

Regal



Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited
HAMILTON - - - ONTARIO



By roofing the window with perforated galvanized iron or tin and running a flow of water over it, this window for Selfridge, London, England, was given a very realistic showery appearance. It was designed especially for display of wet weather wear. The windows of this store are noted for the unique ideas which they employ and which never fail to attract attention—and business.

of my own which I have found much appreciated and which, having regard to the success it has attained, I intend pushing to the utmost extent in my power.

“For morning and afternoon wear the Christie is the correct accompaniment of the lounge suit. For early spring it is black and subdued. A few weeks later the warm rays of the sun admit of a little more color, but with the approach of summer light grey will be the fashionable shade. A black band will somewhat tone down its light appearance without destroying its harmony with the bright sunshine. This hat may be worn no matter what the color of the suit, but be it black, beige or grey, the shape will be heavy and very full. For the time being the square-top felt has been relegated to obscurity. Everything is to be of a somewhat exaggerated balloon shape, rather larger at the top than at the bottom, which requires a hat set well down on the head and worn slightly tilted to the back. The brim is small at the sides, rolled up and slightly raised, larger at the back and front and not in the least arched.

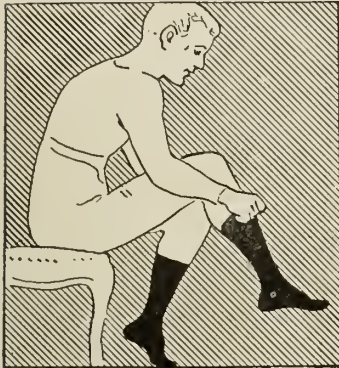
“As a matter of fact this large and heavy style of hat holds sway at present in all headgear. Is it not the ladies who have set us the example in this respect?

“In the country, at the seaside, and even for travelling the soft hat is still worn with the crown crushed down: either in plain felt, rough felt or imitation fur, that velvety felt in various colors with the pretty shot effects. The small brim is still carelessly turned down either at the front or at the side. The hat admits of this being done without giving it a too negligé appearance.

“There is one exception to be noted in favor of the Trilby, and that is the soft green shooting hat with the cleft which still retains its popularity. The color explains its persistent continuation in favor as a sporting hat for no other harmonizes so well with the verdure of the trees and the countryside. It is, however, meeting with a serious rival in the small cloth hat made from the same cloth as the suit, exactly matching the latter. A small hat without shape and of no pretensions, rather a covering for the head than a hat, with a narrow brim leaving the sight unobstructed.

“Discarded by sportsmen the peaked cap is now only used for yachting and motoring. For yachting it is made of blue cloth, marine blue of course, the crown not too large, the peak of the same cloth rather small to leave the range of sight free, and edged with binding which matches the band of the cap. For motoring or travelling the cap will be of the same

The Kind of Socks You can Sell with a Clear Conscience



The best patrons of your store will demand the *best* and most up-to-date hose—and for this reason you should stock Pen-Angle Half Hose. This line represents the utmost in hosiery value, and is a line you can conscientiously recommend to your most valued customer with the assurance that he will be perfectly satisfied.

Knit to Fit—and the Seams Omitted

Pen-Angle Half Hose are shaped to fit the curves of the foot and leg, thereby ensuring perfect fit and long wear. And the entire absence of seams makes them comfortable and neat looking. No other line offers such splendid value.

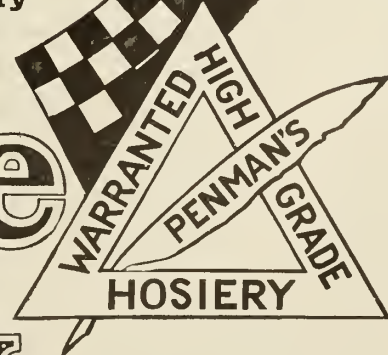
N.B.—In Stock for Immediate Delivery, Line 1350, Pure Thread Silk Half Hose (Mercerized toes, heels and cuffs), in the following colours: Black, Medium, Tan, Light, Golden, Navy, Green, Pearl Grey, Steel Grey and Oxblood.

Penmans Limited
PARIS - CANADA
Underwear, Sweaters, Hosiery

68

Pen-Angle

Full-Fashioned
Seamless **Hosiery**



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



A smart interior or window unit of furnishings by George E. Keast for Marks & Price, Toronto. Hosiery, neckwear, and handkerchief in centre were of grey to match. Another color suggestion was introduced with the shirt on the left. Fixtures used were stands and shirt easel. Drapery of brown velour used as a base. This unit was arranged on a table in the store.

material as the suit, or of fancy English cloth. It will be made preferably of clearly marked check pattern, black and white, or beige and white, with a little red, or of striped material producing rather light shades of grey or chestnut effect. There is a tendency to reduce the size of the crown whether the latter be made in one piece or with sides.

"In conclusion I may add that next summer the straw hat will be made of English straw of either very large or very small pattern. No half measures; it must be either very coarse or very fine. I am inclined to think, however, that it will be good form to wear in the day time a colored straw, a style which we are going to launch and which Nice and Monte Carlo are about to adopt. For the present we shall confine ourselves to grey shades with hat band to match. The shape will be of medium height with a return to the brim of normal width which will render the straw a hat more correct in style, less countryfied than of late years. It can then be worn even

with the smoking jacket in which case it will be of natural shades. If preferred, however, for summer evening wear the soft black hat may be indulged in with the edges bound in silk."



Improvement in Umbrellas

While attention is being called to the bicentenary of the birth of Jonas Hanway, who gained distinction by being the first person to carry an umbrella in the streets of London, observes the London Daily Telegraph, something may be said of the changes that have taken place in the umbrella itself. Throughout its history the umbrella has undergone really only one great evolutionary change. There have been many minor improvements, but what secured the umbrella its popularity was the introduction of the steel frame over sixty years ago. Up to that time the ribs had been made of whalebone or

Continued on page 92.

Pre-eminently
The Leading House in the
Wholesale
Men's Hat Trade
in Canada

*Having enlarged
our premises lately,
we are now in a
position to answer
your requirements
still better than
ever before, being
able to carry the
largest and most
complete sorting
lines in the trade.*



The WALDRON-DROUIN CO., LIMITED

160-162-164 McGill Street
MONTREAL

91 Albert Street
WINNIPEG

SHIRTS, COLLARS AND CUFFS



Extent to which better class lines are being taken depends largely on workmanship — Marked improvement in this particular — Locality demand, buyers' initiative, and effective display are the all-important factors

SPRING shirt placing is almost completed although plenty of business could still be done. Factories are unable to handle any further orders at present or promise delivery on some lines. Christmas and January 15th to March 1st shipments are expected to go through in fairly good time. Help problems do not warrant a guarantee of any extra quantities and manufacturers are not willing to accept any chances of later deliveries for fear of disappointing customers.

Last summer, soft collars were mostly taken on all soft French cuff negliges. Buyers now are only taking \$9 and \$10.50 lines and all better shirts are selling with separate collars. Trend of style in colors, designs and novelty effects in fabrics is more pronounced. Line stripes and plain mercerized materials with cord weaves are the prevailing demand which seems to have been given closest attention.

Black and white and blue and white, in single and double stripes, line effects mostly, in prints and percales at \$9 and finer percales and zephyrs at \$10.50 to \$15, madrasses, reps and fancies up to \$21 are favored and staple insofar as the class of trade catered to allows. White negligé shirts for midsummer trade are indicated from the importance attached to these cloths in the ranges. Showings of tan and burnt shades are a hint of the demand these effects are to have on later business in negligees. This is following the trend of the predicted selling season on silk shirts.

For the Canadian market, the problem would seem to be one of workmanship. Properly made habutai and pongee shirts are sold in limited quantities but the experience so far is that this business is left to the special order department. The field is doubtless growing and this section can be merchandized with good results. But the trade does not want average workmanship on these garments. Quality as an important feature is lost in a shirt which is pulled at the seams and does not have the correct spring or snappishness.

Merchants, appreciating these features, understand the difference in selling results in comparison and in the past have been careful to get just the desired details. A strong argument in favor of next season's success is that ranges embody these features.

Much of the increase in sales of silk shirts is due to better values and proper workmanship.

In negligé cloths, white, tan, soft blues and grays in plain and two-tone combinations or self stripes are well thought of. Some stripes in black, blue and tan are taking in better numbers following the trend as noted.

Competition is having a good effect in elevating the standard of the trade. The whole question is based on the class of trade catered to and chances for development, as buyers see their opportunity. Locality demand more often restricts the class of goods handled than does the want of initiative on the part of buyers.

Broadly speaking, ranges as they compare are similar in main features. By interesting buyers in better shirts, higher prices and specialization the whole trade is benefiting. It has taken years to develop the present merchandizing ideas. Merchants have been given strong value support for their showings in the past. The trade is advancing all round with each season and manufacturers are taking advantage in showing merchants their opportunity for profits.

Display is another feature to interest merchants to make a success of higher-priced shirts. Units are arranged in suggestive color combinations as a help in making window, case or ledge trims. Each of these groupings depend on color mostly for their effects. Results in spring orders show that buyers are fully alive to this year's conditions.



Solved his Window Problem.

(Continued from Page 69.)

tage? Mr. Hardy overcomes this handicap by using panels on which he poses a finished garment—always on a color which throws the garment out to advantage. The drawing illustrates the idea. This panel is placed on an easel against the side wall of the window while swatches may be shown in front. The central window is used in the same way.

Mr. Hardy has been in business in Toronto since the first of the year. He has adopted the cash basis, and states that while he has lost a few orders as a result, he figures that he would probably have lost more by granting credits, especially in a large city such as Toronto.

KANT KRACK

COATED LINEN
Collars



Pat. Feb. 20, 1906
 .. May 5, 1903
 .. Oct. 27, 1908
 .. Oct. 27, 1908

A Reputation, Broad as the Country

That is what (KANT KRACK) coated linen collars enjoy—a reputation for appearance, ease of cleaning, and long wear that is equalled by none. They wear well because of the long slit back and the flexible lip which prevents breakage, and they look well because our styles are kept up-to-date.

One grade only, and that the best.

Made in Canada

The Parsons and Parsons Canadian Co.

HAMILTON -:- ONTARIO

The Boy-Proof Pants

THE JACKSON



and what is there that requires to be more boy-proof than boys pants.

Your customers have boys and when you sell them

LION BRAND BLOOMERS

you are making your judgement strong with the parents. If anything is boy-proof these bloomers are. Send sample order and you will be delighted with them. They are neat as well as durable.

"The Jackson Bloomer"

THE JACKSON MFG. CO., CLINTON

CLINTON, FACTORIES: GODERICH and EXETER

Sweater Coat Satisfaction

For both you and your customer is assured if you have taken the safe side and stocked the reliable

Dominion Brand



sweater coats. They please the customer because they are well knitted from pure wool, in the latest styles and color combinations, and they please the dealer because they allow a fair margin of profit.

SEND FOR SAMPLES

A. Burritt & Company

DOMINION MILLS
 MITCHELL - ONTARIO

A Simplified System of Stock-keeping

Method used in London which has proved satisfactory—Enables merchant to get at actual stock figure each week—End-of-season sales twice a year is the plan generally adopted.

C. W. BURGESS, formerly manager of Gardiner & Co., London, Eng., discussing stock-keeping methods for men's clothing, describes a simplified system that has proved very satisfactory. He states:

The buying is done in the usual way, and swatches of selected goods are pasted in a buying book, with ruled columns, and a margin on the left side of the swatch, right down the page. In the margin you find a full description of the features of the garment to be made up, and in the columns the quantities of each size required, and when buying for more than one store the quantities for each store are tabled separately. Over the swatch is a space for the manufacturer's name and date of delivery; under the swatch is another space for lot number, cost and selling price.

The triplicate order book is then used to send order to the maker, and no maker is allowed to send any goods ordered by a buyer or under buyer without an official order. One tissue is sent to the manufacturer, one to the department, and one to the office. The buyer has his record in his buying book. The department tissue is pasted in a book in alphabetical order, several pages being allowed for each maker. Each department tissue has the selling price marked in red ink, and the cost also plainly shown, and, when buying juvenile clothing, the rise and fall in prices according to size.



When the goods are delivered to the receiving room, they are counted, and entered in what we call a stock book, and then sent to their respective departments. The retail price is marked in plain figures, and the cost always in private on the garment ticket, there being no objections to the salesman knowing what a garment costs, as in this country. The prices are marked from the tissue of the actual order, and

when a line or lines are completed, the tissue is cancelled and filed away. The maker's invoice does not go to the department, but is kept by the manager of the store, and his first duty, after the correspondence has received attention every morning, is to visit each department and obtain the selling price from the head of the department. This is obtained from his stock book, as he (the head of the department) enters each delivery in detail from his tissues. In this way the manager is able to come into direct touch with all merchandise entering the store, and by marking the selling price on the invoice he is able to keep a careful watch on the percentage of profit and on the quantities of each line. The invoices are then sent to the office, and the cost and selling prices are extended by a clerk, who also enters them in the book kept for this purpose. In this way we are able to get out estimated profit in each department, week by week. The table (Fig. 1) will give you some idea how we watch our buying so that it does not get out of proportion to the selling. We allow a minimum stock figure as a guide, and this is estimated on the previous season's turnover. The buying should not exceed 50 per cent. of the minimum stock figure, even when the delivery of goods is heaviest, except on very rare occasions. By the end of the season the stock figures should be down to the minimum amount, very near it, or sometimes under. I have compiled a monthly guide (Fig. 1), just for an example, and taken the month following stocktaking, when the delivery is not so heavy as in April, May and June, etc. Stock is again taken on August 31.

The table (Fig. 2) shows the turnover on which the minimum stock is based, estimated on 33 1-3 per cent. profit on sales, but this would not be possible in all departments, whereas some would show a higher percentage, making in all 33 1-3 per cent. on the total sales.

1912 MONTHLY STOCK GUIDE									
DEPARTMENT	CUSTOM	MEN'S CLOTHING	JUVENILE CLOTHING	MENS FURNISHINGS	MOTOR CLOTHING	HATS AND CAPS	TRUNKS BAGS, ETC.	SHOES	TOTAL
STOCK AT FEB 28 TH	3,000.	35,000.	15,000.	20,000.	12,000.	5,000.	5,000.	16,000.	110,000.
NET SALES MARCH 1 ST TO 31 ST	500.	3,500.	1,500.	2,250.	2,000.	500.	600.	1,200.	12,050.
	2,500	31,500.	13,500.	17,750.	10,000.	4,500.	4,400.	13,800.	97,950.
BOUGHT MARCH 1 ST TO 31 ST	750.	5,000.	2,500.	3,000.	2,500.	400.	500.	1,000.	16,650.
STOCK MARCH 31 ST	3,250.	36,500.	16,000.	20,750.	12,500.	4,900.	4,900.	14,800.	118,600.
PER CENT OVER MINIMUM STOCK	8%	10 1/2%	14 1/4%	4%	✓	9%	✓	9 3/4%	6 1/5%
MINIMUM STOCK	3,000.	33,000	14,000.	20,000.	13,500.	4,500	5,500.	13,500.	107,000.

Fig. No. 1—See article.

RADIUM



---the hosiery
for men

Perfect Fitting

Long Wearing

Strength lies in the reinforcing of the parts most exposed to attack or in the case of hosiery, the points that come in contact with the toe and heel of the shoe.

Soles are double. Heels and toes quadruple. Heels all high spliced.

These points in "Radium" are strongly reinforced so as to resist the continual wear. "Radium" hosiery fits perfectly and feels right.

That's why your trade will like "Radium."

PERRIN FRERES & CIE., - MONTREAL

The Points *of* Strength
in **RADIUM HOSIERY**

BEAVER
BRAND



Style No. 4675

**Not All Style
Not All Quality
BUT BOTH**

"Beaver" Brand Knit-coats for men appeal to the men because they combine both style and quality. This ensures them keeping their appearance indefinitely which to a man is a big consideration.

We make all kinds of knit coats for men, women and children; toques, sashes, mufflers, hosiery and gloves.

See our men's half hose.

R. M. Ballantyne, Limited

Manufacturers of the well-known "Beaver" Brand
of Knitted Goods

STRATFORD

CANADA

TORONTO REPRESENTATIVE:
J. N. BOYD, 373 BROADVIEW AVE.

Please mention The Review to Advertisers and Their Travelers.

DEPARTMENT	SALES IN DOLLARS	TIMES TURNED OVER	MINIMUM STOCK
CUSTOM	18,000.	6	3,000.
MEN'S CLOTHING	99,000.	3	33,000.
JUVENILE CLOTHING	42,000.	3	14,000.
MEN'S FURNISHINGS	80,000.	4	20,000
MOTOR CLOTHING	81,000.	6	13,500
HATS AND CAPS	21,000.	4 $\frac{2}{3}$	4,500
TRUNKS AND BAGS	33,000.	6	5,500
SHOES	54,000.	4	13,500
TOTAL	428,000.	4	107,000.

Fig. No. 2 — See article.

It is quite the usual thing to be able to turn over stock four times at selling and, of course, in some departments, where you can fill in quickly from makers, at more than that. It may not be possible in this country to get this turnover, but it is a wise policy to keep a very careful watch on buying and have some fixed minimum to work to. In London stores, each department has a profit and loss book, and all reductions are registered in this by the head of the department, passed by the manager before sending same to the office each week or month.

By this system we are able to get at the actual stock figure each week. We take stock at cost and selling, and so get the percentage of profit actually showing on goods in stock. We have already the profit as shown on the invoices, and in this way we get what should be our estimated stock figure, and in comparing the estimated with the actual, I have known the whole of the departments, with a turnover about the same as the above table, to come out within \$100. There are so many systems, but, of all, I think this is the most simple.

It may not seem practical for the American system of trading, as you are continually cutting your prices at certain times during a season, and you would not be able to know just how much a customer paid for an article without some other records denoting the lot number on each sale. We only have end-of-season sales twice in the year, and I think, after all, it is the best method. What is more galling to a regular customer than paying \$30 for a suit on Saturday and then having his friend buy the same suit at \$22.50 on Monday, in mid-season. Our system of describing how long a garment has been in stock is very old. We use the A B C method, or a private code, in which you do not have a repetition of any letter.



Improvement in Umbrellas.

(Continued from page 86)

cane. The result, naturally, was a clumsy and unsightly article, which it required some hardihood to bring into daily use. With the invention of the steel frame the whole trade was revolutionized, and the

umbrella that was formerly counted amongst the luxuries of the rich became the privilege of the many. Another improvement that did much to popularize the umbrella was the adoption of taffeta as a covering. This cloth, a mixture of silk and wool, makes a neat cover, even more lasting than silk and very much cheaper. Previously the choice was between silk and alpaca, the one expensive and the other clumsy. Cotton was occasionally used to cover the old gingham, but it also suffered from the objection of unsightliness.

To-day the whole aim of umbrella manufacturers is to turn out a slim, light article that can be easily carried. To do this they have adopted the device of using a metal tube. This gives both strength and lightness, and the trough-shaped ribs almost universally employed nowadays do not add much to the weight. By this means, and by using a fine cloth, the neat umbrella of to-day can be passed through a hole the size of a shilling. For some time it appeared as if the metal tube would not survive against the wooden stick, which can also be had of very slim proportions if ironwood is used. The reason possibly was that the metal tube was apt to get bent, and the umbrella was rendered useless. This has been remedied by using tempered steel, and the vogue for the metal tube is returning. It is a curious fact, but manufacturers state that while a big trade is done in the city and East of London, the numbers sold in the high-class West End shops are comparatively small, when compared with the business done in the umbrellas with wooden sticks. Of recent years the biggest change has been in the size of the ladies' umbrellas. The ribs used to be about 21 inches in length. Now they are usually from 23 inches to 24 inches in length, and the suggestion is that when ladies' hats increased in size the umbrella had to follow suit. American ladies, however, usually carry umbrellas of the size ordinarily used by men, with the ribs 25 inches in length.

