social world would think of going anywhere at night dressed like that.

"The proper thing for a young man to wear in the daytime, if he has any regard for his appearance, is a morning coat, black or dark grey, trimmed with silk ribbon and with two buttons. The pockets should not be worn outside and the buttons should be silk braid. The waistcoat should be white or white and black, cut fairly low, or if it is black a white slip must be worn, of course.

"The tie is a feature in which considerable latitude may be allowed. It is not necessary to wear a black tie always. A 'shepherd's plaid' tie in black and white, dark blue and white, or dark brown and white is very popular and looks distinguished, by which I mean that it does not attract the eye unnecessarily. I myself go so far as to wear brightly colored ties, that is to say, grey or slate, with a delicate nuance of green or mauve or blue just to give it warmth, so to speak. Having regard to the universality of the double collar, I think that may be looked upon as permissible, though in the beginning it was merely pandering to comfort.

"For evening dress, I am glad to say that those people who attempted to induce society men to wear soft shirts failed entirely. Stiff shirts, with not less than three studs, must be worn. Braided trousers

WAIT
"STAR"
SPRING



SHIRTS
Are Made for Particular People

FOR
BRAND
SAMPLES

Our travellers will be on the road the end of August with the complete range of "Star" brand shirts, Christmas neckwear and underwear.

This is our best showing yet and will be particularly interesting to the best merchants.

We give prompt service on orders for immediate shipment.

We are now showing a fine range of Fall neckwear for immediate delivery.

Van Allen Co., Limited

Hamilton -- Ontario

The Finest Sweater Coat in Canada



Is without question that now being manufactured exclusively by the C. Turnbull Co. of Galt.

This is a sweater which will be in great demand by those who want something really good.

Every good merchant knows the quality of CEETEE UNDERWEAR. Every Sweater Coat is made with the same care—same process—same quality of wool workmanship as CEETEE underclothing.

Every join—seam—pocket, etc., is *knit*, not sewn, together. Every Sweater Coat is full fashioned and made from 6 strand pure wool.

Send in your orders *now* and get the cream of your trade.

There is nothing in Canada or the world that can compare with

**Turnbull's
Shaker Knit
Sweater Coats**

Manufactured only by

The C. Turnbull Co., of Galt,
Limited, Galt, Ontario



Fixtures used on pedestal, glass shelf, and shirt easels. The horse head which is used in this display is made of papier mache, and may be obtained in life size, any color, at \$3.50. The large horseshoe around neck of head is cut out of full sheet of cardboard and painted with glue. Blue crepe paper is shirred on same with orange-covered corks to represent nails. The small stirrups are made from cardboard and wood covered with tinfoil. The small horseshoes are cut from quarter sheets. Cover easels with full sheets of tissue paper and then place shirts on same, with tie in neckband and one on top of cuffs.

—Photographed in New York for Men's Wear Review.

and pointed-cut waistcoats of white only are worn. Oxford shoes in preference to buttoned, even for dances, and silk hats instead of opera hats are now considered correct."

A fashionable London tailor discussing this article said:—"Men of importance in the social world, do not wear the conventional morning coat any less where it is correct and essential. It is probably necessary for men to pay even more attention to dress now in order to be properly dressed at the proper times.

"The tailor is not the arbiter of fashion he is supposed to be. We look very largely to our best dressed customers for new ideas and fresh designs. The men who care about their dress do not leave it all to us. One man comes to me with designs for a morning coat or specially cut waistcoat which he has drawn himself. We depend largely for improvements in dress on the suggestions of men who are artists and take a pride in their appearance. If a new idea turns out well we suggest it to another customer, and if it is taken up we often get the credit for changing the fashion.

"The best dressed man is always the least noticeably dressed. A good test whether a man whom you have seen was well dressed is usually to try to remem-

ber what he wore; and if you cannot remember, he was probably very well dressed."

"Mayfair" writes: "I should like to add to my previous remarks that the trousers ought never to be turned up, nor should white spats or, in my opinion, any spats be worn. Both these things tend to attract attention to the feet, which is not good form. I look upon the present craze for white spats as distinctly 'noisy.' Black varnished shoes of the brogue type are worn a lot by good people, with black or dark socks. Gloves are an important adjunct. Pale stone-colored suede are the best, and white can be worn, but the yellow wash-leather are quite improper."



The latest idea that is being applied against the high cost of living is the production of clothing made of paper. A London manufacturing concern is now experimenting in the hope of making a kind of paper suitable for clothes which can be sewn and hold buttons. Paper shirts are being produced at 12 cents each, while the cost of a paper handkerchief is two cents—the price of the washing of a linen one.

C. W. T. A. CONVENTION NOTES

Hotel arrangements for visiting trimmers—Important displays—G. Wallace Hess coming—Contests close August 1—Invitation to merchants—Lady trimmers welcome—Special attractions—Everybody boosting

THE Prince George Hotel, corner King and York Streets, Toronto, will be the official headquarters of the Canadian Window Trimmers' Association during their Convention, August 21, 22 and 23. The hotel has central location as regards railway depot, large departmental stores, display fixture houses and other establishments which trimmers attending the convention may desire to visit. The meetings will be held in the assembly hall of the hotel, and every accommodation necessary to the success of the sessions is being satisfactorily arranged. The following special rates have been secured for members of the C. W. T. A.:

Single room, without bath, one person, \$1.50 per day and up.

Double room, without bath, two persons, \$3.00 per day and up.

Single room with bath, one person, \$2.50 and up.

Double room with bath, two persons and up, \$4.00 and up.

Accommodation on American or European plan is, of course, optional. The rates quoted are very reasonable for a time of year when tourist traffic is heavy and hotel service likely to be taxed to the limit.

* * *

The photographs and show cards entered in the contests should be forwarded to the secretary as soon after August 1st as possible, as entries have to be arranged in order to facilitate the work of the judges. Contest closes August 1.

* * *

Several special attractions will be added at intervals whenever these occur. These will, for the most part take the form of fixture demonstrations, manufacturers' talks, or other interesting side events which are now suggesting themselves.

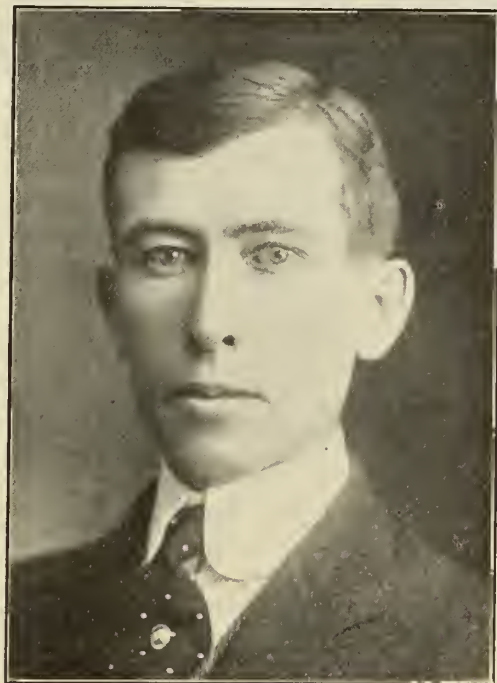
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In connection with the C. W. T. A. convention, there will be a number of important displays by fixture manufacturers. Draping forms, wax figures, adjustable fixtures of wood and metal, show cards and show card equipment, floral decorations and everything pertaining to the window trimmers' and the card-writer's department.

Merchants are cordially invited to attend this convention. Many features will interest them, and they will obtain a view of the window trimmers' activities with which they probably are not familiar.

* * *

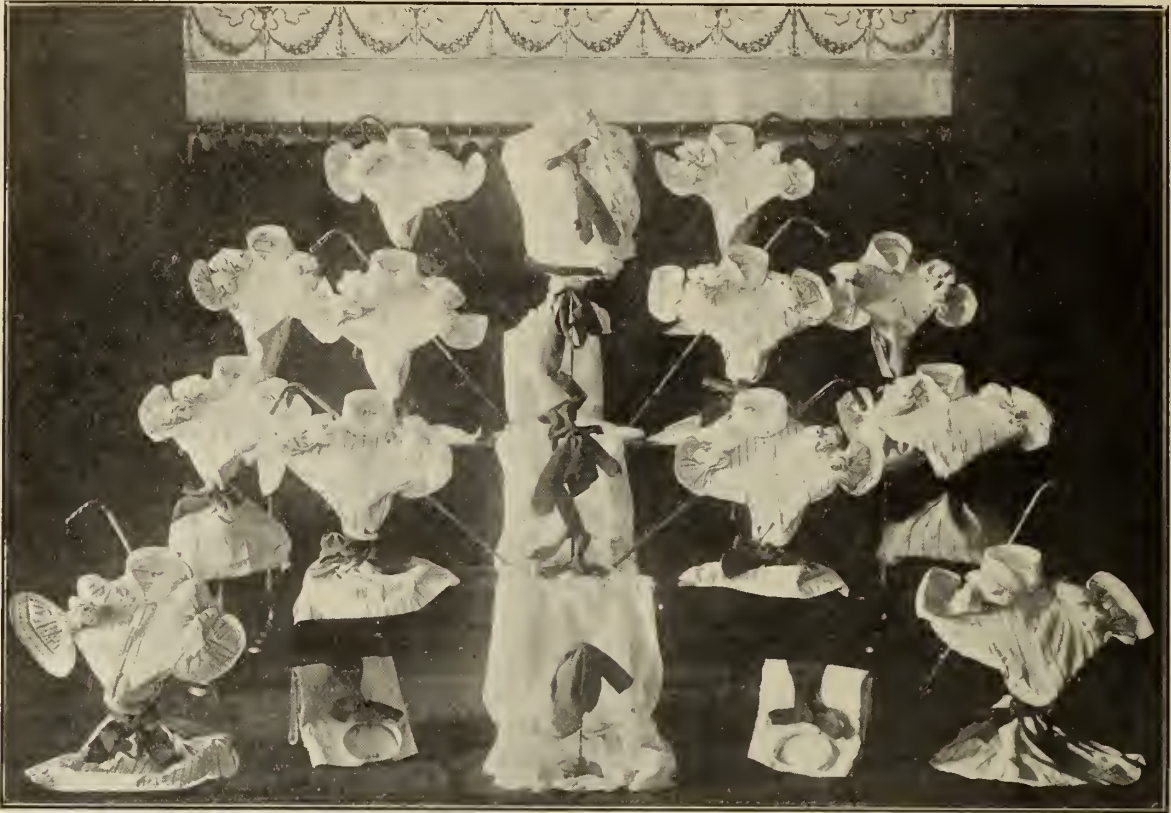
In connection with many of the progressive stores in this country, the display department is in charge of ladies who are ambitious to become more expert in the art of decorating. Several ladies are arranging to attend the convention and will be cordially welcomed.



H. HOLLINSWORTH

Chief of the decorating department, Robert Simpson Co., Toronto, who will give addresses on "Application of Wallpaper in Modern Backgrounds" and "Hints to Window Trimmers," at the C. W. T. A. Convention. Coming from a man of Mr. Hollinsworth's standing in the window trimming profession these addresses will undoubtedly be two of the most interesting and practically helpful features of the Convention.

The convention will be, to all intents and purposes, a reproduction of the National Convention in Chicago, reconstructed to meet Canadian conditions in a practical way. Twenty-five members of the C. W. T. A. are making it their business to carry this idea out. With that object in view they are at-



Fixtures used are pedestal, glass shelves, shirt easels and T stands. Three glass shelves are placed on three pedestals, 1, 2 and 3 ft. heights, forming stairs, in centre of window. A piece of shirting about 12 feet long is draped over vest form, pleated on one side and puffed on the other. Remaining goods are coiled around base of form, then to floor over remaining pedestal. Three small T stands are placed on floor and pedestals, with four-in-hands draped over same. Shirts are stretched over cardboard 12 in. x 12 in. size, and placed on easel cornerwise. Sleeves of same are pleated on bosom of shirt, skirt is fastened to standard of easel with a bow tie. Shirts are then placed on each end of glass, with a cane resting on backs of each easel. Shirts on sides of windows are arranged the same as shirts on glass shelf and elevated on pedestal. Two shirts on floor are draped over small T stands with four-in-hand tie on top of each.

—Photographed specially for Men's Wear Review.

tending the Chicago meeting and will tell brother trimmers what they see there.

* * *

A member of the C. W. T. A. has suggested that an appropriate slogan for the C. W. T. A. would be, "Linked from Coast to Coast." This introduces the idea of co-operation, suggests the development that has already taken place, possibilities for future growth, and great enthusiasm for the convention.



How Straw Hats Are Made

The bulk of the straw used in the manufacture of straw hats comes from China, where rice and wheat straw is raised for this purpose. Japan, Switzerland, Belgium, Italy and England also furnish a certain amount of straw braid. The straw from China is braided and assorted there, and is bleached and sewn together in the country of manufacture. Plaiting of straw is done entirely by hand, and it is then put up in widths running in lengths of 30, 60, 90 and 120 yards. These braids are of a yellowish tint,

and they have to go through the bleaching process in order to make them white. This was formerly done by washing them in a weak acid solution, and hanging them up to dry in the sun, but it did not produce a very satisfactory finish, so the present method was finally introduced. This is known as the tank and dryer process, which takes considerably longer than the old method, but which gives the straw the pure white finish so much desired. The straw is placed in a vat of bleaching solution and remains there from three to fourteen days, according to the quality. It is next placed in large dryers, and is then subjected to a sulphur smoke to prevent it from mildew, after which it is all ready for making into hats.

One of the first steps is the forming of the patterns or shape moulds, which comprise an important part of every straw hat factory, and represent the expenditure of much time and money. A block of plaster of Paris is first cast, and after being whittled by hand to the desired shape a casting of it is made in zinc. Each model requires half a dozen or more shapes, and a single set costs nearly \$300, therefore

Have You Enough "Chester" Neglige 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" Neglige

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

when a 50,000 dozen plant carries about 400 different shapes and uses about 125 tons of zinc, the importance of this department can be appreciated.

Most of the work in a straw hat factory is performed by females. The first operation is the sewing by hand of the tip, or button, which is the center of the crown. This is then placed in the sewing machine and it rapidly becomes a disc. When this disc has reached the required size for the crown, it is turned and the sides are formed, and so expert do the girls become that they can figure just how many braids must be laid for a given side. Each girl is capable of sewing from one to fifteen dozen hats per day, according to the kind and quality.

After being examined, the hats are sent to the sizing room and given a bath of gelatin, which has been carefully prepared and is used in different strength for the soft and stiff varieties. After the sizing process the hats are allowed to dry, and are then sent to the blockers, who first soften them with steam and then fit them to their respective shapes. This work, as well as pressing with wet cloth and hot irons, is done entirely by hand. The latter process not only shapes the hat, but draws the gelatin through the fiber of the straw, and removes the surface gelatin.

Next there are two different methods employed—hand and machine. In the former the hats are

pressed with a wet cloth and hot irons, and then polished with the bare hot iron. In the machine method the hats are put upon shapes and are set in hydraulic pressure under a pressure of from 50 to 300 pounds to the square inch, according to the hardness of the braid. From the presses the hats go to a brimming machine, where only the brims are subjected to pressure. The crowns are given a polish by hand and the hats are then ready for the next step, which is trimming.

The trimming department carries on a varied line of work, from sewing reeds in the leather sweat bands and sewing the top and side lace together to assembling the parts in the hat. This work is divided among five or six sets of girls, each set doing a particular portion. One girl does nothing but reed the leathers, another sews the top and side lace, another sews in the reeded leather, while another puts in the top and lace.

There is another table to which the hat then goes, and that is for the ribbon and the bow. Both are put on separately, the ribbons first and then the bow.

The hats, then practically finished, are once more put in the brimming machine in order that they may be trued up, for the brims have a tendency to warp, and then they are sent to the packing room.

Strong Factor in Summer Merchandising

Show cards can be employed so as to help force movement of lines that must be cleaned out in men's wear and other departments — Cooperate with window decorations and advertising.

DID you ever consider what a powerful selling factor your windows are? Did you ever consider what a forceful selling agent attractive window and show cards are; if you have not then you have neglected one or two of the greatest trade bringers you have.

AUGUST—that hot, sticky month. That month when merchandise sticks to the shelves and counters like a postage stamp to dead letter. People have no ambition. The average merchant gets the "Don't Care" feeling, and feels there is little use pushing business. Feels no one wants to buy. But this is one big mistake the average merchant makes. If business lags, that's the time to hump it up a little. Get after it harder than ever. If people don't want to buy, offer such inducements that they WILL want to buy.

This is a good time to clean out the hanging Summer goods. The left overs, the mistakes in buying, the over stocks, etc. And when we say clean them out we mean CLEAN THEM OUT. Don't let the half-price mark stop you if necessary. Clean them out. Let us suppose your tub dresses have been hanging a little. Fix a uniform price for the entire lot. Advertise in your daily newspaper space your special sale of these to take place at 9.15 some Monday morning. We say Monday morning because that is usually a slack time of the day and week. Have these as crowd bringers at a time when

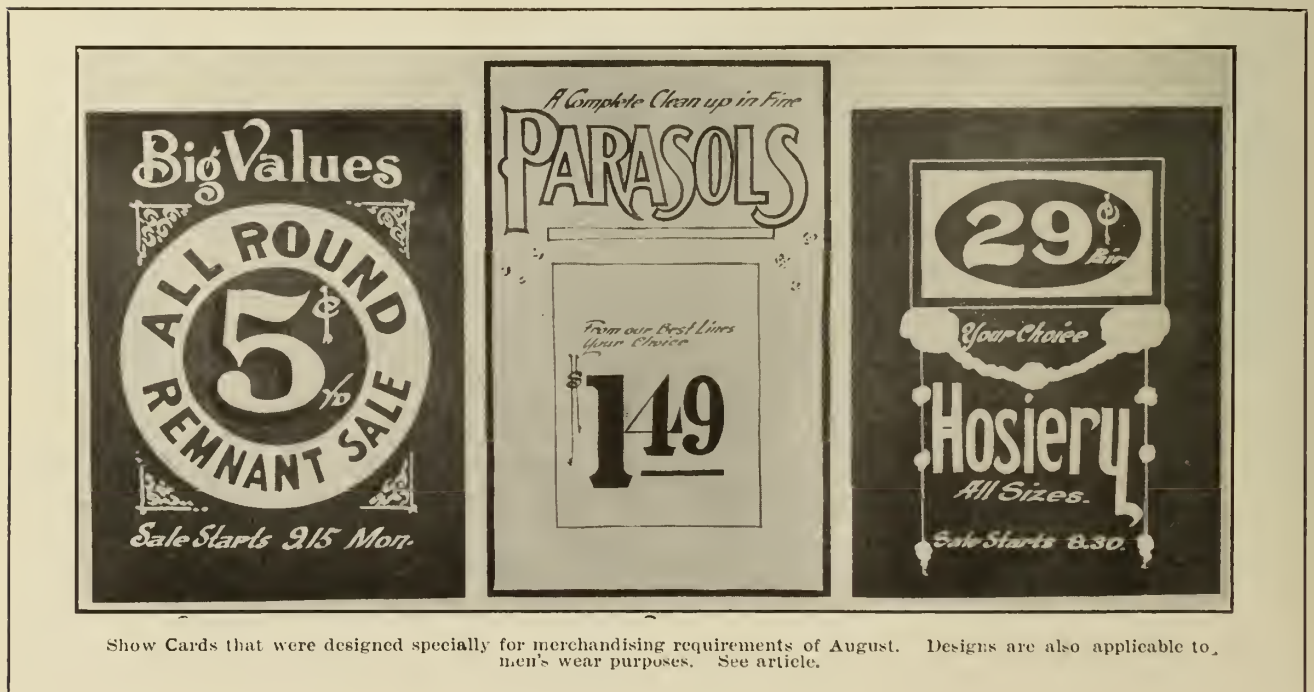
crowds do not come, dress your window Friday night. This gives a window display all day Saturday.

Right here let us emphasize that your show windows are the best advertisement you have. A hundred word description of an article could not describe it so well as one glance at it in the window. And this interest is created right where the goods may be purchased.

CARDS ARREST ATTENTION.

Now comes the effectiveness of the window or show card. A window without a show card or a price ticket is greatly lacking in effectiveness. A nice attractive card will arrest the attention of the passers-by and do a selling talk in a quiet, but most effective manner. But the card must be strong. By "Strong" we mean it must have some particular feature strongly brought out. This may be the price, or the name of the goods, or a trade mark or some other special feature, that may be emphasized either by the size of the word or the color of the letters, etc. In the Tub Dress card, you will notice the name and price are brought out prominently. Thus the whole selling talk is resolved to Tub Dresses, \$1.98, which may be read at a glance even if the passer had no intention of reading it.

What we are strongly in favor of pricing every article in the window. What we say here with regard to dry goods applies also to men's wear. We



Show Cards that were designed specially for merchandising requirements of August. Designs are also applicable to men's wear purposes. See article.



Men's wear cards by C. F. Meiers for Edwards & Kelly, Highland Center, Wis. All of these cards are brush work. One "Fixings for the 4th," introduces the patriotic idea by applying knot and streamers of red, white, and blue ribbon. Small cards are 7 x 11 inches, and larger 11 x 14 inches.

are aware of the prejudice against this, especially in the smaller towns. It is a safe venture to follow the efforts of successful men. Successful merchants have used price tickets both in the window and in the store. It will pay you if it pays them, and it pays them. In the Tab Dress Window, even though the price be uniform, it will make a stronger display and be more effective if every garment has a small price ticket attached to it.

After the tub dress window, we suggest cleaning out your embroidery skirting. Put in the various widths and designs. 22, 27, 44-inch, etc.

Assuming that you desire to make this a "Half-price" sale, make a half-price window card, then separately ticket the price on each piece. Next time run a parasol window and clean out the odd lines that have been picked over and left. Make a uniform price, say \$1.19. Set the time of the sale for 8.30, 9.00 or 9.30, or some hour that will keep the public thinking to remember the hour. It's a good advertisement to make people think about your business. Run a glove window next and clean out the odds and ends and left-overs. Get rid of them. Make the price so inducing that you will be bound to get rid of them. Remnant window of prints next. Make price 5 cents a yard and mark



Effective cards for August, the month of clearance. See article for descriptions.



Fixtures used on haberdasher stands, cane holders and pedestals. Begin by cutting out acorns from half sheet cardboard and spatter edges to round effect. Tack same to fixture and decorate with autumn leaves, then tack small strips of cardboard about $\frac{1}{2}$ inch wide and 3 inches long to centre of acorn to support four-in-hands, giving a relief effect. Place fixture on small pedestal, one foot high, within a few inches of rear of window. A handkerchief is laid over haberdasher stand, with ties and collars. Two canes are placed in cane holders, with swatch of silk pleated and twisted over handle in rear of window supported on pedestal. Two loose ties are fastened to centre of canes.

—Photographed in New York for Men's Wear Review.

the number of yards on each piece. Hosiery window next, and soon you will have your "Sticky" stuff all cleaned out, and after you will find that even August is a month in which you can sell things, and you will be all ready for your new lines in the September opening. And don't forget to make a splurge for the opening.

MAKING OF CARDS.

The Tub Dress card is a dark brown card cut in oval shape and backed on to a white card. The lettering is all in white, and the outside trimming of the oval is in pale green. The all-round remnant card is a dark brown card lettered in white, and the letters and figures shaded in black. The black shading does not show in the reproduction very strongly, for the brown card photographs almost black. The Parasol card is a white one, half sheet size. The small letters are black, and the word "parasols" is in bright red with a black outline. The figures are black, shaded with a soft reduced green shade. The ornamentation on the side is done with the same green shade. The Glove card has the price mark very decided. It is white on a black ground. The lettering of Gloves is a dark red col-

or, shaded with a pale green shading. The small letters are all black, and all the other lines same shade of green as shading on lettering. The Hosiery card is done in two tones of white on a dark brown card. You will find all these cards very effective, and we think if you try out this August scheme and use the windows and cards as suggested you will reap a splendid benefit.

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.

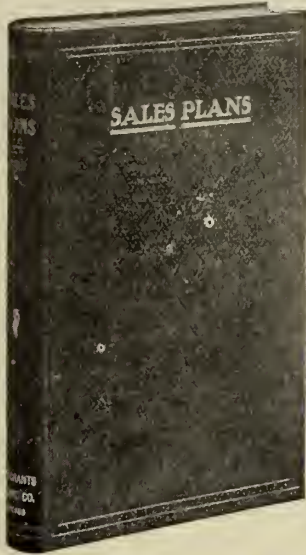
Write for prices.

E. HARRIS CO., LIMITED

73 King St. East,

Toronto

Every Ambitious Merchant



SHOULD
READ

**SALES
PLANS**

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE \$2.50

All Orders Payable in Advance.

TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO

**“KING EDWARD”
SUSPENDERS**

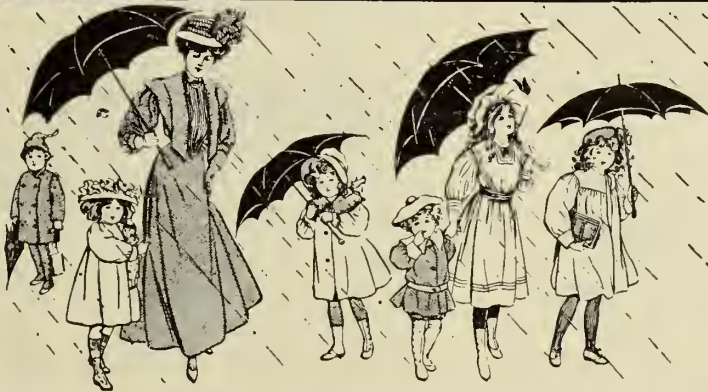
Retail **50^{C.}** Price



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



“If we’d had our
‘Cravenettes’ we
should have been
all right.”

BUYERS OF SHOWERPROOFS SHOULD ASK FOR THOSE PROOFED BY

The **Cravenette** Co., Limited
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.

Please mention The Review to Advertisers and Their Travelers.

In talking about your goods give them identity which will enable a customer to make intelligent selection.

GOOD ADVERTISING



Leaving too much to [the] printer or consulting him too seldom — Overlooking the essential points in descriptions of goods — Sale advts. in which space was wasted in unnecessary display of superlative language — How merchants used two-page, one-page and half-page spreads for practically [the] same purpose.

MAKING due allowance for limited facilities as regards type and other equipment of the local newspaper office, it is evident that many advertisers still adhere to a form of arrangement in their ads. which is certainly not in keeping with the most approved ideas. Whether it is that they allow the publishers to leave the setting-up of their advts. to the discretion of the compositor or whether the specimens frequently noted represent the merchant's personal ideas on the matter of type selection and arrangement, can only be conjectured. Either might be right, but in each case there is need for enlightenment and improvement.

A number of advts. reproduced here will illustrate the point. Three of them have been selected because each has to do with a special sale, and each adopts different space.

The advt. of Barker & Patten, Medicine Hat, Alberta, was a two-page spread, with the type running lengthwise of the page instead of crosswise. The event was described as an "upheaval from centre to outside" and this is only one of the superlative statements made in an introduction which consumed more than half the space. Numerous repetitions, assertions that conveyed no particular news, the use of language which gave no idea as to the details of garments offered for sale; large, heavy-faced type that it is entirely foreign to that effect so desirable in speaking of stylish clothing and footwear, give to the two-page spread the appearance of an auction sale poster.

It may be said that the advertiser has sacrificed to fireworks his opportunity to incorporate descriptions of greater interest than that contained in a meagre statement of reductions. For a thirty-day event, he has been too sparing of particular features in the stock and has selected nothing that might be calculated to bring customers, apart from a general list of figures representing bargains. The whole

advt. is too general, given over too much to meaningless display, does not contain sufficient details, does not indicate that the merchant fully weighed the possibilities of a two-page spread as against the cost incurred and moreover, it is not an advt. that gives identity to the goods in order to assist the shopper. Here it is evident that the printer did as he was told and produced an ordinary sale advt. He has overlooked the fact that by his descriptions customers know the goods and are impressed by them.

In the half-page advt. of J. N. Harvey, Vancouver, it might be assumed that acting upon the

CLOTHING SACRIFICE SALE

An Upsetting Price Upheaval from Center to Outside

AN EVENT OF Vast Importance To The Buying Public

Unprecedented, unusual, Altogether Different

The Entire \$40,000 Clothing Stock of Barker & Patten, Medicine Hat, Alta.

At Special Sacrifice Prices

Men's & Boys Clothing, Hats, Caps, Boots, Shoes, Furnishing Goods, Trunks, Suit Cases
Without Reserve, without Regard to Cost or Value, to be Slaughtered, Must be Sold.
The Order is Convert the Stock into Cash, Everything Else is Lost Sight of.

SALE OPENS SATURDAY, JUNE 29TH

And Continues For Thirty Days

WANTED: Fifteen Extra Experienced Clothing and Dress Purchasing Goods Salesmen. Apply at the same Price as elsewhere.

The above is the only advertisement of its kind in the West. It is the only one of its kind in the West. It is the only one of its kind in the West. It is the only one of its kind in the West. It is the only one of its kind in the West.

STORE CLOSED: The Store will be closed Thursday and Friday, June 27th and 28th, to prepare for the coming of the goods.

GIVE YOU AN INKING OF OUR GREAT NEED AND YOUR GREAT CHANCE

<p>Men's Suits</p> <ul style="list-style-type: none"> 1000 - 100% Wool 12.50 500 - 100% Wool 10.00 500 - 100% Wool 7.50 <p>Men's Pants</p> <ul style="list-style-type: none"> 1000 - 100% Wool 3.00 500 - 100% Wool 2.50 500 - 100% Wool 2.00 <p>Men's Bath Coats</p> <ul style="list-style-type: none"> 1000 - 100% Wool 5.00 500 - 100% Wool 4.00 500 - 100% Wool 3.00 <p>Boys' Suits</p> <ul style="list-style-type: none"> 1000 - 100% Wool 2.00 500 - 100% Wool 1.50 500 - 100% Wool 1.00 <p>Boys' Pants</p> <ul style="list-style-type: none"> 1000 - 100% Wool 1.50 500 - 100% Wool 1.00 500 - 100% Wool 0.50 <p>Men's Gloves</p> <ul style="list-style-type: none"> 1000 - 100% Wool 0.50 500 - 100% Wool 0.40 500 - 100% Wool 0.30 	<p>Men's Overalls</p> <ul style="list-style-type: none"> 1000 - 100% Wool 1.00 500 - 100% Wool 0.80 500 - 100% Wool 0.60 <p>Woolen Suits</p> <ul style="list-style-type: none"> 1000 - 100% Wool 8.00 500 - 100% Wool 6.00 500 - 100% Wool 4.00 <p>Men's Undershirts</p> <ul style="list-style-type: none"> 1000 - 100% Wool 1.00 500 - 100% Wool 0.80 500 - 100% Wool 0.60 <p>Men's Ties</p> <ul style="list-style-type: none"> 1000 - 100% Wool 1.00 500 - 100% Wool 0.80 500 - 100% Wool 0.60 <p>Men's Socks</p> <ul style="list-style-type: none"> 1000 - 100% Wool 1.00 500 - 100% Wool 0.80 500 - 100% Wool 0.60 	<p>Men's Hats</p> <ul style="list-style-type: none"> 1000 - 100% Wool 1.00 500 - 100% Wool 0.80 500 - 100% Wool 0.60 <p>Men's Handkerchiefs</p> <ul style="list-style-type: none"> 1000 - 100% Wool 1.00 500 - 100% Wool 0.80 500 - 100% Wool 0.60 <p>Men's Neckties</p> <ul style="list-style-type: none"> 1000 - 100% Wool 1.00 500 - 100% Wool 0.80 500 - 100% Wool 0.60 <p>Men's Shoes</p> <ul style="list-style-type: none"> 1000 - 100% Wool 1.00 500 - 100% Wool 0.80 500 - 100% Wool 0.60 <p>Suit Cases</p> <ul style="list-style-type: none"> 1000 - 100% Wool 1.00 500 - 100% Wool 0.80 500 - 100% Wool 0.60 <p>Trunks</p> <ul style="list-style-type: none"> 1000 - 100% Wool 1.00 500 - 100% Wool 0.80 500 - 100% Wool 0.60 <p>Shoe Polish</p> <ul style="list-style-type: none"> 1000 - 100% Wool 1.00 500 - 100% Wool 0.80 500 - 100% Wool 0.60
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Lots More Bargains

BARKER & PATTEN

MEDICINE HAT, ALBERTA

Two pages were used for this advt. The writer has been too sparing of his actual news, As much real information could have been placed in one page.

merchant's instructions, the printer tried to emphasize every statement by putting it in heavy type and by using several different kinds. If such were his instructions from the merchant, he should have devised a much better plan to gain the desired effect—the adoption of a uniform series of type, in order to avoid that jumbled-up appearance that always results where ill-judged variety is followed. Nevertheless this advt. contains quite as much information as did the two-page spread previously described. Here, again, there are statements that contain practically the same thought. People whose attentions are arrested by an advt. appreciate it because of its brightness, its news, the array of facts which convince them that this is another article is desirable. Advertising is salesmanship, and salesmanship does not employ senseless force, but skilfully presents information with reference to the goods in order to bring about satisfied selection. That is the idea which should enter into every advertisement which discusses the goods in a direct way.

The New Clothing Store, Port Arthur, adopts a one-page space for a "great opening sale," and has

OUR FIRST **Anniversary** **Cormick & Bedford**
BIRTHDAY ANNOUNCEMENT
 Absolutely Free \$1.00 Cash
 FRIDAY-SATURDAY, JUNE 27th AND 28th
CORMICK & BEDFORD
 First Avenue North
 Next Post Office North

Heading cut used is hardly appropriate for a mid-summer anniversary and is a trifle large for an advertisement. Six inches deep

his customers, through his advt., in much the same manner as a skilful salesman would present the merits of an article.

Summing up the three advts. it may be said that the information which any one of these advts. contains could be placed in one-quarter page with sufficient display to catch the eyes of the people who read the local papers regularly and thoroughly.

The anniversary announcement of Cormick & Bedford, Saskatoon, is at fault in that the cut or heading is too large for the space used, and the design would be more appropriate for a New Year event. The type containing the details is too small and massy. More white space at the bottom would have improved the appearance of this advt. Another criticism that might be pointed to is that the information with reference to articles to be given away is allowed to overshadow the news with reference to merchandising features of the event, but this fault has probably been remedied in subsequent advts. This is only a curtain raiser, and with more uniformity in spacing, the appearance of the advt. would have been much improved.

THE J. N. HARVEY LIMITED STORES
 TO HOLD ITS SECOND ANNUAL MID-SUMMER
Sale of Clothing, Hats and Men's Furnishings
Beginning Tomorrow Morning
 GENUINE BARGAINS IN THE VERY BEST MERCHANDISE OBTAINABLE
 ONLY A FEW OF THE BARGAINS MENTIONED HERE! COME AND SEE! BRING YOUR BOY!
 Men's Suits, Men's Trousers, Boys' Suits, Men's Furnishings, Hats, Underwear, Hosiery
J. N. HARVEY, Limited
 125-127 Hastings St. West

J. N. Harvey have here got as much news in a half-page as other advertisers have in two pages, and even at that some economy was possible.

done it in a way that is an improvement on the other two. There is, however, no attempt at originality in the layout and it is open to question whether it is advisable to emphasize over strongly an opening that it is going to be a "bargain feast" or that the store's ambition is to sell "high grade clothing at very low figures." This is the kind of appeal which often fixes the level of a store, and decides a certain section of the trade to withhold its patronage. In other words it does not always appeal to the exclusive and more profitable trade. The tendency to devote more space than is warranted to unnecessary explanations is also apparent in this advt. One great fault with many advts., particularly in small places, is to give too much attention to obvious matters, while those upon which the people need the news are ignored or taken for granted. A merchant should address

GREAT OPENING SALE
Of Men's Clothing, Shoes and Furnishings.
Commencing Sat., June 29 following days
A Truly Advertised Sale That Has Never Been Equalled
THE NEW CLOTHING STORE
 113 CUMBERLAND STREET
 PORT ARTHUR

Altho' somewhat stereotyped in appearance this advt. shows greater appreciation of news values than the other two. Too much space is devoted to unnecessary statements.

How Merchants Move Summer Stock

Advertising from many towns and cities show wide-awake merchandising methods — Stores are busy cleaning up on the season's lines in order to prepare for good Fall getaway.

Livingston's, Kingston, have been holding a "20 per cent. off Discount Sale" to last four days, on men's suits, trousers and boys' suits

. . .

"The comfortable feeling and the well-dressed look go with every man's serge suit to be found in this store. It is also comforting for a man to know that a store which sets a serious value upon its promises could not regularly sell these men's suits at \$15 and \$18 for lower prices and guarantee them as confidently and as fully." This is the manner in which the Regina Trading Co. strikes the note of sincerity in its advertising.

. . .

"Individuality of style, integrity in tailoring, studied skill in selecting weaves and patterns and guaranteed values, have made this store the correct place to buy ordered clothing."—Extract from advt. of "Suits to Suit the Season," by Thos. Wilson, Brampton.

. . .

J. L. Boyes, Napanee, makes use of another branch of his business by advertising in his men's wear advt. that if people "want any information about railroad or steamboat rates, drop us a card and you will get a reply by first mail."

. . .

One day before July 12, Bibby's Limited, Kingston, advertised "True Blue Suits," presumably not with any intention of appealing especially to men preparing to celebrate the 12th, but to press home the point that "these suits have the distinctiveness and character of custom-made clothes because they've gone through the same painstaking process of production."

. . .

Kennedy's, Halifax, announced a "Stock Reducing and Money-raising Sale." July 10, in which men's suits were marked down from \$14 to \$11.20; \$12 to \$9.60; \$8.00 to \$6.40; boys' suits from \$2 and \$2.25 to \$1.67; men's English worsted trousers, at \$3.50 to \$5.00 were reduced to \$2.49 and \$3.90.

C. W. Detenbeck, Oshawa, is installing a new front in his store, and this explains a ten-day alteration sale, which, the advt. states, is the "Greatest Selling Event in History." The lists include "10 great bargains," as "Extra Specials." Some of the items are boys' suits worth up to \$3.50 for 98 cents; men's suits, two and three-piece, for \$1.98; straw hats up to \$2 for 25 cents; men's suits worth up to \$20 for \$10. Other Oshawa stores announce their midsummer clearance sales. Business should be brisk in Oshawa if customers have half the enthusiasm that is indicated on the part of merchants in their advertising.

. . .

Chapples, Limited, Fort William, ran a quarter-page advertisement soliciting the vote and influence of the ladies on behalf of industrial by-laws. They gave this as the reason:—"Because (and we say it frankly) it will not only mean increased business for us and for all our city stores, but it will also mean much for you. An industrial city is a city of opportunity for boys and girls, and they are your first consideration. Big industry needs big business men, brawny men and the men of to-morrow are the boys of to-day." This is the kind of boosting that appeals to everybody, and is never out of place coming from a merchant.

* * *

R. H. & J. Dowler, Ltd., St. Thomas, have been holding their "Great Semi-Annual Sale," supplemented by an "enormous purchase of the 'over-makes' a few weeks ago of two of Canada's best clothing factories." In this sale there are "four big suit leaders," \$4.80, \$3.90, \$6.80 and \$9.60, and 100 prs. men's strong tweed trousers are offered at 79 cents.

. . .

David Spencer, Limited, Vancouver, recently placed on sale 6,000 men's ties at 25 cents, and featured a window containing 175 dozen.

. . .

"Last two days of Great Livewire Sale will be Hummers." This is a heading used by Fitzpatrick & O'Connell, Victoria, B.C., in connection with an event in which "inroads" on regular values in men's suits are announced.



Though you have tried various kinds of waterproof collars, you have yet to find the equal of

CHALLENGE COLLARS

They are the favourites everywhere.

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,

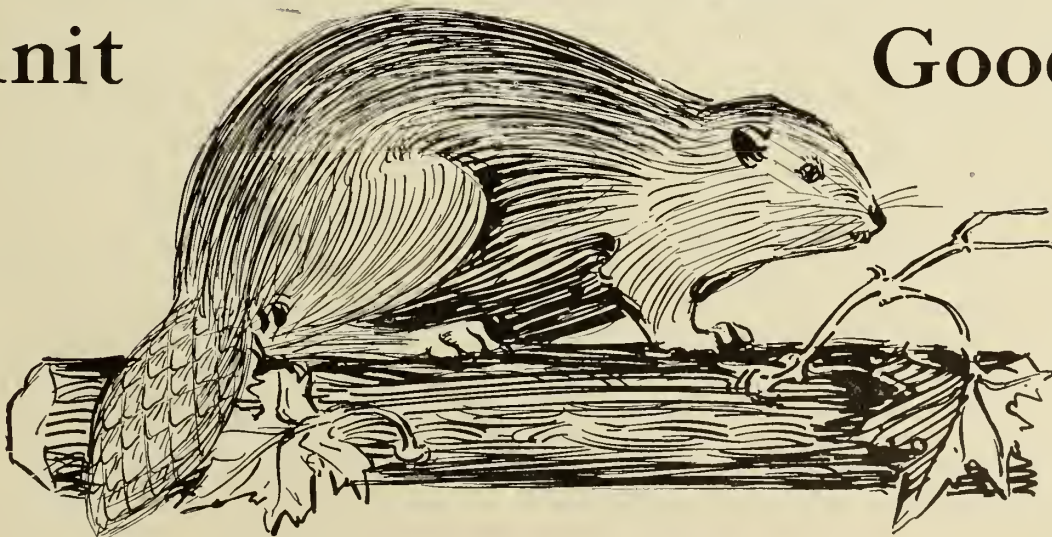
Toronto

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



"BEAVER BRAND"

Knit Goods



Embody Quality and Style

R. M. BALLANTINE, Limited

Manufacturers of Beaver Brand Knit Goods

STRATFORD,

ONTARIO

What Would You Do in Absence of Boss?

Question submitted to salesmen—Majority state that they would buy provided their best judgment gave them confidence in line submitted—Would confer with other employees—Push the line vigorously on its arrival—Salesmen describe their experiences.

TO what extent should an employer, about to be absent from the store for some time, repose buying responsibility with those he leaves in charge? That was the question asked in the Review's last salesmanship competition.

To sum up the opinions expressed in replies received, the man left in charge would buy when his best judgment told him he should, and should the goods actually arrive before the boss returned, he would do his utmost to justify his action.

An employee left thus in charge of a store, and confronted by a proposition of this kind, has to decide a number of things. He asks himself:—Have we had any experience with this line and how did it sell? If it is a novelty, am I confident that it would sell? If it is to be confined, would it give our opposition any advantage? How does it appeal to other members of the staff? Is it in line with the most approved styles? What does the traveling salesman say about it?

If the employee can satisfy himself on these points, there is every reason to believe that decision to purchase will be fully justified by results. It is a problem that will tolerate no exercise of authority, merely for the sake of exercising it, but one that demands cool-headed consideration; one that, in most cases, should not be decided upon without conferring with other members of the staff likely to be as well posted as himself in the requirements of the store's customers.

Four replies have been selected for publication:—K. M. Stephen, Grimsby; J. A. McKeenan, Glomis; W. C. Forman, Ingersoll; and "W. J. M."

* * *

K. M. Stephen's reply:—"A few years ago, I had charge of the office in a western store and during the absence of the proprietor had also the overseeing of the different departments, each of which was in charge of a competent man. The proprietor had occasion to be away for some time, and left instructions that during his absence nothing was to be bought outside of the grocery department. A traveler called with a line of boys' shoes, which were exceptionally good value and as some were required, the manager of the department asked my opinion. We decided to give the order, and had the salesman write across the face of it, 'Do not ship until confirmed by Mr. _____.'

"Before the boss returned, we found it advisable to place other orders in the same way, as we were a

long way from the market, and I believe each one was confirmed on the boss' return and turned out satisfactory to all concerned. I think, however, great care should be exercised in cases of this kind, as it would be very easy to buy too much in view of the fact that the goods would not be shipped until order was confirmed, and then in paring down the order some of the better lines might be cancelled. I have found it best to buy only lines and quantities actually required and then let the original order stand."

* * *

J. A. McKeenan's opinion:—"Let us suppose the boss is going away for a trip of one month's time. He says to his head clerk, 'Harry, I am going away next week for a while, and I am leaving you as manager.'

"He then proceeds to give a few instructions as to how he would like him to look after his business in his absence, and most particularly the purchasing of new goods. He says:—"Well, Harry, I have stocked up well in every line and only buy what you need for sorting.'

"A few days after the merchant has gone, a whitewear traveler comes along and asks you if you will not come and have a look at his line as he is sure that he has the most up-to-date goods you have seen and at twenty-five per cent. cheaper than can be bought elsewhere. Well, you answer that the proprietor is away and you are not going to buy anything; that it would be wasting his time, and you think you have all you require at present. Now, after talking a while the traveler convinces you that you should have a look at his line. After doing so you are confident that he has some stuff you should have, at a price you could make a good profit on, and also help to draw trade which will help to dispose of your other whitewear but will not purchase on account of the boss telling you to buy just what sorting you need. The result is you do not buy. What would you do? I would buy everything I thought up to the mark in style and at right price.

"If you don't use your own judgment when the boss is away, how can you expect it to be used when he is at home?"

* * *

W. C. Forman:—"Often the boss thinks he knows the requirements of his customers better than any of his salespeople, and if he is a wise man, and keeps in close touch with his salespeople, his customers, the

traveling men, the wholesale men, and his trade papers, his experience and his matured judgment ought to make him at least the equal, possibly the superior, of any in buying for his trade. But he should not forget that capable and discerning salespeople who are coming in direct contact day by day with the people who buy and use the goods he sells, should be able to form a very correct judgment of the requirements of his business; and it would be wisdom on his part to gain and make use of the knowledge thus obtained, by consulting with his employees from time to time as to the best selling colors, styles, and qualities, as well as to the quantities required by his trade. It would be well to give his employees his own ideas in reference to these matters and keep them posted as to values, thereby training them how to buy, and enabling them to look after the best interests of his business during his absence.

Having defined what we think are the ideal relationships which should exist between employer and employee, we have no hesitancy in stating what to do in the temporary absence of the boss, and think the wise owner of a business should have it fully understood as to who should take the responsibility in his absence, and as to how his plans should be best carried out.

A traveler calls and asks for the proprietor. When told that he is away from home he says "I am sorry for that, as I have a special line of one of the very newest and best things on the market and I place it with only one merchant in a town of this size. I had thought he would be the best man to take it up. Is there any one in charge who can do the buying in his absence?"

"Yes, I would at once say, "bring in your samples and I'll look them over and hear your proposition."

When the samples were presented and the proposition stated, I would examine the goods carefully and consider if they would be a good line for us to handle, or if it would be wise to let it go to our competitors. If I had any doubt I would confer with some of the other employees, if we decided favorably I would get the very closest price for the quantity I thought we could handle, find out how soon it could be delivered, get the best terms, datings and discounts, then if possible to have it confined to us for a smaller quantity, I would seek to buy the smallest quantity suitable for our trade with the privilege of increasing it later and thereby gain an advantage which might accrue to us through the purchase of the larger quality. I would give my order and get a copy of order with full particulars stated. If it was a seasonable line and ready for prompt delivery and I thought it wise to have them come on at once, I would so order them, and if they arrived before the return of the boss, I would have them opened at once, make a display in the window and in the store,

having up-to-date showcards with the displays calling attention to their newness or some other excellence, and stating their price; then I would advertise them in the papers, and get the co-operation of my fellow-employees and introduce them to customers who called at the store and endeavor to prove by results that we had done wisely in the absence of the boss.

* * *

W. J. M.:—It is with great pleasure that I take up the "Men's Wear Review" to read the valuable information which it contains. With no less pleasure do I give my views on a subject which it brings up for discussion, as I hope I may be of some value in aiding this instructor in its good work.

With regard to the question "What would you do in the absence of the boss?", let me explain as below.

My boss was one of those described in the problem—he was paying for the goods and felt he should decide how his money was spent. To-day he is not so much so.

The first year or so I worked for him he would not give me permission to order anything without his seeing the article and being quite satisfied with same. In many cases I helped him choose goods.

He wished to increase his business, but could do little in the town where he was. After I had been with him about fourteen months steady, (I worked for him out of school hours, for more than a year), he opened a branch store in a nearby town, and placed me there as manager of same.

I was only nineteen years of age at the time and too much responsibility could not be placed upon me, but I had to do some of the ordering. He used to confirm the orders upon receipt of copy at first, but later I took more of the responsibility to myself.

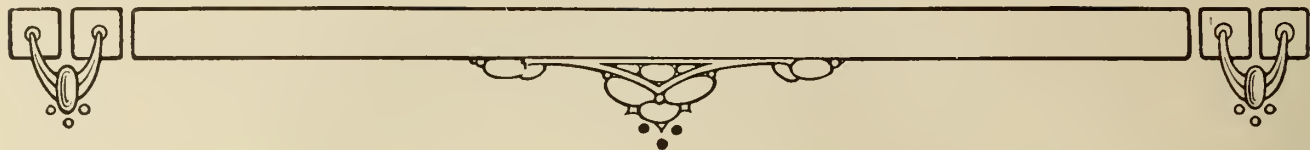
When a traveler came along with goods which I felt were what we should have, I ordered, but carefully, deciding to run the risk myself in case I made a wrong purchase.

After the goods arrived, I would get busy and try my best to push them, and as one success followed another, I became more confident of my ability to buy; so did my boss.

Let me mention one of my successes:—Several young men inquired about outing shirts with lounge collars; we had none. I wrote the shirt firm for a few as samples. They sent three shirts, which I received on Friday. Saturday I got out in the quiet part of the day and urged orders. When I closed the store Saturday night I had the three sold and orders for two dozen more. I sold as many of those shirts in three months as my boss did of all kinds at the main store.

Having closed that branch store to open in a newer town with better prospects, my boss has placed me as manager of the main store while he oversees the construction and opening of his new store, which I may manage when opened.

CLOTHING FOR MEN AND BOYS



Warm weather gives long-expected swing to the season — Fall outlook now more promising — Advance in worsted prices predicted — Buyer's comparison of London and American styles — Raglan will be strong feature in Fall overcoats — The boys' department.

THE kind of weather that the clothing merchant had been waiting for arrived with July, and it gave an impetus to Summer lines in every department of men's wear. Buyers were not in a very receptive mood as regards Fall placing, and manufacturers' reports in some cases were not very encouraging.

PROSPECT IS BRIGHTER.

Now that the Summer swing has developed and there is more occasion for optimism, Fall lines are being more seriously considered, and the bulk of business will undoubtedly average up well. It is evident that browns, blues and greys in neat patterns are being received with exceptional favor, and while this fact has been commented upon before, it is the more important when it is considered that Spring business will be shaped upon this trend. In fact there are authorities who declare that tans will have a run next season and that plain colors will share largely in the favor for neat conservative patterns. At the present time, an increasing demand for plain brown serges is reported, while the run on blues has been extraordinary.

BUYERS' COMPARISONS.

A prominent woolen buyer who has just returned from the Old Country comments upon conditions there. He states that in the woolen districts industrial handicaps due to labor, fuel and other problems, are not so serious as some would suppose, and that, as far as deliveries are concerned, his house had not yet been held up on a single order. Larger purchases than last year were being made, the turnover was larger, but no delivery problem had as yet developed. An advance in prices on worsteds was predicted, as the result of increased expense in manufacturing.

With regard to styles, as he had observed them in London and had been able to make comparisons, he pointed out that, in his opinion, an equalizing process was at work which tended to wipe out any striking differences between English and American styles. He had seen no style features, among smartly dressed people, that could not be regarded as quite as representative of the best Canadian or American types as of the English houses in which they were

made. They contained nothing extreme and in every sense, demonstrated that good taste in dress which is so characteristic of London's best. But while striking style differences were disappearing, this buyer stated that as a pace-setter London had those essentials—royalty, a brilliant society representative of many countries, a tradition in things sartorial that attracts all authorities for permanency of position. These things give London a place of distinct advantage, and while men's styles would still originate there, their adoption in other parts of the world would become so spontaneous as to eliminate striking differences.