It is when one comes to consider the handle of the umbrella that the greatest variety is found. As might be expected, it is the ladies who demand brightness



Easily Cleaned

is one of the strong selling points of

CHALLENGE COLLARS

but two points just as strong are: the extra long wear they give and the fact that styles are kept "up to the minute."

Our Rubber Brand at \$1.80 dozen and our Pyralia Brand at \$1.50 dozen are quarter's 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

51-56 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



New Features

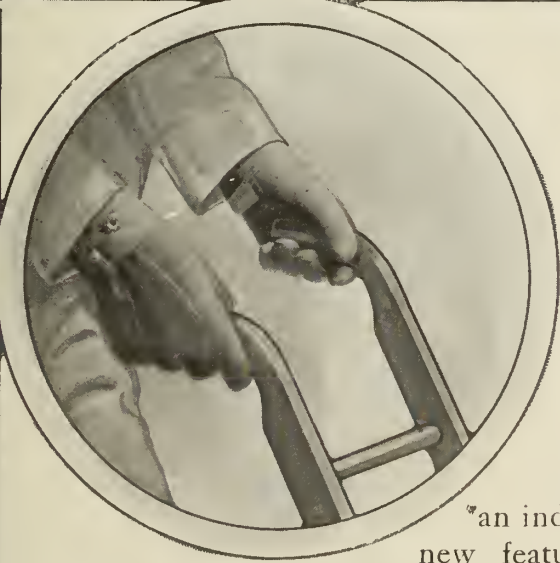
The Universal demand for "Asbestol," Eisendrath's Celebrated Gloves and Mittens, was built as a result of a careful study of what was needed by the trade at large. Every number in the entire line is made to fit

"an individual need. The line is also characterized by new features—"Specialties" which are brought out as trade builders.

"Asbestol" Gloves and Mittens stand the effects of steam, heat and water. It's a good line for you to know—a dependable line for your trade. Your jobber has the stock and will be glad to supply you.

ASK FOR A COPY OF OUR NEW CATALOGUE.

Eisendrath Glove Company :: Chicago



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.

THAT a men's and boys' clothing department can be installed in city of 12,000 for \$4,500 is the opinion of a buyer to whom was referred the question recently asked of this department and on which two buyers have already given their views. Last month a buyer submitted an estimate of about \$8,000, but this was based on the requirements for an exclusive men's wear store.

In the present case the third buyer points out that for such a store he would give a much larger stock. His understanding was that enquiry referred to a department that was being added to another business.

"As an auxiliary to the above estimate," he states, "a special-order clothing department can be made a paying feature, requiring but little space to handle, as the samples or swatches are now put up in compact form by the leading firms. A customer who cannot be suited from stock, will in the majority of cases give an order for a made-to-measure suit. It also adds tone to the stock. Special order goods being mostly in the higher-priced lines selling from \$20 to \$35. With the very complete order forms now provided a salesman can in a short time familiarize himself with the necessary particulars for taking measures correctly, and an occasional misfit is not a serious matter provided the customer is not in a rush, as a suit can be put into regular stock and marked at full price. A little care and experience on the part of salesmen in measuring and also in fitting on the new garments will avoid many of the above.

Stock sheets of fur and fur-lined coats have not been given, as this stock to handle successfully, requires considerable space and a well assorted stock. As a rule, a small stock will not be found satisfactory. The purchase of a fur or fur-lined garment means the outlay on the part of the customer of from fifty to one hundred dollars and upwards. A great deal of valuable time is often taken up in comparing with the values offered in the different stores, usually to the disadvantage of the small dealer. However, a safe start could be made by selling from sample garments from one of the first-class wholesale fur houses.

MEN'S BLACK SUITS.		
Quantity.	Sizes.	Prices.
8	34 to 44	\$ 7.50—\$ 60.00
8	34 to 44	9.00— 72.00
6	34 to 44	12.00— 72.00
MEN'S SERGE SUITS.		
Quantity.	Sizes.	Prices.
12	34 to 44	\$ 7.50—\$ 90.00
12	34 to 44	10.00— 120.00
10	34 to 44	12.00— 120.00
10	34 to 44	13.50— 135.00
6	34 to 44	15.00— 90.00
10	worsted 34 to 44	6.50— 65.00
12	tweed 34 to 44	7.50— 90.00
12	t'd & w'st'd 34 to 44	8.50— 102.00
15	" " 34 to 44	10.00— 150.00
12	" " 34 to 44	13.50— 159.00
10	" " 34 to 44	15.00— 150.00
MEN'S OVERCOATS.		
Quantity.	Sizes.	Prices.
10	34 to 46	\$12.00—\$120.00
10	34 to 44	13.50— 135.00
8	34 to 44	15.00— 120.00
4	34 to 44	16.50— 66.00
8	34 to 44	6.00— 48.00
10	34 to 44	7.50— 75.00
12	34 to 46	8.50— 102.00
12	34 to 44	12.00— 144.00
15	34 to 46	10.00— 150.00
YOUTHS' OVERCOATS—\$12.11.		
Quantity.	Sizes.	Prices.
6	28 to 34	\$ 4.50—\$ 27.00
8	28 to 34	5.50— 44.00
6	29 to 33	6.50— 39.00
10	31 to 34	7.50— 75.00
4	31 to 34	9.00— 36.00
3	32 to 34	10.00— 30.00
BOYS' OVERCOATS—\$54.00.		
Quantity.	Sizes.	Prices.
4	24 to 28	\$ 3.50—\$ 14.00
4	25 to 28	4.50— 18.00
12	26 to 28	5.50— 22.00
MEN'S FALL OVERCOATS—\$318.		
Quantity.	Sizes.	Prices.
7	34 to 44	\$ 5.50—\$ 38.50
8	34 to 44	7.50— 60.00
10	34 to 44	8.50— 85.00
6	34 to 44	12.00— 72.00
3	34 to 44	13.50— 40.50
MEN'S ODD TROUSERS—\$165.75.		
1 1/4 doz.	per dozen	\$15.00—\$ 18.75
1 1/2 doz.	per dozen	18.00— 27.00
1 1/2 doz.	per dozen	24.00— 36.00
1 doz.	per dozen	30.00— 30.00
1 1/2 doz.	per dozen	36.00— 54.00
MEN'S FANCY VESTS—\$38.25.		
3/4 doz.		\$ 9.00—\$ 6.75
1 doz.		10.50— 10.50
1 doz.		12.00— 12.00
1 1/2 doz.		18.00— 9.00
MEN'S OVERALLS—\$216.50.		
2 1/2 doz.	without bib	\$ 6.50—\$ 16.25
6 doz.	without bib	9.00— 54.00
2 1/2 doz.	without bib	10.50— 26.25
4 doz.	with bib	4.50— 18.00
5 1/2 doz.	with bib	9.00— 49.50
5 doz.	with bib	10.50— 52.50

S.D. COLLARS

Always Clean—No Laundry Bills

"S.D." collars are the most up-to-date waterproof linen collars on the market. All the advantages of the linen collar and none of the disadvantages of the old-time rubber collar. They are made to give satisfaction. A trial order to-day will convince you of this fact. Made in three grades:



Linolo (Interlined) at \$2.00 List
 Lima " " 1.50 "
 Peerless " " 1.25 "

Made in linen, gloss and dull finish. Sizes, 12-18.

Write for catalog and discounts to-day.

The SMITH-D'ENTREMONT CO., Limited
 1475-77 QUEEN STREET WEST, TORONTO

TURNBULL'S

MAKERS OF THE FAMOUS "CEETEE" PURE WOOL

UNDERWEAR

NOW IS THE TIME

for you, Mr. Merchant, to sell your Fall and Winter Underwear.

Your customers that bought CEETEE UNDERWEAR from you last year will come in and buy this year again without any effort on your part.

Then, many new customers will be brought to your store by our strong advertising. They will come in for you to show them CEETEE UNDERWEAR.

It is up to you to make the sale. If you endorse our statements made in the advertising, which you know to be absolutely true, the sale will be made every time, and you will have conferred a favor and good service on your customer.

Our large advertising campaign, costing thousands of dollars, is now in full swing. We have made the best goods and have told, and are telling, the public about them. It is all we can do. It is up to you to increase your business by confirming our statements.
MADE IN ALL SIZES AND WEIGHTS FOR MEN, WOMEN AND CHILDREN.

The C. Turnbull Co. of Galt, Limited

MANUFACTURERS

GALT,

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.

566



MEN'S CRAVENETTE RAINCOATS—\$170.50.		
Quantity.	Sizes.	Prices.
5	34 to 44	\$ 5.00—\$ 25.00
7	34 to 44	6.50— 45.50
4	34 to 44	8.50— 34.00
3	34 to 44	10.00— 30.00
3	34 to 44	12.00— 36.00
MEN'S RUBBERIZED RAINCOATS—\$187.50.		
4	36 to 44	\$ 5.00—\$ 20.00
6	36 to 46	6.50— 39.00
6	36 to 48	8.50— 51.00
4	36 to 46	10.00— 40.00
3	36 to 44	12.00— 37.50
MEN'S SMOCKS—\$104.25.		
3 doz.	Men's Smocks	\$ 4.50—\$ 13.50
3 doz.	“ “	6.50— 19.50
5 doz.	“ “	9.00— 45.00
2½ doz.	“ “	10.50— 26.25
BOYS' THREE-PIECE SUITS—\$138.		
Quantity.	Sizes.	Prices.
6	28 to 34	\$ 3.00—\$ 18.00
6	28 to 34	4.00— 24.00
6	29 to 34	5.00— 30.00
6	28 to 34	6.50— 39.00
6	29 to 34	4.50— 27.00
BOYS' TWO-PIECE SUITS—\$213.50.		
Quantity.	Sizes.	Prices.
6	22 to 28	\$ 1.50—\$ 9.00
6	22 to 28	2.50— 15.00
6	24 to 28	3.00— 18.00
6	24 to 28	3.50— 21.00
8	28 to 33	3.50— 25.00
8	28 to 34	4.50— 36.00
8	28 to 33	5.50— 44.00
7	28 to 34	6.50— 45.50
1 doz.	Boys' Odd Knickers	\$ 4.50—\$ 4.50
2½ doz.	“ “ “	6.50— 16.25
2 doz.	“ “ “	9.00— 18.00
1½ doz.	“ “ “	10.50— 15.75
1 doz.	“ “ “	12.00— 12.00
3 doz.	Boys' Overalls	\$ 2.25—\$ 6.75
2½ doz.	“ “	4.50— 11.25
Child's Fancy Overcoats. BOYS' CLOTHING. CHILD'S FANCY OVERCOATS.		
Quantity.	Sizes.	Prices.
6	22 to 28	\$ 1.50—\$ 9.00
6	22 to 28	2.00— 12.00
5	22 to 28	2.50— 12.50
4	22 to 28	3.50— 14.00
3	22 to 28	4.50— 13.50
3	22 to 28	5.50— 16.50
10	“ “ 34 to 44	15 00— 150.00

Who is Responsible

The Review's Information Bureau has received a letter from a merchant asking for an opinion as to a newspaper's responsibility when a wrong price, not according to copy, is quoted in an advertisement.

Thus a line of shirts which the merchant intended to advertise at \$1.50, is actually offered at 50 cents in the paper owing to some bungle in proof-reading or correcting.

Much depends upon the system of proof-reading. The price may be right in the copy, but many merchants and advertising men recognize that their personal responsibility does not end there. The advertisement may be set up by a careless compositor, and mistakes are bound to occur which the publisher of the paper absolutely refuses to account for. The merchant or advertising writer must insist upon seeing proofs, and even corrected proofs or revises, before the advertisement is published. If the advertisement leaves his hands in perfect condition with prices and every other detail correct, then he is justified in supposing that responsibility shifts to the newspaper office. It is the advertising writer's place to see that everything is done so far as his department is concerned to prevent mistakes.

The corrected proof returns to the newspaper office with every error plainly marked. It goes to the composing room and is corrected. A price line, however, may not be properly spaced or justified and in conveying the forms to the press a letter or figure drops out and is not noticed. This, of course, is due to carelessness in make-up but is sometimes looked upon as being purely accidental and as something for which the publisher cannot be held accountable. Such a thing happens very rarely. Where there has been gross carelessness in correcting a proof, it only appears reasonable that the publisher should at least share the responsibility of that carelessness.

Some merchants, when a price is misquoted, prefer to let the item run rather than leave their advertising open to the charge that it is not reliable. This policy is liable to prove rather expensive, although it is converting some previous fault into a good advertising feature. In other cases, as soon as the mistake is discovered a neat card of explanation is placed on the counter where the goods are being sold. It is good policy to run the same item at the corrected price in the newspaper the day following.

 <p>RED-MAN BRAND BIRDWOOD</p> <p>EARL & WILSON The most popular day dress Collar made in America</p>	<p>EARL & WILSON Collars in Canada</p> <p>Red-Man Brand</p> <p>NEW SHAPES FOR QUICK DELIVERY</p> <p>Address all enquiries to A. E. ALTMAYER c/o Earl & Wilson - New York</p>	 <p>RED-MAN BRAND BAYWOOD</p> <p>EARL & WILSON Same style and slightly higher than our famous Graywood.</p>
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WREYFORD & CO.

TORONTO

Wholesale Men's Furnishers



We are ready for
CHRISTMAS TRADE
 with
 Dressing Gowns, House Coats
 Scotch Wool Vests
 With or Without Sleeves
 Special lines of Sets
 "Tie and Socks to Match"
 in Plain Colors or Accordion Silks
 And Other Specialties
 Knitted Silk Moir Scarves
 Etc., Etc.

SAMPLES AND PRICES UPON REQUEST

WREYFORD & CO.

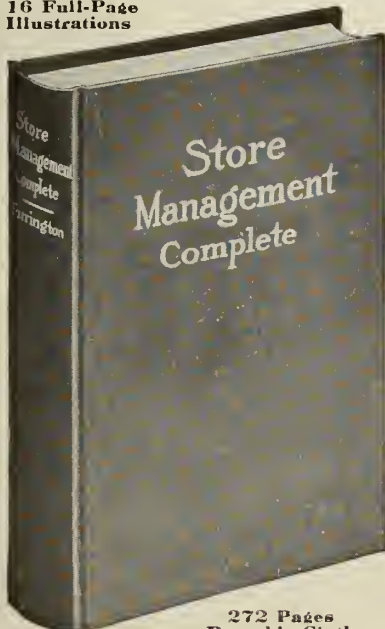
85 KING ST. WEST, TORONTO

The merchant is placing his order for a full range of Spring shirts from the Star Brand line, and will find himself in a position to command the shirt-trade of his town. Not only do Star Brand meet the requirements of the most particular dressers but they unconsciously appeal to the masses. They are in every particular high class shirts and are of value you can't well overlook. Let us show you through our entire range and you will find "Star Brand" shirts the nearest to your ideal in style and value.

See our Christmas line of shirts and neckwear. we give immediate delivery on these lines. Prompt service is always our aim.

Store Management—Complete

16 Full-Page Illustrations



272 Pages
 Bound in Cloth

ABSOLUTELY NEW

ANOTHER NEW BOOK

BY

FRANK
 FARRINGTON

A Companion Book to
**Retail Advertising
 Complete**

\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
 TORONTO



SHIRTS
 Are Made for Particular People

Van Allen Co., Limited

Hamilton

--

Ontario

Prepare for Suggestive Novelty Season

Many novelties that the men's wear store can feature to advantage —
Latest ideas in leather goods and accessories for the Christmas trade
— Profit in the business if properly handled.

THE opportunities in novelty lines for Christmas retailing are only limited by the number of sections developed and the appealing features of each section. Range of selling is often curtailed by handling lines in other departments to the detriment of the men's wear department.

Sizing up stocks, these lines generally include neckwear at 25c, 50c, 75c, \$1.00 and up, handkerchiefs initialled, monogrammed or plain H. S., in ¼, ½ or dozen boxes at 50c to \$4 each, gloves and hosiery, all kinds, shirts and pyjamas at special prices. Sweater coats at \$2.50 to \$10 are sellers at this time. Hats and caps, canes and umbrellas, tight roll and adjustable, are acceptable gifts. Lounging robes, house coats, bath robes, novelties in jewelry, collar and cuff sets, suspender sets, and many other lines are reasonable suggestions which show good sales results. Adherence to regular lines may appeal to careful buyers, who hold that usual business at this time is as much as can be satisfactorily handled.

SUGGESTIVE RETAILING.

Christmas is a season of suggestive retailing. In men's wear lines, as in no other department, possibilities for larger sales are always evident because men appreciate quality. It is this same demand which makes gift selection so hard for average buyers. To keep away from personal apparel and include something which most men have not got already or would prefer to choose themselves is a good idea.

FEATURE GIFT NOVELTY.

Many sections in the store go outside of their understood province in stocking gift novelties for introductory selling at Christmas. Extra space is given handkerchiefs, gloves, ties and holiday lines and less important departments are allotted minor location, consistent with business to be divided. For instance, leather goods are shown in the travelling supplies section, kodak department and with dress accessories.

LEATHER GOODS.

The development, in men's wear sections, of leather novelties is not so advanced as in women's lines. Whether this can be attributed to the competition of druggists, bookstores and fancy goods shops is hard to determine. Many merchants claim that the novelty leather goods business is cut up and that too many stores carry an assortment. This may be true to an extent. Each retailer has a specialty assortment for the trade catered to.

The field of this business for furnishers is growing in proportion to the increased numbers of lines which are suitable for their trade, and almost every men's furnisher has had the problem of suggesting something better. In preparing samples this year,

manufacturers have added lines to meet this contingency.

GOOD MARGIN OF PROFIT.

Such leather goods and fittings as drinking cups, flasks, wallets, military brushes, collar, cuff, shirt and dressing cases all show a good margin of profit. Some of the novelties seen are soft suede collar bag with pocket for cuff and collar buttons, flat shirt case with gusset, holding 3 to 4 shirts, and made exactly to fit the bottom of a grip, and glove or cuff envelope to match in green, tan and brown. Short bristle military brushes in flatter cases are more convenient and some smart shapes are offered.

Parisian and ebony finish are always good and the latter is having a splendid sale in the early orders.

NEW IDEAS IN DRESSING CASES.

The prevailing idea in dressing cases is to have them as flat as possible and fitted with unbreakable sets. One of these novelties fits, by means of a flap, in the inside envelope of the club bag. Folded or roll cases are shown without side flaps for the specialty trade. Very late novelties in strap, tie and whisk holders with pin cushion are selling as a result of the success of last season's numbers.

Ranges of men's leather accessories are complete without in any way competing with outside trade. Purses, wallets, memorandum and bill books



Leather novelties for Christmas. Shirt, collar and cuff or glove cases to match, in tan, brown or green suede leather. Adjustable dressing case with unbreakable Parisian fittings. This case is held to the side envelope of the overnight grip by a flap, which serves to make an easel on the dresser. Courtesy Julian Sale Leather Goods Co., Toronto.

“MONARCH-KNIT”



M33.B

Have you knit goods in your clothing department?