CHINCHILLAS SELLING WELL.

While the demand for cloths that are more adapted to the Chesterfield type of overcoat, meltons and beavers among them has become increasingly notable, the run on fabrics for Ulster overcoatings has been maintained. Sample books show that chinchillas of the finer variety have been selling quite strongly, and all of the spongy rough-faced fabrics are still regarded with favor. In overcoatings as in suitings there is a marked inclination towards quiet and solid effects. Many patterns are small and in fact almost delicate in many instances. One sample noted had a ground in two-tone blue, with a tiny fleck, hardly discernible in lighter shade.

The raglan shoulder will undoubtedly be a feature of the Fall overcoatings. Special order houses state that they are anticipating a large business in that style, and in ready-to-wear it will also be a seller.

The warm weather has caused good business in the boys' department. Galateas, linens, light serges in striped effect, and the many other popular materials have been moving briskly. For Fall, boys' clothing is following more closely than ever the style features shown in men's lines.



Maybee-Kennedy, Limited, Moose Jaw, feature pay-day specials Saturday and Monday. Work shirts, regular \$1.00 and \$1.25 at 70 cents; odd pants, \$3 to \$3.75 at \$2.50; police braces 35c at 25 cents; black and tan boots, \$4.50 to \$5.00 values at \$3.85. were items featured for this purpose on July 12.



The unique feature of this clothing display is the floor, which is covered with gingham in black and white pattern.

—Photographed in New York for Men's Wear Review.

Advantage of Semi-Annual Stock-taking

Divides stock into summer and winter lines — Places the buyer in better position for next season's buying — Brings all odds and ends to the front — Sums up half year's business.

THE advantages to be gained by a midsummer or semi-annual stock-taking are many. In the first place it divides the stock into Summer and Winter lines—one season goods that must be sold in their season or be carried over until the next year. Spring and Fall lines, such as topcoats, raincoats, gloves, caps, etc., might be termed two season goods about equally saleable in either season.

The bulk of profitable Summer business is done by August 1st, and the manager or buyer who has a stock-taking in mind for that date realizes that all lines of Summer goods must show active selling before the end of July or appear heavy on the stock books. The ever increasing change of styles in men's wear makes it desirable that as little as possible be carried over, as for instance, the change this season in underwear from "two-piece" to "combinations" and the largely increased demand for "out-going shirt" and "soft collars."

A midsummer stock-taking places the buyer in better position for next season's buying, as it shows the sum total of each line "left over" on August 1st—the good sellers, lines sold at good profit are more easily kept track of, than if left until buying time in Fall or Winter comes around again, and some

lines may have been forced out in sales at little or no profit. By referring to the stock book August 1st the buyer can see at a glance the condition of his stock in the "profit-bearing" season. It also has a tendency to check over-buying in re-ordering as each buyer or department manager will be anxious to make good by having his stock as low as possible before listing begins.

Stock-taking brings to the front all "odds" and "ends" that are bound to accumulate unless pressure is brought to bear on the clearing out of same by a certain date. It also keeps the entire sales force more in touch with the different stocks.

A semi-annual or midsummer stock-taking makes a good subject for a clearing sale of all Summer lines.

The clerks will warm up to a sale of this kind more than usual as everyone will have the one object in mind—the reducing of stock by a certain date.

It also makes a good reason for putting a little extra pressure on collections by a certain date without hurting the feelings of your credit customer as everyone nowadays knows that stock-taking means, a "summing" up of the season's or half year's business.



Show windows utilizing Japanese parasols, fans and lanterns for display. The walking canes are of bamboo, in harmony with the remainder of the setting. Such a setting suggests coolness.

Campaign for Better Windows

Merchants of Dayton found that display contest aroused great interest — Windows were made more efficient.

The organization of a Retail Merchants' Bureau of the Chamber of Commerce, Dayton, Ohio, has been followed up by the adoption of practical ways and means of bettering trade conditions and securing more business. At a recent meeting the power of the show window as a business producer was brought out by several speakers and it was agreed that, aside from intelligent co-operation in suppression of various trade abuses, the retailers would derive more practical benefits from improved show windows than through any other means. Dayton windows are good as a rule, but it was felt that there was some room for improvement. In connection with this idea, the National Cash Register Co. offered \$500 in prizes for the best window displays as an incentive to added effort in that line. S. B. Van Horn, head of the Window Advertising Department of the N. C. R., was given charge of the contest and his organization joined forces with the executive committee of the retail merchants in carrying out the plans.

The windows were classified as follows:—1. Best display in business centre, window 32 sq. feet or less, department stores barred. 2. Best display in business centre, window more than 32 sq. feet, de-

partment stores barred. 3. Best department store window in Dayton. 4. Best mechanical window in Dayton. 5. Best display in window outside of business centre measuring 32 feet or less, department stores barred. 6. Best display outside of business



First prize window in class 3. Men's wear display by Ricke-Kumler Co., Dayton, Ohio.

centre, window more than 32 sq. feet, department stores barred. Prizes ranged as high as \$75, and there were none lower than \$10.

The contest was a great success. Every window was spruced up. There were better trimmed and more efficient windows than before. It re-aroused interest among merchants, large and small, who had grown careless in the matter of display. Many original ideas were introduced. More than 250 windows were entered.

The idea is one that could be used with profit in any fair-sized city. The prize money might be raised by the local merchants' association, and with proper publicity it would undoubtedly prove of practical benefit. The buying public would be attracted to the windows by the contest. It is therefore a good advertising scheme, for if merchants will get together and start a systematic campaign for better window displays, it should bring additional trade to their cities. Start it with a window contest to arouse public interest and then keep up the good work.



The Use and Abuse of Holidays

The custom of employers giving holidays to staff members has become more general of late years. This is as it should be, for it is in the interests of both employer and employe that the latter should have an opportunity to rest for a certain period each year, and thus recuperate his powers. The employer who looks at the matter in that light will be quite willing to give each member of his staff the privilege of an annual rest.

The fact should not be lost sight of, however, that the granting of holidays is intended for mutual benefit, and that the employer must benefit quite as much as the employe. The former gives the holiday in order that the latter may return to work with renewed vigor and a keener interest, and with faculties sharpened to the point of highest efficiency by the rest and relaxation. The employer is entitled to this share of the benefit.

The employe benefits doublefold from opportunity to rest from work. He probably needs the rest in the first place. In the second place, he is afforded an opportunity to improve his own usefulness for the following year. A holiday well spent sends a man back to work with higher ambition to advance himself.

This is the real use of holidays. The abuse consists in utilizing the time of rest to plunge into a continuous round of riotous gaiety—excursions, all night trips, fatiguing pleasures, cramming the largest possible measure of excitement and strenuous exertion into the time allowed. The sequel to such a holiday is that the employe returns to work jaded, more tired than when he left, lacking in ambition, initiative and the desire to promote his own and his employer's interests. This form of holiday abuse is very common, unfortunately. It is foolish, unfair and detrimental to the interests of all concerned.



George W. Chapman, formerly with the Hales-Rutherford Co., men's outfitters, Galt, has taken a position with the Lowndes Tailoring Co., Toronto. His successor is J. Roy Near, of Toronto.

All Ads. in Proportion

With the object of securing more attractive make-up for newspaper pages and better layouts for newspaper ads., the Rochester Ad. Club has been studying the problem of advt. proportion in relation to page dimension. Another object is to give every advertiser the same advantage of position next to reading matter. In conformity with this idea the Rochester papers have been observing the following rules:

- Advertisements which contain less than 84 lines to be set in one column.
- Two-column ads must be 42 lines or three inches in depth.
- Three-column ads must be 140 lines or ten inches in depth.
- Four-column ads must be 168 lines or twelve inches in depth.
- Five-column ads must be 196 lines or fourteen inches in depth.
- Advertisements containing 1,470 or more lines to be set in seven-column measure.
- Largest advertisements on odd-numbered page to be placed at the right hand side of page.
- Largest advertisements on even-numbered page to be placed at the left hand side of page.
- No "island" position, nor portion giving reading matter on three sides.
- All advertisements of equal width to be placed in the same column on either side of the page. The largest advertisement to be placed nearest the top of the page, provided smaller advertiser does not desire to pay additional for position. This charge is to be fixed by the newspaper in which the advertisement appears.
- All advertisements, irrespective of width, shall be dropped from the top of the page, if less than 21 ins.
- Under this plan all advertisements will be placed next to reading matter in all papers.
- The entire plap is built on the width of the advertisement in proportion to its depth, with the result that:
 - All two-column ads will measure not less than 42 lines in depth.
 - All three-column ads will measure not less than 140 lines in depth.
 - All four-column ads will measure not less than 168 lines in depth, making "four halves" impossible.
 - Six-column-wide ads, any depth, and seven-columns-wide ads, one-half column in depth, would be impossible.
 - All newspapers would be "made up" from the bottom.

A L W A Y S I N D E M A N D

Whether in Winter or Summer, in a small or large town, there is always a demand for boys' clothing that has won such a reputation as has

LION
BRAND
BLOOMERS



They are worn by boys everywhere because of the satisfaction they give.

Write for samples and get the boys' clothing business of your town.

THE JACKSON MFG. CO.
CLINTON

Factories: Clinton, Goderich, Exeter

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 tancy silk or white wash material. Trousers—Same material as coat, with silk braid down out-seam. Collar—Poke, wing or band, 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 chamois. 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 spot 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 cheviot 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 cheviot or worsted. Shirt—White, stiff, plain bosom, 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.

C.W.T. A. Contests Close August 1

WINDOW Trimmers and Cardwriters who intend entering examples of their work for competition in the various classes at the C. W. T. A. Convention, August 21-23, should bear in mind that entries close August 1st, and that photos and cards should be in the hands of the Secretary as soon thereafter as possible, in order that classes may be arranged to facilitate work of judges.

Address Secretary C.W.T. A., 143 University Ave., Toronto

Canadian Converters to Pay Dividend

As forecasted in the Dry Goods Review, the Canadian Converters Limited, Montreal, at their monthly meeting, July 10th, declared a dividend of one per cent. for the quarter, payable August 15 to shareholders of record July 31st. The decision to resume dividends discontinued since the last quarter of 1908, was based on the present satisfactory earnings of the company and the prospects that the improvement will continue.

W. G. R. Gordon, general manager of the company, stated after the meeting that sales to date showed a big increase over sales in the corresponding period of last year, while orders on hand are 100 per

cent. ahead of last year's. The improvement in the latter respect has been well maintained since the beginning of the company's fiscal year on May 1st, orders then as now being practically double those on hand at the beginning of 1911-12.

Prices are also good, and not the least important factor in the present situation are the labor conditions, as affecting the company, which are better now than they have been at any time within the last three years. The dividend is being resumed on the same basis as when it was discontinued, namely 1 per cent. quarterly. The last dividend paid by the company was in November, 1908.



From C. L. Brown, with McLaughlin's, Men's and Boys' Outfitters, Amherst, N.S., to the Secretary of the C.W.T.A.—“You can plan on me being with you all at the Canadian Window Trimmers' Convention, as I have my holidays planned then and if all goes well in the store, will leave here either the 19th or 20th. Am trying to get some other boys to take the convention in, but may not succeed. Here's to a successful convention.”

How Merchants are Moving Men's Wear

“Your own idea of what a suit should be at half your idea of the price!” is the announcement made by Cuming & Co., Victoria, B.C., in connection with an advertising plan which they say they recently inaugurated by offering their stock of suits at half price.



The A. K. Britton Co., London, manufacturers of men's furnishings, will, it is reported, establish a factory in Brantford to employ 100 hands. The

company is being reorganized with a capital stock of \$100,000, a considerable portion of which is being subscribed locally.



The story is told of a New Haven man who motored to Danbury, Conn., to buy one of the famous Danbury hats. The joke was on him when, shortly afterwards, he noticed inside the hat the legend, "Made in England." Now the Americans are pointing out that the country which helps build up foreign industry is encouraging a habit which will be sure to revert to the disadvantage of that country. Commenting on this practice of patronizing foreign competitive lines in the face of high standards of development in home manufacture, the *Hatman*, an American publication, has this to say:

"It does not take a professor of Political Economy to understand that any movement which has for its effect the building up of a foreign country at the expense of home industry will react on the nation of its origin. Every dollar's worth of merchandise that can be produced in this country that is replaced by imported goods is a blow at the prosperity of the nation. The inevitable result of a continuance of the encouragement of foreign enterprise at the expense of home production is eventual disaster so far reaching as to include in the crash even the smallest local dealer.

"The English understand these things better. Their patriotism is so practical that it includes a lively prejudice in favor of home-made articles of every description, and at the same time they are

Every Ambitious Merchant



SHOULD
READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE \$2.50

All Orders Payable in Advance
TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
 143-149 UNIVERSITY AVENUE :: TORONTO

smart enough to take full advantage of the average American's provincial preference for anything of foreign origin."

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CONDENSED ADVERTISEMENTS

AGENTS WANTED

AGENT WANTED—TO SELL THE WELL-known Skeldon blankets on commission, in Newfoundland, Nova Scotia and New Brunswick. Miller & Porteous, Skeldon Mills, Ayrshire, Scotland. (2)

AGENT WANTED BY A WELL-KNOWN Scotch blanket manufacturer to sell for them on commission in British Columbia. An established position in business is necessary, and

one locally resident would be preferred. Box 89, Dry Goods Review, 88 Fleet Street, London, England. (1)

FOR SALE

FOR SALE—NEW GENERAL STOCK, WITH new 2-storey cement block store, in a village; sales \$15,000 yearly, can be easily increased. Post office and telegraph office in store, also telephone connection. Apply Box 33, Amherstburg, Ont. (1)

WANTED—A SALESMAN

WANTED—A SALESMAN FOR MONTREAL with good connections among dry goods retailers in Provinces Quebec and Ontario. Must be gentlemanlike, 41 in every respect, and speak both languages. A gentleman that has served with a wholesaler of the line preferred. Only applications containing complete record of former positions and salary required will be considered. Apply care Dry Goods Review, Montreal, Box 8. (3)

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 _____

Tooke

Summer Furnishings

Canadians—your customers—have learned that Men's Furnishings bearing the familiar "TOOKE" Label can be depended on every time for maximum summer comfort and honest service.

Here's an ideal outfit for summer wear—display it as a unit in your window and you'll find it most effective:—

A Tooke Soft Shirt, in cool Percale or Zephyr, or rich Wool Taffeta, with soft French Cuffs—

Tooke Soft Collar, in figured Pique or fine hair-lined Silk—

Tooke Tie in Wash Fabric of dainty white, or figured Crepe de Chine, or a long, narrow Four-in-hand of Tooke's Original Bengaline or Crepe de Faille—

Two-piece or Combination Suit of Tooke Underwear, or of one of the standard brands of Balbriggan which we handle—

Pair of light "Kady" or Invisible Suspenders—

A Tooke "Tongueless" Belt—

A selection from our wide range of Silk, Cashmere and Cotton Hose, in color to harmonize with Shirt and Tie, and—

A pair of Boston Sun, Paris or "Midget" Garters.



We are in excellent position to fill Sorting Orders in any of these lines.

TOOKE BROS., LIMITED, MONTREAL

MANUFACTURERS OF SHIRTS, COLLARS AND NECK-WEAR AND IMPORTERS OF MEN'S FURNISHINGS

WINNIPEG WAREHOUSE

91 ALBERT STREET



MEN'S WEAR REVIEW

AUGUST, 1912

Features in this Number

Review's Information Bureau

Men, Methods and Clothes

Windows Must Have Efficient Lighting

Would the Boss Give a Rebate?

New Store for Toronto's Exclusive Section

Good Advertising Department

Better Methods of Shading Show Cards

Retailers to Adopt Standard Stock Record

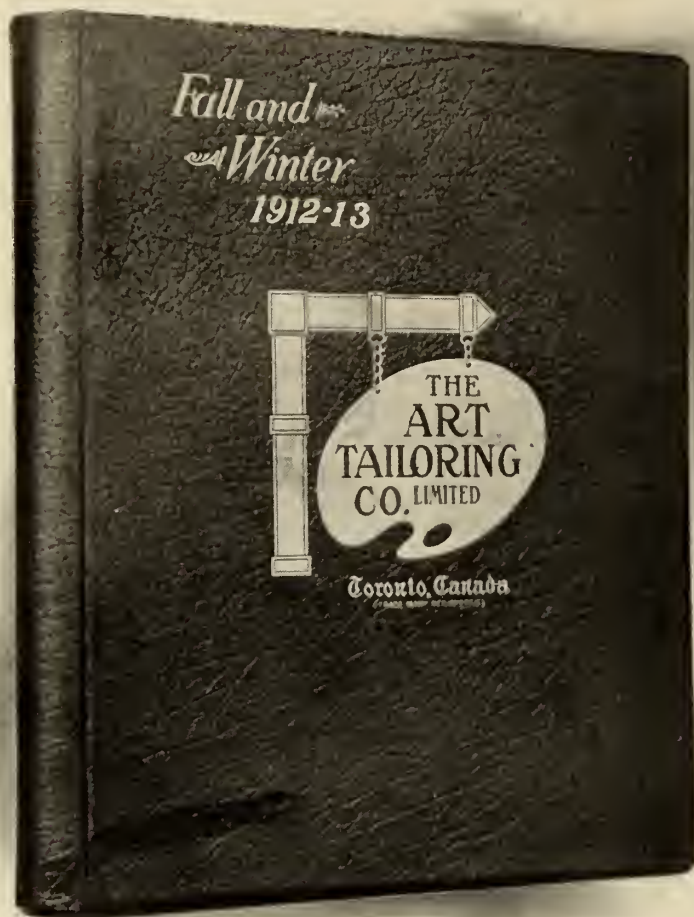
Report of the National Window Trimmers' Association

Spring Forecast on Men's Clothing

Stock Required for Store in City
of 12000—See Information Bureau

Would the Boss Exchange the Suit?

PUBLISHED BY
THE MACLEAN PUBLISHING COMPANY, LIMITED.
3RD WEDNESDAY OF EACH MONTH



Here's the Book
For Big Business

THIS VOLUME bound in fine alligator finish and lettered in gold, contains the largest range of all new Fashions and all new Samples shown by any tailoring house in Canada this season.

EACH left hand page shows 8 samples of the newest suitings from the British mills, while opposite right-hand pages illustrate in colors full length plates of 1913 Styles in Art Clothes.

THESE plates are shown exclusively in Canada by the Art Tailoring Company, Limited. With this big Sample Book goes a Fashion Portfolio and a set of 8 exclusive Style Cards—complete equipment for a real Tailoring Department.

A FEW OF THESE AVAILABLE FOR
LIVE WIRE STORES. MAKE
APPLICATION TO

The Art Tailoring Company
Toronto • LIMITED • Canada

Should the Boss Exchange the Suit?

PERPLEXING exchange problems sometimes arise in the clothing end of a retail business. It is difficult for the merchant to always decide whether a customer's claim is entitled to consideration or not. On the other side, is the constant possibility of losing his patronage.

Here is a case which The Review requires merchants and salesmen to discuss through its columns. During a busy Saturday evening a father and his 15-year-old son enter the store and purchase a single-breasted blue serge suit. They are pleased with the style, fit, general appearance and the price.

Members of the staff subsequently see the boy wearing his new suit, but on the following Wednesday, he again enters the store and tries on a double-breasted coat. Shortly afterwards he returns with the first suit and wants to exchange it for a double-breasted style. The suit is badly mused and shows evidences of wear. The salesman refuses to exchange it.

That evening, father and son go to the store and again ask for an exchange, the father being somewhat indignant. The salesman explains his attitude, but this time interviews the boss.

What course does the boss take?

How does he reply to the customer?

For replies, 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 September 14. Address, Editor, Dry Goods Review, 143 University Avenue, Toronto.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

One of the latest fads in Paris is the soft hat of two shades. Thus in one model the crown and upper side of the brim are gray while the under side is black. Brown and black or gray and brown are other combinations noted.

* * *

At the recent Henley regatta, the King wore a suit of navy blue serge cut double-breasted. By style authorities it was considered somewhat unusual that he should wear white spats, as these are never associated with "river wear." but, of course, in style as in everything else, "the King can do no wrong." His Majesty also wore a cream straw Hamburg, wing collar with red and blue club tie and hatband in the same colors.

* * *

The different aquatic and other sporting events of the past couple of months have emphasized the increasing approval for blazers. At the Henley regatta these coats in distinctive college colorings were much in evidence and it is reported that white blazers bound with ribbons in the distinctive club colors were more widely worn than the navy-striped blazer. One color blazer coats with vests to match are being worn.

* * *

For wear with gray suits, stiff hats of light gray are said to be a favored vogue in Paris. Many of the hats are trimmed with a black band and brown or black derbys are worn with brown suits. Small brims and wide bell crowns are leaders. A Paris hatter has introduced an innovation by making the brim of his silk hats wide in front and faced with satin so that in lifting the hat, the wearer does not ruffle the surface of the silk.

* * *

Men's wear dealers are busy this month merchandising their summer lines with the object of having

a clear field for early Fall business. Spells of warm weather during the month helped closing season trade very materially, and a week or more of frequent rains had the effect of swelling the raincoat record which already had been an excellent one. During September, clearing sales will still be a feature, and towards the end of the month new Fall lines will make their appearance. The first of the suits and Fall overcoats, hats and shirts will be displayed for opening purposes and early season neckwear will be given a run. It is at this time of year that the men's wear store can afford to take no chances or rest as-



GLEN S. CASE.

Formerly manager and buyer for Dunfield's King Street store, Toronto, who recently assumed a similar position in R. J. Tooke's St. Catherine Street store, Montreal, a men's wear establishment which is said to have one of the most advantageous locations in Canada.



An exceptionally effective display of men's wear by E. K. Dallimore, for C. D. Mitchener & Co., Saskatoon.

sured in the feeling that "business will come anyhow." Confidence can only apply to old customers. It is the prospective buyers who must be looked after, and the merchant who has a reliable list of these for mailing purposes has an opportunity now to apply it to practical use. Personal letters or neat folders inviting prospects to the store during the opening period, and informing them of new features, are now in order. In discussing these it is never advisable to enumerate a bewildering list. Rather should the dealer describe a few articles which, he knows, have distinctive merit—something which he knows will appeal to the people addressed. If he does not possess a prospect list he is at a disadvantage as compared with the man who adopts this method of trade development and follows it up consistently.

A waterproof suit has been invented which it has been demonstrated will keep a man afloat in the water. It is made of a kind of tissue cloth, and the inventor believes that it will immediately answer the requirements of aviators, water boat enthusiasts and water travellers.

* * *

The recent hot weather in England had the effect of breaking the rigid conventions of the House of Commons. A writer in one of the English dailies states that many members would carry a black silk hat and black coat through Calcutta heat if it reached Westminster, but there are others who during the past day or two have dressed in light clothes in grays and fawns, dove shades and ivory white.

"White duck trousers were sported by Mr. Munroe-Ferguson and Mr. Ian Malcolm, while the

ample and filmy white tussore suit of Sir Alfred Mond, who graced the committee on the White Slave Bill, earned this Liberal millionaire-employer the laughing sobriquet of 'The White Slave.' The Labor benches had their Beaux Brummel in the large personality of Mr. John Hodge, who wore a big light fawn-colored shantung suit and startling hat of wide area.

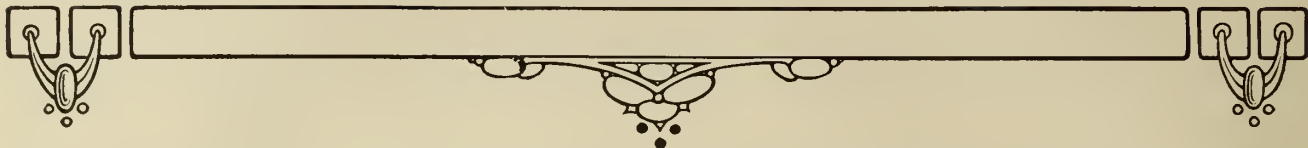
"There is a sad falling off this year in waistcoat color. In recent years the hot weather has caused the chamber to blossom out with pinks and blues, stripes, linens, checks and spangles, waistcoats white with many fancy lines, waistcoats of pale French gray with stripes of fawn, mauve, ecru, lemon, saffron and mouse. But this year men of all parties seem to have 'agreed' to eschew vested color. Simple white and plain gray, with here and there a solitary fawn, are the tones this year.

"The government dress mainly in black, but Mr. Lloyd George smiled merrily in a French gray lounge suit, and Colonel Seeley conducted the demand for nearly £3,000,000 for the expenses of the Territorials in a vest of French gray. As to vests, there was Gen. Sir Reginald Pole-Carew in light biscuit, Mr. Peel in dove gray, and Maj. Archer-Shee in cream."

* * *

In New York, according to a recent report, window decorators are using pictures of current events as attractions. Thus, one window would show certain processes in the construction of a straw hat, while another, featuring outing wear, would have a number of illustrations of recent athletic events.

Review's Information Bureau



Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

EDITOR Dry Goods Review.—Please recommend to us a man to fill position about to be vacated by our window trimmer, or have some trimmers apply.

Just at the present time, The Review knows of no window trimmer who has declared himself open for engagement. It would hardly be fair on our part to suggest the names of men who are at present employed in other stores, and who, we have no reason to believe, are dissatisfied with present positions. Only when a trimmer is out of a position or is advertising himself open for engagement, does The Review feel justified in suggesting his name to a merchant. An advertisement in the want columns of the Toronto or Montreal dailies would undoubtedly bring replies from good men who are, at present, inclined to be restless. We shall also refer your letter to the secretary of the Canadian Window Trimmers' Association who may know of trimmers open for employment.

An excellent policy for any merchant to adopt with regard to positions of this kind is the employment of an assistant or understudy who shall be able to step into the head man's shoes in the event of a change.

* * *

Editor Dry Goods Review.—I am considering seriously of changing my business to cash and would like all the information I can get on it.

My competitors have been here for 20 years, are well established and in good shape financially, and while I have lived here all my life, I only started in business three years ago. Whether it will be wise for me to start on this new basis or not I would like to know. Would also like to have coupon book referred to in "Management of Retail Business."

Knowing what the experiences of other merchants have been in introducing the cash principle, we have no hesitation in saying that we think any merchant is wise who adopts and enforces it consistently. Of course, we know very little about local conditions there, or of the general wealth of the dis-

trict. If it is at all prosperous, we think cash is your opportunity: if it is not prosperous, credit is your misfortune. We know of merchants who, practically facing bankruptcy, have revised their methods by insisting on cash and it proved the salvation of the business. They expected a stampede to other stores, but it did not develop seriously.

Your first step is to take your people into your confidence by issuing a plain statement of facts in letter or circular form. Point out that cash will enable you to give better prices, will place you in a position of advantage as regards competition of any kind, and follow this up by quoting revised cash prices on some of the articles chiefly in demand. Emphasize the fact that expense entailed in connection with credit system has necessitated higher prices—that this is really one thing contributing to the high cost of living.

We would advise that you do not adopt the coupon book you refer to. It is only one man's idea, and we fear that any merchant adopting it would only find that it would be used by some people as an excuse. When you say cash, you should mean cash. Of course, there are accounts, such as hotels,

WOULD BUY IN CANADA.

From Arnold Waterman, Port-of-Spain, Trinidad, a large men's wear dealer, the Review has received the following letter of interest to Canadian manufacturers:—

Editor Dry Goods Review:—I would be pleased if you can put me in communication with the manufacturers of dry goods—cottons, prints, and general soft goods—also men's wear lines. I do considerable business with the United States, but if Canada can supply the articles I require at the same price and on same terms, I am willing to send them my orders.

Replying to the above letter, the Review forwarded to the writer a list of firms in whose lines he would undoubtedly be interested and would suggest that manufacturers desiring to extend their scope of operation, should communicate with Mr. Waterman.

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.

hospitals, municipal or government institutions, large business concerns, which will have to be charged for payment on certain fixed dates, but the general run of business should be cash. If you can't get down to clear-out basis, get as near to it as possible. Everything depends on how you begin. Let there be no two meanings possible in your letter. We would suggest something like the following:—

To our customers, or To the people of———:

Beginning with the New Year (or whatever date may be selected) it is our intention to adopt a system which, we feel confident, will enable us to give you better prices, more satisfactory values, make your shopping at our store still more attractive.

You are probably not aware of the expense entailed in the collection of accounts, in writing off those debts that are hopeless, expending time on accounting which could be better applied to your service. Do you know that it is necessary for us to add from 10 to 15 per cent. to prices in order to cover this item in the cost of doing business?

Our plan is this. On the date mentioned we shall introduce the cash principle in our business. We are only adopting a plan that will act to your advantage. We shall pay cash for the goods we buy. We shall be able to take our discounts on all purchases for this store. We shall be in a position to broaden our buying scope. We shall not have to take credit charges into consideration.

Do you know what that means? It means a saving to you of from 10 to 15 per cent. Appended is a list that proves it. These are some of the revised prices made possible by this change.

The most progressive stores in the country are adopting the cash principle. It is this method of merchandising by which they distribute the greatest good to the greatest number. It facilitates their business. It means a saving to their customers. That is why we are doing away with books of account record after January 1st. They will then be unnecessary. We shall be doing business on a cash basis.

By helping us reduce the cost of doing business, we shall help you reduce by a certain percentage, the high cost of living.

Yours for a year of prosperity,

You might head this letter, "Greatest good to greatest number." "Reducing high cost of living," or some other caption calculated to appeal to the popular mind. Then follow up with a list of revised prices—items on which the saving will be unmistakable. The letter should be published also in the local paper. A copy of it should go into every home.

We feel confident that the simplicity of the cash principle will commend itself to you, and if applied in all seriousness will be found beneficial to your business.

Shall be glad to have you advise us as to whatever steps you may take.

* * *

Editor Dry Goods Review.—I have been thinking very seriously, of late, about going West and opening a men's furnishing store. What city or town would you say locate in from Winnipeg westward, or do you think a general dry goods store would be a wiser idea. If a men's wear store, kindly give me the name or names of a few reliable firms to approach re stock. If, on the other hand, a general store, do likewise. I have a little capital; have had 15 or 16 years' experience in department and country stores. Served my time in Ireland and am about 32 years of age. I am managing a general store at present.

Although opportunities of the West, both in men's wear and general store business are said to be numerous, we hesitate to advise any young man in the matter you speak of. Rather would we suggest that, if you are determined to go West, you attach yourself either as employe or partner to one of the many progressive stores in the West for a year or two until you are confident as to the most satisfactory course for the future. In any event, would advise that you first visit the West before considering the responsibilities of business there. It is a matter in which you can afford to be careful.

In the condensed advertisements of the large city dailies, you will occasionally see openings under the heading of "Business Chances," which may interest you. We are enclosing a number of recent clippings from a Toronto paper.

The advertising columns of The Dry Goods Review and Men's Wear Review contain announcements of reliable firms any of whom would, we are confident, be glad to have you communicate with them re stock.

Are you sure that the business you are at present engaged in is doing the best it possibly can for you? Why not look into the matter with the view of ascertaining whether there is not a definite opportunity for you in your present location?

* * *

Editor Men's Wear Review.—Where can I buy undergarments made by the B.V.D. Company, New York. Have they a Canadian agency?

From the following wholesale distributors: Matthews, Towers & Co. and McIntyre, Son & Co., Montreal; The W. R. Brock Co. and Caulfield, Burns & Gibson, Montreal.

Is your Hat Department
Making Money for you?

Do you handle a line of Hats that your customers are perfectly satisfied with? If not, get acquainted with the



“Monarch Hat”

(Registered Trade-Mark)

The Hat

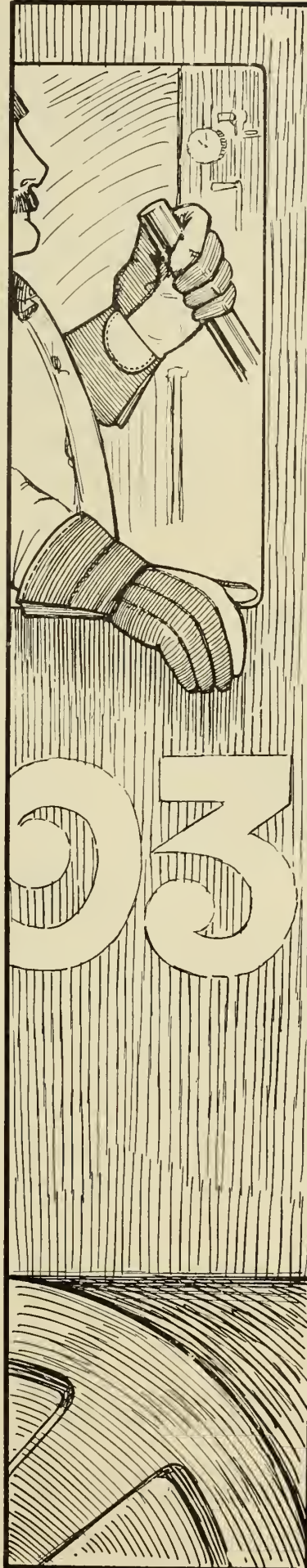
For High-Class Trade

Style, Quality and Prices are Right

See the 1913 range now being shown by our travelers. Also a complete line of Straws, Panamas and Caps, etc.

L. GNAEDINGER,
SON & CO.

MONTREAL



Gloves

The Gloves that are backed by the maker's absolute guarantee.

They will stand the hardest kind of hard wear.

You can safely recommend them to your customers.

Show them to—

**TRAINMEN
TEAMSTERS
MOTORISTS
MECHANICS**

or to any man who wants a glove that will stand hard usage.

You can get Ryan's Gloves for all purposes—from the light street glove to the heavy wear kind.

Ask your wholesaler.

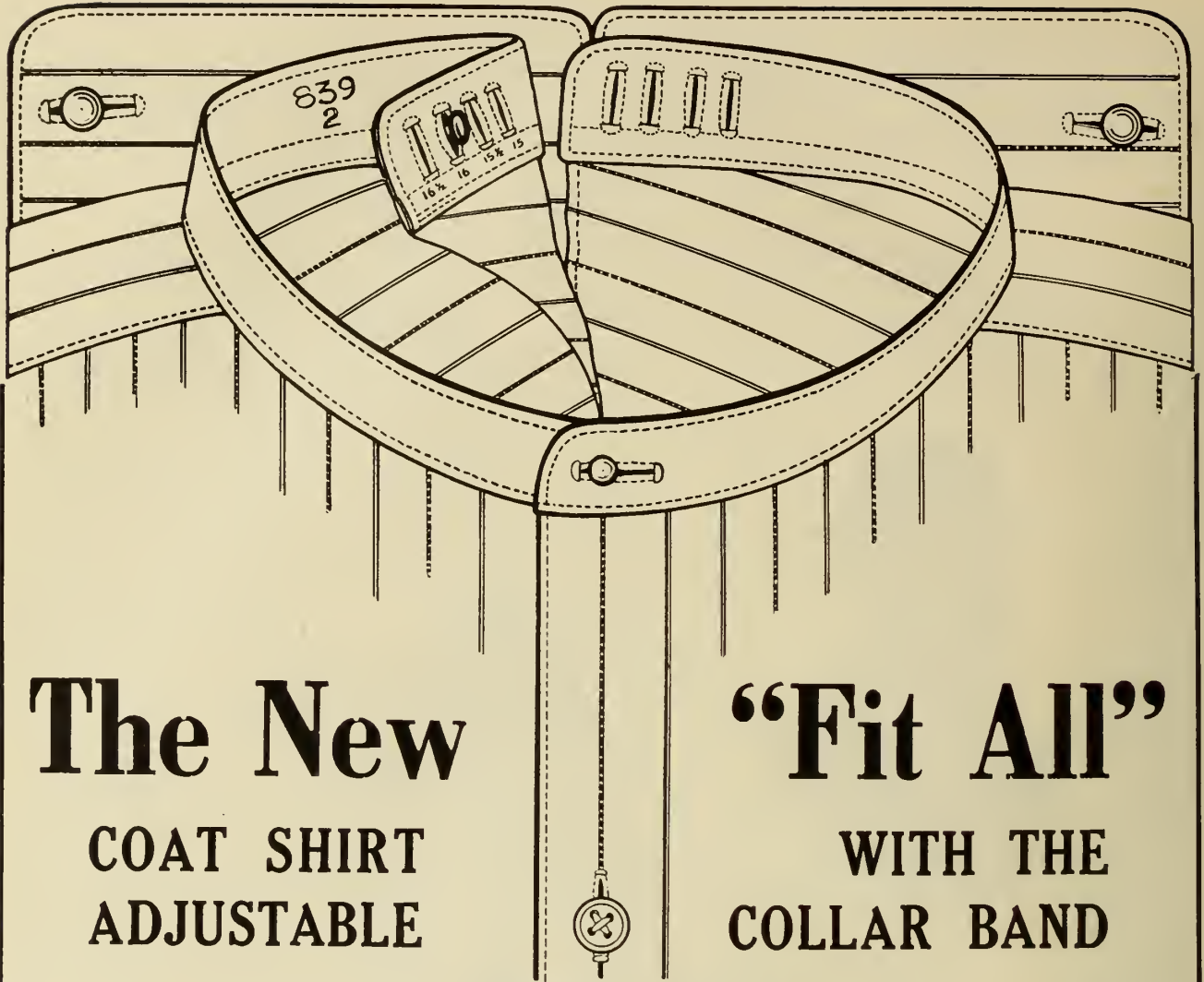
**The
Robert Ryan
Co.**

Three Rivers,
Quebec

E. H. Walsh
& Co.

Selling Agents
TORONTO

Branch Offices:
Montreal Winnipeg
Vancouver



The New
COAT SHIRT
ADJUSTABLE

“Fit All”
WITH THE
COLLAR BAND

SPRING 1913

YOU'LL NEVER BE OUT OF THE SIZE IF YOU STOCK “FIT ALL” SHIRTS

Do you realize what this shirt means to your business? Do you see what it means to your customers?

In the first place suppose your customer selects a pattern from your cases or windows and it just suits him—you look for his size and you must confess that **YOU ARE OUT OF HIS SIZE**, oh, what a confession to make, you have at once jeopardised your chances of making the sale and lowered your patron's estimate of the completeness of your stock.

DO YOU SEE WHAT THIS MEANS?

This is where the new “FIT ALL” coat shirt steps in—you are never out of sizes—**EVERY SHIRT IS FOUR SIZES IN ONE**. The collar band of every shirt is adjustable to four different sizes—a 14½ shirt is adjustable to 15, 15½ and 16—a 15 shirt adjusts to 15½, 16, 16½, and so on.

This also means that a customer gets the greatest amount of comfort; he can select a shirt that will fit perfectly in the body and is assured that the collar band will fit as well. The laundryman cannot spoil his shirt by shrinking the collar band.

“FIT ALL” VALUES ARE UNEXCELLED

Along with the extra advantage of the adjustable collar band “Fit All” shirts are unexcelled in style and quality of cloth, and patterns. **PRICES ARE RIGHT.**

GREENSHIELDS LIMITED - MONTREAL
Sole Distributors of the “FIT ALL” SHIRT in Canada

Please mention The Review to Advertisers and Their Travelers.

Greenshields' Men Are Coming

WITH THE FULL SHOWING OF MEN'S
FURNISHINGS FOR
SPRING 1913

Our representative will shortly take the road with the complete Spring range of men's furnishings—the most complete we have yet shown and should meet with approval everywhere.

The values are unequalled
in the trade—wait and see.

The 1913 Neckwear

Will be complete about September 1st when our traveller will call on you with a most complete line of latest novelties.

Our Christmas Neckwear

We are showing a range that is second to none, and we are making a specialty of knitted ties at \$2.25 a dozen, equal to any retailed at 50c.

Our Winning \$2.25 Neckwear

We wish to draw your attention to our range of open end silk ties at \$2.25 a dozen. These are better than ever this year. If you have ever handled Greenshields' \$2.25 neckwear you will know that it is the best for the price on the market.

Men's Shirts, All Kinds

We have a large and varied range of the popular shirts—made in coat style, separate collars, and French cuffs, prices range from \$6.50 to \$15.00 a dozen.

Our showing of laundered shirts is very complete, all prices and in all styles.

We will also show a complete line of *work shirts* in all the latest shades, and in tan and khaki, in all prices.

Men's Christmas Suspenders

We have a special range of men's braces in individual boxes for Christmas trade, also combination sets of Suspenders, Garters and Armlets, from \$4.50 to \$9.00 a dozen.

MEN'S HALF HOSE, silk, cashmere, lisle, and cotton, in a complete range of colors. From \$2.25 to \$6.50 a dozen.

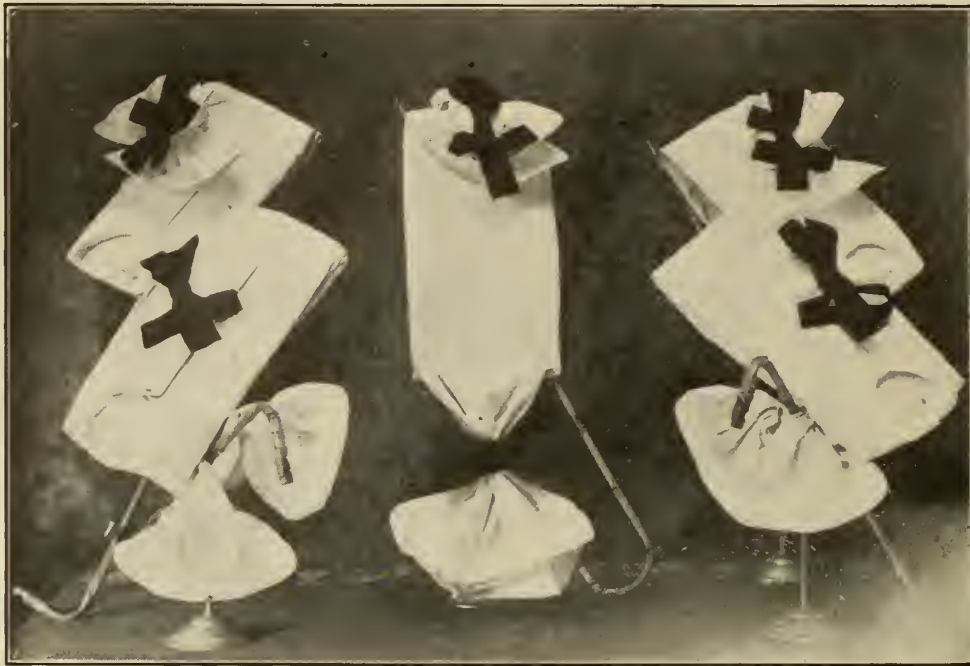
SEE OUR UMBRELLAS. From \$4.50 to \$60.00 dozen.

WATERPROOF COATS. Our range consists of all weights and colors from \$5.00 to \$10.00.

DRESSING GOWNS are especially saleable at Christmas time. We have latest designs at \$4.50 to \$10.00 each.

GREENSHIELDS LIMITED

MONTREAL



Fixtures used here are shirt easels. The skirt of the centre shirt is drawn out and tied back to the standard of the fixture with a four-in-hand. The other shirts are placed on an angle of the easels, with the sleeves drawn out as shown.

Editor Men's Wear Review.—What would be generally considered a fair amount of clothing stock for an exclusive men's wear store in a city of 12,000 with good prospects.

An experienced clothing buyer suggests, for a city of the size mentioned, a stock of about \$14,000 divided as follows:—

Youth's and Men's Suits	\$4,650
Boys' 3-Piece Suits	1,500
Boys' 2-Piece Suits	1,500
Boys' Fancy Suit Blouse and Busters..	500
Youths' and Men's Overcoats	2,000
Boys' Overcoats	1,000
Men's Raincoats	1,000
Men's Reefers	300
Boys' Reefers	200
Odd Vests, Tweed and Fancy	200
Smocks	150
Overalls	250
Tweed Trousers	600
Boys' Knickers	150

SIZES AND QUANTITIES.

Men's and Youth's Suits, sizes 25|34, 25|35, 75|36, 75|37, 85|38, 75|39, 75|40, 22|42, 12|44, 8|46.

Men's and Youth's Overcoats, 10|34, 10|35, 35|36, 35|37, 35|38, 35|39, 35|40, 24|42, 24|44, 12|46.

Boys' 3-Piece Suits, 10|28, 20|29, 35|30, 35|31, 35|32, 35|33, 25|34, 15|35.

Boys' 2-Piece Suits, 5|22, 5|23, 10|24, 25|25, 25|26, 30|27, 30|28, 30|29, 30|30, 20|31, 20|32, 20|33, 20|34, 15|35.

Boys' Fancy Suits, 5|20, 20|21, 20|22, 25|23, 25|24, 25|25, 10|26, 10|27.

Boys' Overcoats, 10|20, 10|21, 20|22, 20|23, 20|24, 20|25, 20|26, 20|27, 20|28, 20|29, 20|30, 20|31, 20|32.

Men's Raincoats—5|36, 30|38, 35|40, 30|42, 25|44, 5|46.

Men's Reefers—5|34, 10|36, 20|38, 20|40, 10|42, 10|44, 5|46.

Boys' Reefers—3|20, 3|22, 10|24, 10|26, 10|28, 5|30, 5|32.

Tweed and Fancy Vests—5|34, 10|36, 20|38, 20|40, 10|42, 10|44, 5|46.

Smocks—10|34, 20|36, 30|38, 30|40, 30|42, 20|44, 5|46.

Overalls—10|32, 20|34, 40|36, 50|38, 50|40, 30|42, 20|44, 5|46.

Tweed Trousers—10|32, 30|34, 35|36, 35|38, 35|40, 20|42, 10|44, 5|46.

Boys' Knickers—5|22, 10|23, 10|24, 10|25, 10|26,
10|27, 10|28, 10|29, 10|30, 10|31, 10|32, 10|33,
5|34.

* * *

Editor Dry Goods Review:—I am building a new store and would like to put in a lighting system other than coal oil. Can you give me the name of a firm making gasoline lamps or any others?

The Pitner Gasoline Lamp Co., 52 Colborne St., Toronto; The Siche Gas Co., 10 Lombard St., Toronto.

* * *

Editor Dry Goods Review:—Where can I buy story books suitable for Christmas trade?

Raphael Tuck, Son & Co., Montreal; Methodist Book & Publishing House, Toronto; Copp Clark Co., 64 Front St. W., Toronto; Musson Book Co., Victoria and Wilton Ave., Toronto.

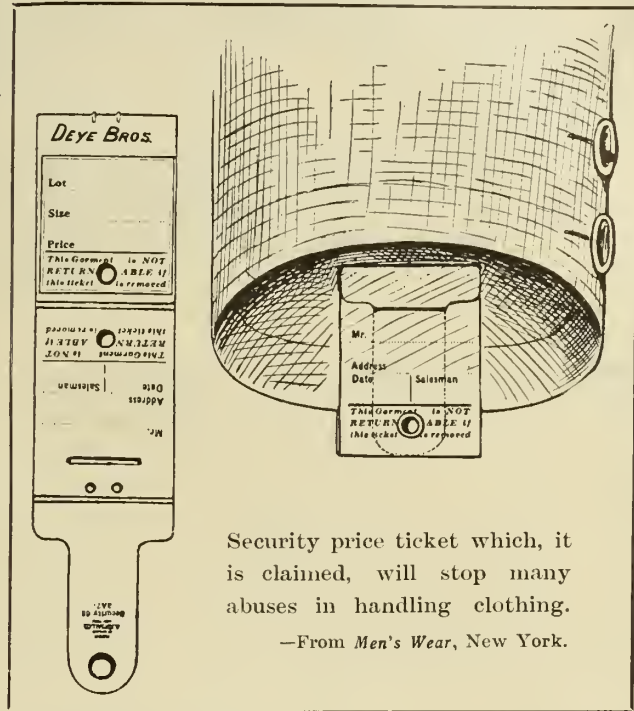


Security Price Ticket

The accompanying illustration shows a security price ticket on which it is plainly stated that the garment is not returnable if this ticket is removed. It is a recent invention by a New York firm. The new ticket is shaped on the order of a regular coat ticket, only that it has a much larger tongue. When placed on the garment the hole in this tongue reaches to the bottom of the inside of the ticket, flush with the hole in the front and back of the folded ticket. Through these holes there is a small lightweight eyelet, put in place with a small hand punch. With this eyelet going through the three holes, the ticket naturally cannot be removed without mutilating it, and then, of course, it is impossible to put it back in place. The illustration on the left shows the entire ticket without any folding. The illustration on the right shows the ticket as it looks from the inside of the coat sleeve, and the long tongue is dotted, so as to show where this reaches.

This ticket was originated, states *Men's Wear*, New York, because retailers have been having much trouble with their customers buying clothes, especially evening clothes, etc., wearing the suit one night and returning it the next day or two with some feeble excuse. There has also been reported considerable changing of price tickets on garments sent on approval, the customers changing the lower-priced ticket to a higher-priced garment, returning the other garments and demanding the higher-priced garment at the low price, as per ticket which they have just transferred.

Many retailers have experienced trouble with the salespeople, changing the price tickets for friends, transferring the ticket from a lower-priced garment to



a higher-priced one before the sale is made, thus saving their friends money at the retailer's expense. There are said to be many other abuses in the trade which this ticket would stop.



The record of measurements kept by a large clothing house enables it to say this in advertising: "No matter where you live or travel, if your measure is on file with us in Chicago, we can always fit you correctly in clothes tailored as you want them.

REVIEW GIVES HIM GOOD INSIGHT.

From James McIntyre, Grandview, Vancouver:—I enclose M. O. for \$2.00 as subscription for *Dry Goods Review* for one year.

The Edwards system of card writing which has been appearing in your columns has interested me. Kindly let me know if I can procure the course in complete form.

I have recently arrived in Canada from Ayr, Scotland, where I have had a business for the past six years. Vancouver looks good to me and I have purchased for cash the business of D. Sutherland, Commercial Drive, and will commence business at once.

I have looked over several back numbers of the *Review* at Mr. Stoddart's, and think you handle matters pertaining to the trade in a masterly manner. I have obtained a good insight into the Canadian end of our business from your pages and have pleasure in becoming a subscriber at once.

SHIRTS, COLLARS AND CUFFS



Future of silk shirts and the retailer's opportunity — Neglect of novelties owing to Midsummer clearance sales — Preparations for Fall — Is demand for high grade garments cutting into made-to-order trade — Satisfactory washing colors

STOCK and factory clearance sales of shirts have been recently at their height to close the summer season. Merchants are also preparing stocks for first shipments of Fall orders and values offered at 39c, 49c, 69c, 79c and 98c are good, although many of the designs are in wider stripes than those favored for the coming season. This fact was anticipated and noted early owing to the scarcity of manufacturers' piece stock and backward deliveries on preferred stripes.

Qualities on sale, however, included values up to \$9 and \$10.50 dozen in fairly neat stripes, blue and white, black and white and combination effects, in a good assortment with tans and a few grays. Plain chambrays, especially in blue, are quoted at unusual prices.

Following the season's selling experiences there is a demand for extra narrow stripes in sample books duplicating blue and white and black and white. The scarcity previously referred to has decided manufacturers to meet the requirement by adding neat stripes in values from \$9 to \$10.50 and up, per dozen. As soon as new cloths are received, double numbers will be carried in the first shades.

Of course, a retailer's trade decides the extent of novelty introduced in his assortments. While a few higher priced numbers are tried out, they are for the most part, carried only in more exclusive and high-class stores.

Outside centres have not taken up soft collar and French cuff styles to an extent that compares with the vogue in larger cities. This is particularly true of soft silk shirts and the increase during midsummer in soft natural and white soiesettes, vestings and fine repps. The quantity of clean up lines merchandised is, in some cases, hampering the merchant's ability to add these novelty lines.

SUCCESS OF THE SILK SHIRT.

The success of silk shirts this season is an indication of the exceptional demand that can be looked for next year. This has to be prepared for early to get deliveries on account of distances and shipping facilities and there is not the least doubt but that

every merchant could cater more strongly for this trade.

There are lines of silk shirts on the market which have a distinct superiority in finish, style, quality and values. They conform too, with the present demand as to colors. Particularly in workmanship and finish is this favorable appearance evident. Collars are not just as stylish as they could be, although extra negligé and tie to match are suggested and worn by careful dressers. Seams are neat and appear almost as if pressed together, no matter what the quality or weight of the fabric, more especially in fine handkerchief twill silks. Not the slightest puckering or fullness is passed. Better numbers of unfilled silks come up to standard retailing prices and, in the natural pongees, always in the better or No. 1 grade. Each shirt is separately boxed if desired. So far, no complaints are heard regarding sizes in the quantities sold by merchants who demonstrated silk shirts for the closing season added materially to profits.

Buyers should consider this phase of market and manufacturing conditions, and the advisability of handling assortments of silk shirts if only to add prominence to their line. The continued success of these garments is bound to affect made-to-order business which has been a customer-retaining feature on account of special care and detail in furnishing.

Increased orders on fine French flannels and Ceylons are also said to be cutting in on made-to-order trade. Style, it would seem, sells shirts better than size does. The idea that a shirt has to be roomy is passing, because it is taken for granted, if the size is correct to standard, no trouble is found with the fit. Men decide on the pattern because it appeals to them or matches some prevailing fashion or other personal apparel. If customers are buying for style, they also will pay higher for style, they also will pay higher prices for the season's early novelties, enabling a better showing of profit.

There has been little complaint as to laundering qualities this year. Most colors in fabrics used are guaranteed.

KANT KRACK

COATED LINEN
Collars



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

From the Yukon to Newfoundland

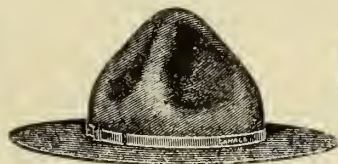
From the Gold to Fish Region, the "KANT KRACK" coated linen collars are the collars of the people.

They're in demand because of the service they give resulting from the flexible lip and the long slit back which prevents breakage.

They are superior in style, fit and finish, no laundry—just water and sponge.

Only one grade and that grade is the best. (Made in Canada.)

The Parsons and Parsons Canadian Co.
 HAMILTON --:-- ONTARIO



Are You Getting This Trade?

If not, is there any reason why YOU shouldn't get the complete trade of the better families?

The surest road, is to devote a small section of your store to Miller's Official Boy Scout Supplies, and make your store the boys' headquarters for all their requirements.

Get your stock from us now and "Be Prepared."

We specialize on Military and Cadet Uniforms, 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, Club and Hotel Linen Supplies
 Carpenter, Butcher and Waiter Aprons.

Write Dept. No. 1 for illustrated catalogue, mentioning what you are particularly interested in.



The Miller Manufacturing Co., Limited

251-253 Mutual Street

::

::

TORONTO

Please mention The Review to Advertisers and Their Travelers.

Are you advertising
in the way the store
has always done it.
That may explain
why you are not
satisfied with it.

GOOD ADVERTISING



Extracts from bright advertisements that tell what other merchants are doing — Opening of the Fall season and after vacation business in the boys' department — Comment on advertising features — Advertisements with no definite message

Here it is again—this everlasting clothes question—wedging you once more with the need for a new suit or overcoat. How are you going to answer the call this Fall?

* * *

The whole argument for our Fall suits is that they are of the finest tailoring and finish and made from exclusively imported material and sold at one price only.

* * *

First consignment for Fall of English-made clothing. Garments that with them carry an international reputation for excellence in quality, style, and efficiency in workmanship. They are superior in every respect.

* * *

Boys shirt waists, 29 cents. Just in time to fit the boy out for day school or boarding school comes this offer of shirt waists at a great money saving price. The reason for this clearance is the number of balances of different lines we have in stock and which we group into one lot for quick selling. All sizes, 11 to 14, or ages 6 to 15.

* * *

Yes, you can come right here now and save from \$10 to \$18 on every suit we have on sale during this great midsummer event, and you'll find a stock of materials that will make your heart glad—blues, greys, browns, greens, mixtures, worsteds and tweeds in every new color and design.

* * *

Every boy can be well dressed and you need not invest a large sum of money to obtain a good school suit. For the strenuous days that begin soon the boys suit must have durability and style. Our single and double breasted and Norfolk suits will stand the wear and tear that school boys give them.

* * *

The stranger in town is welcomed by the store in more than a selling way. Recognizing the need of

headquarters for visitors we provide rest room and parcel desk when one can forget the rush for a few minutes.

* * *

Our furnishings department take great pleasure in waiting on a man who is critical about his clothes, for they know they have every essential to make him a satisfied customer.

* * *

Outfit the little chaps in readiness for school opening. With pride we offer these first arrivals of Fall and Winter suits. Now is the time for mothers to see, admire and choose.

* * *

Two sides to this sale—its economical importance and the excellent style and character of the suits included. They sold regularly at from \$15.00 to \$28.00. Now reduced one-half.

* * *

That boy of yours. You can't always be digging down among the green backs for the price of a suit. You want something good when you do buy. Now, school time will soon be here, and that same boy will want a new rig-out. Here's your opportunity.

—⚙—

Not Always Adman's Fault

The very general advertisement—the one that tries to emphasize the importance of a host of things and falls short of any really definite message—should be carefully avoided in this day of strenuous merchandising, of specialization, and of straight-to-the-work salesmanship. No matter what the argument may be that is held together by those old cobwebs, precedent, tradition, and conservative policy, the advertisement that does not appeal in some one striking way falls short of its best purpose. Printer's ink, discussing this fault, concludes that it is not always the advertisement writer who is to be blamed when "the advertisement is one of those general,



EVERY DEPARTMENT STORE PROPRIETOR
 EVERY GENERAL MERCHANT
 EVERY VARIETY MERCHANT
 EVERY DRY GOODS MERCHANT
 Should Throw Up His Hat for

Edited by
 Henry Stirling Fisk
 \$5 PER YEAR
 Published Weekly
 Cash with order. Sold
 to only one dealer in
 a town

Interlocking
Fisk Advertising Service

For Dry Goods, Department, General and Variety Stores

Published by Fisk Publishing Company
 Schiller Building, Chicago
 There is No Other Advertising Service Like This in the Whole World

R. W. Crompton
 Art Director
 \$5 PER YEAR
 Published Weekly
 Cash with order. Sold
 to only one dealer in
 a town.

and then sit down and write a check for five dollars and send it to us so he can commence to receive the service at once. It's bully for a store without an advertising man, and bully for one with an advertising man.

James P. Ryan, Bangor, Mich., writes: "Your advertising service is coming each week. It's the greatest line of advertising stuff I've ever seen for the money. I felt you were offering too much for the money, so sent my check to the Dry Goods Reporter to be forwarded to you in case they felt you would do as you said. They wrote me they sent my check to you, as they know you will do as you promise. I am more than pleased with the service so far."

After October First Fisk Interlocking Advertising Service will be \$10.00 Per year. Order now and save five dollars.

FISK PUBLISHING CO.
 Schiller Building, Chicago. Henry Stirling Fisk, President.

Please mention The Review to Advertisers and Their Travelers.

flowery kind that gets to the end without really conveying any definite message to the reader.

"Not long ago one advertising man said to another—a writer of clothing copy: I think you have a bang-up typographical style to your work. It stands out so well that readers can't miss it, and the display is in perfect harmony with the subject, too. But my criticism is that the copy, though pleasingly worded, is too general. Why don't you turn loose in one of your advertisements and tell what the firm can do for the man whose limit is a \$20.00 suit; another time let us know what you can do for \$25.00, and so on. I think that kind of copy and the window display is what tempts a man to go into a clothing store for the first time."

"I agree with you exactly, said the other, and I have argued with the firm time and again to let me write up just that sort of copy, but the boss smiles and says that it isn't the thing. He thinks he knows the clothing business, of course, and he insists that I merely advertise the line generally—talk about the magnificent assortment that gives such an opportunity to all, no matter the size of the purse, and fine style of the line, and so on. So what's a man going to do?"

"Perhaps this is the situation in a great many cases where the poor advertising is roasted for the frothy general stuff that gets into the advertisement. But it does seem that is high time now for advertisers to realize that such copy neither interests nor convinces readers. Generally speaking, no one advertisement interests every possible purchaser. It is better to pick out a class of readers and aim at them with rifle-shot arguments than to be firing at long range with shot-gun stuff that doesn't bring down the game. And this doesn't mean, either, that such advertisements as those dealing with men's clothing should be full of minute details."



Conquering Power of Pants

**Humorist points out that in their thrall
Romans, Teutons, Indians were become
helpless — Nine tailors to make a man**

"Pants may be the high water mark of our modern civilization," writes Irvin S. Cobb, the humorist, because the civilized man is popularly presumed always to have a pair of them on, except when in bed or taking a bath, but I contend that they are likewise the sign and symbol of his complete domestication.

"Bear with me one moment while we scan history for proof of this statement. The Roman vanquished the world, wearing a toga. The Teuton barbarians whom he conquered wore pants—pretty sad-looking pants as pants go in this day, having no hip or side pockets and no buttons for the sus-

penders to be fastened to—but, nevertheless, pants. It was when the Roman began wearing pants himself that the rest of the world was able to get his number—thirty-four inches round the waist, twenty-eight scant in the leg. Our own American Indian offers a similar example. Full of oratory and fiery ardor as he was, the great Tecumseh was, nevertheless, as pantless as a rabbit. When taking the warpath Red Jacket and Sitting Bull took along no pants with them. We tried to humanize and soften the Indian by stealing his land and shooting him full of holes and pickling him with New England rum. We sought to appeal to his better nature by starving him to death and beating him at draw poker but for three centuries and more he resisted us—until we backed him into a corner and hung a pair of pants on him. Then we had him licked; he has been tame and city-broke ever since. Pants did it and we can prove it.

"We, as a nation and as a sex are being educated to the necessity of having for every occasion a suitable and a separate costume. One is given to understand that one must have one costume for afternoon calls and another costume for morning calls; a costume for yachting; a costume for golfing and a costume for looking on when the others golf—one positively must. That is what I glean from reading the available current literature on the subject.

"Only here the other week I heard of a gentleman—not in my own set as it happens—who gives careful attention to the details of dress, and he was thinking some of going up to New England for the summer and spending a couple of months on an abandoned farm; so he was inquiring round to ascertain the proper costume for an abandoned farmer.

"Thus, by precept and example and by the printed word of authority, are our crude sartorial instincts being guided into proper channels, and I for one am very glad and very happy; we've been groping blindly in the dark long enough. However, I can see that dressing is going to be more expensive than it used to be. What with the high cost of living and our old friend Schedule K being still in active operation, and the absolute demand for uniformity in scarfpins and walking-sticks, I foresee a long period of financial stringency ahead of those of us who expect to maintain a place in well-dressed society from now on. It will be hard enough on the unmarried ones; but how much harder on the married ones!

"According to the most generous and lavish computations, it takes only nine tailors to make a man, and sometimes nine collection agencies to collect the bills; but when a woman gets through with her nine tailors she—if one may judge by the outward and visible signs—is only just started."

Attractive Front of a New Jaeger Store



THIS is the very handsome front of the new Jaeger store in King Street West, Toronto. Not only do these windows suggest that great degree of success possible in specialization, but it also indicates strong confidence in the advertising power of the show window. The front of this window is of two-tier construction. The windows on the sides are 3 feet 6 inches wide, with a depth of 10 feet, while the smaller case-like window in the rear of the vestibule is 6 feet 6 inches wide and 4½ feet deep. The height of the lower windows is 10 feet and of the upper windows 8 feet. There is a three-foot entrance on each side of the central case. The vestibule is tiled, with the name Jaeger in a contrasting color. The frames of the windows and

the fixtures of the store are in oak of Early English finish. Immediately above the entrance is a balcony admitting to the upper windows. The store has a width of 24 feet, 75 feet deep, and is exceptionally well laid out. There are separate counters for men's and women's apparel and try-on rooms for each department. The lights are on the front principles, that is, reflected upwards from the fixtures and again reflected by the ceiling giving a very soft, agreeable effect. The new store is situated on the north side of King street, in a very busy section. The appearance of the store is rendered additionally attractive by a large canopy of ornamental glass and metal and with the British coat-of-arms in front.



Tooke Spring Shirts

Tooke Shirts for Spring, 1913, are notable for originality. From the best mills of Europe and America we have secured a range of goods confined to us for Canada. Man-tailored and hand-ironed will constitute the two points of advantage above all others. Your business will be appreciated and your valued orders receive our best attention.

TOOKE BROS., Limited, Montreal
Winnipeg Warehouse, 91 Albert Street

Tooke

Shirts for 1913



Tooke Representatives are now showing these shirts in a variety of styles, including a very strong range of soft cuff goods, some of them with collars to match. By ordering now you have the advantage of choosing from the full, unbroken line, and securing a stock of Spring and Summer Shirts which will make your 1913 business most satisfactory.

TOOKE BROS., Limited, Montreal

Winnipeg Warehouse, 91 Albert Street

Would the Boss Give Customer a Rebate

Salesmen agree that it would be better policy to adhere to advertised prices when customer suggests that having bought a suit for \$18 he is entitled to refund when friend later buys similar suit for \$15 — Should be consistent in his merchandising

WOULD the boss give a rebate? That was the question asked in The Review's last salesmanship competition. On entering a store, a customer finds that a friend of his has just bought a suit for \$15 similar in every particular to one for which he had paid \$18 a few days before. He suggests to the merchant that he is entitled to a rebate of \$3, pointing out that he had always been a good customer.

The problem was suggested by one of the head salesmen in a large city department, who had the experience described. He had replied thus: "Why, my dear sir, if we adopted that policy we would have a string of people a couple of miles long waiting for rebates. If you have been reading our advertisements you will have noticed that we are now clearing out our Summer stocks in preparation for Fall. We do this every year. Put yourself in our position. In your anxiety to wind up the season's business, you could not do so quickly enough at former prices. Your customers should appreciate that fact and you would be consistent, recognizing that at some time or other your customer would himself reap the benefit of a special price. You will see that by giving a rebate to one customer you would be unfair to many others. By remaining firm you would have the greater hold on their confidence in you as a business man. You see our viewpoint, do you not?" The customer went away quite satisfied.

CONSISTENT MERCHANDISING.

So long as there are special prices, so long will problems such as these confront the merchant and realizing this fact, he will be safeguarding himself if he adopts a policy admitting of no discrimination, no favoring of one customer over another. That is the attitude advised by the majority of replies received. In a case of this kind the merchant must reply in the presence of the second customer and will do well to bear in mind that others will hear of it. It would be inadvisable for him to grant such request for, by doing so, he would weaken the confidence of both men in the store's regular prices and would depreciate its reputation as a consistent merchandising concern. A customer should be sufficiently familiar with the store's advertising to appreciate the significance of reduced prices at this time of year, and would bear in mind that he himself has equal opportunities.

The Review has selected replies by Lyndsay Ballingall, with M. C. McCuaig, Fort William, F. O. Hollis, Brampton, W. C. Forman, Ingersoll, and A. McNaughton, Huntington, Que.



GOODS TO BE SOLD NOT PEDDLED.

Angus McNaughton:—When a good customer wants a rebate because he pays \$3.00 more in a regular way than his friend or others paid at a reduction sale, in order to give salespeople a fair chance, the customer must be made to feel that anything he buys from an employee, he is getting it at the same price as if purchased from the boss. Most customers are reasonable, and when matters are explained in a pointed way, can appreciate the store's position. A good plan is to bring the matter home to the customer's own business. For example, a farmer bought a friend to our store for a suit. He himself had purchased a suit a short while before, and when he brought his friend, the line was reduced. Stock was getting low and sizes broken. The suit chosen was \$3 or \$4 less than the farmer paid, and he expressed his feelings in more forceful than elegant language. Now, this farmer had a fine orchard, and I asked him what he sold his red Astrachans for at the first of the season. I had bought a barrel from him at \$4 and he said that was the price.

"But," I said, and I knew what I was talking about, you sold Mr. Jones a barrel yesterday for \$2.

He replied that the season was getting late, and apples would not keep, so I showed him that such was exactly our position. The suit would keep, but its saleability depreciated as the season advanced.

We kept the old customer and got a new one, just by this simple illustration. What applies to the farmer applies to most callings. Rebating should not be countenanced by the boss. Give every salesperson the same chance and stand by him. Goods should be sold, not peddled.



REBATE WOULD INVITE TROUBLE.

Mr. Ballingall's reply:—What did the merchant say? Your very pertinent query under the above caption is one that we clerks are knocking up against very frequently, more especially those of us who are located throughout the smaller centres, where our whole success lies in making and keeping on terms of friendliness with our customers.

Now it might not be amiss at this juncture to discuss the principle which the above question involves, viz.: Would the boss give the rebate? To my thinking the attitude adopted and the reasons governing the same either make or lose your customers, personally, in 18 years experience, I have never known of a rebate under such circumstances, for once you admit in your business dealings that a customer has a claim on you after making a legitimate sale you have paved the way for every Tom, Dick and Harry to call up and get their refund on their last purchase. There is no logical end to this sort of thing.

So much for the context. Now let us get down to business and consider "what did the merchant say?" This is the most trying and troublesome of predicaments for any one serving the public, but withal it is the great trial and opportunity for the display of tact and diplomacy so essential to the successful merchant, or even his clerk.

Continued on page 76

VISIT THE MARKET

WE invite you to visit our warehouse and see the display of Fashionable Fabrics for Autumn and Winter, 1912.

We go in extensively for Exclusive and Novelty lines for both men and women, and our connection with several large manufacturing firms gives us an undisputed advantage in the matter of styles and deliveries.

Fabrics Suitable for Ladies' Tailor Made Suits are shown in large quantities in the Men's Woolen Department

DEPARTMENTS:

MEN'S WOOLENS

TAILOR TRIMMINGS

LADIES' COSTUME CLOTHS AND COATINGS

HOUSEHOLD LINENS

SILK AND SATIN LININGS

Nisbet & Auld, Limited

32-34 Wellington Street West - TORONTO



Front view Stanley & Bosworth's new store. Actual frontage is 13 feet, but is practically doubled by the arrangement.

New Store for Toronto's Exclusive Section

Stanley and Bosworth, formerly with Bilton Bros., select the north side of the street — Their store has an appearance that accords with the requirements of the trade in that part of the city — Will specialize in English lines — Fixtures that facilitate attractive stock-keeping.

THERE are cases in which the theory that retail business in so-called exclusive sections of large cities confines itself largely to one side of the street has held good, but there have been some notable exceptions. Experience proves that much depends upon the men and their methods, the appearance of the store and the distance of its location from those points on a given street at which activities seem to centralize.

King Street, Toronto, within two or three blocks of Yonge street, has always had the reputation of being an exclusive section, and this fact is probably more emphatic to-day than ever because the south side is sharing its distinctiveness with the north side in a more definite way. In King street, exclusiveness means dignified appearance, fine selection of lines in catering to high-class trade, and an atmosphere that is the direct opposite of that which pervades the vicinity of a bargain counter.

CHOOSING THE LOCATION.

When R. T. Stanley and W. H. Bosworth, formerly of Bilton Bros., in King street west, chose the north side as the location of their new store, it was not without considerable observation as to relative opportunities apparent in the number of people passing to and fro. They concluded that, from that point of view, one side was as good as the other, and after weighing the theory that tradition and other intangible things were in favor of the south side, they decided in favor of the exception.

In every particular, their store, No. 92 King street west, is calculated to appeal to the class of trade which gives men's wear business in that section of the city a distinctive character. In appearance, it has neatness interpreted to a nicety. Although it has only 13 feet frontage, the windows are arranged so as to give a display space that is practically double the actual width of the store. A vestibule eight feet square



Custom shirt department and general interior view of Stanley & Bosworth's new store, Toronto. See descriptive article. Note fixture on left in lower cut, with space for unit displays, also artistic groupings on table and cases.



Brown, Montgomery & McMichael
Advocates, Barristers &c.

ALBERT J. BROWN, K. C. W. PRESCOTT SHARP, K. C.
 GEORGE H. MONTGOMERY, K. C. ROBERT C. MCMICHAEL, K. C.
 WARWICK F. CHIPMAN, RENNIE G. MCMURTRY,
 WALTER R. L. SHANKS

Cable Address JONHALL

Dominion Express Building

Montreal 7th August 1912.

Messrs Tooke Bros., Limited,

M O N T R E A L.

Gentlemen,

We beg to advise that the transfer to you of the exclusive license under Patent No. 139,040, to manufacture men's and boys' shirts in the Dominion of Canada with "Faultless Nek-Gard" has now been completed. Under this transfer the patent and all rights thereunder pertaining to men's and boys' shirts are now controlled by you, and you have the sole right to manufacture in Canada shirts with this new device.

Yours faithfully,

Brown Montgomery & McMichael

As the above letter shows, we have secured the exclusive rights to manufacture in Canada shirts on which this Patent Nek-Gard is used.

In our Spring Line of Shirts for 1913 we are introducing this already popular improvement which will be known in Canada as the

“TOOKE NEK-GARD”

THE Tooke

PATENT
NEK-GARD



“The greatest thing that ever happened to a shirt”

This Patent “Nek-Gard” has been a tremendous success in the United States, and has proven as necessary to the shirt-wearer’s comfort as is the back cushion band now in universal use.

In Canada this Patent “Nek-Gard” can be used only on Tooke Shirts. This means that more men than ever will buy Tooke Shirts. The addition of the convenience and comfort of this “Nek-Gard” makes Tooke Shirts different from any others on the market, and still further emphasizes their superiority.

TOOKE BROS., Limited, Montreal

Manufacturers of Shirts, Collars and Neckwear and Importers of Men’s Furnishings

Winnipeg Warehouse

- -

91 Albert Street

and flanked by windows, each having a depth of 2½ feet, has been formed, and in these men's wear units, furnishings on one side and custom-tailored garments on the other, can be very effectively arranged. The floor of the vestibule is tiled, with the name of the firm, "Stanley and Bosworth" contrasting.

ARRANGEMENT OF FIXTURES.

The store has a depth of 80 feet and includes the following departments—men's furnishings, occupying about 30 feet of the length; custom-made shirt department, in a recessed space 10 x 8 feet; a private office similarly arranged; the custom tailoring section in a wider portion of the store, with a space about 30 x 20 feet, and stockroom in the rear.

A fixture that suggests many advantages in displaying stock effectively and at the same time keeping it in excellent condition, is that which equips the furnishings section. It is 28 feet over all, is eight feet high and is divided into three parts—neckwear, gloves, and shirts, with different sized receptacles for each. Neckwear is in the section nearest the entrance and this portion of the case is in three parts. The base is for stock, and has sliding doors with a corner space for unit displays. The middle section is divided into glass fronted drawers, those for neckwear being 13 inches deep, 12¾ in. long, and 2⅞ in. high. By the use of these drawers it is possible for the salesman to handle his stock with greater facility, keep it in very neat condition, and shows sufficient of the article to enable the customer to make suggestions should he notice a preferred color. The glove drawers are built on the same principle, the dimensions of each being 12¼ in. deep, 10⅞ in. long, and 4¼ in. high. Special drawers for shirts are each 10⅝ in. long, 10 in. high, and 22 in. deep, while the open shelving of the store is 34 inches long and 10 inches high. The upper section of the fixture is in the form of a series of display cases each 69 inches long and 22 inches deep. These can be very effectively trimmed, as shown in the views of the store and suggest an enclosed ledge trim with loss from exposure of goods eliminated. A three foot mirror section is in the centre of the fixture and in front are two glass display cases and a counter-high cabinet for shirts. All three are used to advantage for attractive units, while on small tables and chairs selections from a very choice stock are suggestively arranged. In the custom shirt department the materials are neatly arranged in shelving on each side and in the centre is a table for display.

The woodwork throughout is in fumed oak, the floor being of polished maple. A soft, steady light, agreeable to the eye, and complementary to colorings and weaves is shed by a series of large, white lamps.

KNOW WHAT TERM "EXCLUSIVE" MEANS.

Having been associated for some years with a King street firm, that of Bilton Bros., both Mr. Stan-

ley and Mr. Bosworth are in excellent position to know the requirements of the trade in that section of the city. Their store suggests the importance that here attaches to the term exclusive. Mr. Stanley was with Bilton Bros. for ten years, having charge of the furnishings and custom-made shirt departments. For two years he conducted their Winnipeg branch, and has had extensive buying experience. Mr. Bosworth was with that store for five years as cutter and designer, and to him the proposition is by no means unfamiliar. Both men have wide connections, and are in every sense well equipped to make their store the centre of a large share of King street trade.

SPECIALIZE IN ENGLISH LINES.

"It is our intention to specialize strongly in English goods," said Mr. Stanley, "and we shall pay considerable attention to personal designing with a view to exclusiveness. So far as our advertising is concerned, we shall, in addition to the newspaper, use a carefully selected list and issue neat folders regularly, calling attention to special features. Efficiency of service will, however, be emphasized as one of the strongest factors in maintaining the confidence of our customers."



Would the Boss Give a Rebate

Continued from page 70.

In the first place let us suppose the merchant was in the habit of having a periodical sale, which would be common knowledge to all his customers. If so, and such a case arose he could answer thus: "Well sir, you know when you made your purchase, that we sold you a suit that carried every ounce and cent of value for the price charged. You had the very pick of our stock in all its freshness, and free from that mussed and shopworn look that daily handling and trying on of suits causes. You know, further, that we sold you a suit with our reputation behind it. Also, if you remember, when selling the suit to you, I suggested that any time you wanted it pressed up, bring it along and the pleasure would be ours. You have had the satisfaction of having a suit that your friends have admired on you. As witness your friend here getting one very similar, and which your friend is \$3.00 in, it is on me, though sheer force of circumstances, backward seas on bills coming in, and all the other little extras, that have compelled me to make him a present of the suit, plus the cost. Now, we have always used you well, given you always a square deal, and I'm sure we're not to be bad friends over this."

I think the purport of the above monologue, spoken suavely and tactfully will prove to your customer your own square methods and do much towards convincing him that you know your business, how to handle it, and how to keep and prosper it.

ADHERE TO PRICES.

W. C. Forman:—A wise merchant will establish certain rules for the guidance of his business, so that each customer will receive the same treatment at the hands of his employees, and at his own hands.

These rules will be made known to his employees, and he should insist in a kind, yet firm way that they be carried out in the conduct of his business, and he will see that his own actions conform to the rules he has established.

"Monarch Knit"

Sweater Coats



M53

LOOK THROUGH YOUR STOCK
OF SWEATER COATS

Possibly you are out of some colors or sizes. Send us your sorting order. Our Mail Order Department is at your service.

Shaker Coats

Our Shaker machinery is of the very latest type, producing strictly full fashioned garments. If you want knit goods of quality, style, and expert workmanship buy "MONARCH KNIT."



M33.B

The Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at:

DUNNVILLE

ST. CATHARINES

ST. THOMAS

BUFFALO



Fixtures used are pedestals, trouser stands, vest forms and a 23 in. triangle board made of 1 in. stock. Cover triangle with shirting and place upon easel and coil around same to floor. Wrap remaining goods around boards the width of goods, and rest against shirt easels. Pin a shirt with torn paper to top of same, then do same with vest on top of triangle. Cover vest forms with shirts and then place vest upon same, showing both buttons and button holes. Place a cane through shoulder of vest, with sleeves draped over each end, then pin cuffs on top of shoulders. Flowers in vase are placed on haberdasher in rear of triangle. Shirt in rear of window is fastened to a trouser stand by coiling sleeves around cross bar of stand.

A merchant should make it a point to see that all the goods he offers for sale are marked at prices which make them to be good value, then the merchant will be in a position to have one price only and to stick to it always.

It may, however, be found that goods which are good value, do not sell, or are slow sellers, and it will be needful to reduce the price in order to move them out.

As long as they are offered at the first price they were marked, every purchaser should pay that price, once they are marked down every customer should pay the marked down price.

In this case we would say:—"Well, now, let us look into this matter and see how it works out. We want to be fair, and we are ready to believe you only want the fair thing, so I think we'll get on together."

"That's right, I only want a square deal."

"The price when you bought your suit was \$18.00; had Mr. Jones, who bought a suit to-day for \$15.00 bought then, he would have paid \$18.00, no more, no less. To-day you can buy it for \$15.00, same as Mr. Jones pays."

"Oh, yes, but I don't want another suit."

"Do you remember what you told me when you bought it, how that it was a better suit than one they asked you \$20.00 for across the street?"

"Yes, that is so, it was good value at \$18.00, but here Jones gets one for \$15.00."

"True! do you remember the set of furs you bought for your wife for \$30.00. The same day you bought the suit?"

"Yes, I do."

"Well, we had to get some more of the same furs and they have advanced in price. We have to sell them now for \$35.00."

"Oh, is that so. I hit it alright there then."

"Now, if I ought to allow you \$3.00 rebate on the suit, don't you think it would be equally fair to ask you to pay me the \$5.00 advance on the furs?"

"Well, really, I suppose one is as fair as the other, so I guess we'd better call it even, and let it go at that."

"Yes, it seems to me the fair way is to buy to-day's goods at to-day's prices, and to-morrow's goods at to-morrow's prices, and stand by our purchases whether prices go up or down."

"Sure, I believe you've struck it right."

F. O. Hollis, Brampton:—"Sorry you happen to have just bought a suit similar to that which we have now reduced, but it only goes to prove that our sale is genuine. We do not consider we have done you any injustice. We gave you good value or you would not have bought it.

At certain times, in order to stimulate trade or clear out certain lines, we put on a special sale, and it just happened to be a few days after you had purchased yours. The chances are such an instance wouldn't happen in months again.

We have sold dozens of these suits, so you can readily see we couldn't return your money without doing so with others. The chances are that you have bought at our sales goods much below the standard price, so you see it works both ways."

Why Radium?

YOU ask why "Radium" hosiery for men is most popular with the well dressed man—well, here is your answer.

"Radium" Hosiery fits, and that word is most comprehensive; it means not only the shape when bought first, but the shape after it has been worn and washed. "Radium" hosiery has that refined, clean cut finish which spells popularity with your better trade, and more than all, it wears well because it is made of the best yarns, properly dyed.

The price, too, is reasonable, and from your standpoint, Mr. Merchant, the profits are good. **THAT'S WHY YOU SHOULD HANDLE "RADIUM."**

PERRIN FRERES & CIE.
28 Victoria Square, - MONTREAL



Above Them All

For downright satisfaction, there is one brand of boys' bloomers that stand supreme above all others. That is

LION BRAND BLOOMERS

They are bought in preference to other brands by the parents who know.

WRITE FOR SAMPLES

THE JACKSON MFG. CO.,
CLINTON, ONTARIO

Factories: CLINTON GODERICH EXETER

"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

Retailers to Adopt Standard Stock Record

Committee in session at Chicago consider the merits of different methods — Three simple and practical forms adopted — Clothing record to keep track of customer's name, address and size of every suit sold — Preventive against over-buying will be of great benefit to smaller merchants

A COMMITTEE of retail clothiers recently met in Chicago to discuss a stock keeping record plan, their argument being that one of the greatest problems confronting them to-day is the correct tabulation of stocks.

After a thorough study of the numerous clothing records from all parts of the country, three simplified and practical forms were drawn up and adopted by the committee of the whole. One is a stock record, showing swatches of the garments, and spaces for the checking of daily sales from the sleeve tickets and sales slips. This record sheet also has space for the name and address of the customer, name of salesman, cost of alterations, etc. The second form is a permanent stock record to be posted at intervals from the daily record. The third form was a sleeve ticket. These three forms will be perfected and copyrighted by the committee, after which they will be placed in the hands of stationery houses and printers on a royalty basis. Whatever sum is derived from their sale will be used in furthering the work of the clothiers' organizations.

The sub-committee on records for hat and cap stocks, furnishing goods and office forms will gather their data and report at a future meeting of the committee as a whole. The idea of the organization is to compile a practical and complete set of store records from sales slips to bookkeeping forms.

RECORD OF CUSTOMER'S NAME.

One feature of the clothing record adopted at the meeting, according to Men's Wear, New York, is the space for keeping track of the customer's name, address and the size of every suit sold. While a record of this kind is not always considered practical, in the largest stores, some of the clothiers present at the meeting considered it an invaluable feature. As one of them put it: "If John Jones buys a suit of a certain size this spring I can almost count on John Jones being a customer for that size next season. It also gives me a very valuable check when a certain style or fabric goes wrong. For instance, I sell a half dozen suits of a fabric which the maker guarantees and I guarantee to my trade that they will not fade. In a few weeks one of my customers brings back one of these suits and shows me it has faded badly. Of course I can make good with him immediately; but what of the other five if I have no record to whom I sold? They may be the kind of men who will not kick, but will just remember how I beat them and, without saying a word to me, transfer their trade to another store. With this record I

can look up the five other purchasers of that lot and write them a letter stating I have found the suit I sold them was not what I guaranteed it to be and ask them to call at the store so that I can adjust the matter. In addition these names give me a live mailing list. I can write personal letters to people of a certain size." Another feature mentioned at the meeting was the value of having a lot number which will tell at a glance the age of a garment. One member present stated that when he started in business seventeen years ago he placed the letter A in front of the lot number on all stock. The next year the letter B, and so on. Now, at a glance, he can tell how long a garment has been in his store.

PREVENTIVE AGAINST OVERBUYING.

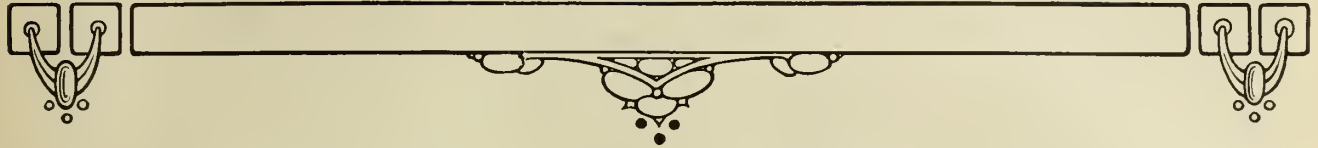
Accurate stock records are one of the safest preventives against overbuying. Manufacturers in the United States hail the movement as one which accords with the principles which they have advocated for years. One of them is credited with the following statement: "The manufacturer makes money only as long as his customers make their business pay. For this reason it is obviously of great benefit to the maker to deprecate overbuying by the retailer. This, in my mind, is a greater evil than underbuying. It is true in a measure that many retailers have inefficient methods of keeping stock and are thereby led to buy more heavily than they should. I should certainly be in hearty sympathy with a movement to impress upon retail clothiers the advisability of paying greater attention to stock keeping details.

"I must say, however, that the larger dealers—the most successful ones especially—have the science of stock keeping down to a finer point than many suppose. Most of these turn over their stock completely during the season. Having funds to advertise and draw the public. It is the smaller fry, who are unable to draw the crowds through publicity media, who find themselves 'stuck' with last year's deadwood and it is in this direction that the movement in question should take its course. Despite his smaller stock, and the corresponding simplicity of keeping track of it, it is the smaller retailer who chiefly needs education along this line. With his limited funds and the consequent need of his stock being constantly in motion, the gathering in of such loose ends as the wastes incidental to ignorance of stock conditions is of vital importance to him.

"Other points closely related to this one of stock accuracy should be impressed on the retailer. There

Concluded on page 81.

CLOTHING FOR MEN AND BOYS



The opportunity of the boys' and children's department — Interesting the men of to-morrow — Peculiarities of the business require tactful salesmanship — Present demand, Fall deliveries and Spring lines keep makers busy

THE end of the vacation season is now approaching and this means an opportunity that should help in the introduction of new Fall lines, particularly in the boys' and children's department. This is a class of trade which every men's wear store can afford to develop. Not only does it bring them into contact with the men of the future but it also interests the parents, and that is important especially at the opening of a new season.

Not a few men's wear stores have considered it advisable to go after the "little men's" trade by adopting a system calculated to center interest in their store. The presentation of birthday favors is probably one of the most successful of these. With very little attention it works automatically, gives the merchant an excellent mailing list, and informs him upon many matters useful in his business. The distribution of souvenirs in connection with any special event is also a trade-winning method that never fails to create a favorable impression—and it is an impression which works for the store long after the sale has been made. Merchants who have specialized in this class of trade will declare without hesitation that once they obtain the patronage of the children of a household, the other older members are a much easier proposition.

In many stores where space can be afforded, the boys' and children's department are given a distinctive position, in charge of a salesman who is competent to handle the business satisfactorily. This is in itself one of the most important points in conducting such a department. In nine cases out of ten the boy is accompanied by his mother. Women are always looking for values, and it will require infinite tact on the part of the salesman to meet that instinct intelligently and when it is all over, assure himself that the sale has been satisfactory. With the great variety that is now shown in boys' clothing the proposition is not becoming an easier one, but the man who knows his business, so far as the juvenile department is concerned, has one of the greatest levers for general business development. In men's wear stores, as in every kind of store, the feature that attracts the children will surely pull much other business as well.

Moderate Styles for Spring

"We have just put through a large shipment of clothing for a firm in British Columbia for present selling. We are rushed with our Fall stuff in order to have it in the hands of our customers for early business, and our Spring fabrics are now coming in, so that you see we are fairly rushed." Thus did a manufacturer size up the present situation in the clothing market. He expected to make his first displays of Spring garments about the end of August.

In Spring styles there does not promise to be any marked departure from those that were featured the past season. The demand is still for conservative lines or moderate English form-fitting type with natural shoulders and rolled lapels. The whole trend of style, both in the cutting of garments and in the fabric colorings is toward moderate effects. Blues, browns and greys will still be the highly favored colors for Spring staple business, but even the novelty fabrics show that quiet, subdued toning so characteristic of the present preference in men's clothing will rule.



To Adopt Standard Stock Record

Concluded from page 80

should be outlet, for instance, for the little fellow's odd sizes. The 44 that is kept on the shelf year after year gathering dust is a positive loss of course. The larger dealer, as I say, can advertise and dump this 44 on the public. It is not right and fair that the small dealer should be choked up with this sort of fungus. But if there is no remedy for such a condition at this time, there is, at any rate, the opportunity for the little fellow to make up for this loss through blocking other leaks. Poor stock keeping methods constitute one of the most threatening of these."

Retail merchants of Toronto are protesting vigorously against the imposition of a \$10 tax on electric signs. The by-law also requires them to give bonds for the security of the sign. The members point out that through these signs the civic streets are given greater lighting and a more businesslike and attractive appearance.



Fig. No. 2. Windows lighted with scoop reflectors placed 24 inches from centre to centre. A very open and brilliant effect is the result. See page 87.

Windows Demand Efficient Lighting

Conditions existing in front itself and in its surroundings must be carefully considered — Relative values of various colors in reflecting rays — Some faulty methods — Penny wise and pound foolish policy

By Joseph M. Weimer.

SUCCESSFUL show window lighting depends greatly upon the conditions existing in the windows, such as backgrounds, ceiling, floor and the proper placing of the light sources, as well as the proper type of reflector and lamp. To light a show window brilliantly and evenly without excessive cost, use of excessive wattage, is the goal for which we have all been striving.

Years ago it was found that the ordinary method of show window lighting was not efficient and that each individual type of show window required special treatment. In the past ten years there have been designed a number of special reflectors for use in show window lighting. These reflectors have been made for use with various types and sizes of lamps and for the lighting of windows of different dimensions.

No attempt is made to light high, shallow windows with the same type of reflector which is used for low, deep windows, but average windows of the various types have been taken and special reflectors designed which would project the light rays in such a manner or at the proper angle so as to cover the background and floor of the window with a perfect and even distribution of light. The size and shape of the window determines the type of reflector which is used. The number of reflectors used depends on the intensity of the illumination desired. This is the most difficult part in engineering the lighting of show windows. So many things have to be considered in determining the degree of illumination necessary to make the window lighting a success.

Street lighting, neighboring windows, goods to be displayed, location of the store as to whether same is on a main street or a side street and the conditions existing in the window itself must be considered. We must take the background, ceiling, floor and the fixtures used for making displays into consideration. Light treatment of background, ceiling and floor mean a great aid to the lighting of the show window.

RELATIVE VALUE OF COLORS.

Scientists have made exhaustive tests as to the relative values of various colors in reflecting light rays. Some time ago an article appeared in the American Architect showing the results of tests made in Germany and printed in a German scientific journal, which were as follows:—

Dark blue reflects 6½ per cent. of the light falling upon it; dark green about 10 per cent.; pale red a little more than 16 per cent.; dark yellow 20 per cent.; pale blue 30 per cent.; pale yellow 40 per cent.; pale green 46½ per cent.; pale orange nearly 55 per cent.; and pale white 70 per cent.

You will note the large amount of light which is reflected from white, 70 per cent. Compare this with the blue, 6½ per cent., green 10 per cent., and red about 16 per cent. The foregoing table shows pale yellow as reflecting 40 per cent. While this is not nearly as great as the percentage of light reflected from white, still it is much greater than such colors as blue, red or green. This argues well for a background made of light oak, maple, or any of the lighter finished woods.

Beaver Brand KNIT GOODS



NOTE the neat tailored style of the Men's
Beaver Brand Sweater Coat.

This is the prime reason for its popularity with the better trade, and why the well dressed class of trade, whose business pays best, insist on the "Beaver" brand.

We make men's, women's and children's Knit Goods of all kinds, including: Toques, Mufflers, Sashes, Mitts, Gloves and Hosiery.



R. M. Ballantyne, Limited

Manufacturers of the well-known
Beaver Brand Knitted Goods

Stratford,

Ontario



MAPLE LEAF BRAND UNDERWEAR

embodies all the good points of high class underwear at a popular price. There will be a bigger demand than ever for this brand next season.

Write for samples.

**THOS. WATERHOUSE
& CO., Limited**
INGERSOLL - ONTARIO

MONTREAL:
Watson, Weldon & Company,
Coristine Bldg.

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.
Rubber and yarn-proof. See our Hand Spun
Coat—The "Thoroughbred."

Now showing Fall Samples
Spring Goods in Stock

A window, which is finished in light oak, can be lighted with much less wattage than a window which is finished in dark mahogany; likewise, a window in which white goods are displayed, can be lighted much more economically than a window for a display of dark clothing, furniture or hardware, such as stoves, tools and goods of a like nature.

LAMPS AND REFLECTORS.

It is impossible to establish a set rule as to just how many lamps or reflectors to use in any window without some knowledge of the existing conditions. In some cases clothing store windows have been lighted with lamps placed every 30 inches, and the windows were very attractive. In other cases, windows of the same general dimensions displaying about the same line of goods, have been equipped with lamps on 18 inch centres, and the result was not as good as far as attracting the attention of the public. In one case, the windows were on a street, which was not very well lighted and the neighboring merchants were not progressive enough to properly light their windows. In the other case, the windows were on a brilliantly lighted street and the neighboring windows were all very well lighted. The contrast in one case made the window stand out very prominently, while, in the other case, there was practically no contrast to speak of, and no matter how much energy and thought the window trimmer used in his displays, he could not put the pulling or selling power into the windows that his efforts deserved. The merchant in this case was saving about 20 cents per day on his former window lighting. His windows were better lighted than formerly and he thought that was all that was necessary. A few cents more a day would have made his show windows brighter than any of the neighboring windows. They would have attracted greater attention, produced more sales and furnished an incentive for the window trimmer to use his best efforts in arranging displays.

NOT GETTING MONEY'S WORTH.

The old adage "Penny wise and pound foolish" is one which can be rightly applied in many cases of show window lighting. Many cases are seen where merchants spend large sums of money building expensive backgrounds and ceilings in their windows, using beautiful woods, putting in fine parquet floors, and then equipping the windows with inefficient lighting equipment, or, in some cases, spoiling the effect of good lighting by placing large chandeliers in the centre of the windows. It often appears as though the merchant was trying to show the fixture or advertise the lighting companies.

Some time ago a very common method of show window lighting was the "border" lighting, that is, placing the light bulbs along the top and sides of the glass. This is a form of show window lighting which is most inefficient, the lamps being placed between the goods displayed and the public with the result

of lessening the seeing power of the eye, as to see the goods displayed you must look beyond the source of light. The effect of this kind of lighting on the eye could be very easily demonstrated if we were to place a large lighting unit between the audience and the platform. It would be almost impossible for anyone to see with any degree of comfort what was taking place on the platform.

The very poor results derived from this method of show window lighting are evident and very few installations of this kind are now being made.

For a time outside arc lighting was attempted, but this is used very little at the present time. One can occasionally see a small store where the show windows are lighted with outside gas arcs, but these cases are rare.

NO GUESSWORK.

In engineering the lighting of show windows, nothing can be left to guesswork. It is necessary to know just what various reflectors will do when used

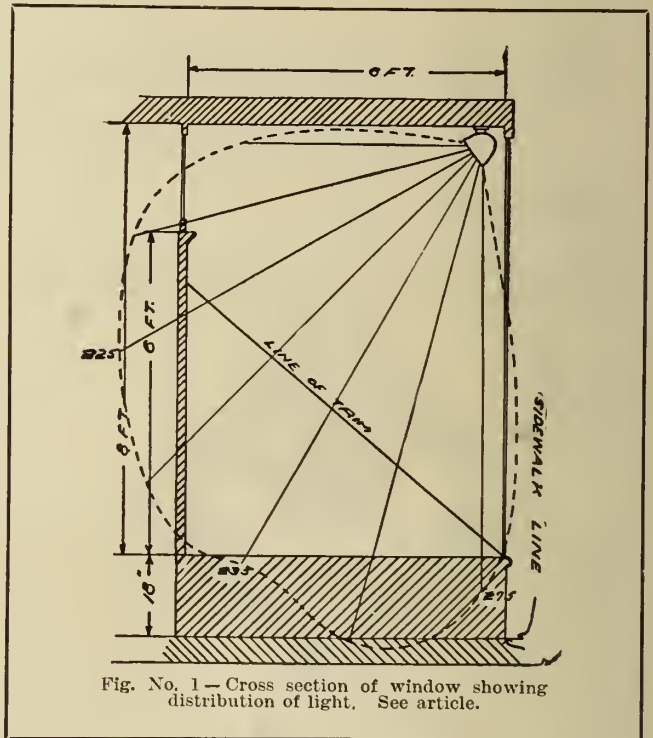


Fig. No. 1 — Cross section of window showing distribution of light. See article.

in connection with the proper size and type of lamp, and from the curves showing the candle power produced at various angles by reflectors. It is possible to determine the reflector which should be used in any style of window.

LOCATION OF LIGHT SOURCES.

The light sources or lamps and reflectors should always be placed as close to the plate glass in the front of the window as possible. The direction of the light rays is very important. The light rays should strike the goods on the same side and from the same direction in which the people are looking

Concluded on page 87.

The Finest Sweater Coat in Canada



Is without question that now being manufactured exclusively by the C. Turnbull Co. of Galt.

This is a sweater which will be in great demand by those who want something really good.

Every good merchant knows the quality of CEETEE UNDERWEAR. Every Sweater Coat is made with the same care—same process—same quality of wool workmanship as CEETEE underclothing.

Every join—seam—pocket, etc., is KNIT, not sewn, together. Every Sweater Coat is full fashioned and made from 6 strand pure wool. Send in your orders NOW and get the cream of your trade.

There is nothing in Canada or the world that can compare with

Turnbull's Shaker Knit Sweater Coats

Manufactured only by

The C. Turnbull Co., of Galt,
Limited, Galt, Ontario

448

LINOLO COLLARS

Stand Where Others Fail

AEROPLANE



E T O N

REGISTERED
LINOLO
WATERPROOF COLLAR
SIZE 13

THE COLLAR FOR FATHER
AND SON.

Made in all the best styles for men and boys, including the popular "Eton" collar for the younger boys.

The Smith-D'Entremont
Company, Limited

"LINOLO" WATERPROOF LINEN
COLLARS

are made with or without non-corrosive, aluminum eyelet. Send for samples.

We extend a cordial invitation to merchants visiting Canadian National Exhibition to call and see us and learn more about our Linolo Collars.

1475-77 QUEEN STREET, WEST
TORONTO

Catalogue Sent

On Request

Greater Efficiency in Window Displays

Predominating note at Annual Convention of American Window Trimmers in Chicago — Draping demonstrations, unit display, illustrated talks, show card and air-brush demonstrations — Proposal to make improved store front and window displays a nation-wide movement — Co-operation of merchants, window trimmers and advertising men sought

THE display window as a practical advertising medium was the predominating note at the 15th annual convention of the National Association of Window Trimmers at Chicago, August 5, 6, 7 and 8. More than 500 decorators were present. The programme was instructive, practical and entertaining throughout, and the meetings were in every sense a success, emphasizing as they did the high standards that have been developed in the art of decorating as an effective commercializing force.

Features were the draping demonstrations, talks on show card and airbrush work, illustrated addresses on window and interior decorations, store and window lighting, construction, and the importance of the window trimmers' work as an advertising adjunct.

SHOW CARD DEMONSTRATION.

L. O. Butcher and G. Wallace Hess, Chicago, gave two very interesting talks on show card work. Mr. Butcher's address appears in this number. Mr. Hess discussed some of the problems of show card writers such as alphabet formation, speed, cost and the advisability of combining the card-writer's and window trimmer's duties with the object of becoming still more valuable to the employer.

Harry C. Davis, decorator for M. L. Rothschild, gave a clever demonstration of Men's wear units and displays, and N. C. Stalcup, Burson Knitting Co., explained the proposition of manufacturers' hosiery displays, and put up one of the series of windows now being run by his firm through co-operation with merchants and window trimmers.

Edward N. Goldman, Selfridge & Co., London, Eng., gave a short talk on differences in window dressing in England and America and the gradual changes taking place in London, Eng., in the methods of window and interior trimming.

Will. H. Bates, Koster School, Chicago, draped several improved model figures and forms in fashionable effects showing many new ideas in Fall draping, suit, coat and dress styles, including the pannier. One drape was shown on a living model. The posing and trimming treatment of this display was full of suggestions to be carried out during the openings.

ILLUSTRATED TALKS.

In the evening, Jerome A. Koerber, Strawbridge & Clothier, Philadelphia, presented his illustrated

lecture, emphasizing the importance of merchandising windows and the business side of decorating. During the showing of beautifully colored displays, windows, interior and special exhibits, several subjects of vital interest to the average window man were touched upon, such as proper recognition of assistant's ability and necessity for harmony with buyers and heads of departments; growing importance of decorators in advertising and merchandising; care of materials on display and methods adopted in checking goods between departments and windows. While inspiring a trimmer's confidence in his ability to succeed the talk included an educative criticism of window work and impressed upon decorators the value of commercial decorating.

WINDOW CONSTRUCTION.

Joseph M. Weimer, of The Curtis-Ledger Fixture Co., spoke during this session on window and store illumination, dealing with each phase of this problem from a practical and scientific standpoint. The suitability of different lamps and reflections to various windows was explained by means of lantern slides. Correct and incorrect angles of reflection and best combinations of reflectors, according to the size and shape of windows to be lighted were shown. Various windows of many kinds of merchandise were shown to compare proper and improper lighting in the same space. All modern methods of store front construction were handled with a view to maximum efficiency in lighting.

Wednesday morning, Jerome A. Koerber gave his demonstration of figure draping and emphasized speed and proper care of goods used. Two stylish, full-figure drapes were quickly made, combining soft silks, laces, ribbons and buttons on a dress form of original design. Examples of how to tie a bow knot and make a "Pompadour" bow by arranging seven shades of ribbon at once appeared easier than decorators usually find in doing it. Possibly, the most forceful lesson of this feature was conveyed in the skill of handling and in retaining freshness of materials.