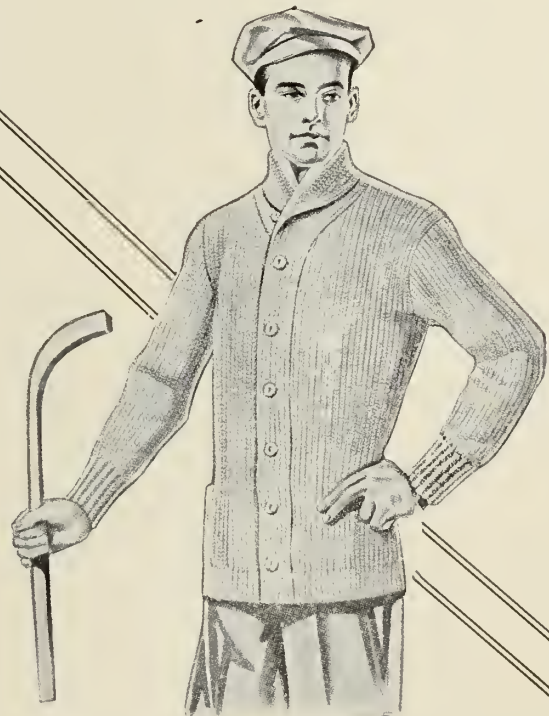
This is a line always in demand and you are sure of your profits.

If you carry “Monarch-Knit” lines your customers will ask for them.

They know the merits of “Monarch-Knit.”

We are the largest manufacturers of fancy knit goods in the world.

“Monarch-Knit” is the standard for style, quality and workmanship.



M53

The Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at

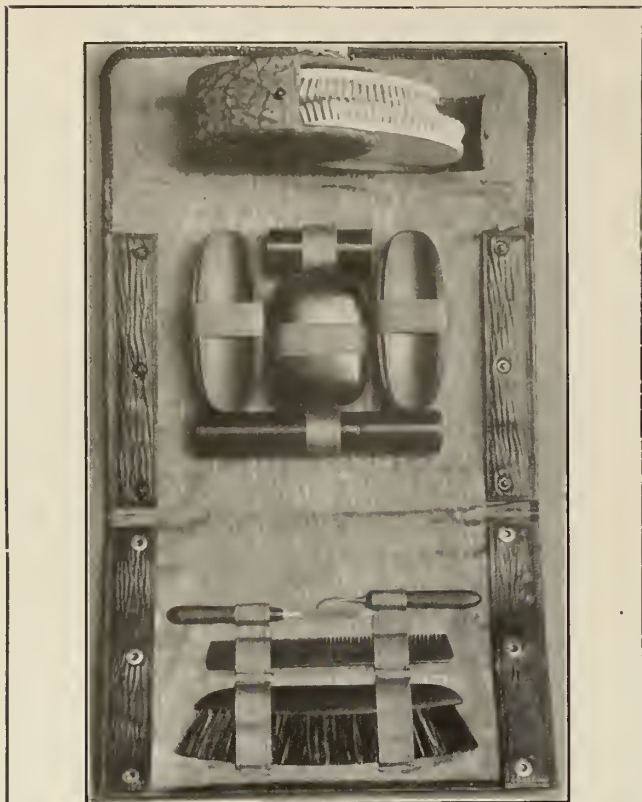
DUNNVILLE

ST. CATHARINES

ST. THOMAS

BUFFALO

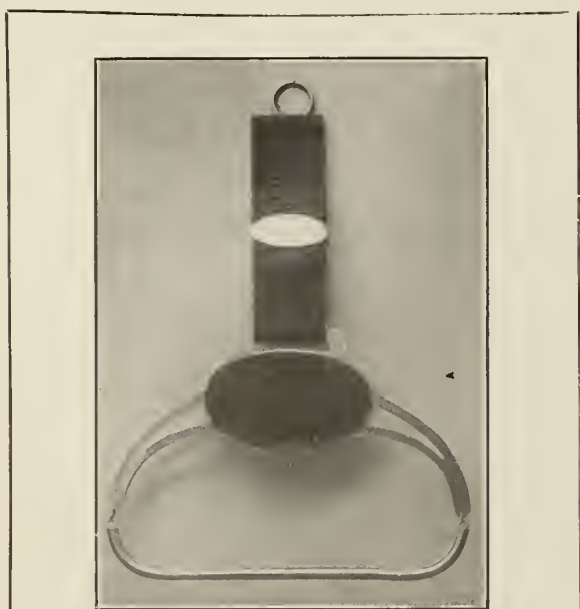
Please mention The Review to Advertisers and Their Travelers.



Flat folding moire-lined dressing case with ebony fittings. Thin Parisian back military brushes in case inset at top. Shown by Winnet & Wellinger, Toronto.

are specially adaptable along with novelty lines. Space necessary is not such a problem for an adjunct department, as a case and an assembled showing is bound to be profitable.

Usually the class of men entering a store are susceptible to the features in an up-to-date showing and



A Christmas novelty tie holder and pin cushion combined. Courtesy Julian Sale Leather Goods Co., Ltd., Toronto.

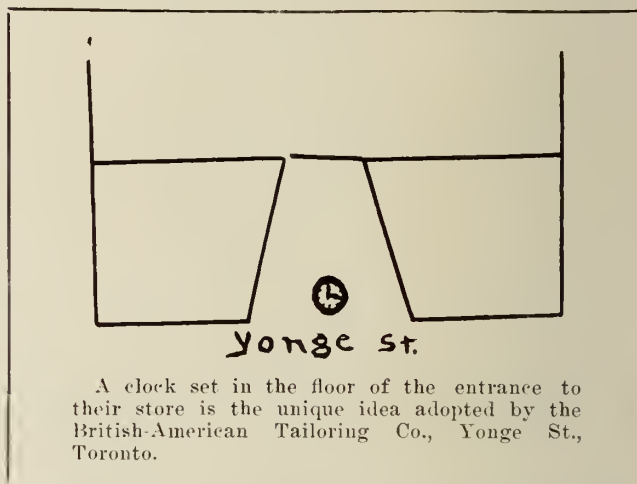
impressed with quality. As a Christmas development of furnishing stores, no other line compares as favorably as a smart display of novelty leather goods. Profits are not offset to any extent by changing styles and loss does not result from carried-over lines as in many other featured Christmas sections.



Clock in Entrance Floor

A unique feature for a store front is the installation of a clock in the floor of the entrance. The British-American Tailoring Co., who have opened a store at 81 Yonge street, Toronto, have thus put time under foot. The mechanism of the clock is in the basement and the face is protected by a plate of thick glass. The section in which their store is located is always crowded and as "public" time is scarce at this point, the management of the store are of opinion that in time their clock will become an institution and attract increasing attention to their store.

The British-American Tailoring Company are using British woolens and American serges—hence



A clock set in the floor of the entrance to their store is the unique idea adopted by the British-American Tailoring Co., Yonge St., Toronto.

the name—and are making a specialty of short-notice tourist trade. Here also the name applies to advantage for to the majority of tourists this combination is said to appeal. This is irrespective of the claim made by some fashion authorities that there is little essential difference in style lines adopted by good dressers in London, New York, Toronto, Montreal, or Vancouver.

"Of course," men's styles originate in London," said the manager to the REVIEW, "but it is a remarkable thing that very often, when an Englishman comes to this country he is not here very long before he enquires about American styles. The present vogue is decidedly English, but in this country modifications are being worked out which eliminate all tendency to the extreme.

The windows of the new store are recognized by the management as having an advertising value equal to 40 per cent. of the rent. This indicates the value of a ground-floor location near the busiest corner in Toronto.

NECKWEAR AND ACCESSORIES



Are novelties more profitable than boxed lines? — Individual selection a matter to be considered — Satisfactory orders for the Christmas season — New ideas in knitted neckwear with better values

THE problem of boxing and choosing Christmas neckwear is based on values and advertising. Either merchants or consumers ultimately pay in depreciation of style, value or selling merits of the goods or added price of the boxes.

Buying quantities enables manufacturers to make the price of the box a minor charge. Locality demand has much to do with the success of Christmas boxed lines. This accounts for the difference in selection between city buyers and smaller merchants in outlying towns. Everyone agrees that boxing is a good idea and helps to sell the goods.

Values given in boxes are right and cannot be criticized. Each buyer has his outside costs for popular retailing prices and is guided by local costs of doing business. The option is simple. On one hand buyers are offered a splendid range of designs in a suitable box at \$2.25 or \$4.50 dozen less 10 per cent. January 3 or some similar dating. Otherwise buyers pay \$2.25 or \$4.50 a dozen less 6 per cent. and have choice of the range of patterns. To add a box at these prices is hardly feasible because merchants cannot afford to pay the limit price and show a satisfactory profit. Extra costs of doing business plus necessary costs of special individual boxing does not give sufficient margin. A great deal depends on the possible prices and salesmanship. For Christmas selling this year there are many lines which could be sold at 75c. Furnishers are getting this price for \$4.25, \$4.50 and \$5.50 numbers. Patterns at \$6.50 up are bringing \$1.00.

Boxing neckwear and other Christmas neckwear is a matter chargeable to advertising, which men's wear stores can use to individual advantage. The amount of advertising appropriation spent in this way should not be charged against values optional with the buyer, except he depends on value to make a noise. Admittedly he can and is doing this.

But in the merchant's own interest it is a question whether buyers might not better depend on knowledge of the wants of their trade, snappy styles and patterns and individual choice. By boxing Christmas lines uniformly merchants are creating prestige. Boxes used convey some impression as to the class of business done. Others suggest quality or are striking enough to give a lasting impression and invite future business.

Advantages of buying boxed neckwear is apparent both to merchant and manufacturer in that it makes special advertising windows possible and invites quantity orders. For buyers who wish to retain a name exclusive for style interpretation and natty goods, giving tone to the store, personal selection is the correct rule. It is not claimed, however, that box lots lose these merits.

Of course, both practices are plausible. In choosing values, styles and patterns and deciding on a striking box in which the firm name appears, good merchandizing pays a large margin of profit. Difference in costs of cleaning up unsuitable patterns as against novelty lines when un-seasonable is one reason why the buyer should have a free hand in selecting and by boxing everything individually make this extra profit pay for exclusive boxes. It rests with both buyer and merchant to apply the same quantity pressure to make the most of the Christmas selling season.

Orders for Christmas are a good indication of the success of this season's ranges. From present reports several lines are likely to be withdrawn because they are sold up. Border ends have been exceptionally strong. Under these conditions and with manufacturers sold to capacity it is not expected that any later or last minute novelties will be offered.

The value offered in knitted ties is just a little better with each succeeding sample offered. Outside the vogue of patterns, the introduction of diagonals in contrasting colors to simulate silk or fabric patterns is an important feature. One of the smartest patterns and qualities yet seen in hand crochet effects at \$4.50 dozen is quoted for immediate delivery. The cut tie with lining and introduced color is another development which is adding to the range of natty crochet effects. Numerous new patterns are offered which heretofore have not been possible on tubular machines. Buyers are offered remarkable values at \$2.25 and in anticipating Spring ranges can expect a new standard at \$4.50 with better values than ever in silks, especially lines to retail at \$1.00 and \$1.50. Some of the patterns are real classy and are bound to take notwithstanding the so-called passing of crochet ties.



View in men's clothing section, Filene store, Boston. Wardrobe system admitting of effective display. Note unit on top of case consisting of coat posed on chair with bag hat and cane.

Planning for the Customer Beforehand

Clever salesman will form mental picture suggesting his procedure in any selling proposition likely to occur—Plan a customer for every variety of suit in the store—Having an answer ready for possible setback.

THE following address on Salesmanship was delivered before the salesmen of a large Chicago store by Otto Buehrmann.

If a man were to meet you on the street and tell you where brand new silver dollars were buried, you, we, and almost everybody, would go get a pick and shovel and begin to dig at once. The object of this talk is to tell the salesman where he will find many silver dollars, all his own, if he will but devote a few hours of every week to digging right here in the store to uncover them.

It is pretty certain that the store will close tonight, equally so, that it will open in the morning; just as certain is the proposition that the study of the subject given in this talk will enable the salesman to get results in real cold cash—not hope or stage money. The experience and observation of the cause which produces the effect, makes it as certain as fate; but it is not a get-rich-quick game. It's the slow, but sure, road of hard work, and energy wisely applied, which leads to big successes.

SIZE UP CUSTOMER.

Plan your sale before you see the customer for the suit before you. How can this be done? As easily as the architect makes the plan for a house, or

an apartment, before he has seen the person who is to occupy it, or even the tenant has thought of moving into it. He plans and builds for a class, not the individual, and so it is with the suit you are now examining—it is made for the one man of a class, and if you have been studying the subject of classifying the customer, placing him correctly in the class in which he belongs, the instant you lay eyes on him your sale is half made. Every man, everyone, belongs in a class; no matter how far from his class, or where he may be at this moment, his associates, his environment or circumstances have placed him in a class so far as his tastes and inclinations are concerned. Worldly goods establish his business class, and his mental class is determined by his ability, and the classifying of the customer at a glance will be done by the salesman who has practiced and is versed in the subject.

To acquire this skill is the lifework of an ambitious salesman. When he ceases to practice this art, neglects to try to be more perfect in this mental work, he begins to go backward, floating down the stream, away from the activities of success, while resting on his oars—not trying to go against the current, but simply floating. He will go over the dam and be lost to the business world—"a has been."

The mental labor demanded to make the classification is a sharpener of the wits and awakens the mind to the happenings of the hour; for classes do not remain as always in clothes buying. A few years ago there were but very few classes of clothes buyers, chief of which was the farmer and the workingman; now nearly every man, in all walks of life (possibly barring the very rich), has become a patron of the ready-to-wear garment trade, and it is this vast increase of customers, from all classes, which makes the work now so difficult and at the same time so deeply interesting.

MIND-PICTURE OF CUSTOMER.

To whom will you show this particular suit in conservative cut and quiet color? Draw a picture in your mind of the man who will be your customer in the course of the season for the suit. Plan how you will meet him, how you will create the interest in his mind that will make him want this suit. If you go at him with the bald, uninteresting selling remark, "this is a good suit," the chances are even he will say, "I don't like it"; but suppose you have a plan arranged, to introduce the quality of the goods, with a word as to the advantages of this particular kind for a special purpose, or bring up the matter of cut, as being so comfortable, or feature the color for his personal requirements. Surround the customer, envelop him in an atmosphere, created by your suggestion, so that he sees the various good points of the suit, never relying on the one weak selling feature of an assertion of your own.

KNOCK NOTHING.

When the customer comes into the house his self-interest is actively engaged in denying everything the salesman is saying; therefore, do not place any one idea so plainly in opposition to his interests that he can directly oppose it, but point out to him the features of interest to his class, and his particular personality, for every man has his peculiarities, to which the salesman must defer: these will be indicated by the shape of his head, his face, the expression of his eyes, etc. And when he is properly classified, these personal characteristics will not be overlooked.

If there is a certain suit in the house which "looks like Bill Jones," see to it that he knows all about it, that you have it to sell, and that when he comes he will be shown the points which made you think of him in connection with it. Show goods so that it appear that you are but considering the interest of the customer; to intrude your own interests is to excite suspicion, and the opposition of the customer. The reference was made above.

Choose a sort of suit which will give you a good sale, and service, as against the competition. The goods you do not have in his mind

It is a good rule not to knock anything or anybody when making a sale. Be so much interested in whatever you are selling that you cannot stop to give expression to a negative thought. "This is the thing for you to buy, Mr. Jones," because it is so and so—telling the good points, but leaving the field open to present the selling features of any piece of merchandise in the house. You have all the goods in the store to sell: each piece will suit somebody and be just what they want, and there is no telling when that "somebody" will appear, and should you have placed yourself on record as opposed to this or that line of merchandise, it has a most dampening effect on the selling enthusiasm of yourself, the salesman. All auto-suggestions should be of a positive and optimistic character.

All good plans have for their ultimate aim the securing of the good will of the customer for all time, and anything which does not tend to this end, in plan of service, is short-lived and unprofitable. For no plans can be made for the uncertainties of a bad policy.

For the honest, honorable and reliable salesman there is a bright and profitable to-morrow; for the tricky and short-cut man only the single customer of to-day.

HAVE ANSWER READY.

In the plan have a place for a possible setback and a quick answer to any and all objections, be they what they may. This will require a thorough study of the many features of material, cut and workmanship, and this knowledge will build up the value of the salesman to his house.

To be able to tell the customer, truthfully and accurately, the story of the wool, from the time it grew on the back of the sheep to the moment it is shown in the cloth before him, is a tremendous selling argument. Equally so, to be able to tell a customer why the garment is cut thus and so, be he workman or man of leisure. A sale we once heard made was closed as a result of the story of how the composition buttons were manufactured—not that the man bought the buttons, but the salesman told the story so interestingly that he gained the attention and confidence of the customer, who "came across" to his way of thinking on the other points of the suit.

The hand-made buttonholes were for years a strong feature used by many successful salesmen as a talking point. Every one of us has made the sale on the non-breakable features of the shape-retaining front of the coat. The selling points are so numerous that a book could not tell them all; each has its place in a well-thought-out plan, applicable to the peculiar sort or kind of merchandise. Patch pockets are sold in some localities and are demanded by the trade and are the selling points to put in your plan if you live in the territory where they are called for.

VARY THE ARGUMENT.

Plan for the argument you will make to the customer for each of the various kinds of suits in the house; do not have a "ready-made" argument for all alike. Vary it to meet the many kinds of men who will buy the different suits you have to sell. This extreme new cut and latest novelty in material must be presented with an argument detailing the demands of the latest fashions, and which this suit supplies. Comfort and service will not be considered essential features by this buyer.

"Time is money," so are words; for that reason expend them wisely and economically, not only for the savings, but for the specific purpose of making the correct impression on the mind of the customer. Choose your words to fit into the small talk of his associates and say things in a manner to which his class is accustomed. "Nifty, swell and nobby" are not words to impress the minister or the judge; neither will they be understood by the staid foreigner, such as the solid German or Swede of middle age; they have their place in some planned arguments for some people, but as every piece of building material must be used where it fits in the building, according to the plan of the architect, so must the word used in the selling argument be suited to the class and personality of the customer.

A sheet anchor of the salesman is silence, which should always be the breathing space in all plans to learn the peculiarities of the customer or the place to regain any lost ground.

Mistakes of classification are avoided by a quiet friendly look, and a pleasant expression of the face invites confidences; these last are rarely given to meet a flow of words. No man ever extended a confidence in return for a string of selling arguments, rattled off like the clatter of a sewing machine.

Time cannot be spent to better profit than to make a plan to sell each single suit in the stock; not that you will ever use them as outlined, but the exercise of thought and judgment in making these plans will be a training beyond value to the ambitious salesman. I mean the ambitious salesman always. The indolent, careless person, who never reads and thinks, will never know about trade papers, selling talks or plans of any sort or kind to advance him in his work. He it is who is constantly on the lookout for a "steady good job," with no prospect of ever finding it. For such jobs are held by those who are ambitious to make more money, to sell more goods and to keep their positions.

ARE SALESMEN INDIFFERENT?

This situation is indicated by the expression of a certain prominent clothier in a distant city, who said, in regard to selling suggestions, "I find the majority of the retail salesmen to-day indifferent to articles of this kind. They do not seem to be enough

interested in their positions to take up the proposition in a technical manner." Think of it! This man speaks with the authority of an employer of many salesmen, and it is a caustic arraignment of the employes. This attitude is, to say the least, very unprofitable to those who are the most interested.

The "technical" features of selling are as essential to the salesman as the multiplication table to the student, and where they are lacking the work will be as faulty as the attempted solution of problems in arithmetic. This is one reason why there are comparatively so few expert salesmen and why there are so many "half-baked" men to step in and take a "try" at the work at any price.

Five per cent. for "misses" is the limit allowed salesmen in one store we have in mind. How long would you last in this house? Excuses are not credited at all. It is results which are demanded. And every salesman on the floor—for only experts are retained—will tell you he plans his sales long before he sees his customers. This planning makes it necessary to go through the stock every day, to note the changes and additions, for as the sizes sell out and new lines are added it is necessary to know what plan can be made to interest the coming customer.