George H. Kranenberg, of Grand Rapids, gave a demonstration which appealed to many trimmers as a new field of opportunity, namely, plastic relief as applied to card and window work by the use of stencils and relief bulb. Some beautiful designs and color formulac were made and explained. Any of

S. B. Vanhorn, National Cash Register Co., also spoke upon the same subject, referring to excellent results of an experiment in Dayton, Ohio, in which merchants had been induced to put forward their best efforts in display for a certain period and had thus demonstrated to themselves the importance of effective windows.

The proposal was endorsed by the meeting and a committee was appointed to report on the advisability of the campaign. Trimmers will notify the committee as to the opportunities in their respective localities.

R. R. Shuman, of the Liquid Carbonic Co., Chicago, impressed the convention with his cartoons or chalk talk. He discussed several important window features, compared displays and called on the decorators to exalt their calling by greater efficiency and by demanding a proper proportion of advertising allotment in view of the numbers of people to be reached by this department of publicity.

AN INTERESTING LECTURE.

Geo. J. Cowan then gave his stereopticon talk on windows and store front construction of different periods and countries. Several slides brought from London by E. N. Goldsman were shown. The entire talk was entertaining and educative. The views were explained and commented on by Mr. Cowan, from time to time.

For the entertainment of visiting decorators, a moonlight excursion on Lake Michigan and a banquet were arranged.



Windows Demand Efficient Lighting.

(Concluded from Page 84.)

flectors fairly close together and using a smaller size of lamp than would be possible if an extra large size of lamp were used and fewer reflectors. Where only a few lamps are placed in a window and these lamps are of the more powerful type, the result in nearly all cases is that you have a spot light effect in the window directly underneath these large units, where, by placing the reflectors all along the front of the window you distribute the light in such a manner and the light is radiated from so many different sources that shadows and streaks of light are entirely eliminated.

PROPER LIGHT DISTRIBUTION.

Cross sections and floor plans of various windows are here shown to illustrate the distribution curves of the reflectors.

For the average show window, where the depth of the window is two-thirds of the height, we find that the scoop reflector will cover this window best with an even distribution of light, that is, covering the background and floor of the window.

Note figure No. 1 showing the cross section of a window 8 feet high and 6 feet deep and placing the curve of the scoop reflector on same, we find that the distribution of light from the scoop reflector will cover the entire line of trim, that is the place which would usually be occupied by the display of goods. This distribution curve shows that the downward candle power directly underneath the reflector would be about 275. At an angle of 45 degrees we note that the candle power is about 235 and where the light would strike the upper part of the line of trim, the candle power delivered would be about 225, that is with a 60 watt clear bulb Mazda lamp.

The intensity of illumination desired would determine the number of reflectors used. Where the street would be brilliantly lighted, neighboring windows well lighted and the background and fixtures would be of a medium color, that is not too dark, the window would be well lighted by using the reflectors every 15 inches apart. 60 watt clear bulb Mazda lamps should be used in an installation of this kind.

Figure No. 2. This represents a photograph of a window lighted with scoop reflectors. In this window, the scoop reflectors were placed 24 inches from centre to centre. The window was 8 feet high and 6 feet deep. The background was of a light golden oak, goods displayed in the furnishing goods section were of a light nature, the clothing displayed was also of a light nature. The lighting of this window was very even and brilliant, the medium dark background and light goods forming a very good contrast in the window. Where a dark background is used and the street is very brilliantly lighted and dark goods are displayed in the window, it would require more light and the reflectors should be placed closer together. In some instances, where very brilliant windows are desired, these reflectors are placed as close as 12 inches from centre to centre.

(Continued in September 18th Number.)



A clothing house in the West is evidently indignant because another merchant appears to be imitating its advertising methods. Here is how he gets after the other fellow: "Still shows no principle. Another one of the many advertisements copied by the so called merchant appeared in Friday's paper. The statement made by this merchant cannot be true as they are merely copied. The same house recently conducted a 'face to face with trouble sale.'"

ZIMMME



1912 Sales Many Times Greater Than Expected

*All Records Broken in 1912
by the Force of Quality and
our powerful advertising. ::*

DURING the summer of 1912, dealers who handled ZIMMERKNIT, sold many more goods on the average than they had planned to sell.

Jobbers' stocks were simply annihilated and we were compelled to operate our plant late into the season to take care of repeats.

This was accomplished in spite of the most discouraging weather conditions in many years. But our strong advertising enthused the public with the ZIMMERKNIT Idea. Those who bought returned to buy again and ZIMMERKNIT outsold all competitors.

ZIMMERKNIT dealers made big profits in 1912. The same dealers will make more in 1913. They are wisely placing orders now for their complete Summer requirements.

They know what they are up against—what a hit ZIMMERKNIT has made with the public—what a powerful sales-aid our advertising is to each of them.

You' too, should sell ZIMMERKNIT this coming season. If you do, your underwear business will expand as it never has before. And you will make a larger margin of profit with a quicker turnover. ZIMMERKNIT need never be sold at a sacrifice to clear it out.

But—order now. Ask your jobber to show you the line. Or write to any of our agents mentioned on opposite page.

UNDER

R K N I T

A few Special features of the ZIMMERKNIT Line



No. 1064 This is a two-thread combed Egyptian shirt and drawers for men. You will not find another garment in Canada to equal this at 50c. retail. Be sure and see it.

Closed Crotch Combinations In all qualities we embody the best design of closed crotch. This feature provides the maximum of comfort—something better than you have ever seen before.

Mercerized and Lisle Our line of mercerized and lisle goods is above the ordinary in quality and finish. Be sure and see these. Some of the most select stores are handling them in preference to imported lines.

Porous-Knit ZIMMERKNIT Porous-Knit goods are famous for their quality. They give a perfect fit in this light and airy texture—different in quality because they are supremely best.

Boys' Jerseys This popular line is meeting with tremendous favor. We have the widest range to show you.

Girls' Jerseys With square effect necks—something exceedingly fine in quality. Will appeal to every girl. The price is right, and good profits can be quickly made.

Ladies' Combinations A complete line corresponding in quality with our extensive men's lines. The fine shaping of these garments and the perfect quality of yarn and finish which goes into their making ensures their being highly salable amongst women of all classes. This is a line you should study carefully.

E. H. WALSH & CO.
TORONTO
Agent for Quebec, Maritime
Provinces, Manitoba,
Alberta and Saskatchewan

W. R. BEGG
TORONTO
Agent for Province of
Ontario.

A. R. McFARLANE
VANCOUVER
Agent for Province of
British Columbia

Zimmerman Manufacturing Co.
LIMITED
HAMILTON - - - ONTARIO

WEAR

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 outseam. 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 chamolis. 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-solled 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 chevrot 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 chevrot or worsted. Shirt—White, stiff, plain bosom, 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.



Certainly—

The collar for you to handle, Mr. Retailer, is the collar that looks best and, at the same time, gives the purchaser absolute satisfaction.

**CHALLENGE
COLLARS**

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 Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



Every Ambitious Merchant



SHOULD
READ

**SALES
PLANS**

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE \$2.50

All Orders Payable in Advance
TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO

**Are You a Large User
of Buttons
?**

In other words, are you a manufacturer of garments?

**Our buttons are right
Our prices are right
Our styles are right**

because we are button specialists and can supply everything you may require in buttons, such as, "Ivory," "Anchor," "Brass," "Hornoid," "Pearl," "Crochet," "Fancy Metal," "Furriers."

Our **Plain, Fancy and Combination Covered Buttons** made in our factory are of large variety and very best materials.

We carry the largest range of import Samples in Beaded, Silk and Cotton Fringes, Tassels and Dress Trimmings of every description.

We extend a cordial invitation to BUYERS visiting Canadian National Exhibition to call and look through our line. We can interest you.

A. Weyerstall & Co.

BUTTON MANUFACTURERS
Head Office: TORONTO, ONT.

Branch Offices:
WINNIPEG, MAN. MONTREAL QUE.

NECKWEAR AND ACCESSORIES



Manufacturers busy with Fall and Christmas lines — The return of the polka dot in ascots, derbys and bows — Plain baratheas for Spring — Another manufacturer discusses the price situation — As much to the benefit of the retailer as the manufacturer to feature better grades — Original designing

THE requirements of Fall and Christmas neckwear business is now engaging the attention of manufacturers. The Summer season has been an exceptionally good one, as this is a department that is not generally affected by those adverse weather conditions so unwelcome in the clothing section.

In exclusive stores, some advance showings of neckwear, for the most part imported lines, are now being shown. That polka dots seem to be regarded with favor is evident from the displays of derbys, Ascots and bows in these stores, and while manufacturers state that this neckwear is staple and always appears in their sample ranges, there is reason to believe that spots are returning to a prominent position. At those Summer resorts where dress looms large as a season feature, they are said to have been much worn particularly by visitors from across the line. Recent news from London also confirms this vogue. The spots tend to the large rather than the small order.

NEW FALL LINES.

Persian patterns and colorings, in soft combinations, are also featured in the early Fall lines, and foulards are here a favored fabric. Zibeline silks, introducing a veiled effect, by which the basic color is subdued in tone and a shimmering or "changeant" suggestion produced, are being exceptionally well received. In fact, this is a material which, judging from sales, promises to be one of the outstanding features of the Winter season. Not only are they being used in the popular border end ties, but are also making their appearance in higher-priced neckwear. One house is using handkerchief squares of this material with border ranging from four to six inches, two ties from a square, in flowing-end derbies for the holiday trade. A beautiful line of neckwear and one which is already selling rapidly, has thus been produced.

The persistency with which tab collars have been pushed during the past two seasons, has not been without results. This development has created a demand for Ascots and bows and this is another feature for the Winter season which will be seized upon by manufacturers as a means of broadening their ranges to good advantage.

That plain baratheas will be a feature of Spring trade is one manufacturer's confident prediction.

The neckwear demand still tends in the direction of better prices and it is evident that retailers are realizing their opportunity for this move in the excellent values that are now being featured.

SEVENTY-FIVE THE POPULAR PRICE.

"The time is not far distant," writes a manufacturer to *The Review*, "when seventy-five cents will be the popular price for neckwear. I am very glad to see that the *Men's Wear Review* has taken up this question in the way it has because it is as much for the benefit of the retailer as the manufacturer that the trade should be won away from those stereotyped prices which only give a minimum profit. Values on the market to-day compare favorably with those of any market in the world and the same may be said of the materials and designs.

What one of your correspondents says with regard to Toronto is true, that it is the cheapest necktie city on the continent—not from the standpoint of quality, but from a merchandising point of view. Haberdasheries in that city could not only raise the standard, nearer to that of New York, but by doing so would set an example which would be immediately followed by other parts of the older provinces. The West is getting better money out of their neckwear than is the East. I am correct in saying that there the popular price is 75 cents, and I am confident in predicting that it will shortly rule in other parts of Canada as well.

"What the retailer is probably not conversant with is the process of designing special patterns for new neckwear, the weaving of the silk and the final manufacture. When the representative of a silk house calls on a maker of neckwear, he does not for a moment expect to receive an order for so many yards of this, that and the other pattern or weave. Rather are the samples submitted to the manufacturer by way of suggestion as to the fabric itself. He may select certain patterns and require the exclusive right to certain weaves, but his greatest guarantee of exclusiveness is his own ingenuity and originality in designing his own patterns. The vogue of border-ends, diagonals and bars is in fact a tribute to the designers of the neckwear houses. Many of

the best sellers were made up in this way and woven on special cards in the silk mills of Europe. Here is another item. Every time a new design is submitted it means new cards, and a new set-up for the weaving machine. This last change cannot very often be made for less than \$25 and a silk weaver must be sure that the order is worth while before going to this trouble and expense. There is a greater degree of art about the production of neckwear to-day than the average retailer realizes. This tends to much higher standards, the minimizing of designs that stick and greater opportunities for better prices.

There has been a very considerable increase, therefore, in the cost of manufacturing, and in spite of this the values that have been placed on the market at 25 and 50 cents have been exceptional. It is time for a change that will mean better profits both for retailer and manufacturer. We would like to hear what the retailers themselves think about it.

Barathettes, cross repps, matt weaves, fine light poplins and crepe weaves, all touched up daintily with clean stripes and Jacquard figures. Their showing of the well-known Tooke cloths, "Tokeno" and Near-Silk" is very strong, and they are also featuring the popular "Soisette."

In shirt-making, too, the Tooke 1913 Spring line shows quite a number of novelties which will appeal strongly to a certain class of trade.

Another very strong feature which they are bringing out is the Tooke Patent Nek-Gard, "the greatest thing that ever happened to a shirt," which is illustrated in one of their advertising pages. This "Nek-Gard" has been a tremendous success across the line, and has proven itself as necessary to the shirt-wearer's comfort as is the back cushion band, now so universally used.

Tooke Bros. have secured the exclusive rights to use the "Nek-Gard" in Canada. With this added convenience and comfort, Tooke shirts are bound to be even more popular than ever.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the Review do not necessarily hold themselves responsible

Tooke Bros. predict for 1913, a strong preference for neat, clean-cut patterns. In plain shades, whites and light tans will be favorites.

Their range of fabrics for Spring has been very carefully selected, and represents exclusive productions of both European and American markets. They are introducing a great variety of novelty weaves in

A somewhat unusual advertisement appeared in an American publication recently. It emphasized the fact that all Canada now recognized a certain brand of clothes, the rights to make which had only been secured by a Canadian manufacturer six months ago. The advertisement was illustrated by a model figure standing in Chicago and gazing "in thoughtful pose" at the transcontinental line of Canadian agencies as indicated by half-inch figures at cities worked on a typographical map of Canada. It only took six months to establish this business.



**RED-MAN BRAND
BIRDWOOD**

EARL & WILSON

The most popular day dress Collar made in America

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
BASSWOOD**

EARL & WILSON

Comfortable, close fitting, business Collar

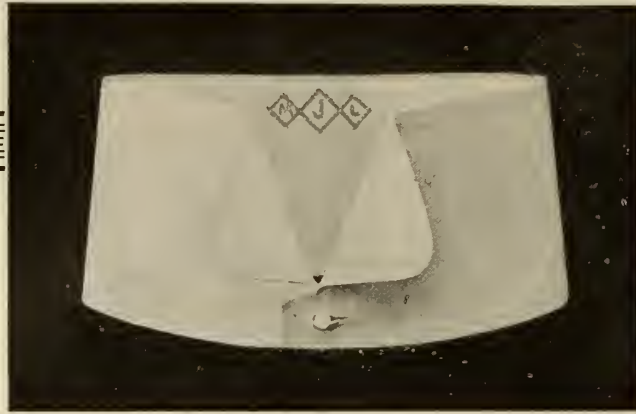
Xmas Novelties Want Xmas Boxes

Hercules Boxes, Limited, pride themselves on the way they make up Fancy Boxes for the Xmas trade. Our Box will sell your goods. Our line includes Beautiful Heads, Figures, Holly and Fancy Florals.

Call and see us, or write to-day your requirements for Xmas.

Hercules Boxes, Limited, 400 Richmond St. W., TORONTO

Please mention The Review to Advertisers and Their Travelers.



TOSCANINI
Front Heights: 2", 2¼", 2½"



Save The Middleman's Profit

Our Collars are now sold direct to the retailers by our own organization. They are not sold to jobbers as formerly. Our customers get the full benefit of the middleman's profit saved, in increased value in the goods themselves. ¶ Two of the popular styles for Fall in

"M.J.L." Brand, Austrian Collars

are here illustrated. These celebrated collars have a world-wide reputation for being first in style, ideas and value. Our improved Collars should have a place in your store. There is a big demand for goods of this quality. Catalogue showing styles and sizes sent on request.

M. JOSS & LOEWENSTEIN

COMPLETE STOCKS IN

TORONTO:
28 Wellington St. W.

MONTREAL:
59 St. Peter Street

VANCOUVER:
801 Mercantile Bldg.



DORCHESTER
Front Heights: 1¾", 2¼", 2½"

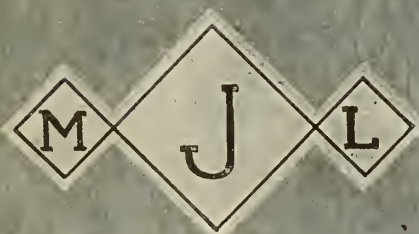
Please mention The Review to Advertisers and Their Travelers.

SPRING

1913



Shirts



Collars

AUSTRIAN SHIRTS

The best that Europe can offer in shirts. Fabrics woven in our own mills.

Our Shirts are custom made and hand laundered.

Our Spring line is most complete and we offer many novelties.

M. Joss & Loewenstein

Offices and Stocks in the principal cities of the World.

PRAGUE, AUSTRIA

Toronto

Montreal

Vancouver



Airbrush work by A. A. Daoust, Montreal. The leaves and butterflies are executed in colors, and a very effective card is the result.

Better Ways of Shading Display Cards

Application of the air-brush to every day work of card-writer — Principles that must be recognized — Care of brush, preparation of colors, rules to follow in treating hand-brushed, colored or stencil letters

By L. O. Butcher

IT shall be my purpose to present to you some of the underlying principles in the care of the air-brush, and its application to everyday use in window-trimmer and show-card writer have grown to such an extent, and become of such importance, that he must use every practical method to get the best results with the least expenditure of time. The ability to apply and blend colors rapidly with the airbrush makes it a most admirable tool for the ambitious workman. The airbrush has its limitations. Some things can be done better with either the handbrush or pen. The possibilities of this method of applying color are but little understood except among those who have come in contact with many uses to which it has been put. In practically every kind of work that requires the laying of a liquid pigment in blended tones, it is being done better and quicker with the airbrush than by the old method.

LIFE AND CARE OF AN AIRBRUSH.

I presume of course that every user of an airbrush has made himself familiar with the mechanical instructions sent out with every brush by manufacturers. You should have at any rate.

For the purpose of this demonstration I shall use brushes that have been in constant use for a period of from three to five years. By doing this I will answer in a practical manner a question asked many times as to how long they will last. I have brushes that have been in constant use for fifteen years. The

care you give a brush has more to do with its length of service than anything else.

Just a few words on the care of a brush may not come amiss. First of all, keep it clean. No matter how careful you are, color will accumulate in the color passage unless you use plenty of water through the brush after using and before putting away for the day. To clean a brush out thoroughly when it has become clogged up so that it does not give a good spray, there is nothing better than a good paint remover. Alcohol should be run through the brush afterward to clear out whatever remains of the remover. Strong soda water is also very satisfactory. After using the soda water, blow plenty of clear water through to clear out all traces of the soda. In practically every case this will clean out your brush without the necessity of taking it apart, presuming of course, that it is properly adjusted and none of the parts are either broken or worn out. In that case put in new ones. It will save both time and temper and give you better work.

Another thing that contributes largely to the continued satisfactory use of the brush is straining the color frequently. No matter how careful you are, a certain amount of lint or dust will accumulate in the color or brush and cause trouble. The spray will be coarse or intermittent and sometimes none at all. This is particularly so if you are using a color that has opaque or pigment color in it. Use a moderately coarse muslin for straining. Any pigment that will

not go through the muslin with gentle pressure will in time clog up the brush.

AIR VERSUS GAS AND ELECTRICITY.

A few words about air. For the man who uses his brush only occasionally, or who has time that is not pushing him, the foot pump will be all right. You cannot do good work and kick a pump at the same time. To the man whose every minute counts, the man who wants to concentrate his whole attention on his work, I would advise the use of carbonic gas or electricity. The initial cost of the foot pump and the gas outfit is about the same. The gas must be replenished as the drums run out. The price varies in different localities, presumably on account of transportation rates. The man who has a great deal of work to do with the brush, or has good facilities for using electricity, I would say, use electricity. It is generally advisable to use about 25 pounds pressure. Too low pressure will give a coarse, wooly spray. Too high a pressure will blow the color out in spiderwebs on your card.

SHADING HANDBRUSH LETTERS.

I will first demonstrate some of the better ways of shading handbrush letters, as well as illustrate some of the things not to do. The color used in lettering must be taken into account when shading. All colored or light letters may be shaded and rounded up the same as you would when a stencil letter is used. Any color that will harmonize with that used on the remainder of the card may be used for shading or rounding up. Two colors that can be used under almost any circumstance and with nearly any color scheme, are a blue gray made by mixing Prussian blue and black, and a green gray made by mix-



olive green and black. You can use for these grays any good opaque color. It must be thoroughly strained after mixing and before using in the airbrush. For quick or temporary work the liquid colors are the best.

Let me offer here a suggestion that will keep pigment colors in good working shape. After mixing to the consistency you intend using it, put into a bottle in which has been placed some common bird shot. No matter how much the color settle, (as all pigment colors will), a few vigorous shakes of the bottle will mix the color thoroughly. The shot grinds up the color and keeps it free from lumps.

SHADING STENCIL LETTERS.

When shading a colored or stencil letter begin the spray not quite to the end of the stem and stop a little short of the other end. This will give the slanting effect, and saves the necessity of making a slanting stroke at each end. It is extremely bad to get the spray beyond the end of the stem. Stencil letters are susceptible of a great many different treatments.

After applying the stencil either a marginal outline, a vignettted ground, or a solid effect can be used. The one selected will depend entirely on the class of design used, or whether none at all is used. In any case the stencil should remain on while the shading is done. In some cases the best effect is gotten by leaving the design and letters with a flat surface. In others to have the design and letters rounded up is better. All rounding up is done after the stencil is removed. When a good many cards must be made with the same wording, cut the letters so that they are all connected. This will save time in applying them to the card.

		
<p>WINTER SUITS</p> <p><i>At Summer prices</i></p>	<p>These two display cards show how effectively airbrush and stencil can be applied. See article.</p>	

To apply an even spray of color to a large surface it is best to go over it several times with a light spray, than to try to put it on all at once. The work is cleaner and free from teardrops. Sometimes when a very strong tone is wanted it is best to mix some opaque color with the liquid colors, or it may be used alone if thinned down sufficiently to throw an even spray.

READ NATURE ON COLOR BLENDING.

Practically every one understands the principle of color established by the spectroscope, which gives us the three primary colors, red, yellow, and blue, the secondary colors, orange, green, and violet, as well as all the intermediate shades produced by mixing all three of the colors in varying proportions. I know of no better school for color than nature. Nature does not produce inharmonies. If it produces a delicate tone in one thing everything belonging to that group is delicate. If it produces strong colors, everything that goes with it is strong. If you see warm highlights, you will find directly against them cool tones. If the highlight is cold, the shadows are always warm. It is in the result obtained by placing a cool and warm color together that you get the effect that pleases and rests the eye.

VARIED USES OF BRUSH.

I am so often asked "of what use is an airbrush except to blow a shade of letters and a little smoke in

the background?" In fact some who write on the subject place the limitations of the brush at that point, when, as a matter of fact almost any class of coloring that comes up where a blended tone is wanted, can be done better and quicker with an airbrush than in any other way. Artificial flowers, plaster statuary, and all sorts of decorations can be done quickly with it. A pretty good rule to follow is to make the plainest grounds for the fussiest displays, and the fussier ones for the simpler or more massive displays. If the display is light in color, have the darkest tones at the bottom.

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

ADVERTISING INDEX

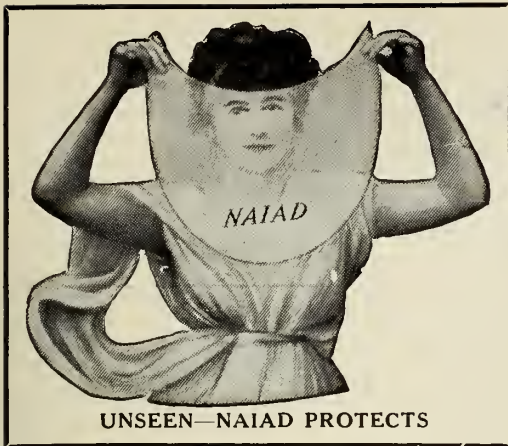
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FOR SALE.

DRY GOODS, MEN'S FURNISHINGS AND boot and shoe business for sale. On account of other interests the owner of one of the best money-making businesses in the heart of the industrial centre of the Crow's Nest Pass, Alberta, is compelled to sell. Monthly pay-roll of town \$30,000, surrounding district \$60,000. Turnover \$40,000; business run on practically cash basis. Stock \$8,000, clean and up-to-date. Modern store and reasonable rent. \$2,500 will handle this, with good terms on the balance. (2)



THAT you may have a larger and better trade this fall is why we suggest that you stock up now with

“NAIAD” DRESS SHIELDS

No line of small-wares can be more staple — none more certain of selling.

—A thoroughly sanitary and hygienic shield—can be sterilized in boiling water—a shield that will not go back on you in stock by going bad—is as good the day it is bought, as the day it is made.

Write us for sample book free and other particulars of the Naiad.

Wrinch, McLaren & Co., Sole Canadian
77 Wellington Street West, :: :: Manufacturers
Toronto, Ontario

Not an Enterprise for the “Quitter”

¶ “If there is one enterprise on earth,” says John Wanamaker, “that a ‘quitter’ should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat’s bottom.

¶ “He must know before he begins it that he must spend money—lots of it.

¶ “Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ “Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power.”



WHERE QUALITY PREDOMINATES

In carrying Star Brand lines in stock you are not only creating a demand for customer-satisfying goods but you will be enabled to fill the rapidly growing demand for better garments.

STAR BRAND SHIRTS

are exclusive in design, perfect fitting and superior in quality.

STAR BRAND NECKWEAR

comes in a large variety of weaves, patterns and styles. Prices right.

STAR BRAND UNDERWEAR

is made in many styles and weights; strictly high class underwear.

Have our representative when he calls show you the complete line of Spring Samples.

VAN ALLEN CO., LIMITED, HAMILTON, ONT.

Please mention The Review to Advertisers and Their Travelers.

MEN'S WEAR REVIEW.

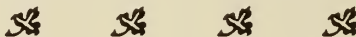
VOL. II

No. 9



SEPTEMBER
THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO
SUBSCRIPTION PRICE \$1.00 A YEAR

ADVERTISERS in this paper are reaching more actual buyers of men's goods than is possible with any other paper or combination of papers. You reach the best men's wear stores and the men's wear departments in dry goods stores throughout Canada with our two papers for one price. It will pay non-advertisers to investigate this proposition.



How Would You Conduct the Season's Advertising?

MANY salesmen have good ideas on advertising and would welcome opportunities to try them out.

The Review's proposition this month is one that has in view a discussion of methods for the season's advertising campaign.

We will suppose that the boss one day suggests to you, a salesman, that you map out for the store a season's advertising — for opening, follow-up, Thanksgiving, mid-season and Christmas merchandising.

How Would You Go About it?

Describe methods you would employ to interest the best class of trade. Draw up an advt. suggestion that embodies your ideas of good advertising. If you would specialize on any one class or list, tell how you would do it.

For articles, dealing in a helpful, practical way with the subject, The Review will pay from \$3.00 to \$5.00 each.

All articles must be received not later than October 14th. Address, Editor, Dry Goods Review, 143 University Avenue, Toronto.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

ON which page of the local newspaper is it preferable to place the men's wear advertisement? There is some difference of opinion on this matter and a question that immediately suggests itself is, What class of trade does the dealer wish to reach? Undoubtedly, where the local paper has a good financial page, it is attractive for that reason to many people of the wealthier class who take no interest in sports whatever, and when a merchant wishes to reach that kind of trade he should arrange to have his advertisement placed on that page at least three times a week. The dealer who is catering to a more general trade will reach the greater number of people whom he wishes to interest by using the sporting page, but there is no good reason why he, too, should not alternate with the financial page. In the smaller places, however, very little special attention is paid either to sports or the stock markets. A game of lacrosse, baseball, football or hockey, once in a while receives a column or two, but at best, the feature is spasmodic, and the general news pages are the most interesting to all classes. This is the most desirable part of the paper, and unless the publisher insists upon hedging the pages about with restrictions the advertisement should be prominent on or near these locations. If a paper is neglecting the news best calculated to interest young men, a suggestion from the merchant might go far to awaken the publisher to the defects of his news service as the advertiser sees it.

"The average garment requires about 18 inches more of material than it did five years ago," said a manufacturer of men's clothing to the Men's Wear Review, while discussing increased costs of produc-

tion. This fact, he pointed out, was due to the easier, more comfortable styles necessary in the Canadian trade. It was also a factor to be considered in the tendency towards advancing prices of clothing. Materials of all kinds as well as the cost of labor were moving upwards, and while the retailer had not yet had occasion to notice this, in manufactured lines, the time was approaching when a revision of prices would be necessary if quality and not price continued to be the basis of selling. Already one concern had made such a revision by advancing to its better lines five per cent. The most notable feature of the past three years in the men's wear trade had been this increasing business in better lines.

"What is the greatest need of the clothing business to-day? I should say that both the wholesale and retail sections need good salesmen." Thus spoke a maker of boys' clothing recently as he prepared his Spring ranges for the road. "Salesmanship," he continued, "consists of something more than having a 'fine line of dope' to give a customer. It's all very fine for a salesman to show one of the new reefers to a woman customer, pat it like he would a kitten and say 'There's a nice little coat, ma'am.' We want salesmen who can tell a customer the why of everything in a garment—why the lapels are cut that way, why the shoulders are free from padding and more shapely, why that line is in the back, and why the coat has that length. The salesmen know every detail of the business, and if you ask who make the best salesman I will answer, the men who began as juniors and who have been trained to sell goods on their merits. Those men generally know what they are talking about.

An evening suit recently turned out by a tailor in Saville Row, London, illustrates the difference between smart evening dress and a waiter's uniform. "The first great point aimed at is the waist," states Fairchild, London. "The effort is to give the wearer a corset-like appearance. The coat must fit quite tightly on the figure.

"Instead of the curve at the bottom of the forepart, it is finished in a clean line, which should run straight into the waist. At the chest there is plenty of material, thus giving a bust-like appearance. The shoulders should be square, though finished with a rounded appearance. The fronts are covered with a thick silk to the edge and are made to roll soft. Three ivory buttons are still being favored, in a slanting position, at the waist. The sleeves are still being cut narrow, but the length of the sleeve is short, to allow at least one-quarter inch of the white linen cuff to show. The trousers naturally must be finished with a belt, because it is this which gives the waist-like appearance to the wearer. Indeed, the belt should be cut quite tight to the figure. The trousers are still pegtop in shape, but great care must be paid to the tucks put in at the waistline, gathering in the surplus material to the belt, as unless they are put in properly there will be a bagginess across the hips and fly when the wearer sits down. The waistcoat is also being cut with a waisted effect this year, and it is so tight on the waist that it simply hugs the trouser top. Three or four buttons are being favored, and the opening is still 'V' shape."

The men's wear dealer who does not carry an assortment of leather goods should consider the opportunities of this line for the holiday season at least. There are many novelties suitable for gift purposes that could be used for an attractive case or window display and which might be used as a means towards broader business. The store that has the reputation of having the best gift suggestions will be largely patronized by both men and women.

Some new boxing ideas for hosiery, neckwear and handkerchiefs will make their appearance this Fall. One of these resembles a leather-bound book, on opening which the goods are displayed. Japanese hand-painted basket boxes containing sets and also boxes of the same kind for single articles are being shown. Buyers back from New York report the introduction of these novelties.

A very seasonable opening idea was recently worked out in a three-section men's wear window. With the object of imparting information as to correct attire and accessories for the different periods of the day, the window was trimmed with three units, one for morning, another for afternoon and a third for

evening wear, the sections bearing cards marked, "Morning," "Afternoon" and "Evening" respectively.



Clerks Receive No Salary

Head of six men's wear stores in California adopts the plan of paying seven cents on every dollar's worth of goods sold.

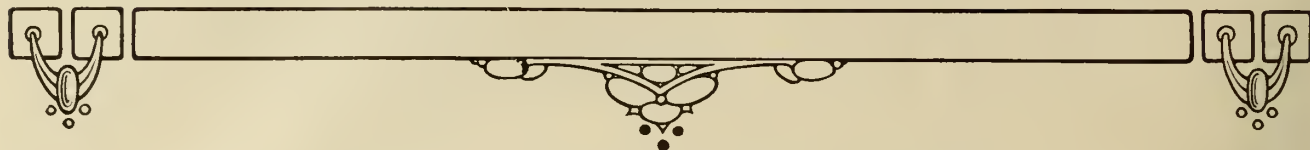
No stated salary but seven cents on every dollar's worth of goods sold, is a method of paying his clerks that a former Canadian, now conducting several stores in California has found to work out very satisfactorily both for the clerks and for himself.

F. B. Silverwood, a Canadian by birth, now has a chain of six retail stores for the sale of men's clothing and furnishings in Los Angeles and other thriving cities in California. He is returning from a visit to New York and is going back via Canada. When in Montreal, he told something of the unique methods by which he has attained his present position in the business world.

Mr. Silverwood, whose success is due entirely to his own efforts, went to California about thirty years ago. He has built up his present business on most original methods, his advertising being unique, and his methods of conducting his affairs still more so, their merit being that they have proved highly successful. For instance, in his stores he does not pay salaries to his clerks, but gives them a drawing account from week to week. He pays them seven cents on every dollar's worth of goods they sell, thus making the amount of salary they draw entirely dependent on their own exertions. He takes his clerks as young as possible and conducts a school for them, making it obligatory on each employe to pass an examination in salesmanship before he is admitted to the selling staff. The result is, Mr. Silverwood says, that every clerk feels the business to be his business, and acts accordingly.

Mr. Silverwood is a man of considerable literary ability, as well as being an organizer and manager of retail stores, and he has contributed not infrequently to various publications. He issues weekly letters to his employees that are witty and snappy, often conveying the lesson intended by a paradoxical statement that convinces by its very intentional absurdity. Much of the matter he has included in his weekly letters to his employes has been syndicated and has appeared as gossipy, world-wise articles in many of the leading periodicals of the United States. Mr. Silverwood has travelled around the world and believes in getting all out of life that is possible.

Review's Information Bureau



Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

IN reply to the inquiry in last month's Information Bureau as to the amount of clothing required for an exclusive store or section in a city of 12,000 people, the opinion of a buyer for a growing department in an Ontario city of the size named has been received. He goes into the matter very carefully and gives the details of his investment in each section. The table which he submits has been compiled, he states, from his experience of many years, as buyer of men's ready-to-wear clothing, and he considers it a fair showing of what a merchant would require in a city of 12,000.

"You will note," writes the buyer, "that I have made the stock to cost about \$8,000, which you will see by the table, gives him a good assortment in all lines. But, of course, places and conditions vary greatly. And the size of stock that would be correct for this place might be too large or too small for a western town. The merchant must be guided by conditions as he finds them. If the amount is too large he can easily reduce it by cutting out some of the doubles or lines, or if too small, add more sizes or additional lines. I have made out the table on a staple basis, and would recommend the merchant to stick to staple lines as much as possible. Both in material and make-up, avoid extremes. It might be well to add a few "freaks" for window pieces, etc., but go slow in stocking many of them. My experience tells me that my "left-overs" have been generally of this class. In this connection I would recommend the merchant to install with his ready-to-wears, a special order department which will give him a chance to take care of the customer, especially the young man who wants something different. The same young man appreciates being "taped" and having his suit or overcoat made to order. If the merchant is now running a custom tailoring department in his business he will find that the special order will not interfere. I have run a special order department with the ready-mades for a number of years and have found it worthy of its place, greatly adding to the volume of yearly business.

The merchant should be able to turn this \$8,000 stock 3 times per annum.

BOYS' ODD BLOOMER KNICKERS, \$62.

Color.	Dozen.	Sell.	Quantities.	Sizes.
Fancy	\$6.50	\$.75	12	24 to 34
"	9.00	1.00	12	25 to 34
"	12.00	1.25	12	26 to 33
"	13.50	1.50	12	27 to 34
Navy	9.00	1.00	12	25 to 33
"	12.00	1.25	12	26 to 34

In a number of the above values, sizes 27 to 32 are bought in a proportion of two to one.

MEN'S CONVERTIBLE COLLAR OVERCOATS, FANCY TWEEDS AND FRIEZES, \$1,090.50.

Color.	Dozen.	Sell.	Quantities.	Sizes.
Med. brown	\$5.50	\$7.50	8	36 to 44
Med. grey	5.50	7.50	8	37 to 46
Med. brown	7.00	10.00	7	36 to 42
Med. grey	7.00	10.00	8	37 to 46
Dark	7.00	10.00	7	37 to 46
Med. brown	8.50	12.00	8	36 to 44
Med. grey	8.50	12.00	7	37 to 44
Dark	8.50	12.00	9	36 to 46
Med. brown	10.50	15.00	6	37 to 42
Med. grey	10.50	15.00	7	36 to 42
Dark	10.50	15.00	8	37 to 44
Med. brown	12.50	18.00	7	36 to 42
Med. grey	12.50	18.00	6	37 to 42
Dark	12.50	18.00	7	37 to 44
Med. brown	14.50	20.00	6	36 to 40
Med. grey	14.50	20.00	6	37 to 42

YOUNG MEN'S CONVERTIBLE COLLAR OVERCOATS, FANCY TWEEDS AND FRIEZES, \$385.

Color.	Cost.	Sell.	Quantities.	Sizes.
Med. brown	7.00	10.00	5	34 to 36
" grey	7.00	10.00	5	34 to 36
" brown	8.50	12.00	5	34 to 36
" grey	8.50	12.00	5	34 to 36
" brown	10.50	15.00	5	34 to 36
" grey	10.50	15.00	5	34 to 36
" brown	12.50	18.00	5	34 to 36
" grey	12.50	18.00	5	34 to 36

MEN'S BLACK AND OXFORD CHESTERFIELD OVERCOATS (WINTER), \$766.50.

Color.	Cost.	Sell.	Quantities.	Sizes.
Black	\$7.50	\$10.50	12	35 to 46
"	9.00	12.00	12	35 to 46
"	10.50	15.00	11	35 to 46
"	12.50	18.00	9	35 to 46
"	14.50	18.00	12	35 to 46
Oxford	9.00	12.00	8	36 to 46
"	10.50	15.00	9	37 to 46

Crescent

Shirt Announcement for Spring 1913

Rush! Rush! Rush!!

That is our story in a nut shell, and the outlook points to **More Rush**, and then some. Nothing gained by illustrating our **New Ideas** here. Our **best advertisement** is to be found in the sample Range now in the hands of our Representatives all over Canada.

Our Values and Novelties will astonish you. We were astonished ourselves when we saw the Range all assembled.



We Guarantee every
Crescent
Shirt

This is one of our New Window Cards you will find in every box of Crescent Shirts.

Crescent Manufacturing Co., Limited
Montreal

MEN'S AND YOUNG MEN'S OXFORD, CHEVIOT
AND FANCY TWEED OVERCOATS (FALL) \$223.

Color.	Men's.		Quantities.	Sizes.
	Cost.	Sell.		
Oxford	\$7.50	\$10.00	7	36 to 46
"	9.00	12.00	7	36 to 46
Young Men's.				
Fancy tweed	7.50	10.00	4	35 to 38
"	9.00	12.00	4	35 to 38
"	10.50	15.00	4	35 to 38

MEN'S FUR COLLARED QUILT OR FUR-LINED RUB-
BER INTERLINED OVERCOATS, \$325.50.

Color.	Cost.	Sell.	Quantities.	Sizes.
Black	\$9.00	\$13.50	7	38, 40 to 46
"	11.00	15.00	7	38, 40 to 46
"	12.50	18.00	7	38, 40 to 46
"	14.00	20.00	7	38, 40 to 46

Sizes 40 to 42 in proportion of two to one.

MEN'S ODD TROUSERS, FANCY TWEED AND
WORSTED, \$328.70.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	\$.75	\$1.00	12	32 to 42
"	.90	1.25	12	32 to 42
"	1.10	1.50	12	32 to 42
"	1.25	1.75	12	32 to 42
"	1.35	1.88	12	32 to 42
"	1.50	2.00	12	32 to 42
"	1.75	2.50	6	32 to 38
"	2.00	2.75	6	32 to 37
"	2.00	2.75	6	38 to 42
"	2.25	3.00	6	32 to 36
"	2.25	3.00	6	38 to 42
"	2.50	3.50	6	32 to 36
"	2.50	3.50	6	37 to 42
"	2.75	3.75	6	32 to 36
"	2.75	3.75	6	37 to 42
"	3.00	4.00	6	32 to 36
"	3.00	4.00	6	37 to 42
"	3.50	5.00	6	32 to 36
"	3.50	5.00	6	37 to 42
"	2.50	3.50 stout	7	40 to 48
"	3.50	3.50 stout	7	40 to 48

CHILDREN'S NORFOLK 2-PIECE SUITS, FANCY
AND BLUE SERGE (BLOOMERS), \$127.75.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	\$2.00	\$2.75	7	24 to 28
"	2.50	3.50	7	24 to 28
"	2.75	3.75	7	24 to 28
"	3.00	4.00	8	24 to 28
"	3.25	4.50	8	24 to 28
"	3.50	5.00	8	24 to 28

Sizes 26 and 27 in proportion of two to one. Size 28 in similar proportion from \$4 up.

CHILDREN'S BUSTER SUITS, \$115.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	\$2.00	\$2.50	8	20 to 25
"	2.50	3.50	7	20 to 25
"	2.75	3.75	7	20 to 25
"	3.00	4.00	4	21 to 24
"	3.50	4.75	6	21 to 25
"	3.75	5.00	4	21 to 24
"	4.00	5.50	3	22 to 24

Largest demand for sizes 22 and 23.

CHILD'S OVERCOATS, CONVERTIBLE COLLARS
(FANCY), \$101.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	\$2.75	\$3.75	8	20 to 25

"	3.25	4.50	8	20 to 25
"	3.75	5.00	7	20 to 25
"	4.00	5.50	7	20 to 25

Largest demand for sizes 21 and 23.

YOUTHS' SUITS, TWEED AND FANCY
WORSTEDS, \$201.

Color.	Cost.	Sell.	Quantities.	Sizes.
Brown	\$3.50	\$5.00	6	32 to 35
"	4.50	6.00	6	32 to 35
Grey	4.50	6.00	6	32 to 35
Brown	5.50	7.50	4	33 to 35
Grey	5.50	7.50	4	33 to 35
Brown	6.50	9.00	4	33 to 35
Grey	6.50	9.00	4	32 to 35
Brown	7.50	10.00	4	33 to 35

YOUTHS' OVERCOATS, CONVERTIBLE COLLAR.
\$152.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	\$4.50	\$6.00	6	32 to 35
"	5.50	7.50	6	32 to 35
"	6.50	9.00	4	32 to 35
"	7.50	10.00	4	32 to 35
"	9.00	12.00	4	32 to 35

BOYS' 2-PIECE FANCY TWEED AND WORSTED
BLOOMER SUITS, DOUBLE-BREADED, \$196.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	\$3.50	\$5.00	10	28 to 34
"	4.00	6.00	10	28 to 34
"	5.00	7.00	8	29 to 34
"	6.00	8.00	4	30 to 33
"	7.50	10.00	4	31 to 34
"	9.00	12.00	3	32 to 34

As a rule largest demand in above is in sizes 30 to 33, up to medium price, say \$7.00.

BOYS' FANCY TWEED OVERCOATS, CONVERT-
IBLE COLLAR, \$164.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	\$4.00	\$6.00	8	28 to 33
"	5.00	7.00	9	28 to 33
"	6.00	8.00	7	29 to 33
"	7.50	10.00	6	31 to 33

Largest proportion generally in sizes 30, 32 and 33.

MEN'S BLACK AND BLUE WORSTED SUITS.
\$1401.50.

Color.	Cost.	Sell.	Quantities.	Sizes.
Black	\$7.50	\$10.00	S.B. 9	35 to 42
"	7.50	10.00	D.B. 7	35 to 40
"	9.00	12.00	S.B. 7	35 to 42
"	9.00	12.00	D.B. 6	35 to 40
"	10.50	15.00	S.B. 10	35 to 42
"	10.50	15.00	D.B. 4	36 to 39
"	12.50	18.00	S.B. 10	35 to 42
"	12.50	18.00	D.B. 5	35 to 39
"	14.50	20.00	S.B. 6	36 to 42
"	14.50	20.00	D.B. 4	36 to 39
Blue	9.00	12.00	S.B. 10	35 to 42
"	9.00	12.00	D.B. 5	35 to 39
"	10.50	15.00	S.B. 10	35 to 42
"	10.50	15.00	D.B. 5	35 to 39
"	12.50	18.00	S.B. 10	35 to 42
"	12.50	18.00	D.B. 4	35 to 38
"	14.50	20.00	S.B. 10	35 to 42
"	14.50	20.00	D.B. 5	35 to 39

In those values of which larger quantities are purchased, the proportion in 36's, 37's and 38 is 2 to 1 of any other size.

MEN'S AND YOUNG MEN'S TWEED AND FANCY
WORSTED SUITS, \$1383.

Color.	Cost.	Sell.	Quantities.	Sizes.
Brown	\$3.50	\$5.00	10	36 to 42
"	5.50	7.50	9	36 to 42
Grey	5.50	7.50	8	36 to 44

“MONARCH-KNIT”



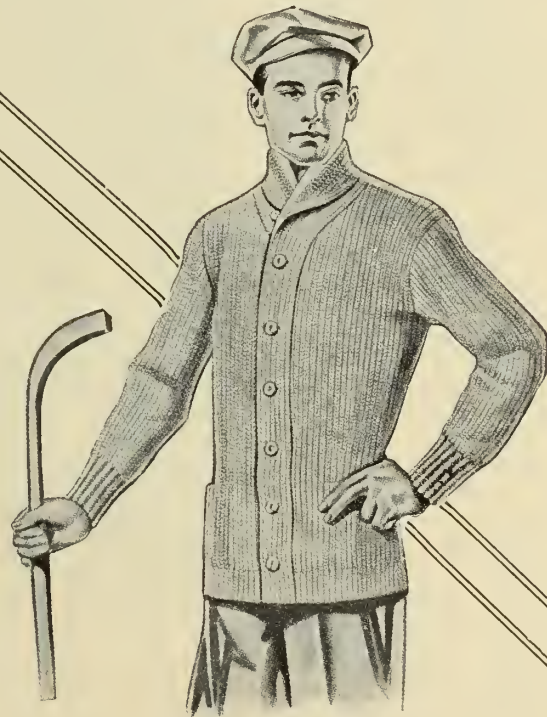
M33.B

Have you knit goods in your clothing department?

This is a line always in demand and you are sure of your profits.

If you carry “Monarch-Knit” lines your customers will ask for them.

They know the merits of “Monarch-Knit.”



M53

We are the largest manufacturers of fancy knit goods in the world.

“Monarch-Knit” is the standard for style, quality and workmanship.

The Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at

DUNNVILLE

ST. CATHARINES

ST. THOMAS

BUFFALO

Please mention The Review to Advertisers and Their Travelers.

Brown	7.00	10.00	7	36 to 42
Grey	7.00	10.00	9	36 to 44
Brown	9.00	12.00	8	36 to 42
Grey	9.00	12.00	7	36 to 42
Dark grey	9.00	12.00	7	37 to 42
Brown	11.00	15.00	9	36 to 42
Grey	11.00	15.00	7	36 to 42
Brown	12.50	18.00	6	36 to 42
Grey	12.50	18.00	6	36 to 42
Brown	14.50	20.00	6	36 to 42
Grey	14.50	20.00	6	36 to 42
Dark brown	9.50	13.50 stout	5	40 to 48
Dark grey	9.50	13.50 "	4	42 to 48
Dark brown	11.00	15.00 "	4	40 to 46
Dark grey	11.00	15.00 "	5	40 to 48
Dark grey	11.00	15.00 "	5	40 to 48
Dark grey	13.50	18.00 "	4	40 to 46

Men's Overalls and Smocks	320.75
Boys' Suits	351.50
Children's Overcoats	77.50
Boys' Odd Knickers	66.50
Boys' Overalls	18.00
<hr/>	
	\$4,585.25

• • •

The aristocracy of the London tailoring trade makes no effort in the shape of elaborately dressed windows or as a rule in the architectural outside of the premises. Take the establishment in Savile Row, for instance, which it has become a tradition to rank as the foremost in the world. The street itself is small and unpretentious. A long, low building, or rather range of buildings, with a plain painted stone front, bears the name, the only indication of out of the way importance being the Royal coat of arms over the centre of the main doorway. Once inside the large swing doors a vastly different impression is created, for everything belonging to the interior is in grand style. The numerous trying-on rooms are richly and elegantly appointed, the counting house department is like a bank, while the strong rooms in which the paper patterns of the clothes of kings and princes, dukes and belted earls, as well as other notabilities, are safeguarded also convey the impression of a treasure house. A large staff of indoor workers is employed, and the workshop accommodation is of the best. The cutting staff is also large, and several of the leading foremen are credited with getting salaries equal to from \$60 to \$70 a week. The prices charged are about the same as at other high-class houses; trousers from about \$7, jacket suits \$30 to \$40, frock coats and evening clothes varying over a wide range.

The adaptation of the vogue masculine to the style essentials of the wardrobe feminine is not, in some places at least, summed up in the term "man-nish tailored effects" as applied to coats. A report from St. Louis, Mo., states that "Society girls are wearing men's silk hose these hot days, and they are holding 'em up with their brothers' garters, too. The fad was started by a daring young woman who appeared at a masque last Winter as an angel child, and wore half-hose as part of the costume. They were so 'comfy' she began to reason. Low Dutch collars are cool in the summer, why not—well, anyway, she appeared last week in a department store. I want a half-dozen men's silk hose, please. Some greys and blues. Size eight and a half.' That's awfully small for a man—began the shopgirl. 'But they're for me,' responded the daring one, and the habit is growing daily."

Young Men.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy brown	9.00	\$12.00	4	33 to 36
Fancy grey	9.00	12.00	3	34 to 36
Fancy brown	10.50	15.00	4	33 to 36
Fancy grey	10.50	15.00	3	34 to 36
Fancy brown	12.50	18.00	3	34 to 36
Fancy grey	12.50	18.00	3	34 to 36

In the above list the sizes that are given the largest proportion are those ranging from 37 to 40, but none more than 2 to 1.

MEN'S CRAVENETTE RAINCOATS.

Color.	Cost.	Sell.	Quantities.	Sizes.
Oxford	\$5.00	\$7.50	14	35 to 48
"	6.00	8.50	14	35 to 48
"	7.50	10.00	12	36 to 48
"	9.00	12.00	12	36 to 46
"	11.00	15.00	11	36 to 46

Sizes ranging from 38 to 42 inclusive are bought in proportion of two to one of any other size.

MEN'S PARAMATTA RAINCOATS, AUTO COLLAR, \$363.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fawn	\$5.00	\$7.50	9	36, 38, 40 to 48
"	6.50	9.00	8	36, 38, 40 to 46
"	7.50	10.00	10	36, 38, 40 to 48
"	9.00	12.00	9	36, 38, 40 to 48
"	11.00	15.00	10	36, 38, 40 to 48

Sizes 38, 40 and 42 are bought in proportion of two to one of any other sizes.

* * *

Not So Strong on Juveniles

Another buyer who, for one thing, does not go into the increasingly important boy's and children's departments so strongly, and whose figures might be taken to illustrate the reduction suggested by the first buyer estimates that a stock of clothing should cost \$4,585.25. Details of the different sections will be given in next number, but he divides the amount as follows:

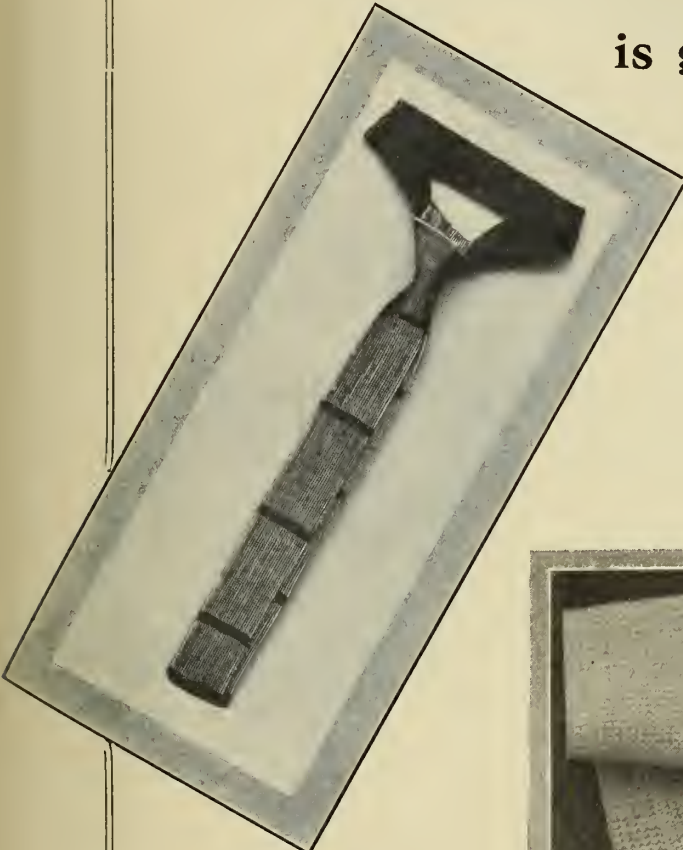
Men's Suits	\$1,606.00
Men's, Youths' and Boys' Overcoats	1,583.00
Men's Raincoats	358.00
Men's Odd Trousers	165.75
Men's Fancy Vests	38.25

GILLIES' Knitted Neckwear

is growing more in
popular favor
every day

and there must be a good reason for this. The reason is, that the style and finish is far superior to any other line on the market.

Note the two illustrations.



Gillies' MUFFLERS

of the style here illustrated have been very favorably received by the trade. They are very serviceable and neat.

They sell at a popular price.

Gillies' TIES

Our range is practically unequalled anywhere. The assortment of color effects this season rival our previous ranges. You should see them.



You will never know

how popular the knitted neckwear—mufflers and ties—really are unless you have a liberal assortment of the "Gillies" range to show your trade this Fall.

You can make no mistake with a full range throughout. They're good.

Laces and Braid Mfg. Co., Ltd.

121 PRESCOTT AVE., TORONTO, CAN.

Would the Boss Exchange the Suit?

Men's wear salesmen discuss problem suggested in "Review" — Almost unanimously in favor of supporting the salesman — Taking circumstances into consideration with a view to holding the customer's business

THE main point in the salesmanship problem outlined in last Men's Wear Review, was the backing-up of the salesman by the boss in refusing to exchange a single-breasted suit for a double-breasted garment after the former had been worn. It is bad policy for a merchant to show lack of confidence in those to whom he assigns the responsibility of selling the goods. Where this is done, customers get the impression that salesmen do not represent the last word, that some concession is possible if they can only get the ear of the boss—and there are people who have the "concession" habit. It is difficult to know when, in dealing with them, a sale is actually closed. These are the kind of people that the merchant's backbone was made for, and an early evidence of that fact will go far towards solving future problems.

The replies received on this problem are almost unanimously agreed that the merchant should not consent to an exchange, that it would establish a dangerous precedent if he did so, and that properly handled the customer can be made to see the reasonable side of the refusal. Salesmen point out that it should not be an occasion for a display of feeling, but one for the calmest and most tactful consideration. An illustration bringing the point home to the man himself is one of the most effective means available to the merchant in explaining his position. Of course, much depends upon the customer and circumstances of the case. Not many merchants will sympathize with a troublesome or chronic returner, while a man who is an excellent customer, and who seldom appears on an errand of this kind will generally receive the ear of the boss. Very often, too, the latter will know of circumstances to warrant him in over-ruling the salesman, but when this is done he should be careful to make full explanation of his course to the employee.

The replies selected for a symposium on the problem are Chas. D. Ross, of F. B. Edgecombe & Co., Fredericton, N.B., Percy Curzon, Thornton & Douglas, Stratford, and W. G. Brown, Cowansville, Que.:

Would Exchange Suit.

Chas. D. Ross.—"The instance quoted in your article is one which has confronted me, as a clothing salesman, very, very often, and I have had experience both in the kind of store where the cus-

tommer is catered to, from a standpoint of holding his trade, and in that kind of store where the boss wants quick sales and forgets that the customer of to-day is also, if used as he would like to be used himself, 'the customer of tomorrow.' Having seen both ways of treatment to customers, I can fairly give an opinion of what I know would be the best way to treat the customer as presented in your article. Certainly your customer with the boy asks too much of you to exchange the suit which you know has been worn. Dispositions differ, however, and what you yourself would not think of asking for, your customer cannot see as forcibly as you, the objection to the asking for the exchange.

"Now, my opinion of the course to pursue is this. Treat the boy's father as cordially as you possibly can, comment on how his son is growing, etc., etc., examine the suit returned pointing out to him that the suit is mussed and that the salesman was quite correct in not exchanging it as it would mean an expense to his department to have it pressed again; but in his case, the customer's, you would have to make an exception as he had been a customer of yours for some time and you would like him to continue to be one. Tell the salesman to exchange the suit and have the other suit pressed and put back in stock. This is the only thing to do in a case of this kind.

"It pays in the long run to lose your profit on the suit rather than to send a dissatisfied customer away. It was my fortune or perhaps my misfortune as a young salesman in a certain clothing store to see the opposite course pursued. The proprietor accumulated in the vicinity of \$30,000 in a short period of five years, being a clever advertiser, but in the next eight years he lost every dollar and left the city a bankrupt, simply by not trying to hold his customers of to-day."

Back up Salesmen.

Percy Curzon.—"Should the boss exchange the suit? In looking at it in a general way I should say No. The salesman has already refused to exchange the suit, because it shows evidence of being worn and he knows that the suit would have to be reduced greatly, if put into stock again in order to be sold, and the policy of the progressive, up-to-date house should be one whereby a customer can take it from



Buckley Popularity
 MORE

BUCKLEY HATS

Are Sold in This Country Than Any Other Make

Always correct in style and superior in quality, backed with the unconditional, all-embracing Buckley Guarantee; no humming or hawing or doubt or string to it, but the **one only** absolutely guaranteed hat sold in Canada.

No.	GUARANTEE
DATE SOLD	The Color and Wear of this hat are absolutely guaranteed, and any hat which will not give entire satisfaction, will be exchanged at any time within three months after purchase. We also agree to exchange this hat, if same is damaged by accident during the said three months. BUCKLEY & SONS, Manufacturers.

Be Among the Live Ones!

Sell hats with an insurance policy like this one, and

“Increase Your Trade”

Buckley Samples for 1913

Are now on the road, being shown along with a most amazing range of fine hats from the great factories of the world, in :— **Soft and Stiff Felts, Straws, Panamas, etc.**

We have in stock the largest and most complete sorting lines carried in the trade

The Waldron-Drouin Co., Limited

164 McGill
 Montreal

91 Albert
 Winnipeg

Suggestion for Thanksgiving, Hallowe'en or Harvest Season.



Fixtures used in this display are pedestals, trouser stands, shirt easels, haberdasher stands and vest forms. Pumpkins on side of window are 8 in. high, 17 inches wide, and are made of crepe paper, wood and cardboard strips 2 inches wide and 23 inches long. One strip of wood for centre 1 in. x 2 in. and 7 in. long. There are 12 strips used. Place pumpkins on pedestals and festoons with half-inch beaded crepe paper. Remainder of the display is simple enough.

the salesman, knowing that it would be exactly the same as if he were dealing with the boss himself. Therefore, the salesman has refused to exchange the suit under the circumstances, it is up to the boss to back up the salesman and also decline to make the exchange.


"Of course this must be done in a way that will make the customer see the wisdom of the policy of fairness to everybody, make him feel that he is not an exception to the general policy of the firm. It can be pointed out to him that it would be decidedly unfair (supposing the suits were exchanged) to the customer who purchased the returned suit, as he would not be getting full value for his money the suit having been worn. It can be suggested that he himself would not have purchased the suit there had he not known that the firm's policy was one that gives full value for his money and equal treatment to all customers; no favors being shown anyone, by either clerks or the boss, he would not care to buy a suit that somebody had worn a day or so, and he should not expect anyone else to do the same. Show him that if the suit had not been worn it could have been exchanged readily. On the other hand, sup-

pose the business is located in a small town or city where a firm depends largely on its regular customers. If the customer under discussion showed that he was by no means satisfied with the explanation offered, it might be good business to make the trade this way. Explain to him that the suit, in order to be sold, would have to be reduced slightly, on account of its appearance and if he would be willing to make up the reduction he could then take the double-breasted suit. I think you will find he would be willing to do this, and would leave your store perfectly satisfied and his boy would be tickled to death by getting the suit he wanted, result will be the holding of the father's business and the getting of the son's when he becomes independent and buys his own clothing, etc.

"A customer could easily be found for the other suit at the reduced price, it being explained as being shop worn.

"Personally, I don't approve of the latter suggestion, but every firm must consider its future business."

(Concluded on page 72)



An endless chain of more business

Pen - Angle Closed - Crotch Combination Suits displayed in your windows will mean an endless chain of MORE BUSINESS.

Perfect-fitting and comfortable (in crotch and seat). No other line of Underwear your store can carry will take so well, and you can be sure that every sale will be followed by another. And every new customer is another link added to your endless chain of more business.

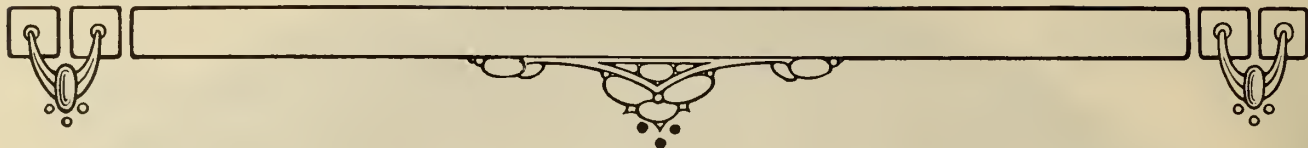
Is your Pen-Angle stock ready? If not, order NOW.

PENMANS Limited

PARIS, Canada
Underwear, Hosiery,
Sweaters

Pen-Angle UNDERWEAR

CLOTHING FOR MEN AND BOYS



Smart Spring novelties in Busters, Norfolks, sailors and reefers for juvenile wear — The imperialistic idea finds expression in use of embroidered crests and emblems — Men's Spring overcoats a trifle shorter — Soft, rolling lapels

WHILE a general rule followed in the designing of boys' clothing seems to favor the lines observed in men's clothing, there are many novelties in Spring lines which immediately suggest their practical merit as good merchandise for the department which is paying particular attention to juvenile lines. Particularly for the very small boy these new features are being shown, the favored fabrics being serges, tweeds and homespuns and the colors blues, light browns and greys, in mixture weaves, avoiding as much as possible those patterns which generally carry with them any suggestion of their fitness for older wear.

EMBROIDERED EMBLEMS.

The so-called imperialistic idea has certainly been cleverly played up in many of these smart little garments. Emblems and crests are embroidered on sleeves and shields, and there are military buttons, braiding and other suggestions. Reefers, Buster, sailor and scout suits bear these neatly executed designs, and for boys up to ten years of age, or even older, they certainly are a selling factor.

Among the more tailored, shapely styles might be mentioned those with the deck collar in semi-military effect, for boys from 4 to 5 years of age. The collar is somewhat smaller than the sailor, and finishes close to the neck in front and admits of a detachable tie. Another coat of this type has an inverted box pleat with side knife pleats and a slightly slanting front effect, with stand collar. This is suitable for children from two to six years of age, and a feature that will immediately appeal to mothers is that it can be fitted with detachable collar, of washable two-ply galatea, braided and embroidered to suggest the sailor. The new reefers also embody this idea and one designed on smart, mannish, tailored lines. Reefers of this type are likewise in demand for girls' wear. In pullover Busters, the trouble has usually been that the collar was likely to be torn in the scuffle necessary for a boy to get into the garment, but this problem has been met by one manufacturer who has given a lower opening to the collar, and introduced a fastening so as to make it adjustable. In better class Busters, the slightly slanting front has been used, with small standing collars. The sleeves of these little garments have very often

to be altered to meet the requirements of growth, and in one line it was noticed that there is a turn-up of an inch or more, with the slash looped instead of buttonholed. The fabric, therefore, is not cut.

CONVERTIBLE TIES.

On those garments in which there is any kind of collar elaboration the jelly-bag tie is detachable by the employment of hooks and eyes, and can easily be converted into a bow by the use of a silken cord with tasseled end. A very fine reproduction of the scout uniform has the genuine military button design, with "G. R." in raised letters and the Duke of Connaught crest embroidered on the arm. These coats have pointed patch pockets and flaps. The military idea is also introduced in an Aldershot reefer, with crest on arm and braid across the sleeves, simulating a cuff. For juniors, the Norfolk is a favored type, and when the boy must wear a coat, there is nothing more appropriate than one of these garments, with the mannish suggestion slightly modified by the introduction of the Prussian collar effect, in connection with which the detachable collar can be used if desired.

Plain tailored coats that are equally desirable for boys' and girls' wear came in fancy striped flannel, with velvet as self collars and neatly embroidered crest.

In the designing of the bloomer there is also a suggestion of close study of correct line requirements. Thus to preserve the fullness from hip to knees, a self-pleat is introduced at the sides, and still another little touch is the slanting of the pockets slightly towards the front.



Is the Norfolk Returning?

Men's and boy's clothing for Spring is now being shown to the trade. For men, the new garments contain little that is radically new, save that lapels suggest a softer, fuller roll, corners more rounded and the general line dignified and shapely. Some authorities predict the return to vogue of the Norfolk in the orthodox, practical style, with straight 2½-inch box pleat. These styles are very much favored for Spring on the other side of the line, and salesmen now on

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.

their trips through the West are showing samples made up in tweeds and homespun.

Overcoats for early Spring are a trifle shorter, being about forty-three inches, but whether this may be taken as a hint that the "cover" coat is returning is a matter for speculation. The Raglan shoulder is again in evidence, and will be patronized by those men who have the shoulders necessary to adopt this style to advantage. There are few things more unsightly in a sartorial way than an ill-fitting Raglan shoulder.



Harmony in Masculine Attire

Parisian publication emphasises the desirability of agreeable color effects in shirts, neckwear and hosiery — The correct vogue outlined

With its sartorial glance focused upon the world's fashion centre, *L'Homme Elegant*, a Parisian publication, discusses the ethics of dress, insofar as they relate to shirts, neckwear, hosiery and underwear, as follows:—

"How many of our readers have any recollection of a charming little work by Gramont written on the subject of 'The Shirt' more than half a century ago, which he grandiloquently subscribed: 'By M. Longueville, Shirt Maker to the King.'

"What delightful flights of fancy he indulged in surrounded by historical and archæological reminiscences. What wealth of humor and happy flashes of wit, well worthy of surviving the ephemeral success of the work in question. I cannot resist the pleasure of quoting one of them:

"'You are no doubt unaware,' said Longueville, 'why it is only right that Truth should meet with a poor reception in this world.

"'Do not try to guess it. It is because she always appears without a shirt?'

"The question for the man who wishes to be well dressed is of far greater complexity.

"It is not a question of appearing in the world with a shirt—which would be a simple matter—but with various kinds of shirts, according to the time of day, the place, and the season. And this is where the danger comes in lest he make a false step.

"Shall the shirt be soft or stiff, plain or pleated, white or colored, and of what color?

"So many problems!

"Then, again, there is the question of ties which is, so to speak, complementary to that of the shirt.

"Fortunately, a code of correct masculine dress has settled all these details and all we have to do is to be guided by it.

"For morning wear at the seaside, in the country, or at the watering resorts and all such places, where a certain amount of freedom is permitted, the colored shirt reigns supreme. But the colors must be discreet. Blue, violet and mauve tints, plain shades, not pleated, with stiff wristbands which give it an element of dressiness.

"With the colored shirt the chosen tie is of fancy silk or soft batiste, but the tie and shirt should match to a certain extent in color. Blue on blue, violet on violet, with soft shades especially suitable.

"For ordinary day wear, there is nothing like the pleated white shirt. The various styles of tie are infinite in number; two points, however, should be borne in mind. Light colors should be avoided and the tie should more or less match the color of the suit.

"If a fancy tie is preferred, the pattern should be small and not striking.

"With the evening dress coat the classic stiff fronted pique shirt is indispensable together with the no less classic white pique tie; the small fancy batwing tie is, however, sometimes substituted for the latter.

"The shirt for smoking is of the pleated type and may be regarded as barely of the semi-dress variety.

"The shirt and tie, however, are but the exterior adornments. Some indications as to the correct underwear will not be out of place.

"The hose for day wear may be, according to one's own fancy, of silk or cotton in neutral shades, with just an idea of matching the color of the boots when the latter are not black.

"If the boot is white, the socks should be of white background with a small and hardly perceptible pattern.

"Many men reserve the black silk for evening wear when the underwear should also be of silk in order to allow the trousers to set well.

"We must not lay ourselves open to the reproach of neglecting the heading of "gloves," or of forgetting the pyjamas, always worn in hotels and inseparable travelling companions.

"There is no hard and fast rule for pyjamas. They may be of any kind of silk or light flannel, the only point insisted on by fashion being a large monogram on the pocket.

"As regards gloves, which some wit once likened to policemen owing to their 'going in pairs,' they range from the heavy buck-skin with large seams for travelling, to the light yellow washing chamois for the promenade.

"The visiting glove must be of medium gray suede and the dress glove of very soft white leather to which the acme of good taste adds black stitches."

Parisian Designers Predict the Return of the Short Cover Coat.



Fig. 1.

Fig. 2.

Fig. 3.

“TO avoid the appearance of being over-dressed an overcoat can and must be stylish,” states *L’Homme Elegant*, Paris. Does not this remark apply to the neat overcoat shown in Fig. 1 and 2. To predict the reign of the short coat is to foretell the re-introduction of the cover coat. Its re-appearance is certain. You have only to glance at it to be at once taken with it. It is already again being taken up by men of fashion, and we know many men who have never given it up and who have been impatiently awaiting its return to favor. “There is nothing *new* about it,” will say some grumblers. Do not let that disturb you. The change will be in the material.

The cover coat is made in light cheviots as well as in cover coatings and the colors are gray, chestnut and natural shades. The band at the back adds to the appearance of the coat and the pockets are of the open type and inside. The collar is of the same material. It is worn with soft crush hat in light natural shades or with the straw.

The long voluminous coats with the ends flapping round the legs are going out of fashion. Everything will now be in the light neat style; even the Raglan. The Raglan with a large “R,” figure 3. The Raglan is made in brick color or greenish cheviot with one row of visible buttons, with a somewhat large collar of similar material. It is cut to set almost straight, not bell shaped, and forms a very stylish coat. It is thus evident that one cannot do better than follow the general fancy which the creators of fashion only arrive at by anticipating the likes or dislikes of the public. Men have become tired of the long, heavy style of coat and wish for something lighter. The proof of this is in the sudden acceptance of the new style by men of fashion. This is always the case when the too long duration of a particular style causes it to appear heavy, out-of-date and unbecoming.

ZIMMERE



Men's
Balbriggan
Combination
Garment

What of 1913?

Lightning does not usually strike twice in the same place—it is equally unlikely that we will have two cool summers in succession. You can reasonably figure on a hot summer next year—you'll also need a good stock of the kind of underwear that insures summer comfort.

Summer comfort is so largely a matter of underwear selection, that summer underwear has a most important place in the buying plans of the up-to-date merchant. Your buying plans should include a goodly assortment of the "ZIMMERKNIT" lines. Our agents will be pleased to furnish particulars. Your Jobber carries these high-value goods.

UNDER

Please mention The Review to Advertisers and Their Travelers.

R K N I T

The lines we make for
men and boys

Fabrics

Styles

Silkette	<i>Long sleeve and ankle</i>
Lisle	<i>Short sleeve and ankle</i>
Mesh	<i>Short sleeve and knee</i>
Porousknit	Combinations
Balbriggan	Two piece suits
Velvetrib	Coat Shirt and loose knee
Merino	Jerseys for outing use
Cashmere	Athletics for "Gym" use
	Bathing suits <small>(in one piece)</small> <small>(in two pieces)</small>

Our 1064 Two Thread Combed Egyptian Balbriggan is the best value on the market to-day at 50c. per garment for two piece suits ; and \$1.00 for combinations.



Illustrating the new "Zimmerknit" Boys' Jersey

E. H. WALSH & CO.
TORONTO
Agent for Quebec, Maritime Provinces, Manitoba Alberta and Saskatchewan

W. R. BEGG
TORONTO
Agent for Province of Ontario

A. R. McFARLANE
VANCOUVER
Agent for Province of British Columbia

Zimmerman Manufacturing Co.

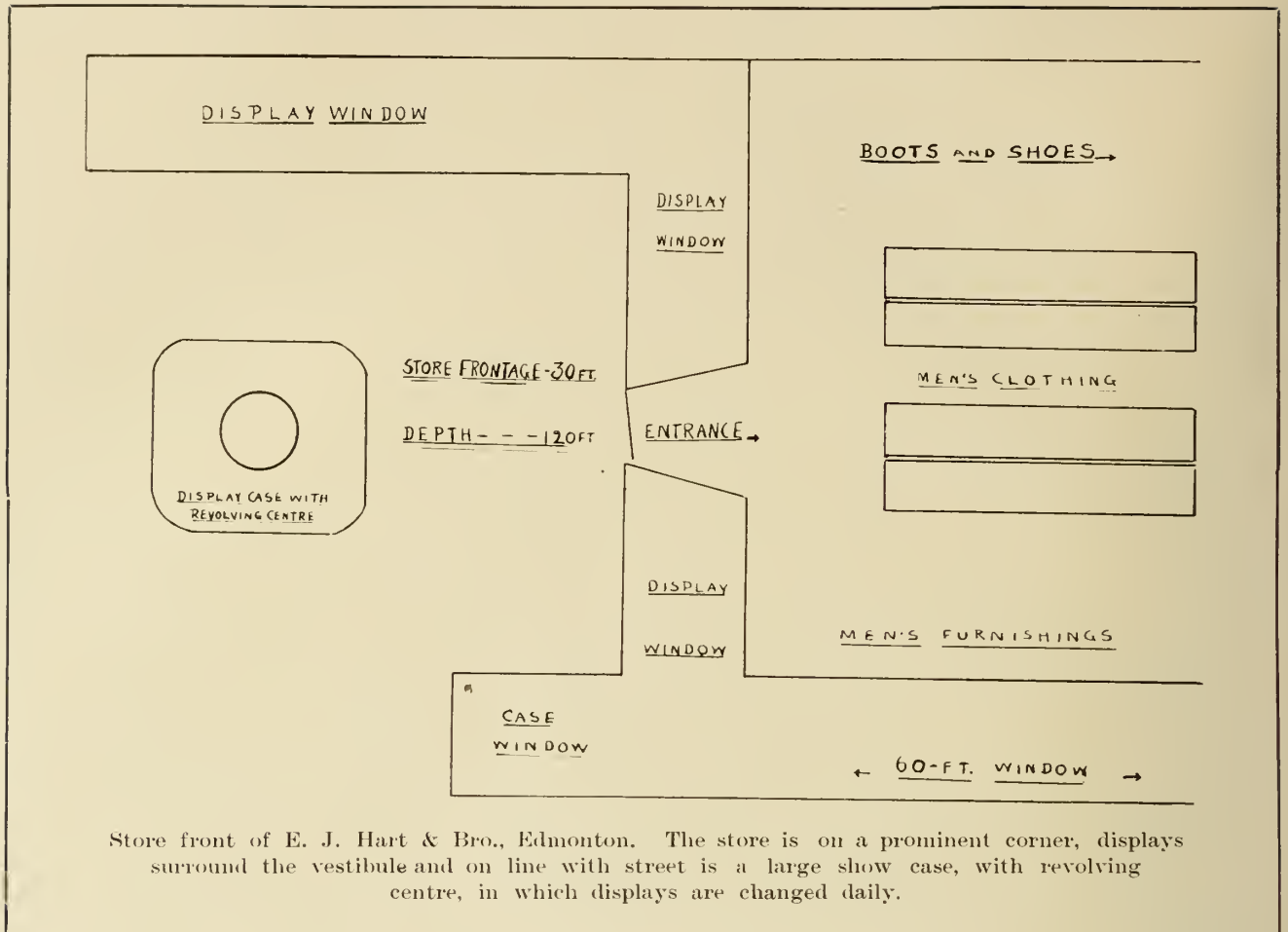
LIMITED

HAMILTON

ONTARIO

WEAR

Please mention The Review to Advertisers and Their Travelers.



Cash and Windows Help Reduce Expense

How a corner location has been arranged to advantage by an Edmonton firm—Methods that have won success for E. J. Hart & Bro.—Yearly turnover of \$200,000 with cost of doing business 19 per cent—The quarterly report a constant inspiration—Result of eight years' work

AN annual turnover of \$200,000, weekly sales averaging \$600; cost of doing business, 19 per cent.—these are three outstanding facts in the record of E. J. Hart & Bro., men's wear dealers, Edmonton, Alta. This firm, in common with many other retail concerns in the West, had a modest beginning. The building which they opened for business eight years ago was a very small one, as compared with their present store, and everything else may be said to have been in proportion, with the exception of the purpose which the young men kept before them on leaving their homes in Newport, Ont., to make the venture.

What the Windows Have Done

How have they done it? Probably the accompanying plan of their store will afford more inform-

ation on that point than might first be supposed. The store is on one of the most prominent corners in Edmonton, has a frontage of 30 feet; depth, 120 feet, and the length of the display windows is 90 feet. The plan shows the vestibule to have windows on two sides, a large display case with revolving centre stands on the street line, and the corner side of the vestibule is open save for a window or case which is large enough for unit displays. This front might have been built out flush with the street with an entrance from each side but to the merchant this theory looked good, namely, that a store with corner location should be directly approachable from that corner and that a large percentage of people attracted into a vestibule of this kind will enter the store and do business.

On one side of the store is a 60-foot window and no matter what the point of view, the front of this men's store is attractive. It demonstrates the confi-

Announcement Extraordinary

Bordered Neckwear

For the Fall and Holiday Season, we are showing 150 exclusive ideas in Bordered End Neckwear.

What they say:—

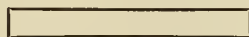
“For originality of Designs, blending of color schemes, ground weaves, unique borders, etc., we have never produced their equal.”

The above is what the manufacturers of our tie silk said with reference to our lines.

Prices from \$4.25 up.

Note—Our merchandise is all silk (not artificial filled), thus enabling the manufacturers to produce the best that money can buy for the price.

Our representatives are now on the road. It will pay you to defer buying until you have seen our range.



The Sword Neckwear Co., Limited
TORONTO

dence of the merchants in strong display advertising and this is the secret of their success—that, and the personality of the firm.

Specializing in the better class of men's clothing, furnishings, shoes and leather goods, this store has built up a business with the more profitable kind of trade whose price limit is not so confined as to keep the merchant within narrow margins. Moreover, the cash method has been adopted, and this fact probably explains, in some measure, how it is that the firm's cost of doing business is only about 19 per cent. of sales, as against 23 to 25 per cent. in many stores, and this includes every item not excepting partnership, insurance and salaries of the partners. Expense involved in collecting accounts, in writing off bad debts, has thus been eliminated and since the display windows are the chief medium of information to the public, the advertising item is inconsiderable.

The display in the large vestibule case is changed daily, and it is always trimmed to accord with any suggestion of weather, local condition or event. Thus, on a rainy day the case contains raincoats, umbrellas and other wet weather accessories; if there is an important convention or celebration of any kind, there is some suggestion in the case to catch the popular fancy. The revolving centre also enables the trimmer to introduce units that would benefit by constant motion. The windows themselves are always kept up to the minute, not only in methods of display, but in the style of goods shown. It may be said, therefore, that this firm practically pin their faith to their display windows for direct advertising purposes. The decorator is Edward Oehmig, formerly of Boston.

The satisfied customer has always been a factor in this store's success. Thus, if a suit of clothes does not immediately measure up to the impression formed in the customer's mind when he purchased it, the merchants are anxious to make good that impression, and do not hesitate in taking the course necessary to establish the customer's satisfaction.

SOURCE OF INSPIRATION.

Another factor of success has been the incentive of the quarterly report sheet showing the exact standing of the business, their proportion of sales and expenses and comparison with those of the preceding year. While a report on daily business is always available, this quarterly report better shows the way in which matters are shaping, and the ambition to improve upon it constantly, inspires that application to business by the members of the firm and their staff which is sure to have results. The stock of about \$50,000 is turned four times a year, and this, coupled with the fact that sales average \$600 weekly, indicates the size and general prosperity of the business.

STORE ARRANGEMENT.

The interior of the store is in oak, in natural finish, and the arrangement has recently been changed to admit of a new wardrobe system in the centre of the store. As laid out at the present time, the furnishings department occupies both sides of the store forward, clothing in the centre and boots and shoes on one side at the rear.



Would Boss Exchange Suit?

Evading Unfair Methods

(Continued from page 52)

W. G. Brown, Cowansville, Que.—“Much as I appreciate the injustice and while my inclinations would certainly be to courteously decline to exchange garments that had been worn, I find to-day that on account of strenuous competition especially from the larger departmental stores who make a practice of advertising ‘your money back if not satisfactory,’ we are obliged to put up with many injustices. We are at present trying to evade some of these unfair methods by having posted up in our store notices such as follows: ‘Shirt waists that are mussed, crushed or soiled will not be exchanged or taken back.’ Of course, in the case of the suit which was mussed, fifty cents would have put it in condition again and as other stores do exchange no doubt it would be policy to make the exchange, we would take it back with as good grace as we could muster and retain the customer. The above would be our course provided the suit was only mussed and could be made to look as good as new. If too badly damaged or showing wear, we would simply tell our customer we were very sorry, but for these reasons it was impossible to accommodate.”

OFFICIAL ORGAN OF N.A.W.T.

Dry Goods Review,

Toronto, Canada.

Gentlemen:—At our last convention of Window Trimmers, in Chicago, the National Association voted to make your papers, The Dry Goods Review and Men's Wear Review, its special representatives in Canada. We are sure we will receive your hearty co-operation to boost the art of window trimming. The association also voted to subscribe for the coming year for two copies of your paper, one for the president, M. Haffstadt, Knoxville, Tenn., and myself, (secretary,) for which send bill.

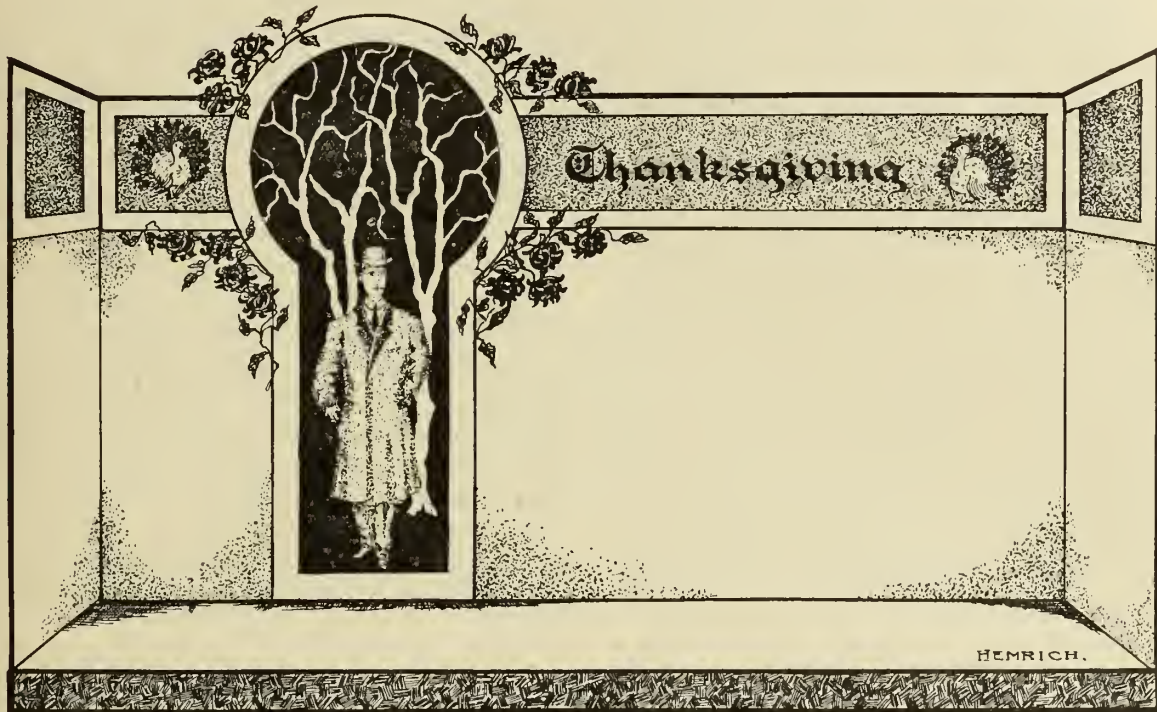
Respectfully yours,

P. W. Hunsicker,

Secretary.

*National Association Window Trimmers,
Portsmouth, Ohio.*

An Appropriate Thanksgiving Background for Display of Men's Wear



THE background illustrated here was designed for the showing of men's wearing apparel, and is very easy to construct. A background of this style leaves your entire window for displaying merchandise. It fits up close to the permanent background. The framework for upright and border panels is cut from one-inch lumber, then covered very smoothly with tan sateen of a dark shade.

The scenic cut-out work is of white felt, the figure is cut from a poster which makers of clothing put out as advertising matter, then pasted to tarlatan. The better and easier way to do this is to lay the cut-outs on a floor, stretch tarlatan over and tack on floor. Then apply paste and allow it to dry perfectly, then tack on upright panel.

A light tan sateen is stretched in the rear of framework of border panels. The letters forming the word "Thanksgiving" are cut from cardboard and air-brushed the desired color. The turkeys may be cut from decorative crepe paper and pasted to sateen, as are also the letters.

The foliage used should harmonize in color, and the chrysanthemum is a very good full flower. If price tickets are used have them small and neatly lettered.

How Ottawa Men's Outfitters Advertise

Letters to special lists — Advertisements that co-operate window displays —
Cuts that illustrate goods actually in stock — Booklets discussing leading
style features are used by merchants to boost business at the capital

THE men's wear dealers in Ottawa never had brighter prospects for a good business through the coming Fall than at present. But they are not going to sit back and merely wait for customers to walk in without doing some extensive advertising. The daily papers are the favorite medium with men's wear dealers in Ottawa. Several of them, however, have great faith in the circular letter and well printed circular or booklet, in which special lines are illustrated and explained in detail.

A representative of the Men's Wear Review interviewed the majority of the dealers this week to find out what advertising policy they are pursuing this year and what the outlook for business is. Almost everyone said that to make their advertising attractive the use of cuts must be realized as one of the chief features. Hermon Beament, of Beament and Johnson, said, "My idea of making advertising successful is to show cuts of the goods. The cuts must be attractive or they will not do the work. We usually advertise one thing at a time and use up most of the space we buy with a smart-looking cut of the article we wish to advertise.

"We issue an attractive booklet which we send out to both our regular and prospective customers and in it we lay before them the most interesting things about new styles. Every month we issue one thousand of these booklets for distribution through the mails. We are cutting out the use of calendars for advertising. About two years ago we concluded they were no use."

* * *

Issues Fashion Books

E. F. Ely, proprietor of exclusive men's wear stores in Ottawa and Toronto, believes that it pays to advertise extensively through the medium of booklets, theatre programmes and the daily newspapers. "If you issue booklets or circular letters, have them printed on the very best paper and in the very best style," is his advice. "If cheap material is used and cheap work encouraged," he says, "your booklet is quickly thrown away, but if it is tastily gotten up it is kept."

The covers of the little fashion books issued by Mr. Ely are works of art and richly and profusely illustrated. He draws the illustrations himself and his wife colors them. Seven-eighths of the space he uses in the daily papers is taken up with cuts, made from his drawings.

Every week he buys a space in the Dominion Theatre programme and uses it to tell readers some of the latest news in the fashion world. A surprisingly large number of young men read ads. religiously. The following is a copy of the advertisement Mr. Ely is running in the programme in question this week:

"Color in men's ties:—Sometimes it is the shape of the tie that most attracts, sometimes the weave of the silk, sometimes the design is the most noticeable feature, but for this autumn and winter it is the color of the tie that makes the difference. All other features in men's ties are secondary. To have a bright, snappy touch of color in the tie is most desirable, something that is in direct contrast to the sombre suits that most men wear, and now that the vest is cut very high and must be of the same material as the coat, to give the right effect the tie must be bright in color. Bright Cardinal, Terra Cotta, Oriole and Green are fashionable. Bright Blues and many entirely new tones in brighter hues are also shown at Ely's Tie Shop at 188 Sparks Street."

* * *

Window and Ads. Co-Operate.

"I am not introducing the circular letter this Fall," said W. H. Blair, of Blair's Limited, when asked about what method of advertising he is going to adopt this Fall. "I believe it is a good thing though. Next Spring I am going to commence to carry out some new advertising ideas I have in my head at present. In the meantime I am going to use the newspapers extensively in addition to my windows. I take care to fill my windows with the goods that I advertise. The day of advertising without illustrating with cuts of the goods has gone by."

* * *

Letters to Special List.

Stewart McClenaghan, president of The Two Macs, Ltd., says he will send out by mail to a special list, a number of letters through which he will tell of some of the new ideas for men's wear that are being introduced this Fall.

These letters will be followed up with the new Fall catalogue.

The Two Macs advertise through every conceivable local and district medium and this Fall they are going to advertise more extensively than they have ever done before.

"Some merchants think advertising does not pay. They may not get results quick enough to suit them, but if they would keep up the policy for a time they would learn differently. I found this out by experience," says Mr. McClenaghan.

* * *

Papers and Windows.

R. McGiffin, who has three exclusive men's wear stores in Ottawa is one of the few merchants who does not use the booklet or letter form of advertising. He places his faith in his windows and the daily newspapers to reach customers. He too, agrees that attractive cuts help to sell goods.

Other dealers in Ottawa testify to the value of booklets and newspapers and are going to use both mediums this Fall more than they have ever done before.



Two Macs Enlarge Store.

An additional floor space of 3,300 square feet has just been added to the store of The Two Macs, Limited, Ottawa. The ground floor of the store now measures 10,000 square feet and there are 200 feet of display windows on the corner of Bank and Sparks Streets, by far the busiest corner in the city.

Less than 25 years ago The Two Maes opened a store on the same corner with a floor space measuring less than 1,000 feet. The recent addition was acquired for the purpose of extending the ready-to-wear clothing department and the space it occupied in the old building has been taken over to make more room for other departments. At a cost of \$5,000, fifteen new, revolving wardrobes have been put in, each wardrobe holding 200 suits or 100 overcoats. The boy's clothing department has been enlarged considerably.

The boot and shoe department has been made twice its former size. "The Two Macs" do a big business in boots and shoes. Last year their turnover in this department alone was \$37,000, and this week they placed an order for 20,000 pairs of four and five dollar shoes with a Canadian firm. The total turnover of The Two Maes during the year which has just closed was over \$300,000. They also do an extensive trade in made-to-order clothing and among

their customers are the majority of the Cabinet Ministers.

Mr. McClenaghan says that he has built up his business largely by following a consistent policy of advertising.



Have Improved Their Store

Alterations and improvements have just been made to the clothing and men's wear store of Power Bros., 202 Sparks Street, Ottawa. Thirty feet has been added to the length, making the total length of the store now 100 feet. A new hardwood floor has been laid, a fancy metal ceiling replaces the former plaster one, and two handsome L-shaped windows have been installed, which have made the store still more attractive.

Instead of the ordinary system of lighting, which Power Bros. had in their store formerly, they now have about 20 tungsten lamps of eighty candle power each suspended from fancy reflectors. The windows are ten feet high, on a mahogany base, standing about eighteen inches above the level of the sidewalk. In the front, each measures four feet six inches wide, and after running back that width for four feet, open out to six feet wide and are that width back two feet to the door line. The corners of the plate glass are set in solid copper and the floors of the window spaces are in light hard maple.

Power Bros. are also adding new fixtures and show cases.



Lines Adapted to Canadian Trade

Montreal, Sept. 17.

The new range of samples of English and Scotch knitted goods for 1913 indicate that the manufacturers across the water are adopting models that have proved popular with the Canadian trade.

There has been some criticism to the effect that the manufacturers in the Old Country did not study closely enough the style features that were mostly in vogue in Canada. These manufacturers have claimed that their models were "right" but that the Canadian buyer was wrong and while perhaps they may have had good reasons for thinking so, yet, after all, the buyer has the say as to what he will or will not purchase.

Evidently the Canadian buyer has made it plain that he intends to exercise his own judgment in the matter for the new samples certainly lead to that impression.



Arrangement of fixtures for shirting window. The display, it will be noted, is divided into three units.

Draping to Suggest Finished Garment

Methods demonstrated at the C.W.T.A. Convention — Plans being made for a larger showing of men's wear work next year — Illustrated talk by George J. Cowan, Chicago — Care of wax figures — Resolutions of appreciation

THE shirting window and fixtures here illustrated embody an idea that was worked out in a demonstration at the convention of Canadian Window Trimmers. It shows shirting fabrics made up to suggest the effect in the completed garment. There is nothing difficult in this display. The fabric is draped over a flat board and either a box pleat or a series of pleats may be introduced. The end of the fabric is fastened over the top of the board brought over the front, and may be so arranged as to suggest cuffs. A collar is placed in position at the top, neckwear and other accessories arranged to suit. The same setting could be employed for a combination showing of ready-to-wear shirts and fabrics for ordered garments.

There were several men's wear trimmers at the convention who took a live interest in the demonstrations and discussions. Plans are now being considered for a still greater portion of the program to be de-

voted to men's wear work, including papers and demonstrations by some of the best men on both sides of the line.

• • •

Evolution of Display Advertising

A stereopticon talk that delved into the antiquity of display advertising, illustrated its very interesting development by reproductions of old prints showing the methods employed in London centuries ago, and so on to the present time with its ornate backgrounds, artistically grouped merchandise and its interpretation of special accessories, was given at the C.W.T.A. Convention by George J. Cowan, window trimming expert, Dry Goods Reporter, Chicago.

The Egyptian slave dealer was no less enterprising than the modern merchant, for he believed in his human "wares" in front of his bazaar. Centuries ago, in London, merchants displayed their goods in

How to Drape Fabrics to Suggest Completed Effect



Three units are used in arranging this attractive display of shirtings. Fixtures are shown on opposite page. It will be noticed that fabrics are draped on easels to suggest the finished appearance of a pleated front. This is done by drawing fabric over easel, fastening at back and pleating as desired.

THE TAYLOR MADE RACK SYSTEM

WILL INCREASE YOUR CLOTHING SALES.

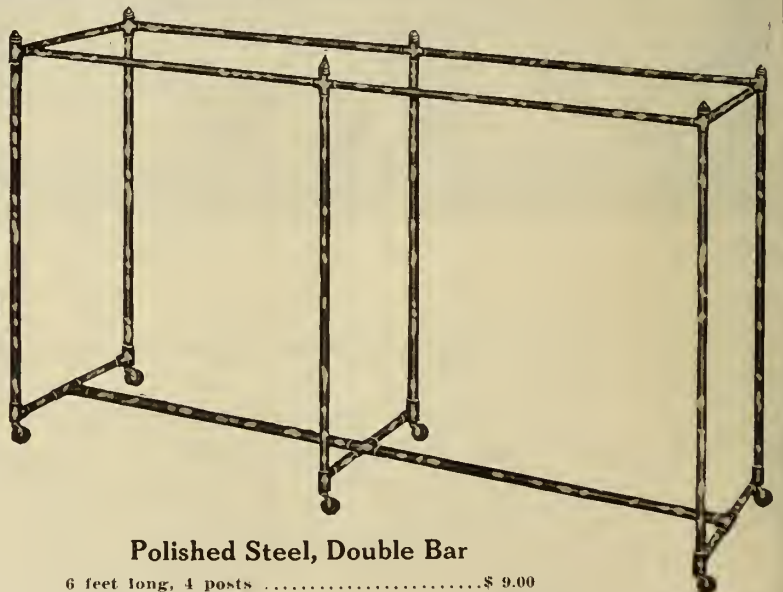
Does this illustration appeal to you as being good business—To keep your clothing in saleable condition. Send us your order to-day.



This store equipped with Taylor-Made Racks.



Double Rack, Model A.



PRICE OF RACKS

Oxidized Copper, Double Bar

6 feet long, 6 posts	\$13.00
8 feet long, 6 posts	14.00
10 feet long, 6 posts	15.00

Polished Steel, Double Bar

6 feet long, 4 posts	\$ 9.00
6 feet long, 6 posts	10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

We want you to have one of our new catalogues showing up-to-date window trims.

THE TAYLOR MANUFACTURING COMPANY

82 Queen Street N., Hamilton, Ont.

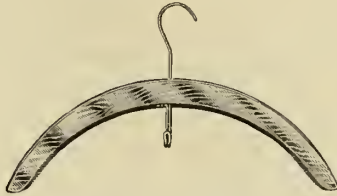
Please mention The Review to Advertisers and Their Travelers.

THESE ARE THE CORRECT HANGERS

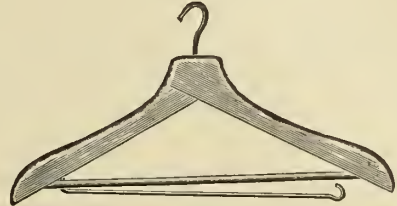
NO METAL TO DAMAGE THE GARMENTS



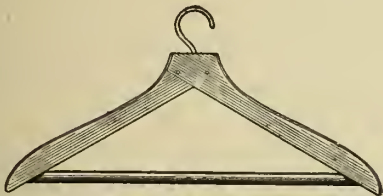
No. 31—Coat Hanger.
Smooth hand buff, wax finish, per 100\$3.50



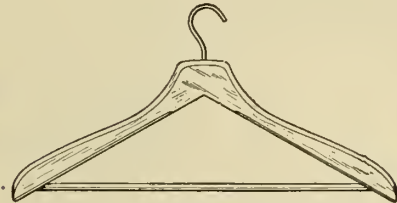
No. 25—Skirt Hanger.
With hook to skirt at placket, per 100\$6.00



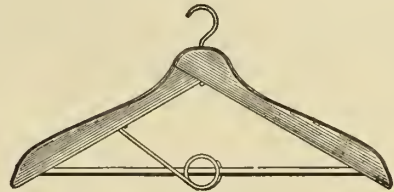
No. 54—Combination Suit Hanger.
With wire attachment to prevent trousers from slipping off, per 100.....\$10.00



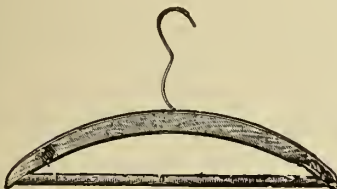
No. 33 I B—Combination Suit Hanger.
Per 100\$7.50
No. 33, same without bar, per 100\$6.50
No. 33. B. Boys, 15 inches wide, per 100\$7.50
No. 39. B. Overcoat, 20 in. wide, per 100\$8.50
No. 39. Overcoat hanger without bar, per 100\$7.50



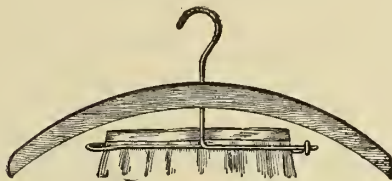
No. 34 I B—Combination Suit Hanger.
Inserted trouser bar, per 100.\$8.00



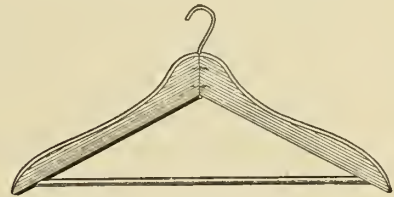
No. 64—Combination Suit Hanger.
With wire attachment to prevent trousers from slipping off, per 100\$9.00
No. 64—Boys. 15 in. Same price.



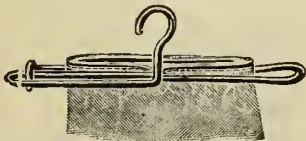
No. 31 X B—Suit Hanger.
With tacked trouser bar, per 100\$5.00



No. 92—Ladies' Combination Suit Hanger.
With wire attachment to hold skirt, per 100.....\$6.00

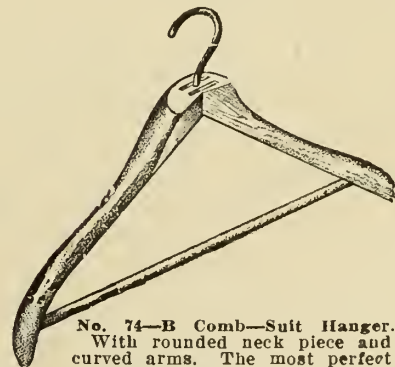


No. 321—Combination Suit Hanger.
With inserted bar, per 100.\$5.00



No. 90—Wire Skirt Hanger.
Holds skirt folded as shown, per 100\$4.00

We are
the Largest
Dealers in Hangers
in Canada



No. 74—B Comb—Suit Hanger.
With rounded neck piece and curved arms. The most perfect garment hanger ever made.
\$15.00 per 100.

We want you to have one of our new catalogues showing up-to-date window trims.

Write for new catalogue No. 96.

Mail Orders Promptly Filled.
Write To-day.

THE TAYLOR MANUFACTURING COMPANY

HAMILTON - CANADA

Please mention The Review to Advertisers and Their Travelers.

ponderous looking bulkheads, which, in the evenings when shutters were up, became the meeting places of city gossips. It took many years to evolve the large, open front, with all sashes out and any other obstacles to the vision removed. Some of the most recent windows used in the Selfridge store, London, Marshall Field, Chicago, Mandel Bros., Chicago, and others of the largest American stores were shown, each containing some definite idea which was quite as applicable to the smallest store as to the large departmental concern. An interesting series was that of the National Cash Register Co., showing faulty windows and signs corrected and made immeasurably more effective. Windows for Fall and Spring opening, for every conceivable occasion or line of merchandise were shown, and the educative value of the talk was therefore inestimable. In this, as in other features of the program, the selling importance of the window was emphasized, and criticism candidly applied by the lecturer to any display that appeared to be overdone in non-essentials.

• • •

Care of Wax Figures.

How to clean, prepare and care for wax figures, was the subject discussed by Thos. Dale, fixture specialist, Toronto. His advice to the members is embraced in the following six "don't's."

1. Don't leave your figure exposed to the sun's rays. You must keep in mind that they are wax, not wood or cast iron. I have yet to see the purely wax figure that will stand the direct rays of the sun focused through a plate glass window.

2. Don't leave your figures exposed to flies and dust, as they will then very soon become unfit for displaying dainty costumes, the purpose for which they were introduced.

3. Don't leave your place of business Saturday night without first making sure that your blinds or awnings are so arranged that your figures will be properly protected over the Sunday.

4. When you wish to remove a wax figure head from a form, don't take it by the face or neck, and thereby leave the imprints of your fingers on the surface of the wax.

5. Don't, when you wish to place a head on a figure, do the very same thing over again. There is a right and a wrong way of doing these things. Place one hand on top of the head and tilt the head back so as to allow you to place the other hand underneath. There is now no need at any time of touching the surface.

6. Don't, when carrying one of your figures from the window or from one department to another, allow the arms to be stretched out at either side. They are liable to come in contact with a pillar of a corner, and then don't write in to the manufacturer and say that in some mysterious manner the fingers fell off.

Resolutions of Appreciation.

The following resolutions received the hearty approval of the convention:

Moved by Mr. Robinson, seconded by Mr. Macdonald, that the hearty thanks of this Association be and is hereby extended to Mr. Hess, Mr. Koerber, Mr. Cowan and Mr. Hollinsworth, Mr. Dale and others for their very interesting and instructive talks. The information which they have given us has afforded a still broader view of the practical side of window trimming and the value of display advertising, and the feeling of this Association is that it is to be congratulated upon the co-operation which these gentlemen have so readily extended.