One particular salesman has a peculiar manner of using his hands when showing goods which is highly interesting to the observer. He caresses the cloth, by passing his hands gently over the surface, stroking it downward as if it were a pet dog or kitten of which he is most fond; to see him in his favorite practice and hear the low convincing tones would almost persuade the onlooker to buy, and yet some persons "are not at all interested in technical features of salesmanship." Just as if a few talks or lectures would fill the bill, like a mechanical sausage stuffer fills the casings. This salesman has practiced his gestures with as much care as any student ever exercised to learn penmanship.

Plans and suggestions are far from mechanical, technical though they be. If a thing is fairly well learned by observation, how much better would it be mastered by intelligent study? And this certainly applies to clothes selling in the highest degree.

MUST HAVE AN OBJECT.

To make any good plan the planner must know what he wishes to accomplish. It is equally necessary to know what resources he has at his command to achieve results, and at a glance it will be seen when a salesman makes his plan it embraces every feature and ramification of the business: buying of the goods, housing and store management, advertising, selling and delivering a correct policy to insure a "come-back business" in the house.

An Effective Unit Suggestion



THE trim illustrated here is appropriate for the Fall season when the demand for fancy vests, white shirts and accessories for formal and informal wear is developing. Little explanation as to the arrangement is necessary. The vest in the centre is fitted over a form draped with crepe paper to simulate a shirt, while on the stands at each side a suggestion of daintiness is secured by arranging the vest on easels which were first covered with pure white crepe paper. This also helped to remove any suggestion of stiffness. Fixtures used are vest form, shirt easel and small T stands.

Planning will embrace a close acquaintance with each class in the territory and ultimately with every customer, big or little, young or old. Your "pull," Mr. Salesman, depends on your following, and this cannot be created or retained without many and various plans to get the customer and to keep him, and when you so plan, the results are to be seen in the pay envelope and the importance of your position. Nothing in the clothing business is accidental, except that now and then some man will seemingly make a success for a short time, make a good record for a while, and then fall back, most often down and out. He did not make any plans to hold the advantages. "He made a good impression, but did not sell the customer." This is an explanation of "why not" as old as the clothing business; but the man who works out his plans, thinks them out in detail, gives his whole mind and attention to the subject, tells it, "I sold him."

KNOW WHERE GOODS ARE.

When the salesman has planned to show the slow-sellers and to put them to the front, he will know exactly what he has to show a customer, and, if the man be not suited, then what next to show him. Nothing takes so much time and is so distracting as to go rummaging through the stock for something that will "suit the man." Your plan to show this particular suit or garment to the next mechanic or yardman on the railroad who comes into the house will tell you where to find the stock in a wink. You could never have made the plan without knowing exactly where in the store the goods were to be found.

Well-made plans make the work much easier for the salesman; he has no worrying to do at a time when he wants to be good natured and smiling; his sales are larger, his customers far better satisfied, for he thinks about what will please them.

Persistent Advertising.

(Continued from page 60.)

STOCK-KEEPING METHODS.

How to keep tab on the stock of a men's furnishing or any other kind of store, is a problem which puzzles many a storekeeper. There are a variety of systems. To know when to buy and what to buy is frequently a vexing question to the merchant if he hasn't a good system governing that end of his business.

Mr. McClenaghan can probably speak with authority on the foregoing subjects. His method of stock-keeping is a thorough one. On arrival of the goods for the various departments they are first given a stock number, which is entered in a book with such particulars as the cost price, manufacturer's name, date of purchase, etc. Then the goods are marked with a ticket showing on one side the size and sale price and on the other side the stock number and cost price.

All original packages are marked on the outside with a complete description of the contents. The packages or boxes are then taken to the stock room, arranged systematically as to title and size and placed where they are the easiest to get. Goods for forward stock are not taken into the store in their original packages or boxes, but as each article carries a stock ticket, should any particulars be required, they can be easily obtained by reference to the stock book.

These methods when followed, Mr. McClenaghan declares, keep the clerks well informed about their stock. Should the goods not move very fast a sale follows at which reductions are made until the slow sellers are cleared out.

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ONE of the most successful re-
tailers of late years says:
"When a firm advertises in
trade papers it is getting into good
company. As I pick up one of a
dozen of these periodicals here in my
office, and glance through it, I find
that the best people, the successful
firms, are represented in such a way as
to reflect their importance in the
trade." ❀ ❀ ❀ ❀

Something New in

Tooke

Collars

Made in Canada—
It PAYS Canadians
to sell them.



Regina—

A New English Style. Plenty of tie room. Comes down close to the shirt all the way round.

“Watrous”-same collar. 1¾" Band.



Congress—A decided novelty. Will be strong with those who are looking for “Something different.”

Senate—An exceptionally neat and dressy Wing Collar. Will be very popular this season.



Quarter
Sizes—
They
Fit

London—One of a series of new and most attractive Piques, in neat, small stripes. “Paris”—same collar, 1¾"-Band. “New York”—same collar with 2¼" Band.

TOOKE BROS., Limited, Montreal

Manufacturers of Shirts, Collars and Neckwear,
and Importers of Men's Furnishings.

Toronto Warehouse—58 Wellington Street West
Winnipeg Warehouse—91 Albert Street



MEN'S WEAR REVIEW.



NOVEMBER : 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.



Is Percentage on Sales a Fair Salary Standard?

Merchant to salesman:—Your salary is greater than our fixed percentage allows. Can you increase your sales?

Different salespeople have different relative value to the business. Your ideas of making sales are in the interests of future business, while your fellow worker may perhaps be less scrupulous. Conditions vary in departments and in opportunities for making a book.

Salesmen frequently meet this problem.

From the office standpoint a review of the season's business gives the firm a comparative understanding of your worth as shown by sales totals. For some reason your sales are not up to the mark.

How would you answer, considering your value to and interest in the business?

For the best practical replies to this question The Review will pay from \$2 to \$5 each.

All replies must be in by Dec. 9th. Address Editor Dry Goods Review, 143 University Avenue, Toronto.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

THE Christmas trade forms an important part of the men's wear dealers' year. The demand is very heavy for neckwear, gloves, hosiery, etc. When one starts to study it out, it is seen that the scope of the gift giver in selecting a suitable present for a man, is limited. If the recipient has no particular hobby, the choice narrows down to something to wear or something in the smoking line. If perchance he is not a smoker, there is nothing else to be done but to select a necktie, a pair of gloves or a pair of socks. For which reason, the run on the men's wear dealer is very heavy during the active Christmas buying season. It follows that the Christmas trade is a matter of extreme importance to the dealer and he should endeavor to make the most of it by introducing enterprise and initiative into his selling methods.

* * *

The first consideration is to be prepared well in advance. While it is true, unfortunately, that a great many people leave their shopping until the last moment, this is no reason for delay in the necessary preparations on the part of the dealer. The best way to educate the public to the wisdom of early shopping is for the dealer to start his campaign bright and early. If the windows and the shop itself radiate the Christmas spirit, it is bound to have its effect on people. If they find reminders on every hand that Christmas is coming, and that in consequence, the time is drawing close when their shopping will have to be done, they are almost certain to get started earlier than they would if left to their own volition. This is not the only advantage from the standpoint of the dealer, however. By getting an early start, he is able to carry out his campaign on a systematic basis. Careful preparation in advance banishes confusion and makes it possible to handle the heavy rush of trade without completely upsetting the store routine. Everything should be planned out—the

goods to be displayed, the location of each line, the advertising methods, the help problem.

* * *

A departure has been set in price cards by Oak Hall, Yonge Street, Toronto. A new series of cards have made their appearance in the windows containing a written price without dollar signs: Thus—"Twelve," "Seventeen Fifty," "Twenty-Five." They are neat in appearance and are said to be proving highly effective.

* * *

Sweater coats are a splendid line to feature for the Christmas trade. The demand for this line of goods has developed wonderfully of recent years and it is quite apparent that the fullest development of the demand has not yet been reached. A sweater coat is invaluable to a man during the winter months and it is assured that there will be a big demand for them for Christmas. The men's wear dealer should strive to hold as large a share as active featuring and aggressive exploitation can insure.

* * *

"Can a retailer create styles?" This question is a broad one and certainly not one to be answered off-hand. It is quite apparent, however, that the retail salesman is a factor to be reckoned with in the creation and maintenance of styles. It is the salesman who meets the public and his views and arguments go a long way toward settling a customer's selection. A salesman can do a great deal to popularize a certain style or a certain shade just as certainly as he can discourage and to curtail the sale of lines which he does not favor. There are, of course, distinct style trends which no retailer can, with impunity, depart from. It must be considered, however, that the work of salesmen in the preceding season has had a big influence in setting these styles. It is a fact that a live retailer can create a heavy demand for a special style, a special priced article or a novelty. By

working energetically along a certain line, he can create a vogue for that line which often is not confined by any means to his immediate vicinity.

* * *

The need for stock records is felt by a great many dealers who have never gone to the length of installing a system of their own. The information tabulated by means of records is of great assistance in many ways. The article in this issue dealing with the drafting of standard stock records by the interstate committee of American Retail Clothiers' Associations is well worth careful study.

* * *

The fixing of a percentage for overhead expenses is a highly important question. Unless a dealer knows just what it is costing him to run his business, he cannot fix selling prices with any degree of accuracy. One men's wear dealer may not allow more than 10 per cent. to cover his business maintenance costs, while another may be charging 25 per cent. It is safe to assume that the one is not allowing enough while the other, if his expenses have been accurately estimated, is keeping up an extremely expensive place. There is a happy medium somewhere between these two points. The fact remains, however, that the dealer who cannot tell what percentage he must add to the cost of his goods to cover the cost of doing business, must resort to guess work in order to fix his selling prices. This question looms up as of particular importance at this season of the year. The books will soon be closed up and figures will then be available to show not only the net profit for the year but the total amount paid out for maintenance. The information thus obtained should be used to good advantage next year in regulating expenses as well as in determining prices.

* * *

Arranging units for display purposes is largely a matter of good taste. Some window trimmers can get pleasing effects from the most unlikely material, while others, less gifted with the asset of originality, will achieve mediocre results with the best material available. This rather trite exposition of a truth which applies to many other things besides the arrangement of units, shows that a trimmer's success depends entirely on his initiative and perception. Nevertheless, it is advisable to help along the results by judicious selection of subjects. A dress shirt with frilled front serves admirably in display work of this kind. An illustration is presented in this issue which shows the good results which can be obtained by grouping other stylish articles around one.

* * *

"Advertising is the capstone on the fortress of success." This epigrammatic summing up of the

value of advertising, has the element of absolute truth. To the retail merchant, publicity is most essential. His business will thrive as long as efficient publicity measures are used to bring the custom to the store. It will shrink and contract dry rot as soon as the reviving influences of publicity are withdrawn. The word "publicity" is used in this connection in its broadest sense, not to designate newspaper advertising alone, but every single feature of the store policy which serves to bring the store to public attention.

* * *

If one of the gallants of the Elizabethan period, with his ruffles, plumes and slashed doublet of rainbow hues, were to see a man of to-day, he would undoubtedly pronounce him a "sad-looking lout." The severely plain lines of modern masculine attire and the quiet tones that are now universally worn, would not appeal to the dandies of that gay period.

There are men to-day who think with longing of the days of doublet and hose. Personal variety may be the reason or, perhaps, this is due to a mild form of atavism, causing a "throw back" to the taste of centuries ago. This tendency exists, in a very mild and subdued form it is true, but nevertheless, it is there. It shows in the extremist styles which sometimes manifest themselves. That they do not last long and attach to themselves very few devotees, is the strongest proof of the commonsense which is back of masculine styles. Man's attire to-day is not only attractive, but sensible and comfortable in the extreme. For this reason, radical departures which savor of femininity make slow progress.

* * *

In men's suits, blues have been particularly strong, there apparently being a tendency to break away from the colors that have been so much in vogue of late. One retailer in conversation with a Toronto clothing manufacturer stated that 75 per cent. of his clothing sales this Fall have been blues, while this is an out of the ordinary case, it denotes a trend in favor of this color.



Cliff Caldwell, of John Brass, gent's furnishers, 148 Yonge Street, Toronto, was in New York during the early part of the month making his selection of goods for the Christmas trade. For five days previous to Christmas this year the window of this firm will be given over exclusively to a display of neckwear. This firm have been specializing on this line of late, with a marked degree of success, so much so that they believe their trade warrants the devoting of the window to this line alone, at a season when it is specially valuable as a means of display.

Men's Store Planned on Original Lines

The new establishment of Max Beauvais, Limited, Montreal, has been laid out to give ample display facilities and yet afford privacy for customers — Cases arranged in square formation.

A STORE, planned to give the display facilities so necessary to secure the largest possible percentage of sales, and yet the privacy so desired by many customers, has been opened by Max Beauvais, Limited, handlers of Fashion Craft Goods. This concern, which has been doing business on St. James Street, Montreal, for a good while now, is not making any great change in stand—such as might jeopardize a part of the custom. The move is just a few doors east along the same side of the street. As far as location goes, many old patrons will hardly appreciate that there has been a change. Looking at the fine new show windows, however, and entering the store, they will at once become aware of this change.

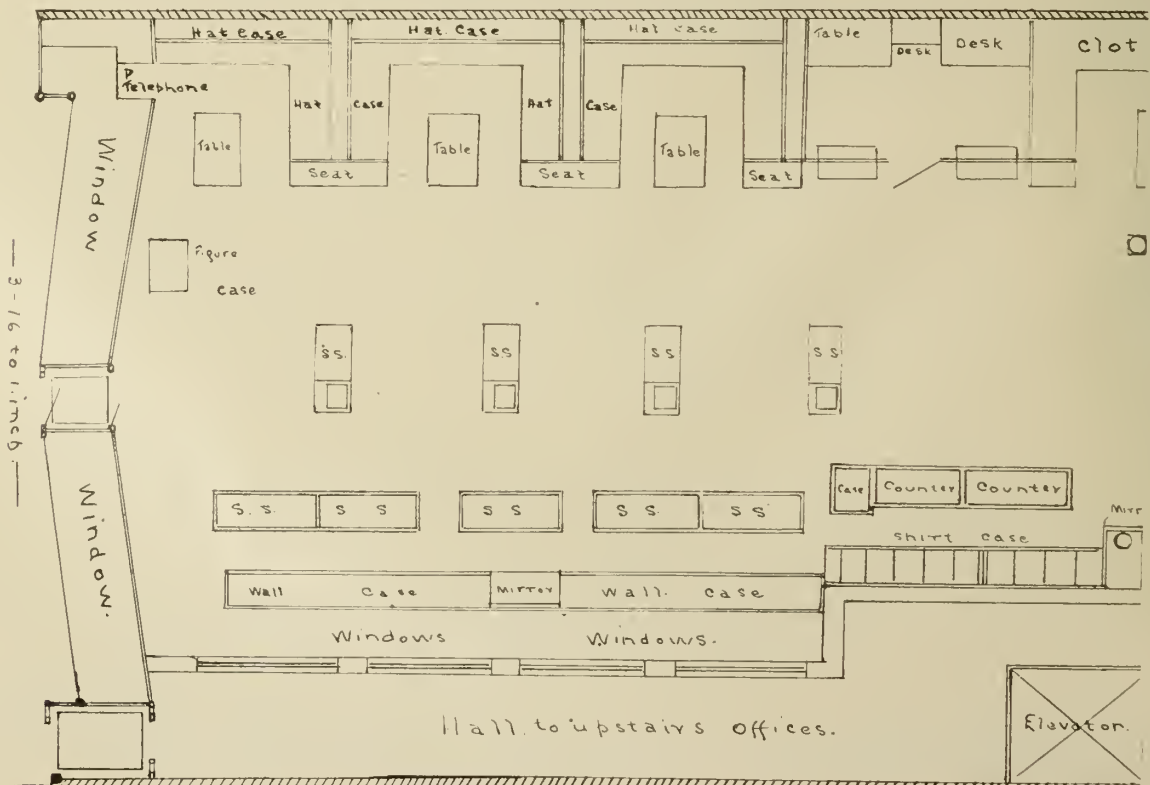
It is an old building which is occupied, but extensive alterations have been made, by the Dominion Office and Store Fitting Company, and the store is a different place now. It is, in many ways, a model, and one which will surely give ideas to dry goods men and to those in charge of haberdashery concerns.

The accompanying plan will give some idea of the floor lay-out—but no plan can show all that is to be seen. It tells nothing of the large glass fronted cases—of the fine woodwork, or of the lighting. It does not give the little details that are so valuable. This must be done as well as may be in a short description.

As will be seen, the windows facing on St. James Street are unusually large—giving room for extensive and varied displays. Nor are the St. James Street windows all. At the east of the store runs a passage, giving entrance to the offices above. Now a goodly number pass through this hall daily, and the intention is to give these an opportunity of seeing samples of the goods to be purchased within the store. The side of that passage which bounds the store is one long show window, this having been built behind the cabinets, which, from the centre of the store, seem to be tight against the wall. There are almost limitless possibilities for display in that long window—or series of windows—and if as many people pass to the offices above as are expected, the trims will undoubtedly be of great value.

The store itself is fitted entirely with mahogany. The backs of the windows are mahogany. The frames of the silent salesmen and the mirrors are mahogany. The show cases are mahogany. So are the tables which stand in various parts of the ample floor space, and the seats built against many of the show cases for the convenience of the patrons.

At the right hand side, as one enters, is the department devoted to gloves. There are five silent salesmen, and behind these, wall cases. Between two of these is placed a fine mirror. The wall cases are



divided into drawers, each one of which is devoted to a certain style of glove, the color and size of which will, when the store is quite finished, be entered on a card for which there is space in the handle.

Further along the same side is the shirt department; and a unique department it is. Here, too, there are silent salesmen, behind which stand more wall cases. The drawers in these wall cases are specially built for shirts, pulling out in the form of trays, which can be laid out on the counter. A man asks for a certain style of shirt in a certain size. The clerk has no cause to hesitate. He goes at once to the drawer marked for this style and this size. On that tray-like drawer, the customer sees half a dozen different patterns of the exact size wanted. Running over one or two such drawers he is practically sure to find what he wants.

At the back of the shirt department, as the ground plan indicates, the store widens out. This affords room for the overcoats. But before the cases devoted to these, come two dressing cabinets. These afford an opportunity for men needing to try on trousers to do this without any inconvenience or embarrassment.

AN OPEN SQUARE.

The cases for the overcoats are constructed in the form of an open square. On the three sides are cabinets, roomy enough to hold, perhaps, 150 overcoats. A prospective purchaser can glance over this whole array in a minute or two. He will be able to pick out three or four which especially appeal to him, and these can be laid, for closer inspection, upon the table

which stands in the centre of the open square. And the need of mirrors has not been overlooked here. On each projection, formed by these clothing cases, there is a mirror. These serve the double purpose of giving the establishment the attractive appearance desired, and of affording the customer an opportunity to see how he looks in the coat. The mirrors being on both sides of the store, front and back view may readily be obtained.

Behind these clothing cases, again, is the private office—a bright room where much of the buying will be done.

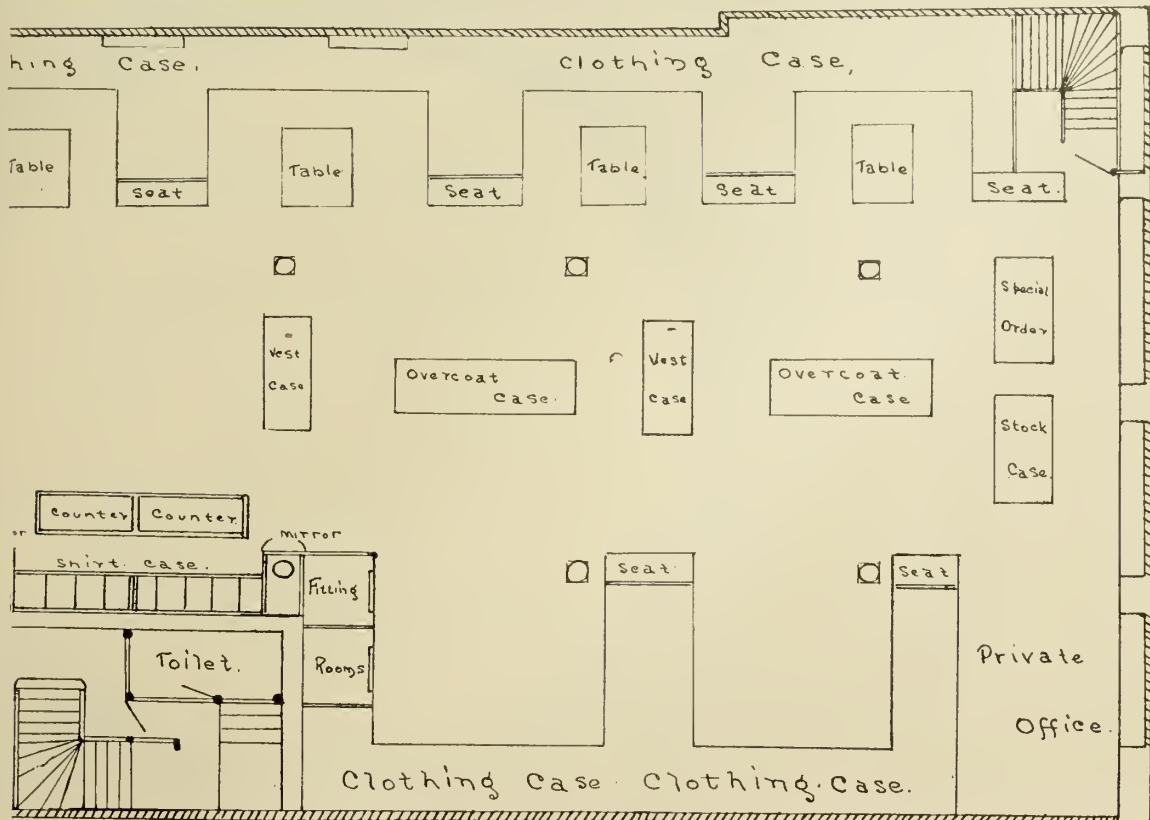
THE HAT DEPARTMENT.

On the left of the front door, as one enters, are other open squares, formed from hat cases. As will be seen, their construction is practically the same as that of the clothing cases on the other side of the floor. There is the same seat in front of the projecting case; the same mirror running above this seat; the same table for close inspection in the centre of each square.

A TIME-SAVING SYSTEM.

This hat department is to be run on a careful system, which, it is believed, will be a great time saver. All hats of the same size are to be kept together. A man saying he wants a hat will be asked what size. Say he replies, six and three-quarters. At once he will be taken to the cases where six and three-quarter hats are shown. There he may try on many styles. If he cannot get something to suit him there he might as well leave, for it will not be in the store. The

(Continued on page 98)





Finding the percentage of turnover that must be allowed for the cost of running the business — Salary should be figured in for the proprietor — What is the average percentage?

NOW that the year is drawing to an end, dealers will soon be closing their books for the year and taking stock. In view of this contingency, a number of merchandising problems suggest themselves. The totaling up of profits for the twelve months will provide the merchant with material which he can use to good advantage. He will find just where he has stood for the year and what he will be called upon to do next year in order to equal or better the records established in 1912.

An important point is to determine what percentage the overhead expense bears to the total turnover. By finding out each year what the percentage has been, the dealer can decide how to regulate expenditures for the year ahead. If he finds that the percentage is bigger than he deems compatible with a continued profit, he applies the pruning knife to judiciously reduce the expense to a proper basis. If, on the other hand, he finds that the percentage has been low, he will probably feel justified in putting in improvements and otherwise paving the way for a bigger turnover.

The merchant who has not accurately determined the cost of running his business is not in a position to fix his selling prices with the surety of profit. He is not in a position to manage any phase of the business, in fact. He is "working in the dark."

The term "overhead expenses," is used to apply to the cost of doing business and the phrase is highly expensive. Overhead expenses include practically every expenditure with the exception of what is paid out for goods. Some uncertainty exists as to the items which can justly be figured in as overhead expenses. It is interesting in this connection, to quote the remarks of a successful retailer in addressing a

WHAT PERCENTAGE?

In closing the books for the year, the dealer ascertains the percentage of total turnover that he has paid out for overhead expenses. Has he been paying too much? This question inevitably arises.

Write the Review and tell our readers what your percentage has been in the past and how you have arrived at it.

recent convention:

"I reckon the following items in on the cost of doing business:— Rent, light, heat, water and ice, telephone (two systems here), office supplies, insurance, advertising, donations, depreciation, losses (returned goods, breakages, etc.), a certain percentage for bad debts, appropriation for window dressing, delivery, salaries to staff and incidentals.

This list is a fairly comprehensive one, but it contains at least one omission. Under the head of salaries, provision is made only for staff salaries. What of the salary of the proprietor?

SALARY OF THE PROPRIETOR.

Provision should always be made for a salary for the proprietor. He is giving his time and his brains to the business and is entitled to remuneration as much as any member of the staff. If employed for another man, his services would be counted as worth so much per. Is he not as valuable to himself as to another man? Would the business be able to get along with him?

The answer to these questions establishes the fact that the proprietor is entitled to a salary; and, further, that this salary should be counted as an overhead expense to be figured in on the selling price of goods.

ALLOWING FOR DEPRECIATION.

A fair allowance should be made for depreciation, covering losses from depreciation both of stock and goods. A great many dealers fail to appreciate how heavy the loss from depreciation is. No matter how rapidly the stock may be turned, there is bound to be a gradual accumulation of odd lines and slow sellers. These goods gradually become unsalable and in time a total loss or they are sold out at sadly reduced prices.



Success
COLLARS

MADE IN
CANADA

COLLARS

Here is the Success "Stratheona"—
a good comfortable Double-band collar—
well made and well finished.

This is the big steady seller — It is the
popular line. Made to retail at 2 for 25c.

Ask your Wholesaler to show you the
complete Success line.

The Canadian Converters Co.

Limited

Montreal



How the Retailer Can Create Styles

By featuring certain lines, the dealer can work up a big demand for them—
While prevailing styles are not absolutely deviated from, original ideas can be
popular—How it is done.

Written for the Review by C. Caldwell, with J. Brass, Toronto.

MERCHANDISING is forever moving upward to a higher plane. In all lines of merchandising in recent years, much has been heard of the importance of creative salesmanship, and it has perhaps had more than ordinary importance in connection with the retailing of men's neckwear. It would seem, however, that creative merchandising in as far as men's neckwear is concerned is to take another step upward. Every salesman has realized the possibility of selling goods of the prevailing styles over and above actual demand, but the era in which progressive retail dealers will be able to create their own styles and demand for those styles is now apparently beginning to dawn.

In fact, it has already dawned. There is no doubt but that the retail dealer can create his own styles in neckwear, and not only create his own styles, but a demand for them. The important point about this is that not only can the dealer create a distinctive style that will attract particular attention to the store and thus prove of considerable value in the way of general advertising, but the quantity that can be sold by this method is much larger than would otherwise be the case; and the selling of more goods is, of course, the aim of every store.

The proof of the pudding is in the eating. The success which I have achieved in pushing a certain neckwear style demonstrates plainly the possibility of it. Our store has followed out the idea and has proved that with proper methods, the dealer can boost certain shades and styles into prominence and make them big sellers. In one instance alone, that of a satin ombre, which we took up, we sold 800 dozen. This was done in four weeks, by which time our stock of that particular line had been completely cleaned up.

FINDING DISTINCTIVE STYLES.

There is a particular feature of value in creating a distinctive style of your own. In common patterns, the purchaser may procure it at almost any store, but in the other case, they must come to your store to buy it. I do not always closely follow the colors or patterns that may be in general vogue at the time, in the lines I feature, although at times I will have one that is finding a generally good sale, or which is along the trend of colors of the season. For instance, one of our latest special showings has been a brown, which is in keeping with the color of suits and overcoats now being generally worn. However, in selecting my lines, I pick out what appeals to me and of such colors

or patterns as I think should appeal to wearers, irrespective of what may be considered as the ruling styles. I follow along my own ideas, aiming to secure something original.

WHAT'S IN A NAME?

Following along this line, we have had particular success in our attempts to create demand for styles or patterns of our own. One contributing feature has been to give to each particular design, a name that will appeal to the public. This has proved of no little assistance in bringing each line into prominence. The satin ombre, which has been one of our greatest successes, and of which we sold 800 dozen, was named "Patricia," a name, which for reasons most everyone can readily understand took well with the public. Among other names which we have used were "Connaught," "Broadway," and "Rector," while the latest one, we named "The Craze." The selection of a name is very important, as much depends on having it such as to appeal to the public.

ALL WERE 50C. TIES.

All those lines in which we have succeeded in creating our own styles have retailed at 50 cents.

In creating demand for them, the window has always been used to a large extent. A good sized display of each line was made, one of the features being the showing of large pieces of the material from which the ties were made. A much better effect can be secured in this way than if only the ties were shown. In addition, it leaves the impression that you are going in for that line in a large way. The same lines were shown inside at the same time to catch the man inside.

HEIGHTENING APPEARANCE OF QUALITY.

The arrangement of the goods in the window is an all important factor. Much depends on having the goods shown so as to, on the instance, appeal to a person. The idea is to give it—a fifty cent tie—a dollar appearance. Much towards this end can be attained by showing it in an effective manner.



My experience has certainly been that it is possible for a dealer to create a style of his own in neckwear and to greatly increase his neckwear sales by so doing.



H. G. Cook, of W. R. Brock & Co., Ltd., wholesale dry goods merchants, Toronto, is in England on a purchasing trip for his firm.

Save Yourself from Over-Haul Complaints

and troubles like the man below.
SAVE HIS LIFE by taking the
agency for Leather Label Over-Hauls.

*THE man that
builds trade
when Honest
Worth is not
given, is build-
ing on a found-
ation of shifting
sand.*  



Fortunately your overalls don't often run up against a test like the above, but **DON'T FORGET** that the same qualities which will stand this strain will withstand the wear and tear of your day's work. **LEATHER LABEL OVER-HAULS ARE DOUBLE SEWED** on every seam with thread tested in a pulling strength of ten pounds. Every pocket is cross-stitched at the corner with three seams. Think what these things mean to you. Your **LEATHER LABEL OVER-HAULS** will hang together until the fabric is worn out. They cost more per garment but **LESS** per year. Expensive Over-Hauls are the **BEST ECONOMY.**

WE ARE THE AGENTS

The Leather Label Over-Haul Co.
WALKERVILLE - ONTARIO

Tear out this page. Send us your name and address, and we will send you samples, charges paid, to look at

Name

Town Prov.

The Trend of the Spring Hat Market

It is predicted that English influence on outline will be strongly felt—
The wisdom of a change to light felt in spring—Sennets will be a long line.

RETAIL hat trade is watching for style indications in improving Spring ranges and early selections. Fall business has been good and repeats are satisfactory. From the general standpoint of the trade, placing for Spring is progressing favorably with but few influences, outside of competitive values, as yet.

Changes are likely to be reported later. Comparison of domestic and United States styles and the paramount influence of English styles on outline is considered as an indication.

It is noteworthy that many United States manufacturers have not represented anything like such extreme shapes, as have been and are still successful on this market. They do not intend doing so. Whether this is to be reflected in later business remains to be seen. Some authorities state that they recognize a tendency for higher crowns and lower brims, and that the trade is interested in conservative shapes. Evidence of these indications are expected as the season advances.

The attitude of young men has had much to do in creating the demand for so-called extreme styles. Shapes suit younger faces.

However, business has been so good this season, that merchants have been too busy to attend to Spring business up to date. While models shown and chosen as correct are practically safe, buyers have to use caution in deciding the style viewpoint and the trade to which they cater, as to ultimate season models. Smart dressers and exclusive shops are selecting medium shapes and English lines.

The demand for rough hats and their success this Fall has caused some manufacturers to promote them for Spring. It is questioned if this is good business. Some comment as to season distinctions of hat styles is heard in the interest of better sales. If, as predicted, style is changing in favor of smoother finishes, merchants have to foresee and act upon this trend. Educating the trade must be gradual with moderate finishes; and finer felts must be introduced by degrees. A prominent hat salesman, discussing the subject, has the following to say:

"You know how many soft hat manufacturers tried to tell us last Spring that we wanted rough or scratch hats? Some of us were foolish enough to take a small nibble at the hook.

"We, as Canadians in the hat business, should know our own business best. In the first place, we

have three hat seasons (that is, in larger cities.) First, the Spring felt season; then the straw season; and finally, the Fall and Winter season. When we buy hats from the middle of August, until time to show our new Spring line of felts. If we had accepted the viewpoint of the rough hat manufacturers we could not sell or would not sell two-thirds as many hats for the reason that people of Canada want something seasonable.

"Smaller places, throughout, can have three seasons. British Columbia has really four seasons' selling. Spring felts, straws, Fall felts and caps for colder days.

"Again, I say we would be unwise to try and develop rough lines for Spring. We cannot afford to cut off our sales to please a few manufacturers, who make rough and scratch hats and try to make us believe they are the proper thing for Spring business.

"Men wearing rough hats, who saw no change in Spring lines, would continue to wear those they have until straws came in. Therefore, let us stick to rough styles for Fall and Winter trade. Admittedly, they are money-makers and match the heavy overcoats. Besides, customers are personally glad of a change in Spring. We are glad to sell the goods, so let it be light felts in our own interests.

SENNETS WILL BE WORN.

"What is your idea of straws for the coming season? Here is mine. Sennets will be the long end of the season's business. People have overcome that feeling of prejudice against the sennet and the belief that English emigrants only wear them. In these days of English influence on dress in Canada and the United States, sennet straws are just as proper as close-fitting, English-line clothes. From your standpoint and mine they pay a greater profit. Sennets were well introduced last year and to my mind are to be worn by the masses this coming season.

"Of course we will always have the conservative dresser with us. For one who believes in the old adage "what is good for dad and dad's dad is good enough for me," we will have the nice split straws. These will range in dimensions from $2\frac{1}{2} \times 2\frac{1}{2}$, $2\frac{1}{2} \times 2\frac{3}{4}$, $2\frac{3}{4} \times 2\frac{5}{8}$, $2\frac{3}{4} \times 2\frac{1}{2}$, $3 \times 2\frac{1}{2}$, $3 \times 2\frac{3}{4}$, $3\frac{1}{4} \times 2\frac{3}{4}$.

"Some splendid values are being shown in splits this season, as the manufacturers of split straw hats realize the competition they are experiencing. They are, therefore, showing some exceptional values, claimed to be the best yet seen in Canada."

Holiday Requisites

Collar Cases
Toilet Bags
Tie Cases

Made from Embossed Satins, Persian Silks, Ottoman Cord Silks, Oriental Silks. Prices,

\$8.50 \$9.00, \$10.50,
\$12.00 \$15.00.

When ordering by mail state prices and silks preferred--goods shipped on receipt of order.



Sword's "Stand Pat" Dress Tie

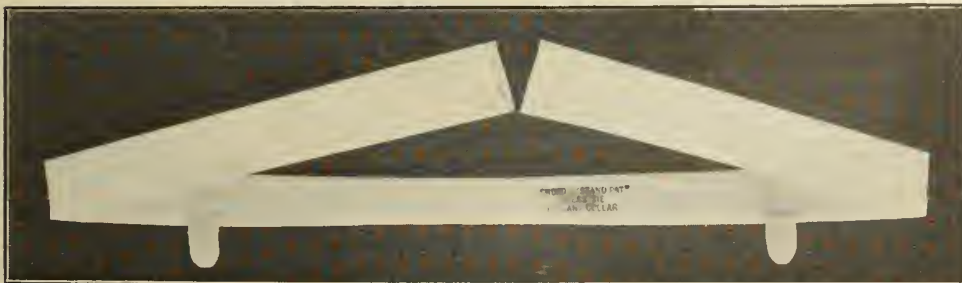
Made from fine cord and figured Piques, round or square ends. No collar sizes required, fits any sized collar.

Boxed in Cabinets of three dozen assorted lengths or single dozen boxes.

Price:

\$2.75
per doz.

Note—Mention square or round ends.



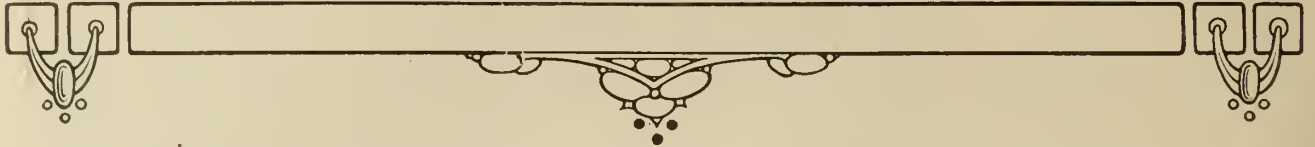
See those tabs



They turn up between neck band of shirt and collar—holds the tie firmly in place.

THE SWORD NECKWEAR COMPANY, Ltd.
TORONTO

CLOTHING FOR MEN AND BOYS



Browns will remain dominant for next fall suitings, but greys are becoming of more importance in the market—Blues are keeping a strong hold—Rough effect in overcoats will likely be continued.

WHAT colors and styles will predominate a year hence in men's clothing, are very important points of speculation at the present time. The trend of suitings for next Spring is now pretty well a decided question, but the buyer is endeavoring to secure an inkling into what can be expected for Fall, 1913.

The question as far as patterns and colors are concerned will shortly be answered, or at least decided with a fair degree of assuredness. Buyers for many Canadian clothing houses are now in England or on the way, to inspect the offerings for next Fall, and make their selections. Advance samples of next Fall's goods will also shortly be set before buyers here.

While it may take the advance samples to decide with any marked degree of accuracy what may be expected, apparently browns will predominate again, although in some quarters, greys are expected to be quite an increasingly important color. However, browns which have been a favorite for some time now, are expected to maintain their hold for at least another season. As yet, there is nothing to indicate what particular shades will be given prominence in next Fall's goods. It is anticipated that they will be much the same in tint as for Spring, naturally, however, with a tendency to darker grounds.

ROUGH EFFECT IN OVERCOATS.

There is nothing at present to indicate any marked change in overcoatings. The same rough effect is expected to continue. There is a feeling that more plain effects will be favored, or at least a tendency to curtail some of the loud effects that have been shown. Styles are a later consideration. In overcoats, there is, at least, not expected to be any drastic changes from that which has been favored for the past few years, which is in every way suitable to the Canadian climate and which is almost indispensable for certain purposes.

ORDERING PROCEEDING BRISKLY.

Manufacturers report that ordering for Spring is proceeding at a rate that is satisfactory to them. The clothing trade this year has started off in a manner that is quite pleasing to dealers and this always gives impetus to future ordering. In addition, Canada, and

particularly the West, is in a very prosperous condition which naturally causes dealers to look forward to Spring with confidence.

Browns and greys are, of course, the predominating colors. That the former may probably lead in favor would be indicated by the fact that some clothing manufacturers state that their repeat orders have, in most instances, been for browns. These range all the way from a light fawn to a deep brown. However, in many quarters, greys appear to be gaining. Indeed, in some cases, manufacturers are complaining of the difficulty of getting greys from the mills. Quite a dominant feature is the quiet or conservative mixed patterns. In fact, mixtures are much in evidence, those with a green effect being strongly favored, the range being from a sage green up to a mid green. In some instances, colors are so introduced as to suggest a changeable or uncertain effect to the basic shade.

BLUES HAVE A STRONG HOLD.