Moved by M. Brown, Amherst, seconded by Mr. Greenhill, Brantford, that the secretary be instructed to convey the thanks of this Association to those firms who contributed so generously to the prize list, and to the fund necessary in carrying this convention to a successful issue.

Moved by Mr. Maude, seconded by Mr. Robinson that the hearty thanks of the Association be extended to the management and staff of the Prince George Hotel for the many courtesies extended the Association during its first annual convention.

Moved by Mr. McNabb, seconded by Mr. McNicholl, that this association place on record its appreciation of the kindness of the following firms in making available material and equipment for the various demonstrations: Dale & Pearsall, for the use of forms; Taylor Mfg. Co., for men's wear fixtures; Mr. H. Foggan, Stanley & Bosworth & Dunfield & Co., for shirts and accessories for men's wear displays; Robert Simpson Co. for flags and fabrics used in decorations and drappings.



T. M. ARMSTRONG
Decorator, ad-man and card writer for
Moore & Armstrong, Barrie.

New Store a Series of Interior Shops

Unique ideas introduced in Filene establishment just opened — Smoking room and barber shop for boys in clothing section — Collar salesmen wear gloves of grey silk — The automatic bargain basement — How stocks are carried

INTERESTING features of the magnificent store recently opened by William Filene's, Sons Co., Boston, are the numerous little shops or bazaars into which the different sections are divided. Thus, on entering the men's clothing department, which is by the way, an addition to the business, one is pointed directly to the little shop in which is the particular class of merchandise desired by the signs over the shop doors. Here, for example, are sold evening clothes. Stepping into the little shop we find ourselves surrounded by high cabinets (of which there are upwards of 100 altogether), containing a wide variety of fabrics and designs of clothes for evening wear. These are exhibited under artificial light to get the same effect as when the garments are worn, or if you prefer you may step into the daylight near at hand.

Absolute satisfaction to the customer will be the rule in this clothing department. Accommodation will also figure to no small extent. Great stress is placed on this point in the alteration rooms. Should a patron wish a suit altered in a hurry, he will be told, for instance, that in order to accommodate him the trouser bottoms (which are all unfinished in this stock) have been felled by machine, but that at any time, at his convenience, if they are returned, the house will replace the machine work with hand work, which they very much prefer to have on all their garments.

On the same floor with the men's clothing department are the departments for boys' clothing, custom shirts, custom clothing and specialty clothing for motoring or other athletic purposes, men's and boys' shoes, boys' furnishings and hats and caps.

Some of the creature comforts adjacent are a smoking room, a spick and span, no-tip barber shop, presided over by half a dozen white-suited artists and half as many pretty manicure ladies. There is a separate barber shop for boys' and still another for children.

METHODS IN COLLAR SECTION.

A striking feature of the furnishings department is the collar stock. This is carried in a long bank of drawers, each drawer holding three boxes with covers off, three sizes in the same style to each drawer. The style and sizes are on neat little printed labels on the front of the drawer. Sixty-six styles of two-for-a-quarter collars of 25-cent value, put up in individual boxes, at 50 cents per box. The collar salesmen will wear grey silk gloves.

If a customer is of an uncertain mind as to the style or the height of collar desired he may select any number of collars, retire to a convenient dressing room and try them on to his satisfaction, and make his selections in this manner.

A novel stock-keeping idea in this department is the combination of lot number and selling price; for example: Lot 01100 sells for \$1; lot 01150, same garment in another style, sells for \$1.50.

A shirt for \$1, with an extra pair of soft cuffs, which may be returned with the shirt and be attached when the original pair of cuffs show signs of wear will be a factor in the establishment of this new store as a shirt centre.

One noteworthy feature commented upon at the time of the opening was the undoubted enthusiasm and co-operation of the employes. It is clear that the personal interest of the store's employes is intense and real. Practically the entire force worked until very late the night before the opening and were willing to work throughout the entire night if necessary. It will be recalled that the Filene store has been for many years conspicuous in its broad treatment of its employes.

AUTOMATIC BARGAIN BASEMENT.

Above ground it is a big store, but below ground there's still another, for there is found the automatic bargain basement. This is no cheap, mixup, scramble-and-get-away rummage sale of odd lots either. This is a dignified series of little shops, arranged just as in the main store, where the shopper can examine special values in all lines. If it isn't a special value it cannot find its way into the basement store, for it is governed by an automatic price reduction plan that clips a quarter off all merchandise two weeks old. Another quarter at the end of the third week and still another if any of the lot remains when four weeks have passed. No lots are exempt from this rule, and this store carries no regular stocks. All merchandise sold in the bargain basement must be dependable in quality and special in prices. These are the only essentials.

Few people realize how quickly Automatic Bargain Basement lots sell. Instances are on record of 115 coats selling in eight minutes, 2,750 aprons in a day, 104 silk waists in 15 minutes, a lot of 5,200 pairs of stockings in one day, 300 capes in an hour.

(Continued on page 82.)

Foggan Solves Problem of Lost Motion

Toronto's men's wear dealer carries on business in space 9 x 16 feet — Smallest men's wear store in Canada has stockroom six times as large — In hotel block and captures convention business by means of welcoming streamers — Space for customers 2½ feet wide — In exclusive section

A MEN'S wear shop that is not much larger than a good-sized garment display case, and which has for stock room a space more than six times its size, is that conducted by M. H. Foggan, 129 King St. West, Toronto. The store is nine feet deep by sixteen feet long, while the stock room in the basement has a length of 60 feet. When new goods are required to replenish stocks in the store, it is necessary to descend through a trap-door at one side of the store and behind a counter, and it is not a very "yawning" trap-door either.

"There is just nice room for salesmanship in this store," states Mr. Foggan, "but I have yet to hear a customer complain about limited dimensions. You see it appeals, in a way, to their curiosity to enter what we consider to be the smallest men's wear store in Canada, and in a place of this kind it must be all business and no frills."

The store is in the Prince George Hotel block, and its outward appearance is somewhat deceptive. It has an eight-foot window little more than one foot deep yet the displays give no suggestion of crowding or over-economy in available space. The window is now being improved by the introduction of dividers which will enable Mr. Foggan to better arrange his displays in series of distinct units. From the exterior the store has the appearance of one many times the size.

SPACE PER CUSTOMER.

Ask the proprietor how much space should the average customer require for shopping purposes, and he will probably say that 2½ feet is a reasonable amount, that being the width between his counter and the wall cabinet which runs along the rear wall of his store. It is a space which seems to take the high cost of living and the stylish slim outline into consideration, but in order that his store shall not be found lacking should a particularly well-fed person enter, Fr. Foggan is having the width of his counter cases reduced to twelve inches, and he reserves eighteen inches for himself behind the counter. Against the window background is arranged another glass-enclosed display fixture. Thus, back, front and both sides are used to carry stock neatly, and there is then room left for neat display units or other suggestive arrangement of goods on the counters. The door is at one side.

GETS CONVENTION BUSINESS.

"It is impossible to lose the goods in a store of this size," said Mr. Foggan. "When a customer enters, he can take in the entire stock in a few glances, for, to as great an extent as possible, the displays are representative of the lines we carry in men's furnishings and raincoats. Our windows are our best advertising mediums. During the past Summer several very important conventions have been held in the hotel and I have obtained considerable business from them by placing against the window, so as not to hide the displays, a banner or streamer welcoming the visitors. During the window trimmers' convention, for example, many of the boys dropped in to say that they appreciated a streamer in the window calling attention to their meetings. I believe in lots of light and among the changes now being made is the addition of extra lamps so that we shall have, all told, five thousand candle power for store and windows."

SALES MADE QUICKLY.

The store's size solves the lost motion problem for Mr. Foggan. He states that stocks are so easily reached, and new lines so accessible to customers for inspection that sales are made very quickly. He is, therefore, his own salesforce, and has his mid-day meal brought to him from a restaurant. On rush occasions or when it is necessary for him to leave the store of an evening, he arranges with an assistant for the time being.

It is an unusual store for so exclusive a quarter as King Street West, in which men's wear establishments are rich in dimensions and fixtures, to say nothing of the stocks; yet "Foggan" is getting the business.



New Store a Series of Shops.

(Continued from page 81)

It is not difficult to understand that the prices must have been extraordinary low to make records such as these.

Although the new building stands only 125 feet above the street, it is carried 53 feet below the sidewalk, its three additional floors thus obtained giving 11 in all. Each storey is exceptionally high, too, so that the building is perhaps the equivalent of one of 16 storeys, as construction ordinarily goes.

NECKWEAR AND ACCESSORIES



Later styles now going to the trade — Wide military stripes featured in New York — Great variety in knitted designs — Heather effects to match clothing fabrics — Border ends and odd spacings in silks — Tendency in neckwear

CHRISTMAS novelty neckwear samples have already been shown in some centres. Later novelties are being sent out to augment assortments and develop the styles which, according to early indications, are being well received.

The question of discounts is brought up for consideration. The tendency in all sections of the manufacturing and furnishing trade is for close discounts and shorter datings. Ready-to-wear, silks and wholesale dating terms have shown this. For late Christmas buying, 10 per cent. extra discount, with non-guaranteed delivery, 1st to 15th December, is a concession which should appeal to men's furnisners. Neckwear is comparatively a small part of a haberdasher's stock from the point of view of investment involved. The bulk of ties sold in December are chosen during the ten days preceding Christmas and to take advantage of the extra discount, Jan. 1-10, is an easy matter with any merchant doing a fair turnover.

But it is argued that merchants only get values they pay for and are satisfied with closer terms of confidence in selling numbers and natty styles are essential. Merchants always talk down to a price and have to consider increased costs of doing business, shorter seasons and an insistent vogue. Manufacturers have the same conditions and claim to-day's styles require more materials and better silks, more novelty and quick changing designs with consequent factory losses. Ranges required to meet all classes of trade are increasing. Selling costs of the road are higher.

MERCHANTS ARE SPECIALIZING.

Every day more merchants are specializing on higher prices, larger quantities and turnover and quicker seasonable reduction. They are adopting correct ideas in merchandising. The trade is not to blame because they can secure values giving proper profits and selling patterns in leading colorings. To apply salesmanship in introducing higher-priced novelties and creating a standard according to locality served, will do a great deal in educating the public to better class neckwear.

Merchants do not seem willing to go the limit for 50c and 75c neckwear, while they can buy suitable

lines at less. If values or qualities and designs are not available at less than \$4.50 and \$6.50, buyers go those prices with a view to assorting their showings. Curtailing ranges and values to increase the demand for 75c and \$1.00 neckwear is only possible by means of co-operation. Customers have to be educated through the merchant. As discounts and closer datings are adopted and manufacturers are more concerted in the matter, results will show more progress. Meanwhile merchants are taking advantage of conditions both in assorting stocks and increasing profits. It is not their concern regarding either prices or patterns if the goods sell. The 50c impression is not thought of. However, not so very long ago 25c ties were quantity sellers and the buyer's inclination is to





Novelty knitted ties in all silk, hand
crochet and bar effects. — Monarch
Knitting Co., Dunville.

dered ends are the strong feature of the neckwear market. The soft finish and lustrous texture of newer fabrics such as velour silks, brocades and fancies lend themselves to a neat knot and have the approval of the most exclusive shops.

For more staple trade, every design is shown in black and white and some sections still call for cardinals. About 4 of the best colorings from each book interest a buyer, who is taking a fair assortment. Some good values to retail at 25c are offered and among the staple silks, failles, poplins and bengalines, usual shades are wanted with the season's style colors doubled in quantity. New York is now wearing broad military stripes, one-eighth to three-quarter inch wide and cut on the bias.

KNITTED NECKWEAR.

The situation regarding knitted ties is unique. The trade is calling for something different and is at present showing hand crochet effects both in silk and mercerised. These are mostly in a conspicuous cross-bar or plain shades. Among the novelties lately is a diagonal knit from the centre line resembling a herring-bone effect, while another knit bears a

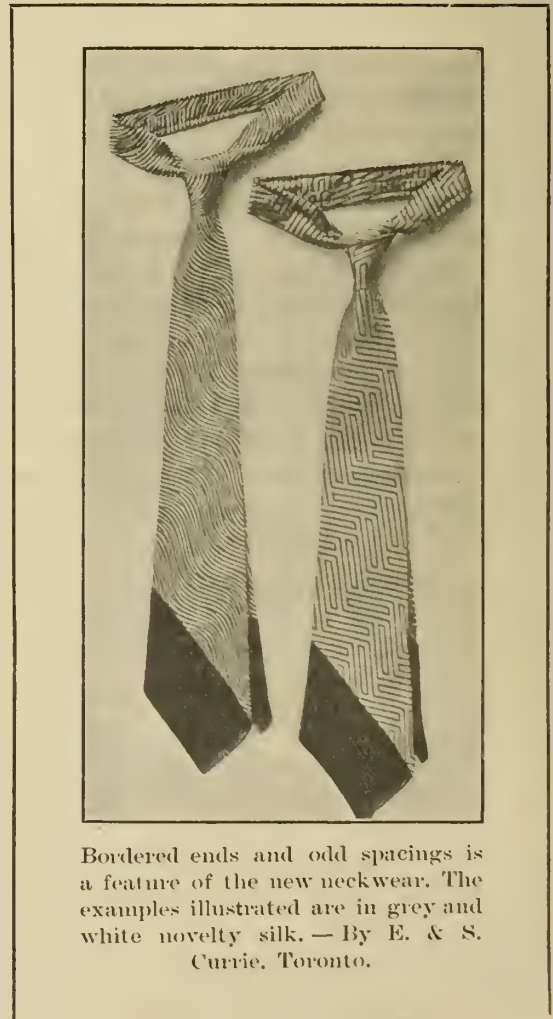
get prices consistent with the appearance or style whether his purchases cost \$2.25 or \$4.50 dozen.

FEATURES OF GIFT LINES.

Generally there is no great change in styles and patterns of Christmas neckwear. New velour silks in bias stripes, self and Persian bars, brocades and kindred lines, small floral, conventional and stripe designs with bordered ends, are seen in entirely new numbers.

Open-end Derbys in bulk or individual boxes as desired, feature small designs to match the predominating colors of Spring tweeds and suitings. Some of the fabrics are almost similar to the overlaid effects favored. A few line stripes are shown and Paisleys are also favored for the inevitable gift demand. Most buyers are assorting $\frac{1}{4}$ dozen each of the best combinations. One line at \$6.50 is particularly good and another quality has been taken in gold, cardinals, browns, and Indian effects produced by these colors—gold with blue or yellow, and soft browns leading. Ranges as assorted in books show half-shot and half-plain silks. The trade prefer small quiet patterns with bright shades as a contrast so far as can be seen by orders already booked.

Each season brings its own novelties and one of these is the unique spacing of stripes and bars. Bor-



Bordered ends and odd spacings is
a feature of the new neckwear. The
examples illustrated are in grey and
white novelty silk. — By E. & S.
Currie, Toronto.



Build and Keep the Profitable Business

This is a proposition which faces every retailer throughout the country. His stock of ready-to-wear suits and overcoats may be all right, but has he the satisfactory made-to-measure service to back it up? You can get this business pulling combination in its highest degree with

CAMPBELL CLOTHING —AND— CAMPBELL SERVICE

For its superiority in style, quality and value, Campbell Clothing is known in Canada from the Atlantic to the Pacific. Campbell made-to-measure service is equally well known for the thorough satisfaction it gives dealers and customers.

THE CAMPBELL MFG. CO., LIMITED
MONTREAL



SHIRTS, COLLARS AND CUFFS



Higher standard of quality the feature of new shirt lines for Spring — Difference in demand now and seven years ago — Great volume of trade done on better values — An interesting stage in shirt manufacture and retailing — An opportunity that calls for clever salesmanship.

THE most notable feature of the new Spring shirt ranges is the emphasis that has been placed upon quality of a higher standard than what has usually obtained. It is an interesting fact, not only to the manufacturer, but to the retailer that while there is to-day a very strong demand for shirts at \$18, \$24, and \$27 the dozen, the great volume of trade seven years ago was done in \$10, \$12, and \$15 lines, and this fact doesn't indicate that former values have become advanced, but that the trade has gradually come to an appreciation of better quality and incidentally, better profits.

While an enormous business is still done in cheaper lines, the proportion of every community showing an increasing interest in the better lines is becoming larger. Manufacturers have not been slow to observe this tendency and the men's wear dealer is seeing in it an opportunity to help the department turnover. The result is a much larger range of high-class fabrics than has ever been shown to the trade in a general way before.

So far as patterns are concerned, there is little to say. As one manufacturer described the situation: "Stripes are everything stripes in blue, black, green, tan and combinations of all four, while in plain-colored fabrics there is nothing that has not already been described. Soiesette, madras, mercerized fabrics, some silks, and silk mixtures are featured in the better lines—and the neater the design the better it sells. You see, shirts may be said to be passing through a very interesting stage. The season does not matter so much as it did years ago when negligees for Summer and stiff fronts for Winter were the rule. Now, we find merchants demanding immediate delivery on Spring lines. What is the reason? They want to fill up or brighten their Fall ranges. The features have been standardized to such an extent that garments intended for one season are good in another, and the proposition is one that simmers down to skilful salesmanship. Variety of desirable fabric has been the point to which special attention has been paid, and the merchant knows that the time is ripe for such a development. Given a range of patterns that cannot possibly be wrong, the next point to emphasize is quality; and development

of the shirt department along that line will be marked in the next few years. For this reason the productions of each season are decidedly interesting."



Neckware and Accessories

Continued from page 84.

striking similarity to a heather mixture and comes in shades to match fabric tones perfectly.

During the past month entirely new ranges of domestic knitted ties to retail from 50c each to \$3.50 each have been presented to the trade. There seems to be no limit to the variety of designs. To show all the color combinations takes an immense range of samples. As an example of the extent of the showings some of the samples, particularly knitted silk ties at \$21 dozen, are in 12 designs and 30 different color combinations. In pure silks at \$16.50, \$21, and \$24 dozen, the designs and qualities are equal to anything ever shown to the trade before.

The broadness of the range is given to show the possibility of suitable selection. The newer novelties are made in crochet and line with bars, hobbles, and entirely new conceits in color combinations or any ground work preferred.

The possibilities of the departure now before the trade depends on the reception, which is given domestic makes. Designing is the last word and if the field is sufficient to warrant the development of newer ideas, the same will be made to order. This opens the possibilities of initial, monogram, cross-bar, diagonal and a host of color combinations to conform with the demand either of the specialty shop or furnishing department.

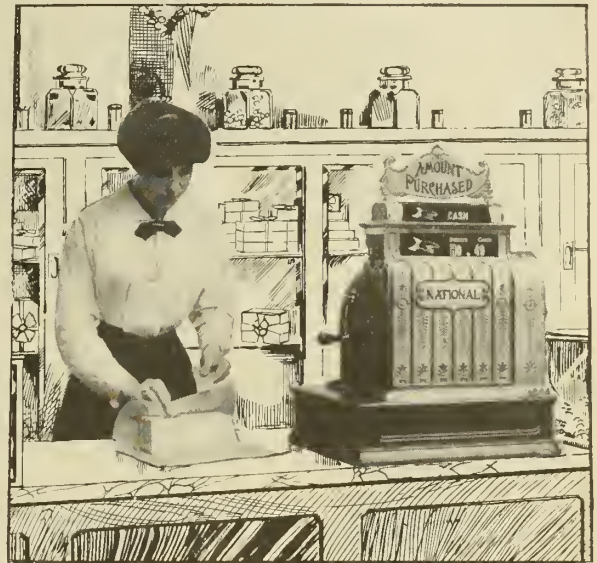
To offset the feeling in some centres regarding the future of knitted ties, the confidence with which the newer ranges are shown would suggest a revival in retailing. While some buyers are shelving crochet ties in favor of silks because the former wear too long, general trade will not be able to pass up these newer numbers for Christmas and the gift season, stock in packed $\frac{1}{2}$ dozen in special lithographed or monogram boxes.

Study the Needs of Your Store

Adopt a System which gives both
quick service and protection



Local Station in Department Store. No. 143 Register.



Receipt-Printing Register for Dry Goods and Quick Service Departments

QUICK service and protection are given in departments where sales-slips and inspection are necessary by the National Slip-Printing Register.

A cashier-inspector at these stations makes change, inspects and wraps the goods. There is no waiting for money to return. The entire operation requires but a fraction of the time ordinarily required.

The printed record on the sales-slip guarantees that the record left in the store is the same as that carried away by the customer.

This system is flexible. Registers can be readily moved to other parts of the store and there is no disfiguring overhead equipment.

This is the modern way by which Department and large Dry Goods stores overcome the weakness of the written sales-slip and quicken the service.

AT small goods counters in Department stores and in all departments of smaller dry goods stores, receipt-printing Nationals are needed.

Quick service is combined with real protection.

Sales persons and not inspectors handle these registers. Change is made instantly. A printed receipt is put in every parcel and a correct record made on the adding wheels of the register.

The proprietor of the dry goods store has an accurate and complete check on his business. The printed receipt takes the place of the sales-slip on the sales in quick service departments of Department stores. The expense of sales-slips and the time of making them out is saved.

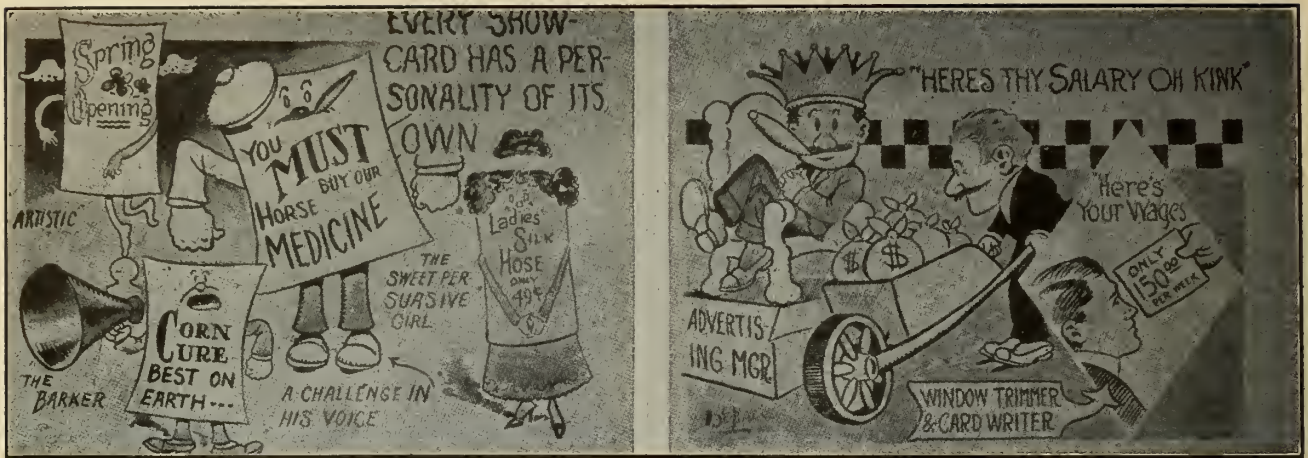
The National Cash Register Company

Headquarters for Canada: 285 Yonge St. Toronto

CANADIAN FACTORY:

TORONTO

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



Cartoons by R. R. Shuman, Chicago, illustrating the so-called personality of the Show Card, and an amusing suggestion as to the relative importance of the card writer and advertising manager.

Live Display Card Questions Discussed

Use of the over-refined card — Not adaptable to every kind of display —
 The use of distemper colors — How the card should be placed in the window — Message should be clean-cut — Avoid screamers

(For the "Review" by J. C. Edwards.)

ARE stores, in general, ready to accept the over-refined card—that is, the card that is smaller than usual and with very fine lettering? It is my opinion that, if it must come, the trade will have become educated to it very gradually. One cannot very easily lose sight of the fact that the card must be adapted to the display. The small, dainty card is in its place in a jewelry window, where it is nearer the level of the eye and seems to fit in with the highly artistic specimens of workmanship displayed, but for larger goods such as clothing, housefurnishings, massy merchandising displays of any kind a larger card with clear lettering and bright wording is never out of place.

* * *

Placing the Show Cards.

Where should the show card be placed in a display window? The card should not be the most prominent thing in the window. It should harmonize with the general setting, yet with sufficient contrast to attract the eye. It can do this and still be a part of the whole. The card should never be placed against goods displayed. It must stand in relief and its place is on the floor, not raised high enough to interfere with a clear view of the goods. Under no circumstance should a card be placed flat against the glass. It should come within the same focus or perspective as the goods.

—❁—

Avoid the Screamer

The wording on a show card should never partake of the nature of a scream, nor should it suggest

the midway spieler. These are alright for the front of a circus tent, but the average merchant can surely select the news features in the goods displayed and tell the people exactly what they want to know. The customer who can always be relied upon detests screams, howls and obtrusive language of any kind.

—❁—

Distemper Colors.

Use distemper colors in preference to mixing from dry colors or glossy preparations. These colors are ground very fine and are mixed with water. They do not dry glossy, give a nice even finish, can be blended the same way as any other color to get a desired tone or shade and show cards will not stick together. Distemper colors can be obtained at any hardware store. By mixing a small quantity of the desired color with a little mucilage—good mucilage—and diluting with water to the desired consistency, a preparation is obtained which can be used with either pen or brush.

—❁—

Coat-of-Arms on Cards.

Use and abuse of coat-of-arms on cards. A card recently came to my notice bearing the British coat-of-arms above an American shield with stars and stripes, to suggest Anglo-American organization.

(Continued on page 92.)



Success
COLLARS

COLLARS

For this season the Success range includes all the **latest shapes** besides the staple steady sellers. This shape is the Cromer—an easy collar for general wear.

Success collars retail at two for a quarter and compare very favorably with the three for 50c. collars, imported or otherwise

Your Wholesaler can supply you

The Canadian Converters Co. Limited.
Montreal

MADE IN
CANADA



Efficient Lighting in the Display Window

Adapting the reflection of light to the size and background of window
— Economizing the rays so that the goods on display are seen to best possible advantage — Indirect illumination.

(Concluded from last number).

IN a window about 6 to 8 feet deep and where the reflectors would be attached from 12 to 14 feet above the floor, the curve of the helmet reflector, as shown in figure 3, would indicate that this would be the proper reflector to use in a window of this kind. Note that over 800 downward candlepower is produced by this reflector when used in connection with an 80-candle power lamp. This is one of the

reflectors are usually spaced every 18 to 30-inch centres. In some cases, on very brilliantly lighted streets, where dark clothing is shown, they are placed as close as 18 inches and sometimes 15 inches from centre to centre. Very good results have been obtained in lighting stores where these reflectors have been spaced as far as 36 inches from centre to centre.

Very often it is desirable to convert the entire store into a show window where there is no background. In stores of this kind, it is often desirable at night to illuminate the entire store so that articles placed in various parts of the floor can be seen from the outside. Where this is desired, it can be accomplished by using indirect lighting in the interior and lighting the windows with scoop or helmet reflectors. The indirect lighting, which is used in the interior, is provided by placing the powerful Tungsten lamps in reflectors specially designed to distribute the light at the proper angle on the ceiling. The powerful light rays are thrown against the ceiling and are reflected back into the store. With this system of

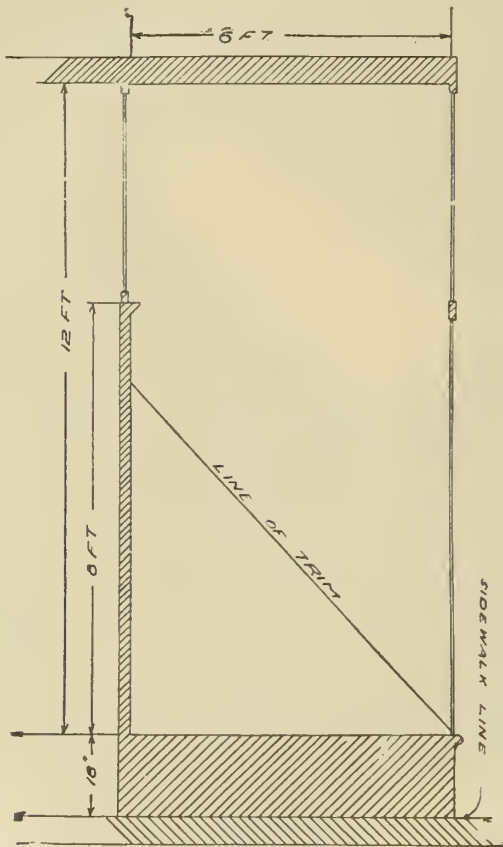


Fig. 3, showing line of trim within which light must be evenly distributed.

most powerful reflectors ever designed for windows of this description.

Where windows are high, and, as in most cases in windows of this kind, the upper part of the background is made of clear glass, it is important to use a reflector of such design that the light will not be thrown through this glass background. Note where the light is cut off on the background where this reflector is used. None of the light is wasted on the ceiling of the window or on the sidewalk. The light rays are projected in such a manner or at the proper angle so as to cover the entire line of trim.

Where a wider distribution of light is desired, 150 watt lamps are used in this reflector. These re-

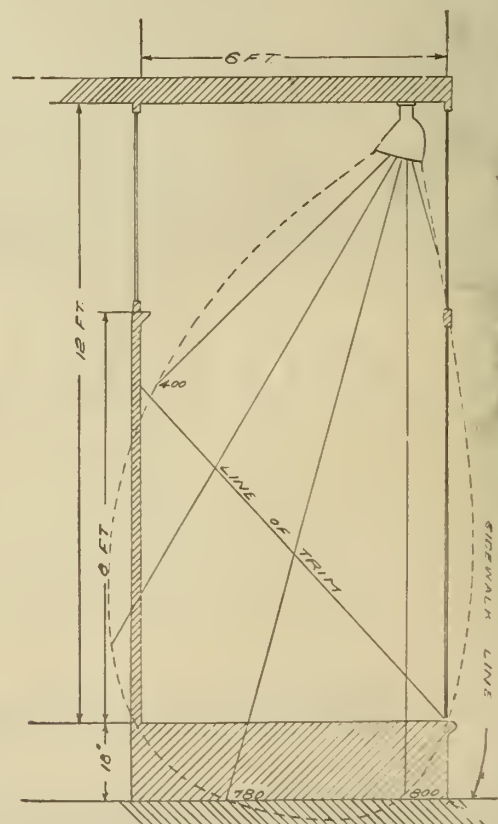


Fig. 3, showing light distribution in window 12 to 14 feet high



CRESCENT



SPECIALS IN CHRISTMAS NECKWEAR

The Best Thing We Ever Offered the Trade

\$4.50 Doz.
Bigger and better than any \$4.50 tie on the market, and the special boxing included. 10% Jan. 3rd.



\$2.25 Doz.
The best value you ever saw at the price. No charge for Holly Boxing 10% Jan. 3rd.



One of the \$4.50 doz. boxes, white with band in green, red or purple.

We know the trade wants original and helpful "Specials" in Christmas Neckwear. Here is our answer.

DETAILS OF THE \$4.50 DOZ. NECKWEAR OFFER.

Each tie is boxed separately (as shown above (3 winter scenes). New platform idea in box keeps tie in position. One dozen boxes in a solid carton to fit. Crated for shipment in 6, 8, 12 doz. lots or multiples, reaching you in perfect condition.

You know the display and selling possibilities of this attractive boxing.

Every tie is a different pattern (no matter how large the order). We state unreservedly each tie is bigger and better than any \$4.50 tie on the market.

The patterns are all saleable and the very newest.

The shape is the Christmas favorite, the generous open end (illustrated).

We take pride in this offer and know our selections will sell on sight.

No order for less than 6 doz. Regular terms.

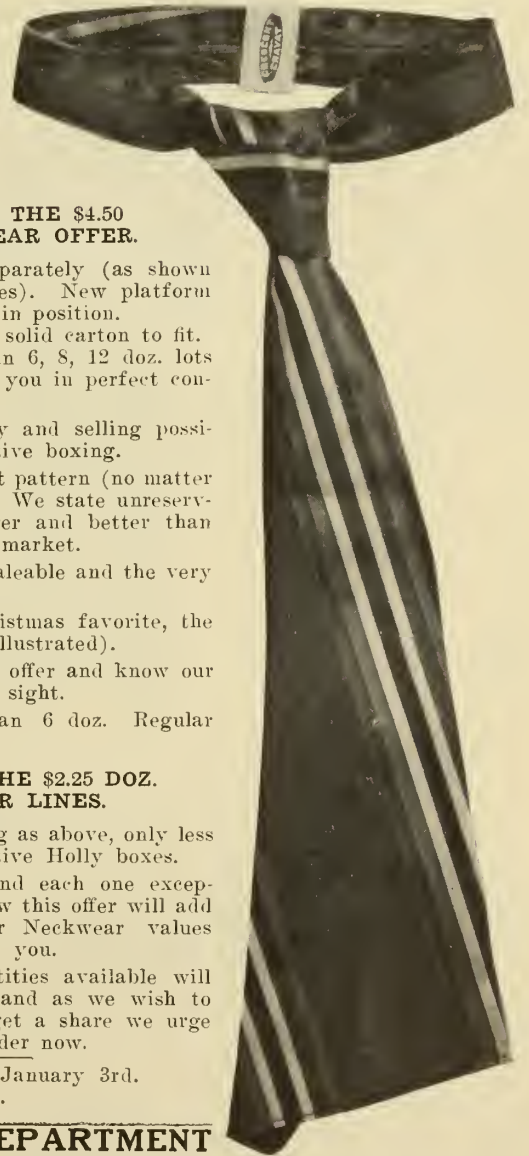
DETAILS OF THE \$2.25 DOZ. NECKWEAR LINES.

Same details of boxing as above, only less expensive, but attractive Holly boxes.

Every tie different and each one exceptional value. We know this offer will add to our reputation for Neckwear values and co-operation with you.

We believe the quantities available will soon be snapped up, and as we wish to see all of the trade get a share we urge you to send a mail order now.

Regular Terms—10% January 3rd.
Deliveries October 1st.



NECKWEAR DEPARTMENT

CRESCENT MANUFACTURING CO., LIMITED

MONTREAL



Please mention The Review to Advertisers and Their Travelers.

lighting, the distribution of light is very even throughout the entire floor, and the light sources are completely hidden from view of the people on the street. This greatly increases the seeing efficiency of the eye and permits anyone standing outside to see every article on the floor of the store, practically converting the entire floor into a show window.

The indirect system of illumination is fast coming into general use. A great many stores are being equipped with this system of lighting, in fact, at the present time, one of the largest stores in the country is being equipped throughout with this system of indirect illumination. Indirect illumination can only be made efficient and satisfactory where very powerful reflectors are used to project the rays of light against the ceiling. The loss of light from absorption is not nearly as great as people generally presume.

When a reflector which is specially designed for this method of lighting is used and properly equipped, that is, equipped with the proper type of lamp and is hung the proper distance from the ceiling so as to get the distribution desired, the lighting effect is very good and the current consumption is not excessive for the results produced.



Shading With the Airbrush

Materials to use and how to produce striking designs — Suggestions in advt. pages

By L. O. Butcher

Airbrush work can be applied to any kind of surface. For background use either white felt or some of the cotton goods that are best suited.

ARRANGING THE DESIGN.

After getting your drawing in freehand, or with the square system of the pantagraph, make the sketch in outline on a piece of heavy wrapping or manilla paper. From this you can either cut a stencil or offset on the goods by tracing on the back with charcoal or a soft pencil and rubbing on the back with a hard, smooth object such as a knife handle. This will leave a delicate outline on the cloth which should be strengthened with the brush before proceeding with the work. Then lay on the colors according to your original sketch. It will save much time and annoying mistakes to decide beforehand just what colors and how strong you want to use.

We will take an enlarged stencil of a flower so that we may explain how the shading is done. For the purpose I should use but two colors, red and green. Some of the green parts are in the stencil with

the red. This enables you to blow in a tone of red in the leaves which produces a russet or warm tone besides reducing the number of stencils necessary. The object is to produce a drawing that does not have to be "touched up" afterward. It is in treating subjects of this kind that the airbrush is most valuable.

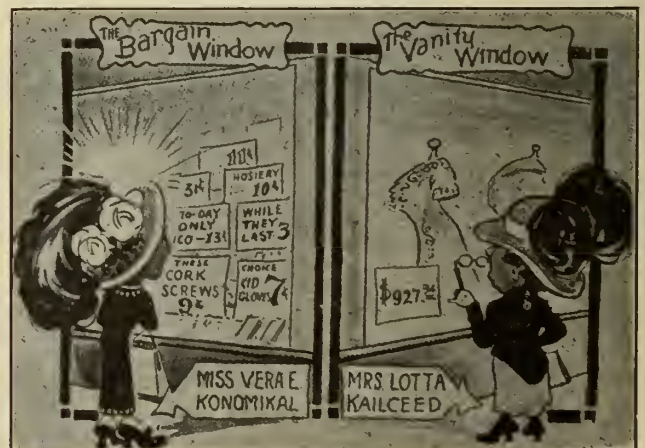
I want to offer the suggestion that whenever you can, you read the advertising pages of the newspapers and magazines. You will find in them some of the best there is in the way of art and literature. You will find seemingly whole paragraphs expressed in a single sentence. You will find best examples of brevity and directness. Every sentence driving in a direct line to the bullseye called selling force. The illustrations too, are of tremendous value. They are made as a rule by skilled men who have concentrated years of experience or study into what they do. Many of them are made by artists of national or international reputation. All of the better sort are made in the simplest possible manner, yet they lack nothing in the altogether principle.



Live Show Card Questions

(Continued from page 88.)

and to emphasize the fact that the clothing advertised consisted of British goods, and American-tailored styles. It was an excellent idea, but the question that occurred to me at the time was, would not such a combination in a Canadian window be resented by certain people who might otherwise be customers? The man who designed the card tells me that some comment of the kind had been made and that the matter had been remedied by placing in the window a neat card of explanation. There are times when a card-writer must be very careful lest his cards be open to double meaning likely to give offence to some part of the community in which the store is doing business.



Cartoon illustrating two basic types of window—the bargain and the "tone" window.



BALE PRESS AND STOCK ROOM

From 10 sewing machines to this factory in three years.

WHY?



OPERATING ROOM

Figures sometimes lie, but photographs don't. These pictures tell their own story of our success.

THOSE WHO TOIL EARNESTLY AND WITH SUCCESS
WILL BE SATISFIED ONLY WITH THE BEST OVER-HAUL THAT CAN BE MANUFACTURED.

LEATHER LABEL OVER-HAULS

HIGHEST GRADE
HONEST MADE
LEATHER LABEL
BEST TRADE MARK
ON THE SQUARE

ARE HIGH GRADE, HONEST MADE AND THE BEST



TRADE MARK
AMERICAN STYLE WORK CLOTHES.
THEY ARE DOUBLE STITCHED THROUGHOUT, BIG AND GENEROUS (IT TAKES FROM 42 TO 44 YARDS TO MAKE A DOZEN), HAVE SEVEN POCKETS IMPORTED BUCKLES AND BUTTONS THAT WON'T COME OFF, ELASTIC DETACHABLE SUSPENDERS, ETC

LOOK FOR THE TAN COLORED TRADE MARK ON YOUR OVERALLS, THE LEATHER LABEL.
WE ARE THE AGENTS FOR LEATHER LABEL OVERALLS.

Success doesn't come without merit. Therefore, Leather Label Over-hauls must be honest worth.



NEW HOME OF LEATHER LABEL OVER-HAULS

The Leather Label Overhaul Co.

Walkerville, Ont.



AUTOMATIC CONVEYOR

Tear out and mail this page to us with your name and address and we will send you samples free of charge.



TOSCANINI
Front Heights: 2", 2¼", 2½"



Save The Middleman's Profit

Our Collars are now sold direct to the retailers by our own organization. They are not sold to jobbers as formerly. Our customers get the full benefit of the middleman's profit saved, in increased value in the goods themselves. ¶ Two of the popular styles for Fall in

"M.J.L." Brand, Austrian Collars

are here illustrated. These celebrated collars have a world-wide reputation for being first in style, ideas and value. Our improved Collars should have a place in your store. There is a big demand for goods of this quality. Catalogue showing styles and sizes sent on request.

M. JOSS & LOEWENSTEIN

COMPLETE STOCKS IN

TORONTO:
28 Wellington St. W.

MONTREAL:
59 St. Peter Street

VANCOUVER:
801 Mercantile Bldg.

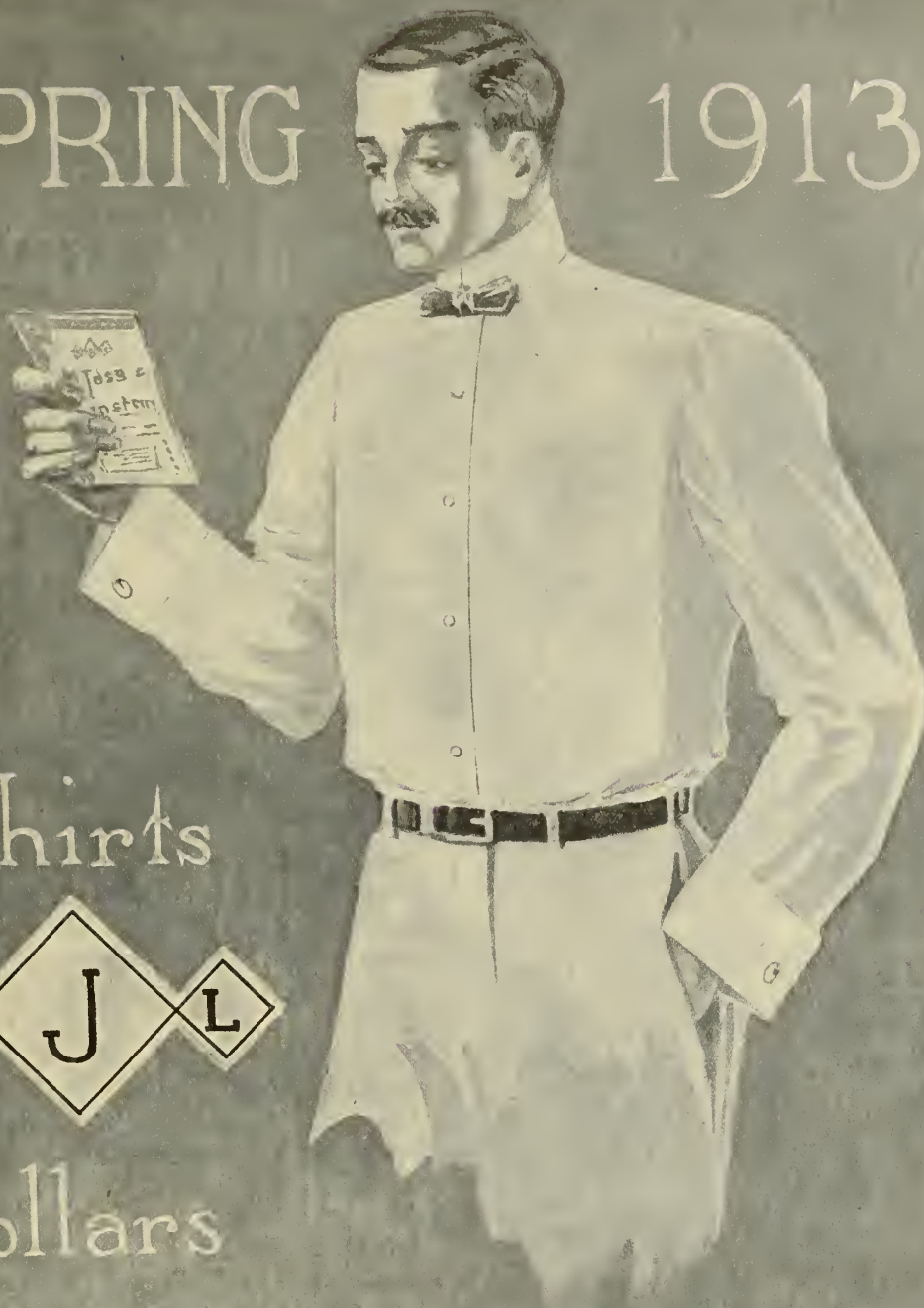


DORCHESTER
Front Heights: 1¾", 2¼", 2½"

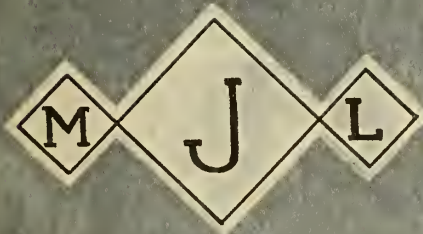
Please mention The Review to Advertisers and Their Travelers.

SPRING

1913



Shirts



Collars

AUSTRIAN SHIRTS

The best that Europe can offer in shirts. Fabrics woven in our own mills.

Our Shirts are custom made and hand laundered.

Our Spring line is most complete and we offer many novelties.

M. Joss & Loewenstein

Offices and Stocks in the principal cities of the World
PRAGUE, AUSTRIA

Toronto

Montreal

Vancouver

Importance of Knowing How in Selling

Possible to gain or lose a customer according to the manner in which the salesman uses his practical knowledge of the goods — Hospitality a factor in building up business

(Otto Buehrmann, in "Men's Wear," New York)

THE personal following of the salesman is built up, one customer at a time, by gaining his confidence, by pleasing him, giving him values which will confirm the representations made to him, and thus inducing him to come back.

"If you will permit me to suggest to you, Mr. Jones," said a clever salesman, "this pair of trousers, although your size in the waistband and length, are cut for a man of different build, and while you might never know the reason, they will not wear as you expect this quality of material to do, for they will crease badly across the front. This fault will cause them to hang awkwardly, and they will pinch you every now and then in the crotch."

IMPRESSED BY TECHNICAL KNOWLEDGE.

"But the other pair does not appear to me to be of as good material," said the customer. "It is a larger and rounder thread of the same kind of yarn, sheared a little closer in the finish, but will wear even better and look equally well, and fit you far more comfortably and neatly than the other pair," is the answer and argument made by the salesman. This technical knowledge of the cut and material impresses the customer and he takes the pair of trousers which are best suited to him. There was no hesitancy on the part of the salesman in telling why he should do this, for as a practical man he knew what to say and do at the right moment.

Just consider the after effect of this sale. If the customer had taken the trousers which caught his fancy, had them develop the faults indicated by the salesman, he would have said to himself, and maybe to others: "That pair of trousers looked all right when I bought them, but they let down all over and I was badly 'done' in that store. Guess I won't give that fellow another chance at me."

A SATISFIED CUSTOMER.

In the other case: the comment will be every time he brushes the trousers and sees how well they wear, "I did not think these trousers would wear for the money I paid for them, but they turned out all right; that salesman knew what he was talking about, I guess, and I will try him on the suit I must have in a short time." It is such hair-splitting incidents, when handled rightly, that result in "a satisfied customer," which is the essence of the "come-back" sale. Technical knowledge, the constituent qualities of salesmanship, enabled the man on the floor to lay another brick in his wall of success.

The nervous, irascible mother, tugs and pulls at the coat on the boy and exclaims, "No, that will never do at all, and this is the only thing in the entire stock (and I have seen it all), which suits me in any way." The salesman knows his business, and with an interested professional air, takes the collar between his thumb and forefinger, and raises it but a trifle. "Yes, if it would only fit that way," says the mother, "it would be all right." "We will have the tailor make the slight change, Madame, and I know the suit will then fit your son," and so it did. The sale was made, and like all pleased customers, she came back to this salesman for Tommy's next suit.

Just a "twist of the wrist" and a come-back sale was assured. Technical but not mechanical, for if the alteration had been suggested in a surly or forced-to-do-it manner, the mother would not have been won over. It was the matter-of-fact, I-know-how air that impressed her.

"You cannot put this over on me," said the customer, white with rage. "I will not stand for any such tricks; when I put on the suit in daytime, I caught you." Examining the suit in the package, the salesman saw there was a difference in the pattern of the three pieces of the suit, and he turned to the tickets on the garments for further information, which they gave at a glance. The last number on the vest and trousers was a figure 6 and the last figure in the lot number on the coat was a 9. "Yes, this is a mistake." Will the reader now please practice on this short sentence to get the exact tone which was used, emphasizing the "yes," the "is," and let the voice raise on the "mistake" until the entire answer is embodied and expressed by the inflection? Assent in the "yes," confirmation in the "is," and the rising inflection on the "mistake," completes the argument, as though a long confession had been made.

CORRECTING A MISTAKE.

"Now Mr. Smith, let me show you just how it happened; you had the coat on which suited you; I went to the stock to get the lot number rather than turn over the collar of the coat you were trying on. I saw the nine upside down, which made it a six. Please step over to the stock with me, and I will show you what I mean." Reluctantly the customer followed the salesman, and looked at the coat in the stack, and he saw that the six upside down, made a nine, sure enough. "Yes, I see that, but why did you not see the difference in the goods? The sales-

Wreyford & Co.

TORONTO

Wholesale Men's Furnishers

September 1st our travellers started out with Christmas Novelties and all new lines for Spring, 1913.

Young & Rochester's

Shirts, in English Oxfords, Scotch Zephyrs and fine Silk and Wool and Taffeta fabrics.

Latest Neckwear

House Coats

Tress & Co.'s

Celebrated Hats and Caps, select designs.

Cohen & Wilk's

Raincoats — Specialties, Thorobred, Homespun and Reversible Fleece Polo Coats stocked in Toronto.

Athletic Underwear

in "I.X.L.," "Koola," "Aertex," and fine Lisle.



JUST RECEIVED

Scotch Wool Vests

at \$3.50, \$3.75, \$5.00,
\$6.50.

Sleeves. \$1.00 extra.

All Shades.

Beaver Brand Sweater Coats For the Men



Handsome Tailored Knit-Coats

CORRECT IN STYLE AND FIT



and in every way the favorite with men of all years—the young man to the old man, and especially the men who appreciate correct style.

We make men's, women's, and children's Knit Goods of all kinds, among which are Toques, Mufflers, Sashes, Mitts, Gloves and Hosiery.

(See our men's Special Half Hose.)

R. M. Ballantyne, Limited

Manufacturers of the well-known
Beaver Brand Knitted Goods

STRATFORD - - CANADA

TORONTO REPRESENTATIVE:

J. N. BOYD, 369 BROADVIEW AVE.



J. H. MIX

Buyer and manager of the Dunfield men's wear store, King St. West, Toronto, formerly with E. F. Ely, Toronto. Mr. Mix succeeds Glen S. Case in the Dunfield store.

man reminded the customer that it was a busy Saturday night, and that the goods were almost exactly alike in the general color, and that the customer did not discover the mistake until he had put on the entire suit in daylight. All this in a most matter-of-fact tone and manner. No answer to the flow of words from the now partly mollified customer. Said the salesman in a quiet, matter-of-fact way, "Now let us get this thing straightened out; try on this coat again. Yes, that is all right. Here are the trousers, and I think you had better try them on while you are in the store, to make sure that they fit perfectly. You know we want you to be pleased when you get home with everything you buy here, and this suit must fit you perfectly. There, just see how nice it looks."

No further reference to the mistake was made to the now friendly inclined customer or the slumbering coals of dissatisfaction would have been fanned into a live flame. Let well enough alone, do not try to better it, is a good rule in selling clothing. The man left the house in a most friendly mood, and will be a come-back customer. The tone of the first sentence did the work.

Man is but an instrument of many thousand strings, and to know how to bring forth harmonies in keeping with the ideas of the salesman, is an art not acquired in a day. Just to sweep across the keyboard with a rough hand, is never to make a tuneful sound; and never arouses the mind to action, responding to the suggestion in the mind of the salesman. Why then pick out single chords, a note here and there, instead of leading the customer to the buying point

by complete harmonies, which charm and soothe him. As we all want to sell the customer, we can use the tone, sound and music of the voice as one of the most powerful agents to induce him to buy.