Blues are always staple, but it would seem that they have taken on a particular strong hold. Even for the present season some clothing manufacturers report this to be the case, and the fact that blues are in some instances rather difficult to get from the mills, would indicate that the same strengthening demand for blues is general. Following a certain line of reasoning, this seems only a natural course. For some time certain colors have held sway, bordering it would appear on almost permanency, and blues afford a change from these. Thus, the reason for them is exceptionally strong.



Wingham, Ont.—S. Robins has sold his men's furnishings store.

Hull, Que.—Mrs. Wm. McEwan, dry goods and millinery, has been succeeded by Sarah Jane McEwan.

H. E. Twining, of Montreal, Canadian manager for Clarence Whitman & Co., New York, manufacturers of Soiesette and Flaxon, has returned from an extended trip to England. While there he opened an office in Manchester, to be used as a distributing centre for England.

Regal



Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited
HAMILTON - - ONTARIO

Official Stock Records Are Adopted

Committees representing six of the "middle west" States get together and draft forms for use of clothiers, in middle-sized and small cities and towns
— Records are found invaluable for future reference.

A SHORT time ago committees, representing the Clothiers' Associations of six of the states in that progressive part of the union known as the "Middle West," met together and adopted three stock records.

The needs for standard records has been generally felt. In approaching the question, the committees felt that it would be advisable to draw up a system particularly adaptable to the retail clothier in the medium-sized and small cities and towns. The larger merchant, it was felt, had a system of his own, but the smaller retailer, as a class, had not been keeping records as systematically or closely as he should. Accordingly, the forms were drawn up from that viewpoint.

The three illustrations reproduced show the form of sleeve ticket adopted, a page from the permanent stock record book, and the daily stock and sales record. This record was duly copyrighted in the name of the Iowa Retail Clothiers' Association, as it was the only state organization represented at the meeting which had been incorporated.

THE STOCK RECORD FORM.

In the stock record form, spaces for sizes have been purposely left blank, so that the same form can be used for all kinds of clothing. Two lots, it will be observed, can be entered on one form.

The ruled spaces at the top, after the words "Ordered" and "Date," are to be used in entering the various sizes of the suits at the time the order for the lot is given, one line being drawn to indicate each suit after the sizes have been entered at the top of the columns. As soon as the reference swatch is received it is pasted in the space marked at the left of the form.

ONE LINE FOR EACH SUIT.

As the goods are received each size and suit is checked off in the upper squares and entered in the ruled spaces below at the right of the swatch. One line is allotted to each suit. If there are two, three or more suits of one size they should each be entered on a separate line, just as if they were of different sizes. The form has space for entering 15 suits to a lot, and if this is not sufficient the record can be extended down into the lower form on the same page.

Each suit is given a line on the form, so that the record of salesman, customer's name, address, cost of alterations, etc., can be kept in the spaces at the right when the suit is sold and checked off. This information is entered by the salesman on the blank spaces provided on the sleeve ticket. The sleeve tickets are all turned in at the office, and either at night or the first thing in the morning the information is entered on the daily sales record form.

DEPARTMENT		OUR LOT	MFR LOT	MANUFACTURER	DATE	COST	SELLING PRICE	DISCOUNT			DESCRIPTION	REMARKS	
								10	30	60	90		

The permanent stock record.

OUR LOT	FROM										COST					SELLING PRICE
	ORDERED	DATE									MODEL	STYLE			REMARKS	
			R	S	Ex	S	LS	SL	STUB	YM						
MFG'R LOT																
SEASON YEAR																
<i>SWATCH</i>			CUSTOMER'S NAME	ADDRESS			OCCUPATION	DATE SOLD	SALES MAN	ALTERATIONS	ALTER COST	REDUCED				

OUR LOT	FROM										COST					SELLING PRICE
	ORDERED	DATE									MODEL	STYLE			REMARKS	
			R	S	Ex	S	LS	SL	STUB	YM						
MFG'R LOT																
SEASON YEAR																
<i>SWATCH</i>			CUSTOMER'S NAME	ADDRESS			OCCUPATION	DATE SOLD	SALES MAN	ALTERATIONS	ALTER COST	REDUCED				

The daily stock and sales record. Designed and endorsed by the Interstate Committee of Retail Clothiers' Association.

Copyright, 1912, Iowa Retail Clothiers' Association.

In the upper right corner of the form, under the space for entering cost, will be found spaces for marking the name of the model and checking the style, the abbreviations standing for "regular, stout, extra stout, long stout, slim, stub and young men's."

The idea of keeping a record of each suit, customer's name and address was considered a very valuable feature of the form by a number of the clothiers who were present at the interstate committee meeting.



Salmon Arm, B.C.—F. Slough, late of Merritt, is opening a gent's furnishing store here.

Provost, Alta.—R. C. Taylor has sold his men's furnishings store to G. L. Hamilton & Co.

Battleford, Sask.—M. McLarnon, late of Ottawa, is opening a gent's furnishing store here.

Wallaceburg, Ont.—Geo. J. Weber is opening a clothing store in the Geo. Taylor block.

Brandon, Man.—W. H. Ball & Co. have succeeded McWhirter & Ball in the men's furnishings business.

Brandon, Man.—The Peabody Overall Co., of Walkerville, Ont., have started manufacturing here.

ADVERTISEMENT

OUR LOT		
MFG'R LOT		
SIZE	PANT SIZE	
PRICE		
NAME		
ADDRESS		
DATE	SALESMAN	PANT ALTERED

The sleeve ticket.

Making Plans for the Christmas Trade

Men's Wear Dealer is getting an increasingly large share of the holiday business—Campaign should be started early—A suggestion for a front canopy—Window display suggestions.

THE men's wear dealer has always commanded a big share of the Christmas trade. Of late years his share has been growing rapidly, due to two causes. The first is the very notable improvement in his methods of merchandising and the still more notable widening of the lines he carries. The introduction of attractive novelties has placed him in a position to appeal more directly and more successfully for Christmas trade.

The second cause is found in the tendency now shown to give useful gifts. Men have come to appreciate a gift which they find useful; and the fact that they appreciate that kind has become pretty generally recognized. Every man finds, in the assortment of gifts that he receives, articles which have been purchased from the furnishings stores.

The demand is two-fold. Not only is it possible to sell staple lines to gift purchasers, but the call is very heavy for novelty lines and specialties. Dealers have recognized this trend and are stocking novelties

more each year. A brief remuneration of the lines which will be found "best sellers" will be of interest.

NOVELTIES FOR CHRISTMAS TRADE.

In the first place, there are an infinite variety of smoking novelties and supplies. Such goods as tobacco pouches, ash trays, cigarette holders and cases are all lines which are in big demand and which can be handled with profit by men's wear dealers. Carrying the idea further, a splendid trade is always done in smoking jackets. In fact, while every man who is addicted to the smoke habit probably possesses the smaller necessities of the smoker, there are comparatively few who have ever enjoyed the lazy luxury of a smoking jacket. To the puzzled wife or sister, who cannot think of what to give, the smoking jacket will prove a suggestion of value. In passing,, it may be pointed out that a window display of smoker's supplies, including jackets, will prove a real business-getter.



Fall opening or suggestive Christmas setting for representative showing of clothing and men's furnishings. Floral decoration, neat lattice and dividers to match are used with good effect. Dressed for MacLeod Co., Ltd., Prince Albert, Sask., by J. O. Carrier.

STOCKING OF NOVELTIES.

A great many dealers have hesitated about stocking such lines as smokers' supplies, card cases, brass novelties, etc., on the ground that opposition is too keen. These lines are handled by stationers and jewelers but it is not their exclusive privilege by any means. Such goods as appeal to men should be handled in man's exclusive store. Furthermore, the men's wear dealer has a better opportunity to sell them through his close connection with the men of the locality and need not fear the opposition of any other variety of store.

DEMAND FOR STAPLES.

There will, of course, be a heavy demand for staples. Pajamas, sweater coats, hats, neckties, gloves, canes and umbrellas will be in big demand. Careful study of the trend of his trade will show the retailer what lines he can push to best advantage.

PLAN THE CAMPAIGN EARLY.

It is a first essential that the Christmas campaign should start early. One dealer states that he begins to advertise with a view to the Christmas trade by November 15, introducing the lines and styles which he knows will be big sellers during the holiday sea-

son. His Christmas display work is started by the first of December and continued through until the finish.

DECORATING THE STORE.

The store will require a holiday tone. Suitable window displays will serve to brighten up the establishment but some dealers go a step further and introduce decorative schemes for the interior. Green is the color almost exclusively used in decorative schemes.

A plan for the decoration of the outside of the store is suggested by a contemporary. The idea is to build a frame along the front of the store 10 feet wide, supporting it with cross pieces every 6 feet, the cross pieces made of strips of wood 1x2 inches. This frame is suspended from the front of the store and covered with ground pine or Christmas greens of any sort, woven into strips and tied from the outside edge to the upper piece of the frame about 18 inches apart. The result is a festive canopy extending out over the sidewalk.

This frame can be fastened to the wall by means of screw eyes in the wood and castings of the upper part of the show windows, lashing them together



Smart and suggestive cases of men's shirts and shirtings with gift accessories, in effective units.
By Jerome A. Koerber, Strawbridge and Clothier, Philadelphia, U.S.A.

with light stove-pipe wire. It is found advisable to cover the ends of the frame with greens so that the canopy presents a solid appearance. The appearance can be further added to by installing small electric globes (preferably colored) at intervals of, say, two feet.

WINDOW DISPLAY PROBLEMS.

The question of introducing novelty effects into Christmas window displays is dealt with elsewhere in this issue. Many excellent suggestions will be found in the accompanying illustrations by well-known Canadian window trimmers.

FEATURING BARGAIN LINES.

The question of featuring bargain lines is a moot one. Many men's wear dealers do this while an equal number taboo it absolutely. Those who favor the idea do so on the ground that there is always a demand for cheaper grades of goods and that a splendid opportunity is thus presented of selling off left-over stock and stickers generally. The demand for such lines often comes in big bulk. Philanthropic gentlemen desire to send presents to charitable institutions and naturally they cannot afford the very best grade of goods. They will often buy a couple dozen caps or suits for an orphanage home or a supply of mufflers or mitts for the House of Refuge. By supplying this demand, the dealer can clear out any accumulation of stock which he has found difficulty in marketing in the usual way.

Those who do not follow the bargain idea, are influenced by the belief that it pays to keep up the

dignity and appearance of the store. They contend that it is better to show the better lines of goods only at Christmas time. By following this plan, it is possible to make the store attractive in the extreme, the extra business accruing from this being sufficient to offset the returns from the sale of bargain lines.

INTERIOR DECORATIONS.

The decoration of the interior is largely a matter of the proper display of the goods. If the most attractive and stylish lines are shown to good advantage in the store, good results will follow in the way of Christmas sales.



Thirty-four Years of Cash.

"Some people predicted that I would last six months after applying the cash basis to my business, but I'm here yet and still taking my cash discounts," said R. E. Main, of Meaford, to the Review. Mr. Main has been in business thirty-four years and states that he was the first man to adopt "cash" in that place. He admits that it is necessary to carry a certain amount of credit in a town situated as Meaford is, but he added, "If you will give me \$400 I'll turn my accounts over to you and you won't lose a cent." Mr. Main states that he is still a direct importer of certain lines and by placing reasonably well in advance has generally had good deliveries. The recent industrial troubles, however, interfered to a certain extent. The effects of last year's dock strike, he stated, were still apparent to the importer.



Hats shown with wall paper background and on adjustable stands. Floral unit in centre. The use of pedestals and cross-boards gives effective detail to each model. Gloves, canes, neat name and panel tickets complete the display.

The Christmas advt. must contain that snap necessary to suggest the store's appreciation of the event.

GOOD ADVERTISING



Extracts from an address before the Peterborough Ad Club — Advertising described as the “Capstone of the fortress of success” — The two divisions of retail advertising outlined

A COMPREHENSIVE address on various phases of advertising was delivered by J. McNicholl, of Cressman's, Limited, Peterborough, before the Ad. Club of that city at a recent meeting. Mr. McNicholl's address was a lengthy one and it will be possible to give the most interesting parts. Some extracts were as follows:

“It is no longer a question whether or not advertising pays, the problem is: ‘How to make advertising pay.’

“The merchants of to-day who advertise do not do so because they are successful—rather, they are successful because of advertising. And this calls to my mind an amusing story of Mark Twain, the famous humorist: In his younger days he was editor of a Missouri newspaper. A superstitious subscriber wrote him saying that he had found a spider in his newspaper and asked him whether that was a sign for good or bad luck. The humorist wrote this answer and had it printed: ‘Old Subscriber,—Finding a spider in your newspaper was neither good luck nor bad luck to you. The spider was merely looking over the paper to see which merchant is not advertising, so that he can go to that store, spin his web across the door and lead a life of undisturbed peace ever afterward.’

“I have been requested to tell something of the methods I employ in the preparation of advertising which produces results—advertising which brings the customers and makes more business—bigger and better business for the Cressman Co., the firm with which I am identified.

“Advertising is simply telling who you are, where you are and what you have to offer. We must not simply clothe our desire with ‘Reasons Why’ and convince the public that they really need what we have to sell. We must know our goods, know our store and know our public. Generally speaking, there are two classes of advertising for the retailer, viz.: The Bargain Ad. and “Good Goods at Good Prices.”

“There is an idea that advertising can be done without price-list work—that the new and the beauti-

ful, the useful and practical, can be exploited in story form and a great business built up and kept growing. But let us be practical—almost every family has something of a problem in the question of making income equal outgo. It follows then that the Bargain Ad. is of great importance.

“The store that is to grow by advertising must have its advertising of many-sided interest. It must be humanly interesting.

“I do not think it wise for the average retailer—there are exceptions of course—to strictly taboo price-list work. Neither do I think it wise to advertise bargains unceasingly, for bargains are, after all, accidents of the trade, and if a firm has nothing but bargains it would imply that in that store chaos reigned supreme.

* * *

“Let us consider for a few moments ‘Advertising good goods at good prices.’ In this, we forget the price. Supposing at the commencement of the season we are advertising women's suits: we must talk style and quality—the way in which it is designed.

SOME BRIGHT EXTRACTS.

“Advertising is the capstone on the fortress of success.”

“The more advertising we do, the more we study advertising, the more we come to regard it as the dominant factor in the retail business.”

“Don't use big words. I believe the simplest language the best in advertising.”

“I believe the retail merchant to-day must direct his advertising to the women of the community.”

“In writing bargain copy, the first and foremost essential is honesty.”

where the style originated, the workmanship which makes it retain its shape, and the splendid wearing quality of the material. If we are talking Wall Paper, we tell how it will improve the appearance of a room—how it will furnish a base for a decorative scheme—how it will improve the property and not increase the taxes. Let me say that in this class of advertising there is great scope for imagination. Michael Angelo painted the pictures of his imagination; Mozart wrote the music of his imagination, and the live Ad. man puts in a practical way in his ad. the thoughts of his imagination.

* * *

"The man may be President of the house, but the woman is the purchasing agent. Convince the woman that your goods are right and still sell them to the rest of the family. The woman studies where and what to buy—the man works to pay the bills.

"The modern department store directs about 95 per cent. of its advertising to women. A prominent department store man estimates that 60 per cent. of the purchasing of strictly men's goods is suggested or influenced by women. Take the great department stores of America, notably the John Wannamaker stores, Marshall Field, Selfridge, The Eaton Store, etc., etc. Are they not living monuments to the purchasing power of women."



Death of Jacob Ascher

Word has reached Montreal of the death in New York of one of this city's old fur traders. Jacob G. Ascher, who was born in England, came to Montreal early in life. Here he engaged in the fur trade, but

found time for many outside interests. He was at one time champion chess player of Canada; was an officer of the Young Men's Benevolent Society, and helped to found the Baron de Hirsch Institute.

Twenty years ago Mr. Ascher moved to New York where he continued his activities in the fur trade being favorably known for his upright character and sound business methods. His death came suddenly at his home, 102 West Fifty-Fourth Street.

Besides a widow in New York, Mr. Ascher has relations in Montreal. H. S. G. Ascher, manufacturer's agent, is a brother; and Ascher Bros., manufacturers of furrier's accessories, are nephews.

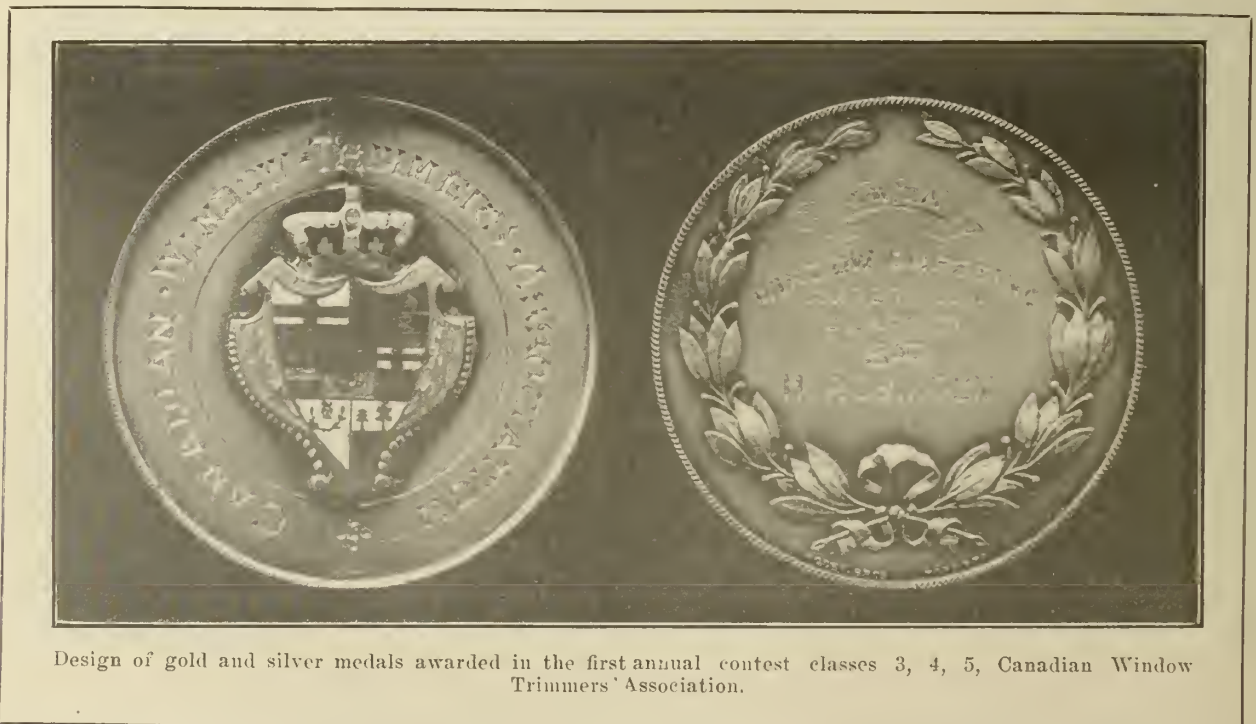
W. A. House, president of the United Railways, which operate the street cars in Baltimore, is a far-seeing man. The women of Baltimore, it appears, have petitioned for lower steps on the trolley cars which will enable them to mount with ease, while wearing tight skirts. Mr. House has replied that the change in the cars will be made if the ladies will guarantee that their dress styles will not be changed.



Suitable Medals Sent

The medals awarded in the 1st annual contest of the Canadian Window Trimmers have been forwarded to the winners.

Instead of having a special die made, designs were chosen from a stock model, which is procured in Switzerland, and caused the delay. One side was tooled out, an enamel coat of arms set in and both sides suitably engraved with the name of the winner and class. The design and finish and quality is to be uniform each year.



Design of gold and silver medals awarded in the first annual contest classes 3, 4, 5, Canadian Window Trimmers' Association.

200 MEMBERS

SECOND YEAR OF THE C.W.T.A.

The field of usefulness of The Canadian Window Trimmers' Association is growing with the organization. Next year's program is to be of interest to window trimmers, cardwriters, advertisers and salesmen. Contests will be announced in January.

Renew your membership. Become a member now and do not wait for your fellow trimmer to ask you to join. The strength of membership is a guarantee of greater scope in window trimming and kindred professions. Send in your application.

—Be one of 200 live ones—

APPLICATION FOR MEMBERSHIP

Canadian Window Trimmers' Association

Secretary C.W.T.A.

143 University Ave., Toronto

I hereby enclose the sum of Two Dollars for membership in the Canadian Window Trimmers' Association. I am now employed by have had.....year's experience as window trimmer.

Signed.....

Dated.....



A Practical Method of Measuring

System evolved to enable one man to attend to measurements—The different measures illustrated and described.

A PRACTICAL method of taking measurements without the help of a tailor has been evolved by Geo. Harrison, 18 Boulevard Montmartre, Paris, who publishes "L'Homme Elegant." The accompanying diagrams show the various stages in this system of measurement taking.

No. 1 illustrates measuring for sack coat length, cutaway, frock coat or dress coat. The measurements to be taken are: From the collar seam to A belt; from the collar seam to B for waist seam; from the collar seam to C for sack coat length; from the collar seam to D for the cutaway coat length; from the collar seam to the desired length for frock coat, dress coat or overcoat; from the collar seam to the ground for the height of the person.

No. 2 is from middle of the back for length of sleeve. The measurements are: From the middle of the back to the arm seam for the half width of the back; from the middle of the back to the elbow point, the arm half folded; from the middle of the back continued to measure along the arm for the sleeve length.

No. 3 is for chest and waist measures. Two measures are necessary, as follows: As on the picture,

measures around the chest on the vest; around the waist on the vest.

No. 4 shows the taking of width of the chest. The measurement is taken from the seam of one arm to the other. It is necessary to note physical characteristics such as straight or round back, high or low shoulder, short or long neck.

No. 5 shows: First, taking measurement (with left hand) from the middle of the back seam behind the neck to the first top button; second, the length from the middle of the back seam to the points of the vest as shown on the picture.

No. 6 shows the taking of the length of the outside seam of trousers. The measurement is taken with left hand exactly in the hollow of the right hip, measuring from the belt line to heel and shoe seam.

No. 7 shows the method of taking the inside length. The left hand touches the middle of the body and the measure is taken from there to the heel and shoe seam.

No. 8 illustrates waist, hip, thigh, knee and foot measures. The various measurements are as follows: Around the waist under the vest; around the hips; around the thigh; around the knee; around the ankle.



PEDESTRIAN SOX

EVER notice the tendency of the particularly well-dressed man to only pay a moderate price for his hosiery? Why? Well, it looks just as good in most cases. It is honest value and it wears just as well and feels just as comfortable as the most expensive.

PEDESTRIAN is the name we have selected for a new style of half hose. This style is just a little finer quality, a little higher in price and just as good value as our celebrated "MARATHON SOX."

PEDESTRIAN AND MARATHON are fine gauge, high-grade brands of half hose that sell at the price most men pay and they come in the colors for which you will be asked.

**YOUR WHOLESALE HOUSE
CARRIES THESE BRANDS.**



THE CHIPMAN-HOLTON KNITTING CO., LIMITED

Manufacturers of



Sole Selling Agents:

E. H. WALSH & CO.,
Head Office, Manchester
Building, Toronto.

Branch Offices:

Hammond Block, Winnipeg
Cristine Building, Montreal

Resident Agents:

Vancouver, B.C.
St. John, N.B.

Head Office:

HAMILTON, ONT.

Mills at

HAMILTON, ONT.
WELLAND, ONT.

PARASOLS AND UMBRELLAS



**Gift novelties and spring lines—Latest handles, values and improvements—
Last minute gift suggestions for the christmas trade—Values at leading
prices are superior to any yet seen.**

NOVELTY and values in assortments of women's parasols and women's and men's umbrellas give buyers a splendid opportunity for featuring this department to the limit for Christmas. Preference—changing demand to secure "something different" according to trade—when catered to, has increased the selling advantage of this section.

Smart appearance in a tight-rolling parasol or umbrella in an exclusive box is the best of good taste in gift showings. Different manufacturers have presented their showings of handles, mountings, covers and frames or other improvements, which give this result. Some of the changes in modern frames are so simple as to cause wonder that no one thought of them sooner. Each buyer has to decide on the advantages with service in view. Style, smartness and value, as usual, rest with buyer's choice of handles, grades of cloth selected.

NOVELTY BUYING ALMOST COMPLETED.

Christmas novelty buying is almost completed some merchants also choosing Spring quantities for later delivery. In sizing up different ranges, usual conclusions are reached in judging best assortments and features for the season. Besides, this department, if properly handled, suggests the lines safe for Spring, leaving only the necessity of getting some sorting novelties for Easter.

TIGHT ROLLING EFFECTS.

Tight rolling effects are almost extreme in parasols and umbrellas. Frames fit the post, perfectly; covers hug the frame. Paragon frames with exclusive improvements, which improve the appearance, will be among the salesman's talking points. Straight post and Broadway styles are examples of this. Tips unscrew to avoid knotting covers at the apex. A small top cap overcomes any moisture on handle. Tension of frame is not changed. Adjustable or suit case models are practical and fitted with latest devices which add novelty. All these improvements are to be considered.

Selection of cloths at current prices is on a very similar basis. Silks, silk and wool glorias, guaranteed levantinas and leader cloths at special prices with or without taped borders are to the fore. Weight and color are satisfactory at leading prices.


BIG RANGE OF HANDLES.

Ranges of handles are varied in fitting price. The tendency is for conservative designs. Buyers are gradually changing their proportions in selections in accord with novelty or the attraction of price, as applied to handles. Directoire, ebony and hand-carved effects are favored novelties. Assortments at \$60 to \$120 dozen vary from plain, carved and simple metal mounts on ebony or natural woods to chased gold, silver and gunmetal Directoires in approved shapes. Selections from \$24 to \$45 dozen give particularly broad choice.

For some time values in gold, silver or gunmetal post handles have been used as a sale medium and some excellent values to cost \$12, \$15, \$16.50, \$18 and \$21, for leaders at \$1.39, \$1.69, \$1.89, \$1.95 or \$2.45, can be offered by retailers for holiday trade. Naturally, for this reason and general utility, customers are favoring less elaborate designs in better numbers, with more dignity and conservatism.



Selected handles from the Christmas novelty and spring range of men's umbrellas, showing simple yet effective mounts in gold, silver and oxydized
—Courtesy Irving Umbrella Co., Toronto.



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

Heavy handles are selling to jewelry trade, which always has a call for elaborate effects and does not consider style tendency as do dry goods buyers.

A CONSERVATIVE TREND.

Preference in handles on men's umbrellas is also changing to more conservative lines. Plain ebony, simple metal mounts or wood in convenient crooks and natural knotted wood designs make a good assortment. Horns are still fairly good in cheap numbers.

Values at leading prices are superior to any yet seen. The stock assortments shown reflect this condition. With close-fitting silk cases, a seasonable box and neat ribbon favors, Christmas sales in parasols and umbrellas give the greatest return for the holiday attention. Salesmen have a pertinent last minute gift suggestion.



New Umbrella Styles

While the umbrella during the next month or so will not be an as much needed article as far as actual use is concerned, as at certain other seasons of the year, nevertheless the volume of orders coming forward to manufacturers and wholesalers at the present time is appreciable. The reason for this lies in the Christmas trade anticipated by retailers and which is already beginning to loom up large.

The trend of demand at the present is for plain, neatly trimmed handles that have not too flashy an appearance. Ebony handles are leading in favor just now, those in neat, plain, natural wood being in good demand.

One of the newest lines is the trimmed ebouine, a black enamelled handle, that appears to be meeting with a favorable reception. Another line that is taking well is the folding suit case umbrella and demand for it is increasing rapidly. On account of folding up so as to fit into an ordinary suit case, its convenience is a very strong argument in its favor, especially to those who do much traveling. A feature with some umbrellas of this class is the interchangeable handle, allowing different varieties of handle to be used on the one cover.

Just at the moment, gold nobbed umbrellas are in special demand, in view of the approach of Xmas, as this class is especially favored for presentation purposes. The same is true of canes, which are selling quite well for the Xmas trade.



L. A. Volonsky has opened a men's wear store at Edmonton.

D Taylor has taken over the men's furnishings business of Derby Taylor & Co., at Souris, Man. Frank Kochen, the retiring partner is going into business in Assiniboia, Sask.

The Cardman's Query Column

Conducted by J. C. EDWARDS

Editor, Query Column.—I noticed a display in a smart store the other day which had apparently been arranged with great care. There was one feature, however, that did not appeal to me as advisable. The window was given over entirely to tweeds and there was such a large assortment shown that not more than a square foot of any one piece could be distinguished from the front. Then the goods had been puffed up in various shapes so that it was extremely difficult to get an accurate idea of the texture or pattern. To top it off, a show card had been placed on each piece of cloth. The cards were rather larger than the usual run of tickets for this purpose. There must have been at least fifteen of these cards in the window. The effect was rather startling. One saw little else but cards in that window. What is more, no one card "stood out" from the rest. It was a jumble, from which the eye passed without having gained any tangible impression. Is this good practice?

* * *

The fault mentioned is not by any means an uncommon one. Many window trimmers seem to have fallen into the habit of crowding their displays with too many cards. The results from this practice are decidedly negative. A show card is primarily intended to focus attention on an article and tell something about that article. It must carry its message to the person who inspects the display. To get best results from a show card, it must be given full play. It does not do to introduce too much opposition in the way of other cards, thus offsetting the effect. Ever try to follow all that was going on at a three-ring circus? If you have attempted that feat, you will appreciate the fact that you can really see more at a one-ring circus where you concentrate your attention on the one performance. At any rate, you see that one performance thoroughly and can appreciate it, whereas in the case where the attractions were so many, you saw just a little here and there. This simile bears out our point with regard to the use of too many show cards in a window.

From the description one would judge that the display in question would have been much more effective if the number of showcards had been reduced to at least half the number. It would, perhaps, have been better if a smaller sized card had been introduced. In a display of this nature, a ticket with the price of each piece would serve nicely.

“EZE”

(PRONOUNCED EASY)

SUSPENDERS FOR XMAS

Super-quality webbing in elegant Holiday Assortment of plain, stripes or fancy colors, regular or smart narrow widths. Rustless metals, solid brass cast-offs, toughened cords. Nationally advertised, every pair guaranteed for one year.

In handsome individual Holiday boxes (as photo) \$4.00 the doz.
In regular half-dozen boxes \$3.80 the doz.

OUR MAIL ORDER DEPT. CAN PICK YOU OUT A CHOICE RANGE OF FAST SELLERS. JUST SAY WHAT STYLE YOU PREFER.



Xmas "EZE" in individual fancy top boxes

Get These Facts

We pay no royalties on the sale of "EZE" Suspenders. This saving goes into your profits—look at the prices above for proof.

"EZE" Suspenders mean the best and the most for your money. You can guarantee every pair of "EZE" to give thorough satisfaction for one year. We stand behind you.

"EZE" Suspenders are advertised in leading newspapers and magazines for your benefit.



Use your name with this free cut. Make "EZE" sales at your store and "cash in" on our general advertising.

“EZE” (PRONOUNCED EASY) SUSPENDERS

This nifty cut free to dealers

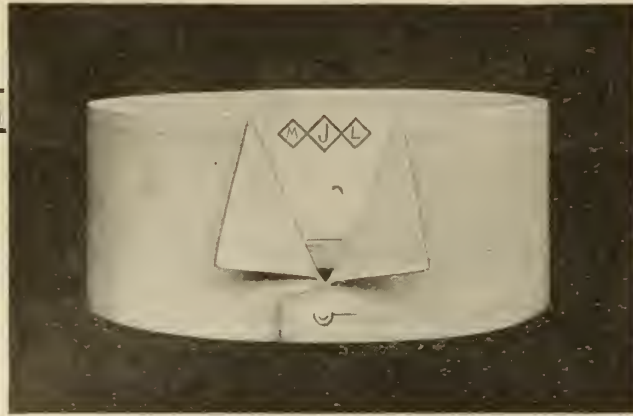
MAIL THIS COUPON FOR INFORMATION OF FREE EXPRESS OFFER

<p>THE KING SUSPENDER CO. Gentlemen:—Please send me pamphlet telling about your FREE EXPRESS OFFER, and also about FREE display stand and dealer helps. M.</p>	Name
	Address.....
	Prov.....

You Can Order "EZE" Suspenders from Your Jobber, Our Travellers or Direct.

The KING SUSPENDER CO., Toronto, Canada

Mfrs. of "King Quality" Suspenders and Armbands, "Morris" Pad Garters and "Champion" Suspenders



ARISTOCRAT

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.

"M.J.L." Brand Austrian Collars

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", 2"

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

Original Effects for Christmas Displays

Special efforts are required at this season to make displays "stand out" — suggestion for a background which could be used to good effect — An original motion device.

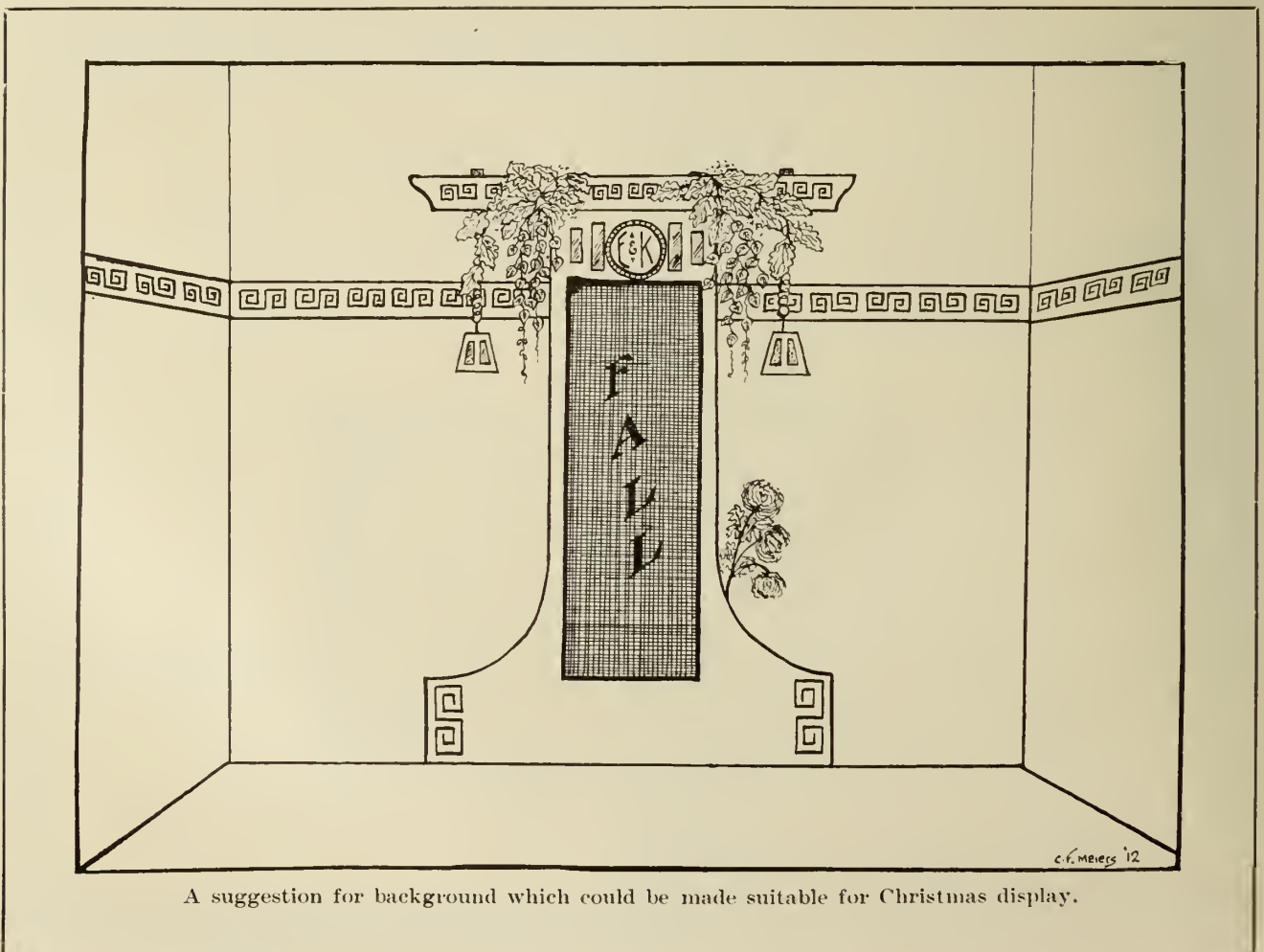
THE window trimmer is always anxious to achieve exceptional results during the Christmas season. In the first place, the demand at that time is very large and there is accordingly an increased incentive. At the same time, opposition is much keener. Stores in every line of trade are brightened up for the Yuletide season. Business streets become one long succession of more or less gaily decorated and attractive store fronts and displays. To stand out from the rest, a display requires to have exceptional merit.

The problem of trimming a men's wear window does not present any distinctly different features at Christmas time than at other seasons. The decorative scheme will be varied to make the display seasonable but the general assortment of goods shown and the arrangement will follow the same lines as, say, for a Fall window. To achieve something distinctly original and at the same time distinctly redolent of the Christmas atmosphere, therefore, is a

problem which presents some difficulties for the men's wear trimmer.

AN ORIGINAL BACKGROUND.

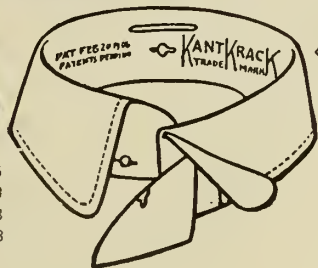
There is always a chance to secure original effects in the matter of backgrounds. The accompanying suggestion shows a background which could be used for a display of men's or children's clothing. The back frame is covered with muslin treated in a soft shade of mellotone. The centre column and pergola are made of 1½-inch basswood, covered smoothly with muslin and painted with mellotone, shaded from tan at top to deep brown at bottom. Rectang wire, painted white, is used in the panel and deep red velvet is placed 4 inches behind the letters F.A.L.L. cut out of cardboard, painted gold and applied to the wire. The pergola top is painted in Grecian key design and the lettering and wreath are done in gold. The frieze at the top is finished in dark brown and gold maple leaves are applied. Natural prepared beech leaves in Autumn shades are placed over the top of the pergola



A suggestion for background which could be made suitable for Christmas display.

KANT KRACK

COATED LINEN
Collars



Pat. Feb. 20, 1906
 " May 5, 1903
 " Oct. 27, 1908
 " Oct. 27 1908

Style — plus Long Service Gives Satisfaction

That is what you get when you buy "KANTKRACK" coated linen collars. "KANTKRACK" collars are up-to-date in style and the long slit back and flexible lip give them unusual wearing qualities and comfort. These points coupled with the easy cleaning (just soap, water and sponge) have built up a demand for "KANTKRACK" collars all over Canada. One grade only and that the best.

The Parsons and Parsons Canadian Co.

HAMILTON



ONTARIO

Wreyford & Company

Toronto

Wholesale Men's Furnishers



ORDER NOW
 Cold Weather Specialties
"VIATOR CAPS"
 Lined or Unlined
 \$6.50 to \$10.50

The "Talma" Cap

With Ear Protectors
 in Heavy Fleece Cloths.

Made by

Tress & Co., London, Eng.