It was a fact learned late in life by the writer, that all musical instruments are constructed to produce an imitation of the human voice, and as this is a fact so well established, there remains no argument against the most pleasant soft tones of speech to be used by the salesman. To greet the customer hospitably as he enters the door, is so important, so necessary to make a good impression, that it can hardly be overestimated.

HOSPITAL GREETING LACKING.

One store we knew had a big stock, well bought, a fine large room, good show windows, a prominent location and yet was not a success. In a conversation with a wise old local merchant, who had the opportunity to observe this house, and the curiosity to learn the reason for this condition, he said: "They are so cold." Not that there was any lack of attention after the customer was engaged in buying, but the hospitable greeting was lacking in the personal reception, as well as in the advertising, which latter was impersonal and very formal. No red blood or human sympathy anywhere in the policy of the house.

The owner had come up from the ranks, and should have known of this condition, but a little money, a small amount by comparison, had made him draw himself apart from the "common herd" of customers, and the example set by him was quickly followed by his salesmen, who were quick to imitate, and lost no time in adopting his "ice cold" manner, and the consequence was that store is no longer in business. As these selling talks are primarily intended for the man on the floor, these observations of this concern but confirm this fact: A store must have a soul, a human interest in its customers, and the man at the door, be he a proprietor or employe, is the exponent of this "soul" through his personality, and in his greeting of a customer he makes the first impression, good or bad.

MEETING THE CUSTOMER.

A certain clothier knew the importance of this feature, and knowing that some of his salesmen did not realize the influence of this art of expression, would gather the force at the front of the store and have each one of the salesmen, and stock men as well, go through the performance of meeting the customer. The cashier, a woman, represented the feminine customers. This drill in manners led to the discovery that many of the salesmen had no exact knowledge of how to greet the customer, but relied on the impulse of the moment for a proper display of the hospitality, which at once disarms latent suspicion and distrust on the part of the buyer.

"They Wear Like Iron"



is an expression that, while rather extravagant, serves to describe the wearing qualities that are embodied in "Jackson" Bloomers.

The wear and general all 'round satisfaction obtained through the use of Jackson bloomers have created an ever increasing demand for them.

Every pair upholds the Jackson standard of quality.

There's good profits in these bloomers. Send for samples.

"The Jackson Bloomer"

THE JACKSON MFG. CO., CLINTON

FACTORIES:
CLINTON GODERICH and EXETER



SHIRTS

Are Made for Particular People

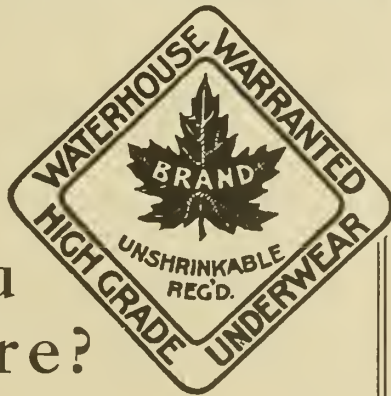
MERCHANTS and men's furnishing buyers will find the inspection of "Star" brand Spring samples of shirts, neckwear and underwear much to their interest.

In placing your orders early you will greatly aid us in carrying out our claim of "Prompt Service" with every order.

Travellers now out with the Christmas lines.

Immediate delivery on Fall neckwear orders.

Van Allen Co., Limited
Hamilton -:- Ontario



Do You Care?

whether the underwear you sell gives satisfaction or not? Of course you do if you are looking to future business, for it depends on the satisfaction you give now.

Maple Leaf BRAND Underwear

is evenly knitted from pure, soft wool, and fits perfectly, giving the satisfaction that ensures the return patronage of your customers. There is profitable business for you if you handle "Maple Leaf Underwear."

Thos. Waterhouse & Co., Limited
Ingersoll - Ontario
Selling Agents: Harold F. Watson, Weldon & Co.,
Montreal

A slouching carriage, an indifferent look, an untidy appearance, will make it hard to "get next" to the customer. The all too common habit of transfixing him with a stare is to put him out of humor as quickly as to look over his head: It is equally bad to "keep an eye on him" as if he were expected to slip something in his pocket.

Measure the confusion of the customer by your own feelings, when on entering a store the salesmen would come forward at a whirlwind gait from the rear of the house to meet you, and in a curt "Something to-day," you would read that you had greatly inconvenienced him, and interfered with the occupation in which he was engaged when you entered the store.

DON'T ALWAYS KNOW STOCK.

Take up your position near the front door during business hours. You are expecting a customer to come, and you will be mighty glad when his shadow falls across the doorway: show it in the manner in which you greet him with kind hospitality, and you have gained the advantage of his good will in the first step of the sale. The next step is so plain, to show him the goods, that we ought to be able to pass it with a word; but alas, we know it to be a sad fact that of the many salesmen on the floor, a large proportion do not know what they have in stock to show the customer! Caesar's ghost! What would you think of a doctor who, being called to lance a sore thumb, which was driving you wild with pain, would have to ask his office attendant, maybe his wife, if he started from home, "Have I a lancet?" to do this work with; if so, where do you suppose I could find it?" You would not think very favorably of his training and practice, and the next time you needed a doctor, you would chance some other practitioner.

A lawyer who would have to ask his friend whether a case like the one you bring him had ever been decided in the courts would show quite clearly he does not know. Equally so, the salesman shows his ignorance when he goes rummaging around in an aimless way to find what the customer asked to see. Or looks in vain for something which he hopes will grow up in the instant under his fingers, to please the buyer. When a man does not know what he has to sell, how in the world can he sell? True, now and then, he will stumble on a sale, will miss a lot, and sell some customers, but to sell 95 per cent. of the trade, he must know to a garment what is in stock, and where it is to be found at an instant's notice.

This thing of stock keeping is very much like eating. We eat three times a day and nibble between meals, and the good stock keeper, the well-posted salesman, handles every garment in his stock frequently, and nibbles, i.e., looks at the stock between times. What does frequent handling the stock mean?

Twice a week for a good overhauling, and once a day to glance over and note the sizes on hand.

KEEPING POSTED.

Keep posted on every other feature of the clothing business as well. One-half hour with the trade papers every day is as necessary to keep informed and be posted on what is going on as eating lunch to keep from being hungry. One eats to keep strength. The food is the coal under the boiler, and the trade paper is the fuel, that source from which to draw the inspiration and the information as to what is new, what is popular, how others are succeeding in this game of selling; how they are doing it, and by what means. No man can figure out these intricate questions within himself as easily as he can learn through his trade paper. Go to the source of information and learn from others what is known to be successful.



A. A. R. Lowe, a director of T. W. Robinson Co., Moosejaw, has retired owing to ill-health. Mr. Lowe had charge of the men's wear department of the store for some time. Mr. Robinson, founder of the business, is one of those employers who appreciates a good man when he finds one, and this explains Mr. Lowe's advancement from salesman to director during the time he was with the firm.

A WORD FOR CO-OPERATION.

The Secretary of the Canadian Window Trimmers' Association has received the following letter from Jerome A. Koerber, of Strawbridge & Clothier, Philadelphia: "Having just returned from my vacation, I hasten to write a line to say how I enjoyed the first annual convention of the Canadian Window Trimmers. I was pleased to see such an excellent spirit manifested among the men, which bespeaks big things for the future, and I am sure that hearty co-operation in such an organization will help the profession and be profitable to every member.

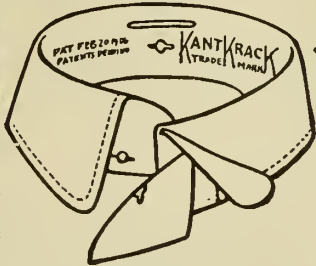
"I was indeed benefited in attending the assembly and trust every one attending profited by it also.

"Please extend my best wishes to the new Association. I trust it will grow in numbers and influence. I stand ready with any means in my power to aid the good cause, and if the Association or any individual wishes any information, will always be glad to hear from them.

"Yours for the betterment of the craft."

KANT KRACK

COATED LINEN
Collars



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

Satisfaction

There you have the reason for the popularity of "KANTKRACK" coated linen collars. The ease with which they are laundered (a sponge and water) coupled with their long wearing qualities, due to the long slit back and the flexible lip, have built up a demand for them that extends from coast to coast.

One grade only and that the best. (Made in Canada.)

The Parsons and Parsons Canadian Co.
 HAMILTON -:- ONTARIO

ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

CONTENTS

Chapter	Chapter
I. Can the Principles of Efficiency be Applied to Sales?	VII. The Principles of Efficiency Applied to Advertising
II. Efficient Salesmanship	VIII. The Building of an Advertisement
III. A Sales Campaign—How to Start It	IX. An Analysis of Current Advertising
IV. Face to Face Salesmanship	X. The Future of Advertising
V. The Evolution of Advertising	XI. Public Opinion
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PRICE, \$2.00 NET

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MacLean Publishing Co.,
 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

Please mention The Review to Advertisers and Their Travelers.

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 vicuña 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 chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf hoots. 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 hand; double styles are often worn. Cuffs—Single or double. Cravat—Black. Gloves—White huckskin 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, hinchers 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-solled need not worry if the distinctive motorlug 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 tau 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 cheviot or vicuña. Coat—Full frock of black, or morning coat of black or dark grey with hound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, 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 tau 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 pateru, white laundry, black necktie, black silk hat, with mourning hand, 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.



CHALLENGE COLLARS

Are up-to-the-minute in style as well as being durable and easily cleaned. Of course service is the first quality to put into a collar but style is required as well to make sales. We make our collars to sell.

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.

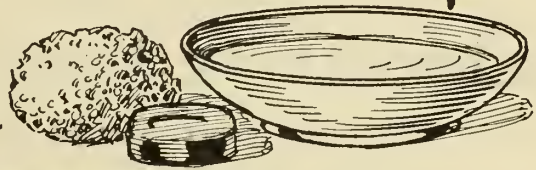
SAMPLES ON REQUEST

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



TURNBULL'S

MAKERS OF THE FAMOUS "CEETEE" PURE WOOL

UNDERWEAR

ARE YOU READY?

Your customers will soon think of buying their Winter underwear. Is your stock all in good shape? Did you get our new advertising matter for window displays, store signs, etc. About the end of September should be a good time to arrange a good window display of

CEETEE PURE WOOL UNDERWEAR

To bring people into your store and help you sell these goods we are planning a bigger campaign than ever this Fall. It will be in full swing about the middle of the month.

It is up to you to get all the benefit you can from this. We can do no more. Made in all sizes and weights for Ladies, Gentlemen and Children.

THE C. TURNBULL CO. OF GALT, LIMITED

GALT

Manufacturers

ONTARIO

Also manufacturers of Turnbull's high class ribbed underwear for ladies and children. Turnbull's "M" Bands for Infants and CEETEE Shaker Knit Sweater Coats.





Latest permanent building at the National Exhibition, Toronto, representative of the different Provinces. It contained interesting displays of natural products.

Canadian vs. Foreign Goods in the West

How the situation appears to a newspaper man in one of the larger cities — States that manufacturers must consider the home preferences of people coming in from foreign countries.

M. J. HUTCHINSON, advertising manager of the *Regina Leader*, questions in an article in *Economic Advertising* whether Canadian-made goods are as strongly represented in Western retail stores as they should be. While the volume of business done by domestic manufacturers there is yearly on the increase, Mr. Hutchinson points out that conditions, brought about mainly by the fact that people from other countries are bringing with them those preferences which became firmly established at home, call for the most aggressive form of advertising and demonstration to emphasize the undoubted merits of those lines on which Canadian manufacturers find they can specialize to advantage, so that they may secure and hold a fair share of the business of that growing market.

Men who are in the furnishings business, tell me, he states, that there is a greater proportion of foreign-made shirts and collars sold in the West than in the high class men's stores in Toronto and Montreal. Merchants here say they stock what they find in demand. Men seem to want the foreign goods, and they sell them, knowing at the same time that in most cases better value is represented in the goods of domestic manufacture.

At Regina Provincial Fair held in August, the exhibits of Canadian manufacturers were largely con-

spicuous by their absence, while everywhere there were evidences of the activities of manufacturers from across the line. Rumleys, Case, Deere, International Harvester, Overland, Hudson, were the names that met one everywhere, and theirs, and others that might be mentioned, were the exhibits that dominated the fair in the particular sections represented by their products.

This condition must not be taken as an indication of any lack of patriotism, or tendency towards annexation, or any the rest of it, that is sometimes suggested as characteristic of parts of Western Canada. That is a political question with which this article does not have to deal.

But, aside from any considerations other than those which affect a Canadian manufacturer, there is a condition existing in the West which demands, and which, happily, seems to be in a measure, getting his serious thought.

Go into any store in this, or any other Western Canadian city, and one is amazed at the large proportion of foreign-made goods represented in the stock in these establishments. I believe this proportion is away heavier than one would find in stores in similar towns and cities in the East.

It is not conceivable that any appreciable percentage of consumers in the West are influenced in their

REGENT REGENT SHIRTS

Exclusiveness of design of cloth, perfect fit and finish are outstanding features of Regent shirts.

Our Spring showing will reach the top rung of your expectations and will open up the way to a successful shirt business for you.

Send for samples.

For Fall Sorting we have the largest assortment in Canada of Knitted Ties and Mufflers.

REGENT SHIRT CO., Ltd.

MONTREAL

LINOLO COLLARS

Stand Where Others Fail

AEROPLANE



BACHELOR

REGISTERED
LINOLO
WATERPROOF COLLAR
SIZE 13

Your Profits Are Not in the Sales You Make

as much as in the satisfaction your customers get out of the goods you sell them.

Do You Sell "LINOLO" Collars?
They are profitable.

The Smith-D'Entremont Company, Limited

Catalogue Sent

THEY ARE PROFITABLE because every collar you sell gives the satisfaction, wear and comfort which brings the wearer back for his other needs in both collars and furnishings. Linolo is made with or without non-corrosive aluminum eyelets. They are easily cleaned. All styles for men and boys.

1475-77 QUEEN STREET, WEST
TORONTO

On Request

purchases by any feeling of resentment which may have been engendered through political agitation, and yet, while practically every commercial traveler covering the West for Canadian manufacturers is selling more goods than he ever sold before, the fact remains that there are more foreign goods being sold in this country every year.

One of the largest wholesale grocery firms in the West is just completing a contract with a Californian fruit packer to handle his line in this province. The members of this wholesale firm are Canadian-born, and thoroughly Canadian and British in their sympathies. The arrangement they are completing is one which commends itself to their business judgment. The packer is meeting them fairly in his selling policy, and is arranging to co-operate with them to advertise his product in this province.

In this country, where every pound of fruit has to be brought in from somewhere else, there is not a line of advertising copy running in any daily newspaper of which I have knowledge, from any Canadian fruit packer. Their goods are sold here, of course, but not in proportion to the consumption. And, in the meantime, the American packer, facing a handicap represented by the duty, is getting into the market and getting the co-operation of the local wholesale houses and retailers to push his line. A liberal selling policy, and a willingness to help the dealer by a campaign of advertising directed to his particular customers, on the part of some Canadian canner would hold the great bulk of this trade in this country. In the meantime it is getting away.

A fact which must be borne in mind in planning a selling campaign in Western Canada is that a very large proportion of the people here are not native-born Canadians. They are not familiar with Canadian brands, nor the merits of Canadian goods, through personal use or association with them. In the case of the foreign population from continental Europe the Canadian manufacturer is on a little better than equal footing, so far as the consumer is concerned, and so far as that consumer actually determines his own choice in what he buys. But there is in the Canadian West, as everyone who has gone through the country knows, a very considerable number of recently arrived English settlers, and a still larger number from the United States.

Inquiry and a glance at the stock carried, say in the average grocery store in a city like Regina, shows that the natural preferences of the English resident who is now a consumer in Canada, and therefore a prospective customer and buyer of Canadian-made goods, is being evidenced and catered to. I believe that the proportion of English canned goods stocked in the West is greater than in Eastern Canada.

This perfectly natural legitimate preference for brands of goods with which they become familiar, and which in personal use have given satisfaction, is

a factor which must be taken into account by Canadian manufacturers.

There is a work of education necessary in Western Canada the necessity for which does not exist in the East. For instance, every year hundreds of thousands of Ontario farmers visit the Toronto Exhibition, and every year as they ride to the grounds along King St., they see, in greater magnitude with each visit, the plant of the Massey-Harris Company. That very fact prejudices them in favor of a Massey-Harris binder. It's something they know about personally, and other things being equal, I believe it would be easier to sell any one of these farmers a Massey-Harris implement than one of foreign manufacture.

The Western farmer, however, is in a totally different position. In most cases, his association has been with something other than Canadian-made. He is just as naturally prejudiced in the direction of his association and that preference constitutes the justification for advertising of an educational character directed particularly to the Western consumer. The same preference reaches out and is operative in everything the consumer buys.

For this reason it would seem that advertising is more necessary in Western Canada, where there is a greater proportion of consumers predisposed against Canadian products than in Eastern portions of the country where the question of a preference for foreign goods does not need to be seriously considered.

Not only is it more necessary, but it can be made more profitable, for, once a sale has been effected, and a new preference established, the volume of sales per unit of population will be much greater than in the East. This is a fact which will be apparent to anyone familiar with the purchasing power and the exercise of it, characteristic of Western people. It is acknowledged that they buy better goods, and more of them. Of the six families in the apartment in which I live, three own automobiles—mine is not one of the three—while across the street there are three Russells and one Ford car in five families.

Lieut. Governor Brown, of Saskatchewan, is authority for the statement that there are thousands of farmers who, during the last five or six years, have saved and have now on deposit in savings banks drawing three per cent. interest, amounts ranging from twenty to thirty and forty thousand dollars. The money is lying there because these men really do not know what to spend it for. There are hundreds of things for which their desire could be created, but which they do not now see the necessity for.

An advertising campaign in Western Canada is not necessarily an expensive undertaking, because a comparatively small number of media is essential, or even available. For all products sold through local dealers or agents, the newspaper is, of course, the ideal medium, and the one which should first be employed, and in this province the use of four or five

daily newspapers with a small number of influential weeklies is sufficient to create demand and afford the local dealers effective co-operation. It is, of course, impossible to prescribe any set rule that would be effective in the sale of all products, but, speaking generally, it may be said that by the use of a limited amount of advertising expenditure, Canadian manufacturers may hold for themselves the major portion of the rapidly growing trade of Western Canada, but that unless some advertising campaign, the details of which must be made to fit individual cases, is undertaken on behalf of the majority of Canadian products, the foreign-made goods will be sold in growing volume to the detriment of Canadian trade.



Percy Curzon, formerly with Thornton & Douglas, Guelph, was recently transferred to the head store of the firm in Stratford.

Action in the Advertising

Action is apparently to be one of the main features of the advertising of the new Filene Store, Boston. Discussing this point the advertising manager said: "Inasmuch as the new store is entering upon the business of clothing men and boys, we have been running, in connection with the regular four-column preliminary advertisements, illustrated announcements of what we propose to do in our men's and boys' stores. These advertisements have appeared on the sporting pages of the newspapers.

"The illustrations in the men's advertisements have been prepared with the view of showing men rather than clothes—men in action—men who are doing things. This is opposed to the usual store dummy style of men's clothing illustrations, and yet we have endeavored to put absolutely correct clothes on all of these hustling men."

Xmas Novelties Want Xmas Boxes

Hercules Boxes, Limited, pride themselves on the way they make up Fancy Boxes for the Xmas trade. Our Box will sell your goods. Our line includes Beautiful Heads, Figures, Holly and Fancy Florals.

Call and see us, or write to-day your requirements for Xmas.

Hercules Boxes, Limited, 400 Richmond St. W., TORONTO



PERRIN'S

GLOVES

FOR SMARTLY DRESSED MEN

Men who are particular about their gloves are the best customers of "Perrins."

There's a style and fit about "Perrins" gloves that at once appeals to the average man, and the quality is such that his fancy is held and his continued patronage is assured.

Try a sample order of these widely known gloves and see what they do for your glove business.

PERRIN FRERES & CIE.

28 VICTORIA SQUARE



MONTREAL

Please mention The Review to Advertisers and Their Travelers.

Season's Vogue in Hats and Caps



Spring Hat Novelties

Favor for novelty felts and new straws in saw-tooth and cable-edge brims — Educating the trade — Future of Derby models — Features of the hat trade

BOTH import and domestic Spring hats are now before the trade. The decision of manufacturers and wholesalers to sell seasonable styles at a seasonable time has resulted in more careful culling of ranges to meet demands. People are better educated than ever to buy what is wanted on that basis.

Soft hats are expected to show a remarkable increase in sales. Optimistic report is inclined to talk 10 times the amount of business in the East, but as the West is typically a soft-hat ground such a showing is not so likely there.

Soft felt models with turban brim are shown in rough, mixed and pressed patterned or stitched at \$10.50, \$18 and up to \$24 dozen wholesale. In better goods, for fine, gentlemanly trade, "panizza" felts in lighter grays, browns and soft shades in castors with contrasting bandings are well thought of at prices ranging from \$27.50 to \$30 dozen for exclusive trade.

In novelty lines and fancy French import numbers, some attractive, stitched and pressed felts in neat designs and fancy military braid bands are likely to prove snappy sellers at specialized prices to the trade.

Comparison of styles in Derbys, already adopted by the Canadian and United States market show that the trade here have taken extreme models first because of the confidence of domestic importers and designers. Manufacturers in the United States did not push these pronounced styles and are yet gradually introducing them because the trade find a demand.

Extremes of shape and style have been reached in the Spring line and by the time the trade is shown new models here, educative influences of advertising and salesmanship will have prepared customers for any extreme.

A suggestive card in a men's furnishing window, "These styles have convinced us," conveyed an amount of argument and the same influence has interested customers and proved that new models were correct. The same educative trend is to be exerted

for another season. Confidence in the new blocks will enthruse salesmen to advise and not leave the fitting entirely to customers.

Another example is quoted from personal experience in introducing one of the new models early. The trade are aware of the first reception. One salesman by changing his own hat to a lower model each week was surprised to have the same model admired, which had previously been ridiculed.

The results of this and similar educative campaigns are abroad in the trade. Derbys for Spring are shown in the following measurements as sure to prove satisfactory: $2\frac{1}{4} \times 3\frac{3}{4}$ inches and $2\frac{1}{4} \times 4$ inches with no set height except for age defined for higher shapes. It is felt that the extreme in flatness is reached and at present no one is willing to predict future models. Black will lead as staple and the efforts to push browns will be more successful in the Fall.

The wearing of collapsible satin hats in European fashion centres gave the idea that silk hats had received the approval of fashion for opera wear. These new hats are shown for Spring and introduced on this market as a feature for formal or informal wear.

Showings of straw hats are similar to last season except for the novelties. Notwithstanding the backward season, this year stocks are reported to be in good shape to consider next year's orders. The proportions for sailors are $2\frac{1}{2}$ and $2\frac{3}{4}$ inch crowns with $2\frac{5}{8}$ and $2\frac{3}{4}$ inch brims.

Extreme models in splits and fine Milans for stout and elderly men are $3\frac{1}{4}$ inch crowns and 3 inch brims. Bandings range in width the same as in other years. Ribbons and fancy bands include the usual college and athletic colors. All hats have loop silk cord safety guards.

In larger centres sailor straws will sell in the ratio of 8 to 10 dozen of any other style. Novelties include saw tooth and cable edge semits and feather-weight and waterproof radium hats that can be washed and ironed. The favor of this year's model with 3-ply thick edge and thin brim suggests an increase in the sales of this number for Spring. Finer edges in saw tooth makes will sell for style reasons alone, and heavy makes should take. Customers buying from the standpoint of service cannot but note that in case these hats fall on the pavement, edges are apt to be ruined. However, novelty will appeal to offset this.

Snappy Styles for Spring and Summer, 1913.



Fine Panama sailor, with cable underbrim.
— From the Spring range of The Waldron
Drouin Co., Limited, Montreal.



1 — Collapsible satin hat; 2 — Spring novelty, black stitched saw tooth sennit, with wide ribbon band. — Courtesy Anderson & Macbeth, Limited, Toronto.



Pressed felt, with turban brim and contrasting
military band, shown in soft grays and browns.
— From the Spring range of The Waldron
Drouin Co., Limited, Montreal.

Panama sailors are high novelty for next season. They are profitable sellers for numerous reasons as they are light, can be washed three or four times and because of their wear qualities are a satisfactory investment. Novel numbers with straw underbrim or overdrawn panama are quoted from \$21 to \$42 a dozen. The favor of sailor shapes will affect the sale of other styles.

Panama hats are to be sold this season because of their value, weight and satisfactory wear and on a straight merchandising basis. From the manufacturers' viewpoint, because the novelty stage is now

passed, a good season is expected on a price basis with values to retail at \$3.50, \$5 and \$7.50 each.

Both French, Milan or American straws are shown in either oval or egg oval shapes as desired. This is particularly in the interests of merchants with a foreign trade. The experience this year in exclusive shops was that about equal quantities were sold.

A new cross measuring rule which facilitates the quick measurement has been placed on the market. Different hatters are carrying them to supply the trade.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

BUILDING NEW FACTORY

In order to take care of increasing business, The Parsons & Parsons, Co., Hamilton, manufacturers of coated linen collars and cuffs are about to build a new factory 40 x 90 feet, one entire floor of which will be devoted to the production of collars. The other floors will be used for stock and shipping rooms. The factory

will be of brick concrete construction with metal sash, separate boiler room 20 x 32 feet, and office 24 x 40 feet, the latter built of pressed brick and finished in oak.

OUT WITH WILKINS' SPRING LINE.

Travelers for Robert C. Wilkins Company, Limited, Farnham, Que., are now out on their respective territories with spring samples and are showing a comprehensive range in all the newest shirts and summer clothing for the season 1913.

Robert C. Wilkins Company, Limited, have increased their plant by 33

1-3 per cent. during the last year, and are now contemplating still further extensions to keep pace with the increasing demand for their goods.

LEISHMAN & CO'S. TRAVELERS.

For the new wholesale clothing firm of William H. Leishman & Co., Toronto, Geo. A. Stone will cover Western Ontario, and J. K. Wallace from Fort William to Quebec city. Mr. Leishman is familiar with Western territory and will cover it himself. Mr. Wallace was formerly representative of Arthur & Co., of Glasgow and London.

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WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

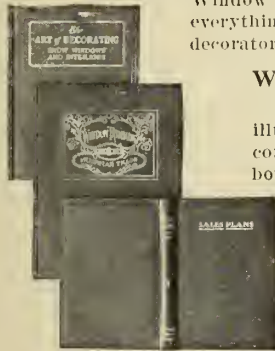
Particularly

if that knowledge can be
acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.

The Art of Decorating Show Windows and Interiors

The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, postpaid\$3.50



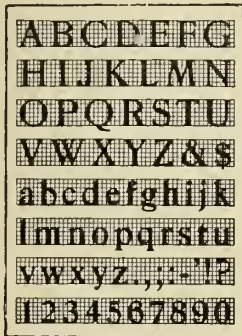
Window Trimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trimus pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid\$1.25

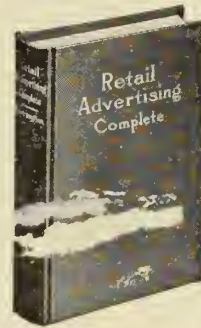
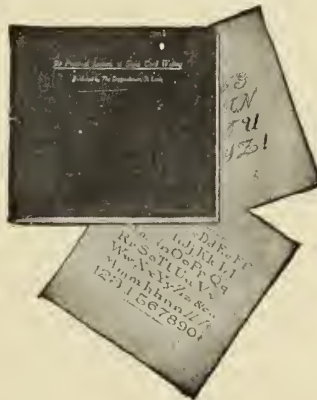
Sales Plans

A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding..\$2.50

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations. Materials Needed, etc. Price post paid, \$1.50



Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them.\$1.00

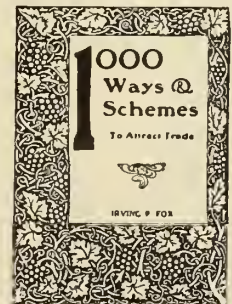
50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject, and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for\$2.50

1000 Ways and Schemes to Attract Trade

A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department—A Baby Day that Drew a Crowd—Money Makers in Many Different Lines—Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods—Days Devoted to a Particular Class of Customers—Many Window Trims Out of the Ordinary—In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9 1/2 x 7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, \$1.00.



All books sent postpaid on receipt of price.

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

ANOTHER NOVELTY IN

Tooke



CRAVATS!!

We illustrate our new

Under-Knot
and Border

which is absolutely the latest and richest article now being shown in the American market. We are featuring this in a wide range of beautifully blended colorings and stripes, after the idea of this cut.

A good running-mate to the "Under-Knot" is the Tooke "Top-Knot." **Price Four-fifty.**

Both these novelties, with many others, are now being shown by our Representatives.

TOOKE BROS., Ltd.

MONTREAL

Manufacturers of Shirts, Collars and Neckwear
Importers of Mens' Furnishings

Winnipeg Warehouse—91 Albert Street

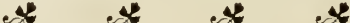
MEN'S WEAR REVIEW.



OCTOBER 1912

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO
SUBSCRIPTION PRICE \$1.00 A YEAR

ADVERTISERS in this paper are reaching more actual buyers of men's goods than is possible with any other paper or combination of papers. You reach the best men's wear stores and the men's wear departments in dry goods stores throughout Canada with our two papers for one price. It will pay non-advertisers to investigate this proposition.



Would You Continue or Recall The Published Price?

THE REVIEW'S problem this month is one that was suggested by a merchant who had sent to the printer an advt. containing a feature at a certain price. When the advt. appeared, however, the price was wrong — figures had somehow become twisted, so that, according to the advt., the article was offered at fifty-seven cents lower than was intended.

The questions which the merchant would like to have discussed by other retailers are:

Would you continue the sale at the published price, or would you make an explanation and sell at the intended price? Would you hold the publisher responsible for the mistake? How many proofs of your advt. do you insist on seeing before publication?

For practical articles on this subject. The Review will pay from \$2 to \$5 each.

All replies must be in by Nov. 13th. Address Editor Dry Goods Review, 143 University Avenue, Toronto.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

THE opening of the college season calls for special enterprise on the part of men's wear dealers in those cities that may be classified as seats of learning. The forepart of the season may see no remarkable growth in business following these increases in population, but as mid-season and cold weather approaches all lines are benefited. The early demand is chiefly for accessories—gloves, hosiery, neckwear, underwear, etc., and some shops have found that it pays to specialize in some one of these departments rather than use the general appeal. One line may thus be used as a lever for others. As the Christmas season develops, college trade becomes an important item.

* * *

Quite as perplexing to the Canadian men's wear trade as to those of London, Eng., has been the season that has just passed. A correspondent writing from across the pond states that the better part of the Summer's business was lost, and raincoats were the one line for which there was a brisk demand. Now has come a sudden change to the heavier requirements of Fall, with here and there a day suggesting a return of summery apparel. Dealers state that there has been an excellent demand for Fall suits and that, apart from the staple blues, good business has been done in heather mixtures in brown and grey effects.

* * *

A good thing is worth repeating many times, hence the persistency with which the injunction "Do your shopping early" will be emphasized from now until the year end. A practical idea for the window or prominent department location takes the form of a frame two or three feet square into which cards may be inserted. These cards are consecutively numbered, similar to a calendar, each representing one day

and the flight of time is indicated by the removal of a card each day. A heading may be used also stating the number of days remaining. Such an indicator, set up at one side of the window or in a prominent position, keeps the thought before the minds of passing people, and in fact would be often referred to by those who had allowed their memories to lapse.

* * *

John Brass, men's furnisher, 148 Yonge St., Toronto, suggested the Autumn or harvest season in his store by its adornment with golden grain, leaves, fruits and other appropriate decorations. Recently this firm also employed an advertising idea similar to that sometimes used by newspapers to arouse special interest. They were represented on the street by a "Mr. Well-Dresser," who presented coupons good for bengaline ties to those who identified him. An announcement that he would be in the vicinity of a certain corner at a specified time had the result of attracting considerable crowds.

* * *

"The manufacturers are certainly using beautiful materials in their neckwear and putting more brains into designs than ever before," said Gordon Dunfield, Toronto, recently, "but it looks to me that it is going to be a hard proposition to get the trade generally, especially the small man, away from the prices demanded by his trade. Certainly there is more money in 75-cent neckwear than in the 50-cent variety, and we are selling the better grades right along, but it is going to be hard for some dealers to get out of the groove established by the price limits of their localities. Certainly when a man's trade warrants it he should push better goods, but a half-hearted experiment is likely to prove disappointing. It can only be a gradual development.

The twice-around bow tie has made its appearance—that is the band circles the collar once from front to back and is then brought to the front for the tie. Some of the new, soft polka dot bands are being worn in this way, suggesting a revival of an early Victorian vogue.

* * *

How badly a certain Western merchant needed a smart salesman to run one of his departments may be judged from the fact that he returned to his old home town recently, bought out the tobacco store, conducted by the man he wanted to engage and otherwise removed every obstacle likely to be considered by him as preventing the change. This merchant, by the way, went West about one year ago, and is now building a new store.

* * *

G. H. Moore, 1200-20 Yonge St., Toronto, used a neat four-page folder in introducing the Fall season. The reading matter was printed on sheets of white paper $3\frac{1}{2} \times 6\frac{1}{2}$ inches and applied to a brown cover paper $17 \times 7\frac{1}{2}$ inches in size, which constituted the folder. The department represented by the white sheets was printed in black on the brown paper at the top of each sheet. The store has four departments, men's tailoring, ladies' tailoring, men's furnishings and cleaning and pressing. The neatness of the folder was due in some measure to the fact that only one series of type was used.

* * *

A men's wear salesman who has just returned from the West states that the impression in the East that merchants there are getting vastly better prices for their goods than those of the older provinces is in some respects a mistaken one. "Human nature," he states, "is just the same wherever you go and Western customers are just as keen on bargains as they of the East. Account for the difference in shipping charges and you will not find much difference. A \$2.50 tie in the West is \$2 or better in the East, but I will say that there is a strong tendency to push better stuff. Rarely, if ever, does one hear of 25-cent neckwear, unless it is in the very cheap stores. I think the Western merchant realizes that he is, in a sense, moulding his market and that it is a mistake to pound along on goods that carry little profit. It is a mistake, however, to think that the Western merchant has anything on the Eastern man because he has not. Your man here has to deal with more concentrated conditions. Intensively competitive are the words that apply to the East. The way it struck me, a man could start business in a hole in the wall in some of those towns out West and make a fairly good living.

While it is estimated that 75 per cent. of all the collars sold to-day are the closed-front fold style, there is an increasing call for collars with a more open front. New models are therefore making their appearance, many of them having a cutaway feature to conform with this tendency and with the neckwear vogue which seems to favor the spaced front. Collar manufacturers in the United States are also reported as being of the opinion that the demand hereafter for soft collars will be considerably lighter, that they have reached the height of their popularity. A very heavy business was done in soft collars in Canada last year, and opinions differ as to the prospect for next year. Certainly it has met with decided approval as an outing-wear accessory and for the man who works outdoors it answered a definite purpose.

* * *

Is the sweater coat featured as strongly as it should be in the men's wear store? This is a garment on which manufacturers have specialized until it would seem that no new features were possible, and it is a garment, too, which is being worn by every class. The men's wear dealer should consider whether he is getting his share of the business. With the hunting season approaching and with the gift period looming large, this is a line that will respond readily to aggressive advertising.

* * *

Comparisons between the apparel of to-day and one hundred years ago may be made an interesting feature of the window display and advertising. Notable events occurred in this country a century ago, and the advt. man or window trimmer should find no lack of suggestive material. The idea has been considered a good one by a shirt and collar manufacturer in the United States who is supplying his customers with material and fixtures for displaying the collar and neckwear styles of fifty years ago and those of to-day in the same window, a contrast that is bound to attract a great deal of attention wherever the displays are made. In one half of the window will be shown the old-fashion standing, or single, open-front collars and the various styles of black bow ties that were worn by our statesmen half a century ago, and in the other half of the window will be shown the very latest styles of collars and four-in-hand and bow ties most fashionable to-day, while in the center of the window there will be a framed picture of a group of famous statesmen of fifty years ago, illustrating the old-style collars as they were worn then. The display is also a help to the neckwear department of the store, for it gives the retailer an opportunity to show his new goods to advantage.



The above picture shows the building, inside the two crosses in the upper part of the picture, occupied by "The Two Macs Limited." The crosses shown at the bottom show how much frontage the store had in 1902.

Persistent Advertising Built this Business

Two Macs, Ottawa, multiply their trade twenty times in as many years — Most people have most money, one of their axioms — Stock-keeping methods — The best business booster.

THERE is not a business in Ottawa nor in the Ottawa Valley that has grown more rapidly during the last few years than that of "The Two Macs Limited," complete men's furnishers and outfitters.

"What has been the basis on which you have built up such a successful business?" asked a representative of The Men's Wear Review, of Stewart McClenaghan, president of the company.

"Advertising," was the answer. "From the day I started in business in 1889, when I was 21 years of age, I have never let up on advertising in every conceivable medium. A number of times I have bought advertising space when I did not have enough money in the till to pay for half of it. The man who cannot make his business go to his satisfaction is the man who fails to keep firing his ads. before the public. How well it pays you may judge from the way my business has grown in the past 23 years. Last year our turnover was \$300,000, and this year I expect it will be \$50,000 past that mark.

PERSISTENT ADVERTISING DID IT.

A striking example of the value of persistent advertising was given during the civic elections in Ottawa last January, when Mr. McClenaghan was a candidate for Controller. An old lady who lives in

the east end of the city went to the polling booth to register her vote. "Whom do you want to vote for?" she was asked.

"For Mac of 'The Two Macs,' she answered. "I don't know his full name," said the old lady, "but they run a good store and give good value for money and one of those Macs should help to run the business of the city, and that's the man I want to vote for. And she did vote for Mr. McClenaghan. He was sent to the City Hall as a Controller by a majority of more than 2,000 over the other successful candidate. Mr. McClenaghan admits frankly that because it was generally known that he was one of The Two Macs, a firm which everybody in the city and district knew of through no other cause than by extensive advertising, is the reason he was elected as Controller by such a large majority.

THEY HAD THE NERVE.

The business of The Two Macs was first established by Mr. McClenaghan and Murdoch Donald MacKay. They started in 1889 as custom tailors in a small store on Wellington street. They did a fairly good business there, but not as much as they wanted to do. In 1902 they moved to the corner of Sparks and Bank streets, the present stand. The floor space they rented then measured about 1,000 square feet,



The furnishings department, Two Macs, Ottawa. Clothing section in rear. Every line is well displayed. Andrew McKerrow, manager.



New clothing department of the Two Macs, Ottawa. L. Whitney, manager.

and the rent for that store on the busiest corner of the city was \$50 a month.

An old friend of The Two Macs called in the store one day and severely reprimanded the two young men for what he termed "such reckless enterprise." "You'll never do enough business to enable you to pay such a big rent," he said. The two young optimists disagreed with their well-meaning friend and proceeded to advertise more extensively than any other store in the city.

Two years later, Mr. MacKay withdrew from the business and Mr. McClenaghan formed a limited liability company, taking most of the stock himself. Then he proceeded to launch out as a complete furnisher for men and boys. He began to extend his windows along Bank street. All the time he kept the

name "The Two Macs," constantly before the people. The name of the firm became a household name. Care was and is taken to see that the goods were up to the standard that the ads. claimed they were.

By 1907 every department necessary to a complete store for men's and boys' furnishings and clothing was installed, and there was some window frontage on Sparks street by this time. The business done last year was over twenty times larger than that done in 1889. Recently every department of the store was increased in size. With the exception of three rooms on one floor of the big building shown in the accompanying illustration, The Two Macs occupy the whole of it. The space on the ground floor measures 10,000 square feet, and over 100 hands are employed by the firm.



Clothing window featuring \$15 suits. This trim is attractive because there is nothing to divert its suggestive value. By J. L. Beaudry, for Two Macs, Ottawa.



Neat tailoring window by J. L. Beaudry, for the Two Macs, Ottawa. Background of panels in wallpaper treatment, decorated with autumn leaves. The fabric is effectively draped on circular form and stands, and the trim introduces hats and accessories to match.

NO ONE CLASS CATERED TO.

Other methods on which the business has been built up are that no one class has been catered to. The most people have the most money is an axiom with a lot of philosophy in it which the Two Macs have appreciated. "We sell at the lowest possible price and guarantee to satisfy a customer so that he will go away and become an advertiser for us," stated Mr. McClenaghan.

HOW WINDOWS ARE USED.

"The Two Macs" have eleven show windows in their store and they are perhaps the most extensively used to inform the public of what the store has to offer in the way of special attractions.

Each window measures fifteen feet long by four feet deep, and each window is generally divided into three sections by oak partitions. Every window is changed not less than once a week, sometimes two or three times. The show cards used are white with black lettering, except during special sales. Price tickets are invariably attached to all goods in the windows.

Mr. J. L. Beaudry says that he is careful to work in co-operation with the managers of the different departments. If they want special windows he makes a big effort to oblige them as quickly as possible. Suggestions are also interchanged. Attention

is paid to see that advertisements in the newspapers are backed up by window displays.

BEST ADVERTISING FEATURES.

The store's most successful advertising feature was introduced on March 17, 1900, the anniversary of the business. So much extra business was done then that the St. Patrick's day anniversary sale was made an annual event. The windows are decorated with shamrock and other suitable trimmings. All sorts of novelties are introduced to popularize the sale. A window may carry a display of shamrock shipped direct from Ireland one day and a piece of the Blarney stone the next. Shamrock-leaf designs liven up the newspaper ads. Billboards all over the city announcing the bargains at the Two Macs' sale carry pictures of famous spots in Ireland. Attention is also given to the fact that the sale is to commemorate the anniversary of the business of the Two Macs.

(Concluded on page 106)



M. J. Maher, recently with the Robert Simpson Co.'s clothing department, has gone to Peterborough to manage a new Oak Hall store.

The Jackson Mfg. Co., Clinton, manufacturers of boys' clothing, are considering the extension of their business by opening a branch in Wingham. They now have factories in Clinton, Goderich and Exeter.



This Label is on



EVERY SHIRT

BLACK PRINCE

THE WORKINGMAN'S GOOD, BIG, COMFORTABLE SHIRT

‡ The sales on this shirt, this year, so far are **four times** as great as during the same season in 1911.

‡ The **quality** of the Black Prince is the reason for these large sales. The shirt is cut on big lines—long sleeves—big, roomy armholes.

‡ The color is fast black. You sell the shirt with the understanding that the dye will not wash out—boil out—nor fade out.

‡ There is big business for you in this shirt and a good margin of profit.

‡ Ask your wholesaler for sample and price. Made and guaranteed by

The Canadian Converters Co. Limited.
Montreal



Windows featuring swatches for made-to-measure clothes. By Edwin E. Bell, Guelph.

Featuring the Special Order Department

How to make an attractive window of swatches or samples — Effective methods of price ticketing so that customers can examine an assortment of patterns satisfactorily — Dating delivery of orders

(By Edwin E. Bell.)

THE made-to-measure or special-order department has become an important feature of the up-to-date clothing business.

The majority of trimmers find difficulty in making an attractive window of the usual swatches or samples as supplied by the wholesale trade.

The windows accompanying this article show one effective method of featuring the above department, making unusually attractive windows and bringing very satisfactory business.

The method of price-ticketing the swatches as shown more clearly in small photo is found to be very effective. The prospective customer can at a glance see a large range of patterns and prices and often becomes sufficiently interested to step inside and inspect same at closer range.

Fashion plates, swatches and a few model garments should be at hand; in this way many an extra order can be booked. Time being money now-a-days, the above appeals to the busy man who usually puts off the ordering of his clothes until forced to attend to same.

GARMENTS TO SHOW EFFECTS.

A new "divider" fixture of simple design as illustrated, with plate glass shelves borrowed from show cases were used in this trim. Show-cards were of a rich shade of brown with price tickets of a lighter tone blending well with general color scheme and adding a brightness to the display.

The shelf trim and background show some of the cloths made up in model garments showing the new styles, Raglan shoulders, new ulster overcoats, etc.

As a finishing touch a few of the newest arrivals in hat and furnishing stocks, and palms completed a pair of windows that caused much favorable comment and brought very satisfactory returns in increased business.

PROMPTNESS IN DELIVERY.

In dating delivery of order salesman should allow a margin of a day or two in case of occasional delays by express company, wholesale house or other cause, and to make sure garments will be pressed and ready when customer calls for same, and to carry out the good impression made when order was given. Slow or uncertain delivery has been the means of losing many a good customer.

FITTING THE CUSTOMER.

The fitting on of a new suit or overcoat should be done in a confident manner indicating that salesman knows his business. The man who is always in doubt as whether garment is going to fit properly had much better devote himself to some other department as he, in greater or lesser degree by his manner or mental suggestion, creates a similar doubt in customer's mind.

Any minor alterations such as shortening sleeves, or trousers, should be considered a matter of only a few minutes work for tailor to rectify.



BALE PRESS AND STOCK ROOM

From 10 sewing machines to this factory in three years.

WHY?



OPERATING ROOM

Figures sometimes lie, but photographs don't. These pictures tell their own story of our success.

THOSE WHO TOIL EARNESTLY AND WITH SUCCESS WILL BE SATISFIED ONLY WITH THE BEST OVER-HAUL THAT CAN BE MANUFACTURED.

LEATHER LABEL OVER-HAULS

HONEST MADE HIGHEST GRADE
LEATHER LABEL
BEST TRADE APPLENTS SAID
ON THE SQUARE

ARE HIGH GRADE, HONEST MADE AND THE BEST

TRADE MARK
AMERICAN STYLE WORK CLOTHES.

THEY ARE DOUBLE STITCHED THROUGHOUT, BIG AND GENEROUS (IT TAKES FROM 42 TO 44 YARDS TO MAKE A DOZEN), HAVE SEVEN POCKETS IMPORTED BUCKLES AND BUTTONS THAT WON'T COME OFF, ELASTIC DETACHABLE SUSPENDERS, ETC

LOOK FOR THE TAN COLORED TRADE MARK ON YOUR OVERALLS, THE LEATHER LABEL.
WE ARE THE AGENTS FOR LEATHER LABEL OVERALLS.

Success doesn't come without merit. Therefore, Leather Label Over-hauls must be honest worth.



NEW HOME OF LEATHER LABEL OVER-HAULS

The Leather Label Overhaul Co.

Walkerville, Ont.



AUTOMATIC CONVEYOR

Tear out and mail this page to us with your name and address and we will send you samples free of charge.



Neat and effective method of pricing swatches for made-to-order clothing.

If garment does not fit, it is generally good business to discover same as soon, or before customer does, and be interested immediately in suggesting re-measurement to correct faults, not trying to force sale, as this means a dissatisfied customer and a loss of future business.

If given proper attention the made-to-measure department will be found to be a paying feature, a good method of getting in touch with the higher class trade, and giving a better tone to the entire business.



Under the heading "I Wonder Why They Didn't Think of it Before," a large clothing house printed the following numerals "41-42-43-44-45-46-47-48-49-50," and then the following argument:

"Shirts in half sizes, collars in quarter sizes, hats in eighths, and even shoes in quarters. Why shouldn't clothes be built that way, too? Most expensive part of a man's wardrobe, yet treated with less consideration than his collar—up to now.

"The numbers printed above mean things. They mean that for the first time in this city a men's store is ready to give the man who wants an 'over forty' suit the same fit and satisfaction always given his slighter brother. Suits made 41, 42, 43 fit. It isn't like getting a 42 or a 44 and having alterations made. Think of the satisfaction of sliding into a suit that fits the first time on. Almost no alterations. The odd number sizes take care of that.

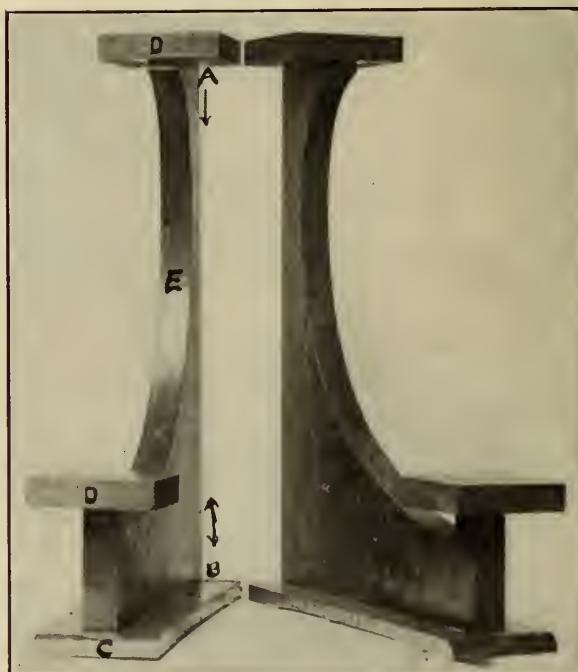
"Next, these suits do not 'balloon the figure.' They fit, for besides being made in sizes to fit, they are made in models to fit. For instance, long stouts, regulars, and short stouts. Sounds good, doesn't it? And you do not pay extra for this service."



Forty-one Years in Business

Robert Aikin, Dresden, Ont., who has been in the dry goods business for a continuous period of 41 years in that town, recently celebrated his seventy-fifth birthday. Commenting on these notable facts, a local newspaper points out that "during all this time Mr. Aikin's business has showed an increase every year, and his turnover this year will total up to about \$40,000. Mr. Aikin's steady success is due in a small degree to his thorough business tact and ability, combined with a thorough recognized principle of giving his customers good value for their money and always dealing in reliable and well-tested merchandise."

Mr. Aikin first went into business in 1871 with R. Kimmerly, the firm name being Kimmerly & Aikin. They were burned out five years later, and the firm moved to a small store about 20 x 30 feet, which they built. They moved into larger premises one year later, and again in five years they occupied a still larger store. His partnership with Mr. Kimmerley continued for 20 years, when Mr. Aikin branched out for himself. His store was destroyed by fire two years ago, and the fact illustrates the enterprise behind the business that the store was rebuilt on a larger scale and a grocery department added.



Useful divider for window or ledge trim. Height A to B 26½ inches; base B to C, 20 x 5½ inches; square top D, 6 x 6 inches.; E, 1¾ inches thick.



“CHESTER” Specials FOR CHRISTMAS SELLING

Our Representatives are now showing a most complete and artistically gotten up Holiday Line of Suspenders in Combination Sets and Single Pair Boxes. Something entirely new in the way of packing.

If you haven't seen these “Specials” yet, write for our traveller to call and show you the complete “Chester” Line.

HALLS LIMITED, MANUFACTURERS
Brockville - - - Ontario

Full stock carried at our Winnipeg Warehouse—148 Princess Street

President Hollinsworth Discusses Future Plans of the C.W.T.A.

To the Members of the Canadian Window Trimmers' Association:

It is gratifying to look back on our first assembly and note the great interest taken by so many of the young men who are following up the window display profession.

There is no doubt, judging from the remarks heard since the convention that those who attended were certainly repaid for any expense or inconvenience they were put to in attending.

The demonstrations and lectures given provided an abundance of valuable information, and those who attended could not but feel like going back to their work and renewing their energies along better lines than heretofore.

Now, boys, just a word about the next convention. Let us all get together and boost it. Let us try and interest as many of the other men in the business as we can. By having a big membership we are going to strengthen our organization and create a bigger interest. Among those of you who did not win prizes this year I hope to see no feeling of envy or jealousy, as your time will come to share in the prizes when you prove your ability.

Next year I expect to see more photographs submitted. Last convention there was not a sufficient number of competitors. Between now and next convention, have at least six of your best trims photographed. They are always a good thing to have as credentials in seeking a new position.

The committee purpose having even a better and more interesting programme for the next convention. The dues you pay to the secretary will go towards prizes and towards general arrangements. Different merchants are interesting themselves in our organization and have promised us financial aid. Let us endeavor to interest as many merchants as possible for, after all, it is the merchant who is

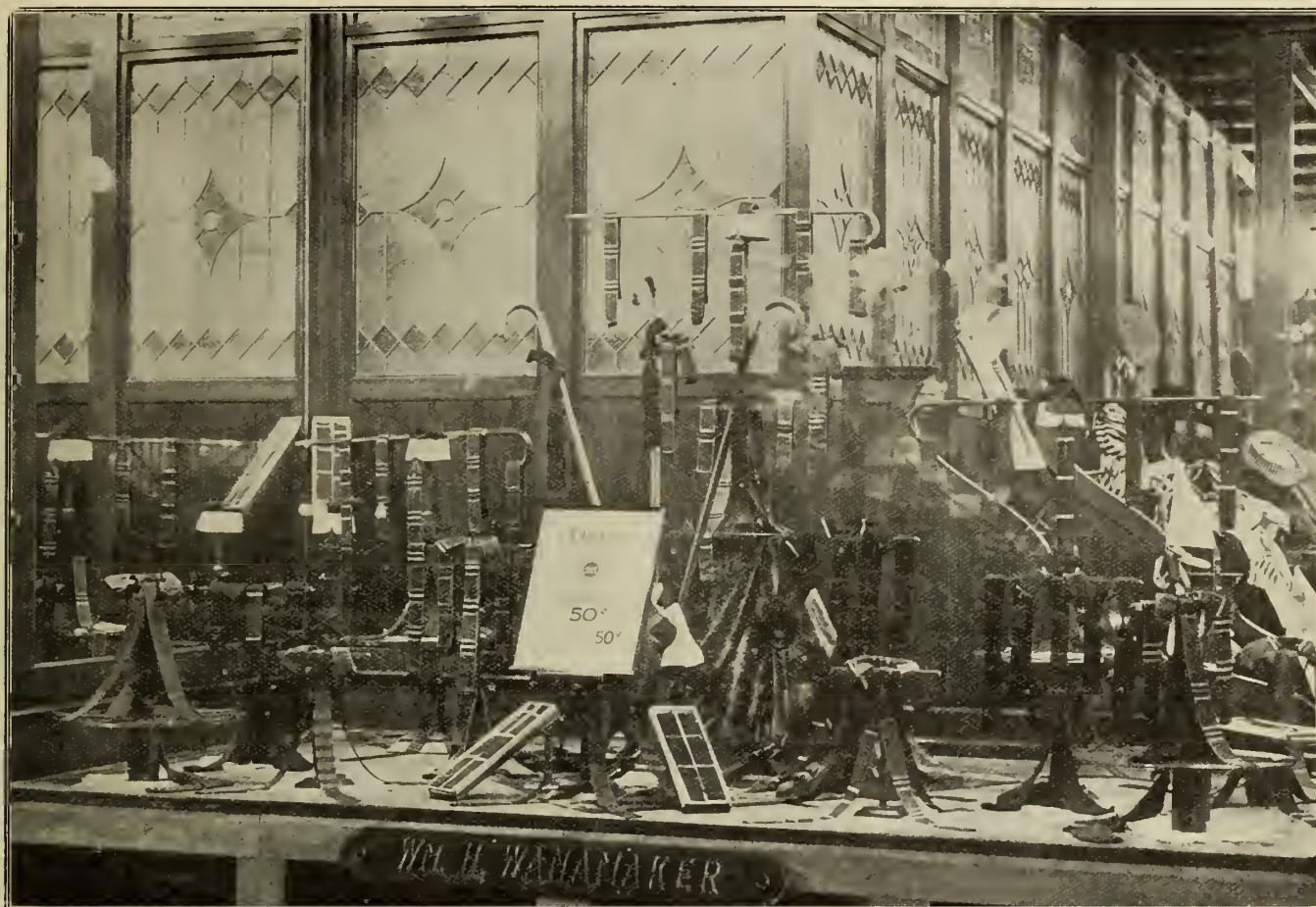
going to benefit by our association eventually. His merchandise is going to be properly introduced to the public, and the general appearance of his store will be improved as his window trimmers' ideas become advanced through our meetings. We can therefore increase his profits to a great extent.

In concluding, let me ask you to make sure of attending the next convention, and if possible bring a new member with you. Note any new ideas you may have had or seen, and let us have them. It is only by the interchange of ideas that we all can learn something new. Everybody should feel that he is just as important in this association as any one else.

The membership fee is very small, and you must not forget the fact that the knowledge you can get through our conventions are costing very little. Don't let your dues run in arrears as it means a lot of hard work for the trimmers who have kindly consented to give up a lot of their time free of charge to further the interests of others. With Thanksgiving Day, the C.W.T.A. will be one year old. It has accomplished a great deal in that time, but still greater things are planned for the future. Your co-operation in every way is required, and a practical way to demonstrate it at the outset is to renew your membership immediately by sending \$2 to the secretary, 143 University Ave., Toronto.

As the association grows, several new features may be added that will be a benefit to us all, viz: an employment bureau, a sick benefit department, and several other features which we purpose taking up as our association may deem feasible. Announcements will be made from time to time in the Review. Don't let your interest lag during the intervals between the meetings, and if you have any suggestions to make, or if you request information of any sort, drop the secretary a line.

H. HOLLINSWORTH, *President.*



A Wanamaker Window of "Onyx" Knit Silk Scarfs

It is a crying shame for dealers to sell to their customers for seventy-five cents, so-called Silk Ties when they can get the "ONYX" Genuine Pure Thread Silk Knit Ties to sell at the same price

Send for line of Samples or Salesman, without delay

"ONYX" Special Holiday Combination Hose and Tie

A Pure Silk Accordion Ribbed Hose and Tie, in 10 color assortments, attractively boxed.

A remarkably acceptable and practical holiday gift for men, of rare excellence, to retail at \$1.75 per set.



Lord & Taylor

Wholesale Distributors

New York



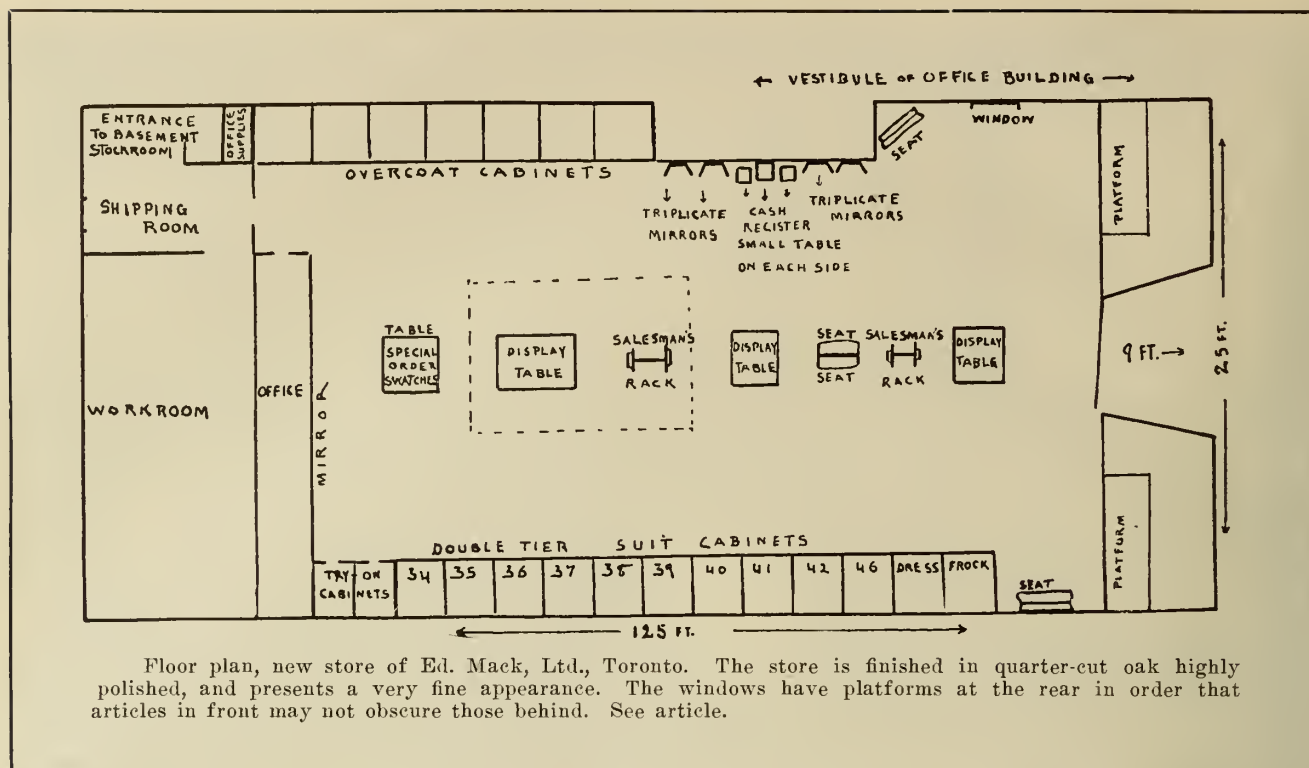
Philadelphia Office:
1033 Chestnut Street

Chicago Office:
American Building, State and Monroe Streets

Boston Office:
78 Chauncy Street

San Francisco Office:
Bankers' Investment Bldg.

Please mention The Review to Advertisers and Their Travelers.



New Clothing Store Has Fine Equipment

Ed. Mack, Limited, Toronto, now occupying up-to-date establishment in good location — Wardrobes for 1400 suits — Facilities for effective display — Basement equipped as stockroom.

NOTABLE features in the new clothing store of Ed. Mack, Ltd., in the Richmond-Queen block on the east side of Yonge street, Toronto, are its display equipment, its selling facilities and systematic arrangement of stock.

The store has a frontage of twenty-five feet, and two display windows, each of which is nine feet deep. In the rear of each is a platform about two feet high. Goods may be arranged in this to advantage with no possibility of the view being broken by garments placed nearer the window. These windows, and in fact the entire store, are furnished in quarter-cut oak, natural color and highly polished.

WARDROBE EQUIPMENT.

The double-tier suit wardrobes, with revolving racks, have a capacity of 1,400 suits. Each cabinet bears a number corresponding with the size of garments carried within. At the end of this line of wardrobes are two try-on cabinets, and on the opposite side of the floor are the overcoat cabinets, four large triplicate mirrors, and cash registers, with small tables on each side for the use of salesmen in checking stocks or other clerical work. Down the centre of the store are arranged tables for showing swatches, or displaying garments, and small racks on which to hang the customer's coat or vest in trying on or for garments which may be taken from the wardrobes for the inspection of customers. A double-sided seat

is also a convenience included in this floor equipment. It is placed opposite one of the triplicate mirrors where, should a friend accompany a customer, he or she may be seated, and pass an opinion upon the fit and appearance while the person who is buying may have every possible opportunity for personal inspection. Seats are also placed near the front of the store. There is a light-well above the centre. The offices, workroom and shipping rooms are in the rear, and in every section of the store there is excellent light.

BASEMENT STOCKROOM.

The basement is used for stock. Here the garments are neatly arranged on racks and tables, and to meet any possibility of dampness a large electric fan has been installed opposite an opening in the front wall. By this means a current of "live," fresh air is projected through the stock room and the place is as "dry as a bone." From the lane in the rear of the store is a chute down which cases and bundles of every kind are sent to the stock room. This is a time and labor saver.

LIGHTING CONTROLLED BY SWITCH.

An electrical time switch in the basement also turns the window and store lights on and off at the time of day required without attention from a member of the staff. Such a device is particularly useful on a holiday or any occasion when the store may be

closed. The switch will look after the turning on and off of the store lighting at the time for which it is set. It is not necessary for anybody to "run down town to look after the lights."

GOOD LOCATION.

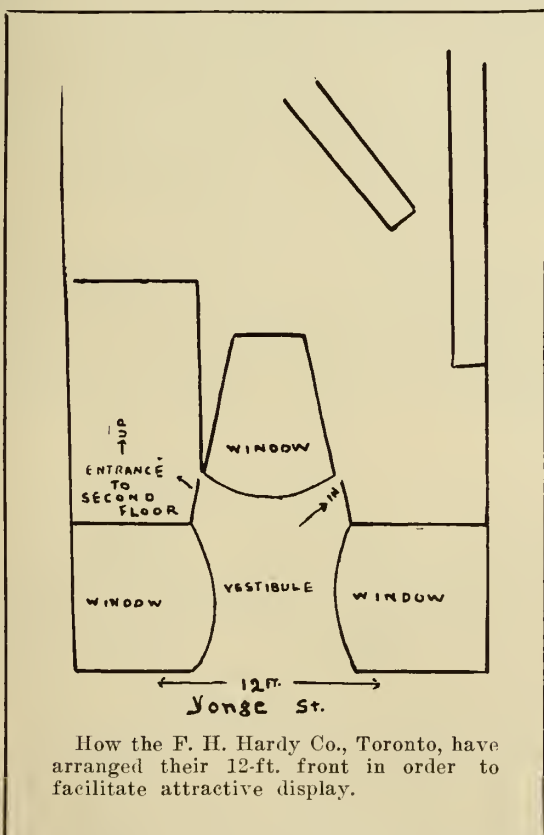
The store is located in the centre of a very busy block, opposite one of the large departmental stores. It has an attractive appearance and seems to be well placed when one considers the apparently well founded theory that of the people who pass to and fro at this point, men are in the majority. The store is also next door to the Hotel Tremont which is being remodelled on modern lines with very handsome marble front.



Solved His Window Problem

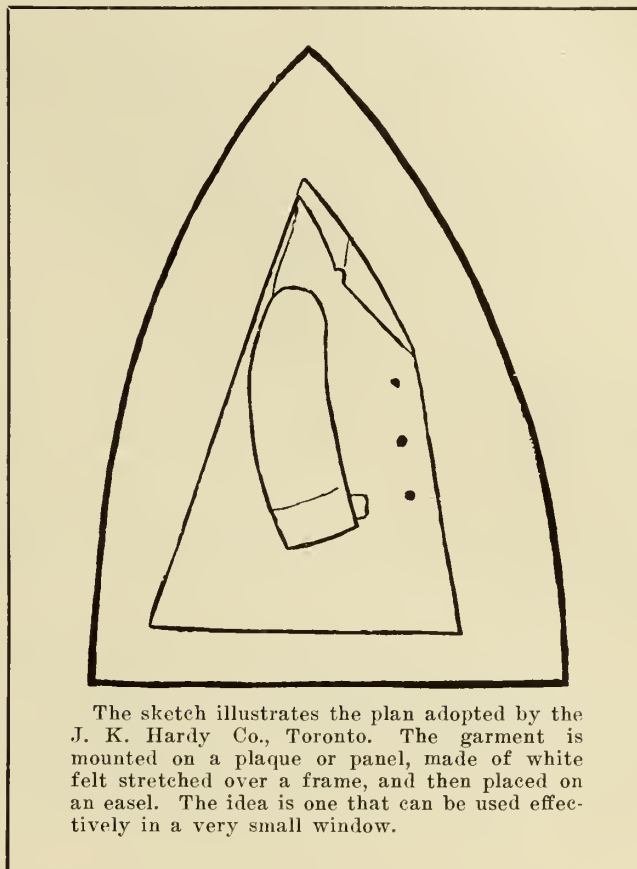
How a Toronto tailor arranged very attractive front — His methods for capturing student trade — Adapting displays to limited space

In order to secure the full display advantage of a 12-ft. frontage and at the same time provide for two entrances, one to his store and one to a stairway leading to upper apartments, F. K. Hardy Co., tailors, 386½ Yonge st., Toronto, adopted the plan shown in the accompanying sketch. The vestibule



is in the centre, flanked by small, circular-sided windows, the doors slanting toward another circular shaped window in the rear. Thus he has a display equipment equal to the entire front, and probably much more effective than one continuous window.

As arranged for the opening of the colleges, these windows certainly presented a unique and very attractive appearance. To each student who places an order with him, Mr. Hardy is presenting a bas-relief University crest. These are about two feet by one foot, oval in shape, and make an acceptable ornament for the college man's den. To advertise his offer, Mr. Hardy used a series of panels about five feet



high and two feet wide, made of white felt drawn over a frame, and in the centre of each he placed a crest, using as ornamentation the distinctive colors of the different colleges affiliated with the University. The following card done in blue and white explained the proposition: "To show our thanks for the liberal patronage of University undergraduates, we are presenting gratis to each student who places an order with us this Fall season one of these bas-relief University crests. Please hear—These crests will only be given to student customers from colleges of the University of Toronto and will not be sold under any circumstances."

The idea, Mr. Hardy states, has been a profitable one. The chief expense consists in having the mold made for the crests, and afterwards in having them hand-colored, but at that it is not any more expensive than a campaign of folders or circulars, and is more effective with people whom he desires to reach.

The windows of the store are so small that one might ask, how can garments be shown to advan-

(Concluded on page 88)

Planning the Season's Advertisement

Salesmen have ideas on this important question — Advertisement must convey definite message — Campaign mapped out by one man includes style folder to special list — Would feature some one item in ads. of merchandising season.

HOW would you conduct the season's advertising? was the question asked in the Review's last monthly competition. The replies received indicate that the ideas of salespeople do not altogether harmonize with those of their employers and in some cases the request is made that names be not used. The competition was arranged particularly for those members of the selling force who, while having nothing to do with the store's advertising at present, still had some ideas as to the manner in which it should be conducted.

THE SPECIALTY ADVERTISEMENT.

In summing up the replies received, it would seem that there is a decided feeling in favor of the specialty as opposed to the more general form of advertisement. That is, salesmen have apparently observed that, when an advertisement emphasizes one or two values in particular it generally meets with a better response than when an attempt has been made to direct attention to several articles having no special merit.

"To be a trade-winner," writes one man, "the advertisement must say something. I have talked the matter over with friends of mine, and they seem to have an entirely "different" view on advertising. They have been led to classify everything in a general way. The demand is for something that will compel attention and be talked about."

WOULD ISSUE CATALOGUE.

"I would divide the season into three parts," writes a second. "Those would be opening advertisements, general merchandising and mid-season clearance advertisements and Christmas advertise-

ments, with a special series during the Thanksgiving season. If I were running our advertising, and had a classy line of goods behind me, I think the first thing to do would be to issue a catalogue. This would only cost about \$12 a thousand and I am confident that I could send it to a list that would return good business. I am sending you a rough draft of such a catalogue or folder. It contains twelve pages or six on each side. Two of these I would use for a cut of the store—interior or exterior, whichever I thought would be the more interesting. On another page I would use a photo of the merchant with an "open letter" telling my customers what the style features of the new season were and how I had prepared for their business. On the other pages I would illustrate and describe suits, overcoats, accessories, etc.

"This booklet would indicate that I knew my business and that I was entitled to the class of trade represented in the list. At the present time, I think we are inclined to pin too much faith to the large opening advertisements with big cuts, doing little more than announcing that we are ready for business. What is needed is something definite at a time when most men are thinking of new clothes. The pages of the advertisement would be about 6 x 3 inches, and I would get manufacturers and trade papers to help me out on the cut proposition.

GENERAL MERCHANDISING.

In my general merchandising advertisements I would try to introduce a special feature each time. I would rustle around among the neckwear, shirt, hat, glove or clothing houses for these, and I think it would pay me to do so, but never overlooking the

Cut of Store 2-page width	Cut of Overcoat and reading matter	Cut of Overcoat and reading matter	Cut of Suit and reading matter
Preface and photo of merchant	Back cover discussing style features	Cut of suit and reading matter	Cut of evening suit and reading matter
Cut of Norfolk suit and reading matter.			

Layout for catalogue or folder which salesman states he would issue in introducing a season. See article.

fact that stocks had to be cleaned up. My idea is that a men's wear store catering to a good class of trade should have two good clean-up sales—events that are genuine and sure to be attractive—one on Summer stuff and another on Winter goods. This plan in a place of this size—15,000 people—might fall down if all of the merchants put on similar events at the same time, but I would give it a trial at least and with it I think I could introduce the impression of solidity—that my store could be relied upon for dependable goods at fair prices, that I was not slaughtering one day and trying to take profits the next. Of course, these are only my theories, but that is what you are asking for—the ideas of the salespeople.

THE CHRISTMAS SEASON.

For the Christmas season, if I were an advertising man, I would make the store look the part, the windows would suggest the season and I would make my advertisements as bright and suggestive as possible. Here is an idea that occurred to me. I would issue lists of desirable gift articles for men, and would mail them to as many young women of the town as I knew to be interested. It would be an easy matter to make up a list of 200 or 300, and the folder would inform them that this store had a fine assortment of goods for their men friends and relatives. At Christmas time women get away from the bargain idea, and their trade in the men's wear store is worth while. These lists could also be sent to prominent families, but in the first instance I think it would pay to address it personally to the young woman. The Christmas season is one time of the year when the advertisement must be specific, when the advertisement must talk goods, goods, goods suitable for gifts.

"These in a general way are my ideas how the season's advertising should be conducted. There are points on which I don't agree with the boss, but probably his experience tells him which is better. I'm willing to take a chance."



Make the Advt. Stick.

A. Stevenson, Stratford, outlines the season's program as follows: Advertising is a hard proposition to handle. You have to experiment to see the results. In some localities more people read the newspapers and watch the advertising columns than in others.

Have your salespeople try to find out whether your customers are reading your ads or not, this can be quietly done while waiting on a customer. Map out your advertising campaign ahead, set aside a portion of your turnover to finance your scheme. I believe 5 per cent. of your turnover will keep your name and goods well to the front.

Look after your windows, they can be made sell more goods than any other form of advertising,

"that is goods in season." For clearing sales, stock-taking sales, etc., use the paper; keep the windows clean and changed often, use a few neat show card announcements and price tickets.

Announce the opening of the fall season with a medium-sized space in your local papers probably 12 inches to 15 inches, run this for about a week if fall weather is in keeping to stimulate buying, mention the lines of new fall goods arrived, fall clothing, fall underwear, etc., and let the people know you are ready for them.

Reduce space after a week running to probably 6 inches. You can increase that to double once or twice a week and use cuts. They always brighten your space and generally catch the eye. Keep your ads. bright and newsy, don't say too much but make it stick.

Make your store as bright and home-like as possible, give good service and courteous attention.

About the first week in October get out a personal letter and mail it to the farmers in the surrounding townships. Enclose with it a neat pamphlet giving a list of the goods handled and prices. The farmer has more time and will almost memorize your price list. I think you will get more direct results from these than your weekly paper.

If you have a special order or custom tailoring department, mail a personal letter to your likely customers for that department, the list will be limited as the ready-to-wear clothes is getting a firmer hold every year.

Run about the same space in your papers as you did the last few weeks in September and scatter in a few locals occasionally. Advertise your suits and overcoats for Thanksgiving about ten days or two weeks ahead. You will need extra space for a couple of nights and a couple of extras a few days before the holiday, mentioning new fall sox, gloves, hats, caps, neckwear, underwear, etc.

Start November with heavier goods, winter overcoats, heavy suits, winter underwear, etc., using about 6 inches a day.

About the first week in December get out another circular letter and enclose a neat Christmas reminder. Get your Christmas trade started early, use an increased space in your local papers from 10 to 20 inches a day with bright newsy Christmas talk, also mail a neat Christmas card to your lady customers. You will find them the best customers for Christmas goods.

In writing your ads., don't try to explain or describe too minutely, it costs too much and your small print is seldom read, use a medium-sized clear type with catchy and convincing matter.



Some suggestions in illustrating and ornamenting a show card. The one on the left is a brown card over white with very simple floral effect in black and white. The hat in the centre card is an applied cut out. On the right are price card suggestions.

Show Cards That Sell in the Men's Store

October the month for pushing good, clean, Fall lines when the window should make a more effective appeal than a whole column of reading matter — How show cards help toward this object — Some suggestions

By Paul O'Neal

WE do not belittle any form of advertising when we say that show windows are the very best kind of advertising. A well dressed window is sure to arrest the attention of those passing, and one glance at a displayed article will give a better idea of it than a whole column of reading matter. Unfortunately this fact is not impressed as forcefully upon many merchants as it should be. In other words too many merchants neglect their windows. While some do not actually neglect them they do not give them the attention their importance demands.

USING SHOW CARDS IN THE STORE.

Before enlarging on window cards, we would like to emphasize the importance of using show cards in the store. Plain, neat, black and white cards should be used extensively throughout the entire store. These should not be too large. And every displayed article should bear a price ticket. Think what a good plan it would be if you could have ten people standing inside your store telling your customers the price of ten different articles. Also think of the expense, the confusion, the babel. Yet ten small cards will do this silently and more effectively at a cost of a few cents. We do not advocate fancy cards, that is, too fancy cards, for the interior of the store. When a card is so fancy, or so artistic that it attracts much attention to itself, it immediately detracts from the goods. Show cards are made to sell

goods, and not to be admired as pretty show cards. Every bit of displayed goods in the store is more likely to sell if it bears a card that tells what its quality and price is.

CARDS SUGGEST ACTION.

Window or special display cards are somewhat an exception to the above rule. Still we think even window cards should not be so artistic that the attention should be attracted to them rather than the goods displayed. A severely plain card will look



A striking card on a tan mat, lettered in white with black shading.

out of place in a neatly dressed window. The cards we illustrate this month are mere suggestions from which you may work out various other conceptions. The overcoat card is very effective, and cards of this type can be made in endless variety. The picture is cut from a fashion plate and pasted on. The lettering is in black, and shaded in grey to harmonize with the coat. Note the arrangement of the wording: "Your Fall Top Coat." That is the subject. "Order It Now" is suggestive of doing something and doing it at once. Next is the important part—the price—standing out prominently at the bottom. The lettering being well separated the card reads easily.

"The Habit" card is similarly done. The hat is cut from a fashion plate and pasted onto the card.



The large lettering is in red and the small in black. The price is in white on a red ring. Shading in grey.

The \$2.00 one is on a grey card done in white and shaded in black.

The others are price cards to be used on suits. We are confident the application of some of these suggestions will be productive of good selling results.



The Toronto Globe remarks: "The Canadian Window Trimmers have met in convention. Perhaps, in the future they may grow as strong as the billposters and be prosecuted under the law against combines." The Globe suggests a future of some distinction, but the only combine that the C.W.T.A. has in view will take the form of co-operation with the merchant for better business.

The Cardman's Query Column

Conducted by J. C. EDWARDS

Editor Query Column.—Please describe a good system for filing cards that have been used; also, how can the cardwriter secure the co-operation of salespeople in looking after cards in the store?

* * *

System is necessary for the card-writing department, or cards will soon accumulate, become soiled and damaged and will soon be of no future service. This means waste, which will soon run the department into unnecessary expense. We have found it a good plan to have a rule established by order from the office, whereby salespeople will see that cards are properly handled in the store. Take the week-end as an example. Every Friday afternoon or evening the cards required for the Saturday sales should be sent around to the different departments. Have it understood that these cards are to be carefully gathered up late Saturday afternoon or evening or first thing Monday morning. They should be then taken to the cardwriter's department, sorted out according to price and placed in a cabinet or shelves arranged for the purpose—tens to twenties in one place, twenties to thirties in another, and so on—taking care to discard any that are damaged or soiled so badly that they cannot be used again.

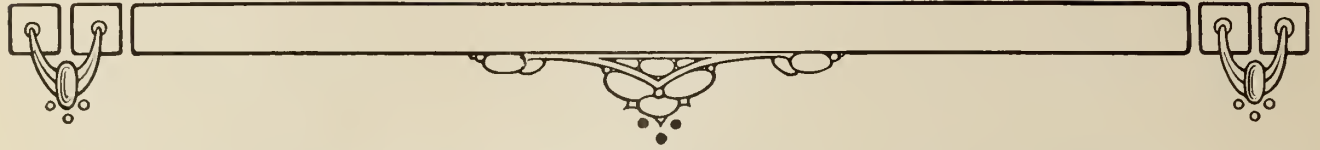
For descriptive cards, it is a good place to have a separate set of drawers or shelves, whereby the cards can be kept according to season or special event classification—Openings, Easter, Thanksgiving, Christmas, etc. The cardwriter must know where he can find things on short notice. This is one way in which he can make his department efficient. Price and descriptive cards can always be used in a rush, and a pile is therefore necessary. The cardwriter should also have a cleaning rubber for erasing finger prints or other spots from cards which he intends using again.

A rack for holding cards while they are drying may be made of two parallel uprights into which long nails or darning needles are driven at equal distances. Such a rack, three or four feet high, will hold a lot of cards and does away with danger of blurring.



According to a despatch from Brandon, Man., the manufacturers of Peabody's overalls have decided to locate a branch factory in that city. The report also states that Lenox gloves may also have a branch concern there.

CLOTHING FOR MEN AND BOYS



Specialization in clothing trade indicates that the year is no longer confined absolutely to two seasons but that each has two divisions — Normal tendencies being adhered to as safer course in style interpretation

WITH development tending strongly toward specialization in the clothing business, it is now apparent that while buyers are still placing twice a year and well in advance in order to give manufacturers a reasonable chance to estimate requirements, between-season buying is becoming an important feature of the trade. In short, it would appear that the tendency is to follow season conditions as recognized by the women's ready-to-wear clothing trade.

Of course, men's styles are along conservative lines and the changes from year to year are not sufficient to make held-over stock actually unsalable unless in the matter of fancy weaves or patterns. The general outline is the same. But the extent to which better-class novelties are now being featured makes it worth the merchant's or buyer's while to divide the year into four parts. For Spring he makes a selection of the newest suits and overcoats; then he must consider his midsummer business for which the so-called semi-tropical styles have become a factor—the lighter clothing that is preferred for the vacation or outing season. Then comes early Fall with another style interpretation in suits and overcoats and this is followed up by heavier cold weather wear. So that instead of considering two seasons, or thinking that prescribed lines may be applied to Spring and Fall, and that the whole year may thus be provided for, the buyer finds it necessary to watch the market more closely than ever before in order that no promising novelty or style feature may escape his notice.

While this may be a development that the manufacturer may not altogether relish, it does not appear that he has anything to fear so long as the conservative idea remains the vogue. The object should be to impress upon the well-dressed public the fact that in smartly tailored lines, suggestive in no sense of what is freakish, they are actually patronizing what is actually the more correct style, more suggestive of good taste and in every sense dignified and effective. The merchant will recognize in this class of trade his best source of profit. Whether the year has four or two divisions the conservative though smart dresser is the ideal to measure by. He is really the guide to safety in buying and the store that provides for his requirements at every season of the year would seem to be taking the correct course. By adhering

to normal tendencies in styles the merchant and manufacturer will avoid many problems and at the same time find ample scope for specialization and progressive development.

What the buyer may expect in fabric weave, patterns or colors for Fall, 1913, will be indicated by advance sample which will be ready about November 15. Neat line and heather effects and novelty blues have been taking well.

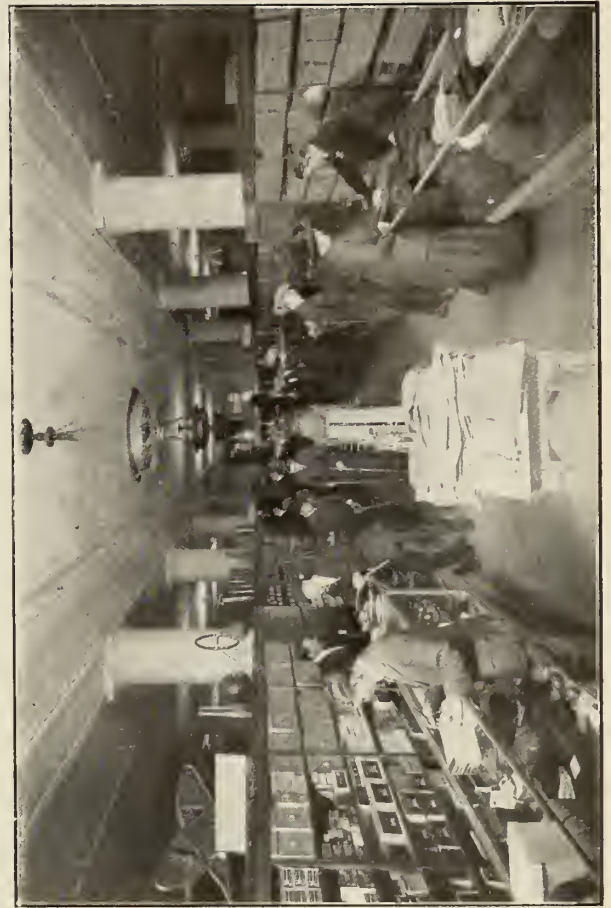
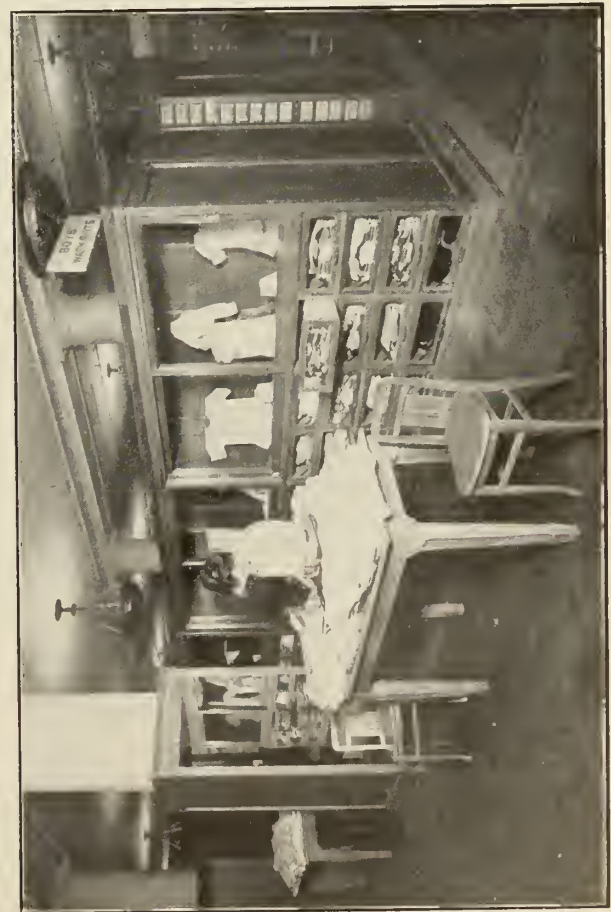
A style note from London would suggest that blues have become exceptionally strong and indicate a break away from the colors which have been so permanent of late. Even for overcoats the color seems to have met with particular favor. Home-spuns are a feature and while the new fabrics are introducing a wider variety of colors, the weaves are very neat and conservative. If there is any striking novelty about the new Spring lines, the fabrics have it.



Perspective of the boys' clothing shop in the new Filene store, Boston. Note that the location of each section is indicated by a permanent sign.



VIEWS in the men's and boys' shops, Filene store, Boston. The two top views show arrangement of interior windows opposite elevator landing, and also the cases in the store. Sections in the children's shop and the sporting goods department are illustrated below. Goods are effectively displayed



The advt. that carries conviction is the one that suggests the merchant's confidence in his goods

THE GOOD ADVERTISING



Advertising men discuss different forms of newspaper make-up — Pyramid style gives small advts. a chance — Three notable advts. used in openings of large stores emphasize idea of service — Who is responsible when wrong price is quoted in an advertisement?

THE advertisement-writer, whether he has to plan the service of a men's wear store or the various departments of a large general establishment should familiarize himself as far as possible with the reason behind the make-up of the newspapers in which he is advertising. It is a fact that many of the smaller mediums recognize very little system, if any at all, in the arrangement of their pages. Advertisements and reading matter are massed together with practically no consideration for the essentials of attractive appearance. A large advertiser secures a position of prominence and all of the smaller advertisements on the page thereby lose in typographical value. Even the reading matter is secondary to the one or two large advertisements on the page, and after the reader has glanced at these, the make-up of the page is such as to suggest that it contains nothing further of interest.

* * *

Pyramid Make-up.

This subject of newspaper make-up was discussed at a recent meeting of Toronto Ad. Club, and an address by Walter Harris, business manager of the Star, contained much information of value to advertisement writers who, as yet, are somewhat at sea on this matter. Mr. Harris explained the pyramid style of make-up now being introduced in Canada. By this system a page is made up from the bottom, the larger advertisements forming the base of the pyramid, the smaller advertisements being built up on them. This system has been in vogue in the United States for a number of years, and is giving good satisfaction both to readers and to advertisers. Large advertisers used to clamor for positions at top of page, but now they were beginning to realize that the pyramid style was an added attraction to their advertising, drawing the eye as a magnet does steel. Smaller advertisers, who have to pay higher rates, were getting a better return for their outlay, while the larger advertisers were not suffering in the least.

GIVING LITTLE FELLOW A CHANCE.

Letters from the advertising managers of a dozen of the leading papers in the United States, indicated

that the pyramid style was working out most satisfactorily. It gave the little fellow a chance.

"With this form of make-up the news comes at the top of the page where the reader is bound to stop and read it," said one publisher. "He is thereby held to the page and thus the advertisement is more apt to be seen. With the make-up the other way around, it generally puts the reading matter at the bottom of the page, and the reader quickly skips that page for some other."

When the make-up of the local newspaper is one that suggests absolute indifference to any form of attractive layout, the ad-man might well be justified in consulting with the publisher on this matter, with the object of equalizing the opportunities of the dif-

THE MODERN MAN AND HIS SON

are to be considered only and numerous to send...
 Well known London and American makers...
 Opening special on the new men's clothing shops...
 Opening special on the new men's clothing shops...
 Opening special on the new men's clothing shops...
 Opening special on the new men's clothing shops...
Mandel Brothers

Opening of the new Mandel store, Chicago—an idea that was designed with the object of linking up modern ideas—in shopping, in men's styles, in merchandising, in store equipment—followed up with appropriate price selections and descriptions.

A Message from the Specialty Topwear House

SAMUEL WENER & CO., LIMITED

BEWARE! BEWARE!

Look out for the So-Called Waterproof Coats—Insist upon getting Genuine and Guaranteed Waterproofs

THIS is for your protection and your customer's satisfaction, and the assurance of the continued vogue of Waterproofs. We issue this warning for the very selfish reason that as the largest manufacturers in Canada of Waterproofs we have a close interest in the continuance and growth of demand, which is certain as long as Waterproofs give satisfaction.

The Tremendous Demand for Waterproofs

Has resulted in a cheapening process to hasten production — many ladies' and men's coats have been and are being sold under the guise of Waterproofs that will bring the name into disrepute if not checked.

How to Tell Well Made Waterproof Coats

Every seam must be **taped**--look at the inside of coat and see if all seams are sewn, cemented and then taped.

The All Too Common Way

Cheap, flimsy materials, poor grade of rubber.

Seams sewn as in any other coat—a regular sieve for rain to pour through. No more a Waterproof than a dust coat. Single texture coats mostly at fault. This method by stitching only.

Our adherence to a quality standard is appreciated. We regret our inability to meet all demands made upon us during the last year, in spite of steadily increasing facilities.

Our Way Always Has and Will Be

Good materials always. Purest grade of rubber. Every seam and edge cemented, then sewn, and then cemented with a broad tape. That's why we guarantee **every** coat that we turn out.

TRAVELLERS OUT FOR SPRING

Showing all the latest styles and the biggest variety of materials in the trade. Paramattas, Tweeds, Fawn, Tan, Coffee Shades are good. Prices \$5.50 to \$15. Every coat guaranteed. Values unbeatable.

SAMUEL WENER and CO., LIMITED

Mfrs. of Ladies' and Men's Waterproofs

304 NOTRE DAME STREET WEST

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MONTREAL



Please mention The Review to Advertisers and Their Travelers.

Filene's *Filene's* *Filene's*

CHAPTER X

The New Filene Store

*A Men's Store Fantasy
That Is Based Upon Facts*

MR. MAINE comes to Boston for a day. He has traveled all night by train. Must depart for home by night boat. Busy man!

Hereafter he stopped at a hotel. But he has heard of the New Filene Store, and he swings off the car at Washington and Summer Streets.

He carries a bag that bulges with business. He is tired and hungry.

An elevator whisks him to the eighth floor, where he gets clean linen and a scrubbing-up. Twenty minutes later he is enjoying a good breakfast in the men's cafe. Not only good food—pleasant surroundings.

An attendant has brought the morning papers. Another has checked his bag. A third has engaged for a cab. He sees ten business friends by telephone, and soon Mr. Maine has a list showing when and where these friends may be seen. Two of the men are to meet him at the Filene restaurant for lunch.

From his affect he goes down to the store kiosk shop. "Box to ship at home shaved?" No, he takes the whole razor-comb-tooth measure—shave patch.

A boy has brought to him a new shirt, and right in the kiosk shop he has found a representative sample of collars from which to choose.

Twenty minutes later he has done a mail order Fall suit and a light-weight English sport.

As he starts for the street a courier points out the need of gloves and a Fall hat. They are his on a twinkling.

He has not been kept waiting for merchandise or change. The latter does not make its uncertain way through signing tubes, but hurries to him from number faggers at desks nearby.

Shortly after noon he returns to Filene's. No need to trace his career through the progress of time here.

—Ready access to information bureau, newspaper files and time tables.

—Purchases of flowers that are depended to the aunt he has not time to visit.

—Engagement of stationers for the return sale.

—Securing the tickets for the theatre two weeks later.

—Sending and receipt of telegrams.

—Sending of workmen messages from the Filene end to his own outside connections.

All accomplished so expeditiously that about three o'clock Mr. Maine addresses to depart a solitary business letter, to do until post time.

So he goes out to see the good aunt, for all.

And he finds her very generous indeed.

For the flowers are there!

William Filene's Sons Co.
Outfitters to Women, Children and Men

One of a series of editorial advertisements used in connection with opening of new Filene store, Boston, with object of emphasizing completeness of service. This editorial is in the form of an interesting "fantasy" describing the visit of an "up-country" business man who comes to Boston for a day and who by taking advantage of Filene service completes his business and has time to spare before his boat sails.

ferent advertisements. If an advertiser is paying a good rate for his space a protest is in order if the newspaper page is made up in such a way as to discriminate against his salesmanship as represented in his use of the space he has contracted for.



Ideas behind These Advertisements

Three advertisements which formed part of very interesting series planned in connection with two important events are reproduced here. One is an editorial advertisement. This was one of many in similar style used by Wm. Filene's Sons & Co., Boston, during the opening of their new store and the others are advertisements that appeared at the time of the opening of Mandel Bros.' store, Chicago. In all three the same idea is prominent—that of service. The Filene advertisement takes the form of a "fantasy," describing the capabilities of the service in the new store. A busy man is called to Boston for

a day. The Filene store, so the story goes, undertakes to look after every detail of his visit—from the extraction of cinders from his eyes, to the arrangement of meetings with people whom he has come to the city to see. The store in short gives him the service of a first-class hotel, and places him in an agreeable frame of mind for purchasing by facilitating his business and saving him many minutes. The point emphasized is that there is no detail, however small, that cannot be entrusted to this organization, that its staff and equipment are at the service of the customer, that he is thoroughly welcome, and that his interests and those of the store are one.

The two Mandel advertisements are full-page size. One emphasizes the advantages of the store's location, as the "hub" of Chicago, by using an illustration which indicates its accessibility from railroad depots and different points of interest.

There is a suggestion in this not only for men's wear stores, but also for larger departmental concerns. To what extent are they impressing the minds of the people with the advantages of their store as a hub? This thought not only applies in the matter of location, but in the provision made to look after every requirement of the wardrobe or the home. At opening time, for example, an advertisement might be used centralizing the store in this way to indicate its wide buying scope, the countries or important market centres from which it makes selections, and the different lines purchased for the new

Mandel Brothers
The Heart of Chicago

In the "Heart of Chicago"—Mandel Brothers' new store
In the travel center of a vast continent where converge all modern paths of a wide world commerce, where masses of 20th century merchandising, a new monument to 1913 retailing—an institution built upon honor, sustained by commendable value given, supported by courtesy and enlarged through service—Mandel Brothers' new house of business the formal opening this week.

How has this building grown? Mandel's already existing great second corner department on the corner of Adams, Dearborn and La Salle streets in the world's second city made a solid foundation for the broader dimensions of the Mandel merchandising scheme.

The Mandel business and building grew steadily and smartly about them grew the greatest Chicago, and now its older neighbors see this new sky scraper, they thought never to be building, general Mandel at their come to mind when "democracy" was mentioned in the times gone 30 and 35 years. Today this store, at No. 1 North State street, No. 2 East Madison street, and No. 2 North Wabash street, is more than ever a proud participant in the making of American retail history.

Unusual buying opportunities today, on re-organization of Mandel Brothers, 57-year store!

Full page advertisement which was one of several used by Mandel Bros., Chicago, in connection with new store opening. The advertisement sets forth in striking way the central location of the store by stating time required to reach different points of interest.



Clothing unit emphasizing the vogue of brown. Note how smoothly the coat and other garments have been arranged. Trim includes suggestions in gloves and neckwear. By Geo. E. Keast, for Marks & Price, Toronto.

season. A store which by reason of its location, does considerable business with the surrounding country could use the same idea to illustrate the advantages of its position as a "hub."

The Mandel advertisement is, in a sense, a work of art, but the idea is there for adaptation in as large or small a way as the merchant may desire. The suggestion is to give the store a reputation as more of a "hub" than one of many "spokes."

The idea behind the other Mandel advertisement was that of modern methods, and modern styles for modern people. This is the suggestion conveyed by the illustration and it is followed up in the reading matter. The drawing represents the latest form of sport, that of aeroplaning, the figures have the clothes

and the air of the latest vogue, while the descriptions and price selections round out the idea.

Advertisement writers will therefore recognize that behind each of these specimens there is a definite idea. This should be the object of every advertisement, whether it is framed for a special occasion or whether it comes in the middle of a dull season. It should contain at least one thought or idea that will take hold. The three advertisements are also interesting because of their general typographical arrangement.



Gimbel Bros., Philadelphia, in celebrating their 70th anniversary, suggest that age and vigor are sometimes synonymous terms by announcing that they are "seventy years young."



Suggestion for display of men's evening wear. Background represented low stone fence over which extended weeping willow tree. A massive stone bowl on floor of window was filled with water and gold fish.

AN EFFECTIVE OPENING TRIM

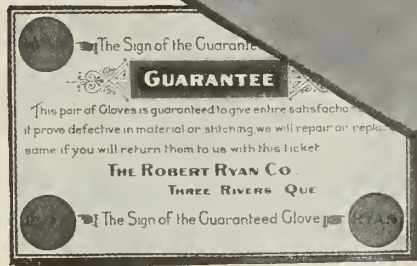


Two of a series of Autumn displays, by J. A. Mongeon, for Dupuis Freres, Ltd., Montreal. The pictures give but a poor conception of the beauty of the windows, their rich simplicity being lost in the photographs. The floor was covered with green felt. The background is a curtain of dark green plush with a drape at the head of lighter green silk plush trimmed with a gold braid. The lattice work in the corner of these two windows is painted with gold liquid and trimmed with green moss and artificial chrysanthemums. The show card in the men's furnishing window is a gilded board with a white one overlaid. In the centre of the boys' clothing window was a brass jardiniere filled with artificial chrysanthemums.

THANK YOU

I WANT
RYAN
GLOVES

The kind with the
Guarantee in Each
Pair. No Other
Will Do."



From actual
Photograph
of our
**Horsehide
Glove.**

This glove is made
with welted fingers,
Wristfit fasteners—cut on
perfect fitting patterns—
sewed with wax thread, soft
and agreeable to touch of the
hand.

The above statement is now heard very commonly the moment other than Ryan Gloves are offered the people who know. This condition has been reached only by making Ryan Gloves up to a standard, not down to a price.

Worn by men in all walks of life. They look right and feel right and sell right because we place a guarantee in each pair.

Ask
Your
Wholesaler

The glove for you to swear by is the same glove that the wearer insists on having again after his first purchase—the Ryan Glove.

The Robert Ryan Co. (Registered)

THREE RIVERS, QUEBEC

French Chapelier Discusses Hat Vogue

Men's "millinery" fashion from the Parisian viewpoint — The opera and the silk, when and with what they should be worn — Correct line of the stiff hat described — Soft hats, caps and straws.

IN the following article from a recent number of *L'Homme Elegant*, Paris, M. Leon, the great hat man of France, discusses style tendencies in men's headwear and the correct vogue of the different types.

It is sometimes said that the Canadian buyer or merchant sizes up the requirements of his own market by way of London, Paris and New York and that the result is a composite estimate of what is most adaptable to the sartorial requirements of this country. This article by so eminent an authority illustrates the somewhat absolute style importance attached not only to different seasons, but also to occasions and purposes.

"Now, when I use the word 'Fashions' can I find a word that more exactly fits the case? Is it not a fact that the hatter is the men's milliner? If the ladies claim a prescriptive right to the word let us 'ladyfy' ourselves for the time being and in return for our boundless generosity to them, just for once let us borrow a word from their vocabulary.

"It is only fair that we should occasionally pay some slight attention to ourselves, and take counsel one with another as to the best means of rendering our ungainly figures more presentable to the eye, if that be possible. Is not this idea far superior to that of allowing each and every specialist, from time to time, to lay down the law as to what is worn, what is to be worn, and, insofar as I myself personally am concerned, what is the '*really chic*' style in hats.

"It cannot be gainsaid that the average Parisian has an extraordinarily keen sense of the fitness of things in matters of dress, and errors of good taste tending to the ridiculous are few and far between. It is equally indisputable, however, that fashions do change, and that is where we hatters, especially the foremost among us, have an advantage; so that a Parisian, even though he be in the know, need not despise the idea of occasionally availing himself of the advice of those who clothe and hat him.

"The opera hat is such a striking case in point that I am going to allow it the honor of first appearance on the program in this article. It was discarded for so many years that its ultimate triumph, despite the fact that it is now some months since it made its reappearance, still strikes us as a matter for wonderment. So much so that the Parisian 'man about town' who has been away for a couple of years or so not only is sceptical with regard to what he hears but can scarcely believe his own eyes when in the interval at the play or the opera he sees the stalls, dress circle, boxes, gangways and corridors suddenly assume the

appearance of a moving sea of black composed entirely of these mechanical crush hats of our forefathers.

"Now as regards the material, that must be of the well-known dead black type thus matching the black evening dress suit and forming together with it a severe and sombre *tout ensemble* which is regarded as the correct thing for the well-groomed man in evening dress. The shape is designedly heavy in appearance, that is to say, the concavity of the sides, though not carried to an extreme, is quite pronounced. The brim is of medium size with sides not too full and the hat comes well down on the head even to the extent of appearing a trifle large.

"Thus it is that, for the theatre, the opera hat and dress suit form the indispensable equipment of every well-dressed man, save only of him whose fidelity to the silk hat is proof against all allurements to change.

"Contrary perhaps to the expectations of some of my readers I am now going to touch on the latter venerable species of headgear and I shall not even make an apology for doing so. Ah! how for years the poor 'topper' has been the butt of every ill-disposed (to the hat) journalist and writer. There is no doubt, however, that the silk hat still holds its own; we might almost say it is going stronger than ever, apart from the patronage it receives from those who use it even with evening dress. There are certain occasions, in spring for instance at all the big sporting events and race meetings, when the 'shiny plug' forms an indispensable part of man's attire. Again, for the man with any pretensions to dress it is the only possible hat for afternoon and evening wear. Now what is there to be said against it? One thing only, and it is this. It must be perfection, of the most elegant shape and irreproachable as regards the perfect brilliancy of the silk. With the silk hat mediocrity is impossible. Moreover, it must be in the fashion, even though the fashion change twice a year. Granted these conditions, it dresses a man as no other hat possibly can. Of this and of this alone can it be said 'the hat is the man.'

"Here again the latest style is somewhat heavy in appearance, the sides strongly curved with a suspicion of the old blunderbuss shape, well hollowed out but not to an extreme and decidedly large at the top. The brim is medium shaped, narrow at the sides, and fairly high, broadening out in front, with an underlining of satin. This latter is scarcely noticeable and enables you to salute your acquaintances as frequently as you wish without any risk of soiling the brim. This innovation is a happy idea