Scotch Wool Gloves
 With Dome Fasteners or Knitted Wrists

ALL PRICES

Wreyford & Company
 85 King Street W. Toronto



KNITTED MUFFLERS

for Immediate Delivery

FIFTY DIFFERENT LINES,

3 to 6 shades in each line, at prices ranging from
 \$4.00 to \$72.00 per doz.

Plain, Fancy and Accordion Knits.

Artificial Silk and Pure Silk.

Absolutely the largest range shown
 in Canada.

Samples sent anywhere express prepaid.

Rush your order for
 Xmas Sorting.

REGENT SHIRT CO., LTD.

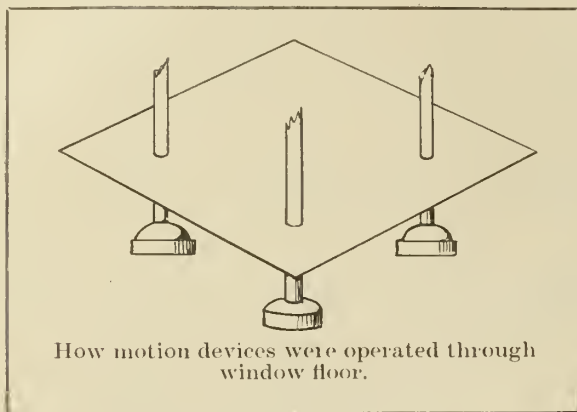
149 Notre Dame St. West, -:- MONTREAL

and chrysanthemums to match at the base of column. Frosted glass shades, in which are red lamps, are hung on each side and give a pleasing effect to the window, when lighted. Sateen is used on the floor. Tan pebbled mat board in red and gold makes a suitable eard. The complete cost would be about \$22.50 for each window.

This background, while designed originally for use in Fall displays, could readily be adapted for Christmas windows. The elimination of the word "Fall" and the substitution of "Merry Christmas," or some other seasonable greeting, would transform the background into a suitable one for the holiday season. Natural or frosted holly with poinsettias and bells or lanterns would make a suitable decorative setting.

A MOTION DEVICE.

A motion device serves to give an original effect in many cases. Of course, the idea of motion in connection with window displays is not new by any



means. It has been tried with the best results in practically all kinds of windows.

A new departure in this direction has been taken by the British-American Tailoring Co., Yonge Street, Toronto. The two store windows have been trimmed with Fall tweeds. In each are placed three figures on revolving pedestals. The displays have an unmistakable effect. One stops to inspect that window no matter how preoccupied or hurried.

The motion is supplied by the simplest of devices. The pedestals run through holes in the floor and are operated by clock work. Despite the unusual size of the article turned, the mechanism has been found to work smoothly and regularly.



Photographing a Window

Methods to be employed to secure the best results — Night is best time for the work — How reflections can be avoided

WHEN the merchant goes to the trouble of having a photograph taken of a window display, he might as well get the best results possible. One of the troublesome features that photographers, unaccustomed to outside work, meet

with is reflection. This is frequently seen in windows received by this paper. Good displays are impaired for reproduction on account of buildings and trees from across the road getting into the picture. In fact, occasionally the photographer himself, with his camera, appeared in the picture, rendering it practically useless for reproduction.

The Review would suggest to dealers who frequently have windows taken by local photographers, that they study the suggestions given below so as to be able to advise the inexperienced commercial camera man. Every town and city has good portrait photographers. That is, they take good pictures of people inside their studios. But when it comes to commercial work they are at sea with regard to some points.

SCHEDULE OF IMPORTANT POINTS.

Retailers should remember the following points:

1. To get the best possible picture of a window display it should be taken at night.
2. The light in the window should be fairly strong, Tungsten lamps being preferred. Strong gas light or an arc light are also good.
3. All lights in the window should be concealed.
4. Photographs should be taken on a calm night as a strong wind vibrates the camera which should remain absolutely steady.
5. Photographer should stand just far enough away to get in the window itself.
6. The average length of exposure for a night picture is from 10 to 25 minutes, the time depending on strength of the light in the window and the colors. Some windows, however, have to be exposed from 30 minutes to an hour, this applying more particularly to dry goods stores where dark cloths against dark background are shown.
7. Prints should be made on glossy paper as better results are secured by the engraver from this than from a dull finish. Pictures for reproduction in this paper should be about 8 inches by 10 inches in dimensions and unmounted.

ELIMINATES THE REFLECTION.

The reason why a photograph should be taken at night is obvious. It entirely prevents reflections and therefore does away with the greatest trouble. It does not matter whether people pass between the window and camera or not, although no one should be allowed to stand in front of either for any length of time. This would darken and dull a portion of the picture. A flashlight of a display at night seldom produces good results and should be avoided.

When lights are placed high up in the window, they can often be concealed by pulling down the curtain. Otherwise they should be covered so that they still shed light on the goods but that they cannot be seen by the photographer. Unless they are concealed the photograph will be blurred.

(Continued on page 88)

MARQUE DE FABRIQUE



ENREGISTRÉE

GANT PERRIN

DÉPOSÉ
PERRIN'S MAKE

WARNING

THERE are now on the market gloves which imitate the genuine PERRIN Gloves.

Every dealer knows that the object is to take advantage of the high reputation of the old established house of "PERRIN," and thus secure a sale of goods which—without the name—would be practically unsaleable.

Legal means have been taken already, in several countries, to stop any and every attempt to trade on our reputation, and the courts have sustained us in all cases.

The terms "PERRIN GLOVES"—"PERRIN'S MAKE" and our well known trade marks, are registered and cannot be used in connection with any other gloves than those procured from PERRIN FRERES & CIE.

Dealers are warned against any imitations of our gloves. Through the medium of the public press we will notify customers to be careful about the gloves they buy—to look carefully for our trade marks—and to refer to us should the occasion arise.

PERRIN FRERES & CIE.
MONTREAL

Forecast on Novelty Easter Neckwear

Christmas selling is now bulking in the minds of men's wear dealers —
Early sales in Christmas novelties give an indication to January showings

THE selling of Christmas and holiday neckwear and matched sets for gift giving is the outlook for successful business for men's furnishers for the next six weeks.

Volume of Christmas novelty and Spring placing business has been so satisfactory that silks are entirely sold out or patterns withdrawn to fill immediate orders. Representative manufacturers have been well received and splendid orders booked. Some roadmen state that they could still do a fair amount of business if they could assure deliveries or if materials were available.

It is early to predict with any authority from manufacturers what novelties will appear in January in Easter novelties. Buyers are now visiting the mills and authentic information will be available within the month.

The trade at large is not interested in anything but Christmas sellers. Merchants have two options in catering to their share of the usual rush. First, combination sets packed in attractive individual boxes are featured to excellent advantage during holiday season. A different attitude is noted between exclusive furnishers and the general trade. Many merchants do not make this opportunity and depend on manufacturers packed sets rather than their own initiative in selecting stock from their own showings. Fine trade take advantage of price rather than sets in two or three pieces in individual boxes.

Gloves, ties, handkerchiefs, mufflers, hosiery, shirts and suspenders are appreciated and when given are usually better quality when chosen from stock. Both values and styles in prepared sets are all right in Christmas lines of confined manufacture, but selections do not give retailers the attractive prices which purchasers are willing to pay. Quality, style and tone are not left to the customer's taste or time in matching accessories.

Suggestion is part of the Christmas success and customers appreciate the furnisher's authority in offering a good article or combining sets because of a better knowledge of stock. Furnishers can use this confidence and can add to assortments a few high novelties. If they are grouped, values are sufficiently good in each article to pass personal selection.

Salesmen have a good introductory to sell higher price novelties. Customers have the privilege to combine if they wish, but usually decide to expend their appropriation in a good article.

On the other hand some stores are apparently successful in grouping select gifts, which are sug-

gested. Sizes are specified later and combinations appear to be to order and only limited by the price specified. There is a great deal more in Christmas merchandising for men's furnishers than to suggest a tie for no other reason than it proves an easy sale or a remembrance and serves the purpose of a more or less impersonal gift.

NECKWEAR LARGE END OF BUSINESS.

Selection is guided by family lines and neckwear is the large end of the business. Gift giving is usual-



Bias and bar, Roman Stripe ties, in under knot effect — Courtesy Sword Neckwear Co., Toronto

ly confined to something required. If customers think of neckwear, when they can decide on nothing else, it is up to the salesman to take advantage of the desire for something smart. And as a last resource customers can be made to think of nothing else than neckwear. A pretty box and a sprig of holly or mistletoe with a natty tie is as attractive to men's buyers as for women, who have numerous brothers, cousins, and boy friends and wish to remember them all.

(Continued on page 88)

IMPERIAL
PURE



BRAND
WOOL

UNDERWEAR

We make a complete range of men's underwear, both winter and summer weights, in high grade wool and cotton. Our range includes

- Men's Natural Wool
- Men's Elastic Knit
- Men's High Grade Imperial
- Men's Double Thread
- Balbriggan.

Imperial values are well known throughout Canada and are given a place in the best stocks in competition with other so called leaders.

See our splendid showing of Wool Underwear for present delivery. Big range ready for Spring.

KINGSTON HOSIERY COMPANY

KINGSTON

ONTARIO

**Beaver Brand for
Christmas Trade
the trade of the best dressed**



Are you planning on a big turnover of Sweater Coats during the Christmas season? You will only do the business you plan on and stock for; limit your stock and you will limit your sales.

The Christmas trade is well worth planning big for. It seldom disappoints.

We make all kinds of knit coats for men, women and children, toques, sashes, mufflers, hosiery and gloves. Also men's half hose.

Write to-day for samples.



R. M. Ballantyne, Limited

Manufacturers of the well-known "Beaver" Brand of Knitted Goods

STRATFORD

CANADA

TORONTO REPRESENTATIVE:
J. N. BOYD, 373 BROADVIEW AVE.

Style No. 4675

Please mention The Review to Advertisers and Their Travelers.

Window Cards for December Selling

Goods use should be made of cards at this season of the year — Some seasonable suggestions and how they are done — Cards with a drawing power.

(Written for The Review by Paul O'Neal)

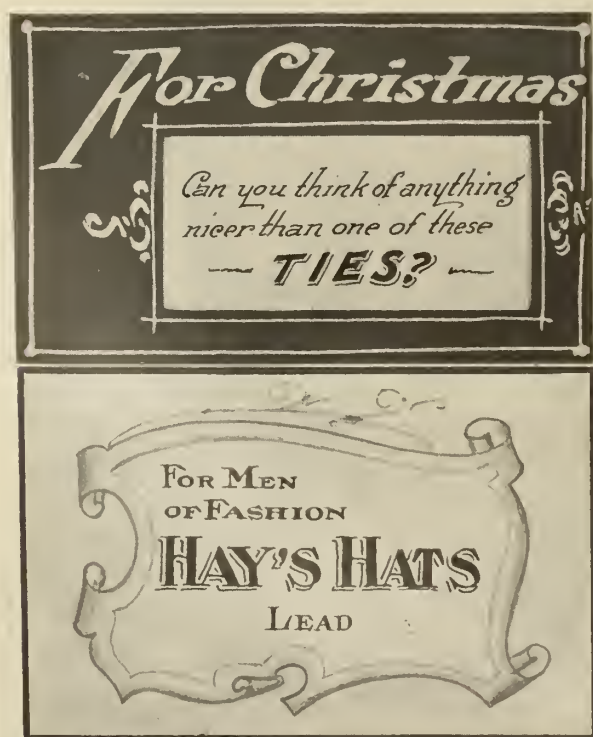
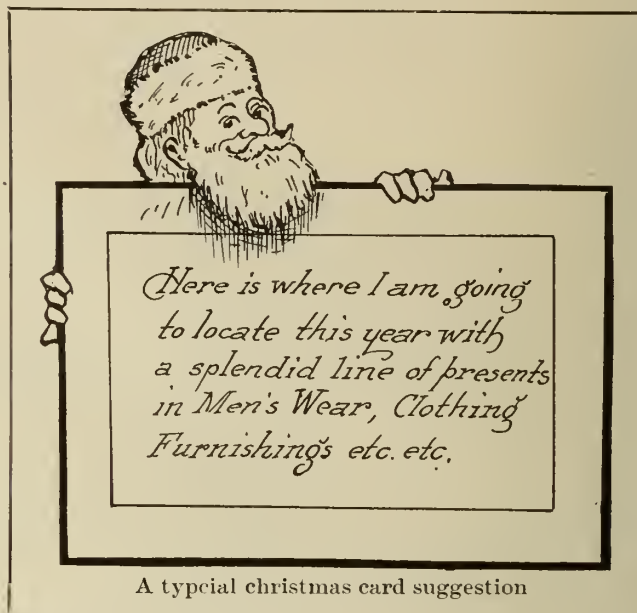
THE month of December is given over almost exclusively to booming Christmas trade. There is no season of the year that opens up such trade possibilities. It is the one great harvest period for every merchant, no matter what his line may be. The public goes a-buying, and all kinds of merchandise is in demand. Those who do not happen to be in the toy and small goods lines must talk useful presents. Stores handling men's wear and furnishings must advertise and instruct their sales people to impress upon the people the advisability of purchasing presents that are useful and practical.

Cards can be used most advantageously both in the store and in the windows. Do not be afraid of changing them too often. They are silent salesmen that do not cost much and are very effective in results. Use plenty of price tickets. Price every article in the windows. There are merchants who object to this but the advantages are much in excess of the objections. It is important that goods used in window displays should be priced. Should the display be a line of all one-priced articles, then one large card with the price on it may be used and individual price tickets be abandoned. Should the articles be of various prices then one card may be

used as a general explanation and small price tickets be used on each article.

DISPLAY GREETING CARDS.

About a week or ten days before Christmas, display your Christmas greeting cards. These should



Seasonable suggestions for showcards

be used both in the store and in the windows. "The Season's Compliments," "A Joyous Christmastide," "Yuletide Greetings," are lines a little away from the ordinary "Merry Christmas," and make a pleasant change.

Those who handle men's furnishings have a wealth of offerings for the holiday trade. Even though the lines are confined to men's wear, it is astonishing how many young women buy men's hose, braces, ties, gloves, handkerchiefs, etc., for gentlemen friends for Christmas. And mothers, in addition to buying such articles as the above, buy shirts, underwear, hats, etc., for their sons. So the men's furnishing trade is one worth considering in this annual present-giving season.

DESCRIPTION OF CARD SUGGESTIONS.

We offer a few suggestions in window cards that may be helpful. The \$12 top coat card is designed to use in a window where the line is all one price. It is a dark brown card, mounted on a white back, allowing enough projecting to make a good border. The lettering is all in white. The Hay's Hat card is for a mixed window of hats where price tickets must be used on each hat. The card is white and the scroll is in a subdued color of grey. The "Ties" card



Points

303A



Button Holes do not get loose and bagged.

Shoulders do not droop.

Stylish, neat fit coat — retains shape during wear as well as a tailored coat.

Write us for a trial order

Best-Knit, Limited

Sweater Coats, Ties, Scarfs, Etc.

Brampton, Ontario



SHIRTS

Are Made for Particular People

Star Brand Neckwear Novelties To Boost Christmas Sales

¶ The Christmas season, with its heavy demand for Novelty Neckwear has been planned on by us in the preparation of the most complete range of novelties we have ever shown.

¶ Every number is a real, live novelty, and is sure to bring business to your door and to increase your possibilities of a record Christmas trade this season.

¶ Write to-day for samples and secure your Christmas stock now. Sort up your shirt, underwear and hosiery stocks.

VanAllen Company, Limited
HAMILTON



Ladies' and Men's Beaver Cloth Coats



With Rat and Sable Collars from \$10.50 up

Mitts and Gloves in all Leathers

Motor Gloves a Specialty

Galloway, Bronko and Buffalo Robes

Enquire about our indestructible Galloway Robe.

Cut of our Galloway Fur Coat. Comfortable, Dressy, Serviceable.

Write for Price List

The Delhi Manufacturing Co.

DELHI, ONTARIO

is brown with an opening cut in it and a white card pasted on the back. The lettering on the white card is in black and on the dark card in white. It will be necessary to use price tickets with this card. The Santa Claus card is done on a white card and the head and figure cut around, leaving the head to ap-



Ideas for small cards

pear above and behind the card. The cap has a red top and the beard and hair are white. The face is flesh color although this does not come out in the reproduction. The lettering is in dark brown, in harmony with the cap. This makes a seasonable and attractive card. If you enlarge upon these suggestions you will reap a benefit in dollars and cents.



Forecast on Novelty Easter Neckwear

(Concluded from page 84)

PROBABLE JANUARY SHOWINGS.

This season's selections and early sales on Christmas novelties give an indication to January showings. The height of the season's selling has been on border ends, bias stripes, a few Paisleys and brocades with a feeling for panel with neat contrasting color. Panel stripes are shown in exclusive stores and suggest a good representation of real novelty lines, as they promise to claim greater recognition. Early ranges were divided half plain and half shot in effects. Variety of patterns in neckwear are so broad as to suggest that almost all kinds of silks are to be good. Border ends will be good with neat patterns the feature. The feeling for brocades and the sprinkling in Christmas showings may be a forerunner of greater demand for allover or larger effects, which may prove the rule for novelty in later business.

It is a question about brighter colors and larger ties than present shapes. At present some of the colors and shades are particularly bright and many

of the combinations are almost impossible in contrast to effect this brilliant effect. Merchants are likely to be influenced by good taste. While patterns are neat and small, the contrast is sufficiently marked because present styles do not call for a large tie. Fancies which lend themselves to a neat knot have the approval of exclusive shops. It is doubtful if the trade is ready for anything else at the present.

Men's clothing styles are expected to exert a still greater influence in colors, styles and the size of the tie. With the prevailing style of collar and high cut vests, the tie is not prominent enough in effect; with wing collars the tendency will be larger ties in contrasting colors and larger shape. For these reasons some changes may be noted. This is a prediction in favor of brocades and more marked designs on this order to give more prominence both to tie and pattern, which seems feasible to good dressers. Panel stripes will feel the effect in added color.

Price may offset this development but larger ties are in the merchant's interest because of better retail prices and exclusiveness. Manufacturers are confined by price limits to obtain better profits for furnishers, but larger ties are a means of raising the price limit to provide better margins.



Photographing a Window

(Concluded from page 82)

HOW DETAIL IS OFTEN LOST.

Some photographers stand too far away from the window to get the detail of the arrangement. When reproduced these become useless in the matter of ideas for others. If the sidewalk is fairly wide the man with the camera can stand on the edge of it. It should be distinctly remembered that a window is of little use unless the arrangement is obvious when it is reproduced in the paper.

Commercial photographers advise a "fast" plate for a window photograph taken at night. This is preferable to a "slow" one because the length of time of exposure is lessened.

THE DAYLIGHT PHOTOGRAPH.

There are occasions when a photograph has to be taken during the day time—particularly in smaller places where artificial light is poor—and a few elementary principles should be always recognized in such cases.

One is that the reflections are worse when the sun is not shining on the window. It is therefore desirable that the picture be taken in strong sunlight with the sun's rays directly on the window to be taken. This kills the reflections and results are usually pretty good. Time length of exposure in daylight is, of course, greatly reduced in comparison to a night photograph with artificial light. One second is probably the limit.

Delay is Not Always Dangerous



Our travellers are now on the road with a full line for Spring, 1913, of the famous

“DEACON” SHIRTS

It will pay you well to delay purchasing your stock of Men's and Boys' Outing and Working Shirts till you have inspected our samples—the most extensive range on the market.

We are featuring shirts with separate lounge and reversible collars, and the demand for them promises to be greater than ever. See our exclusive styles and materials before ordering.

The “Deacon” Label is your guarantee of workmanship and quality.

THE DEACON SHIRT CO., - Belleville, Ontario



Convenience

That's the strong selling point which makes such a favorite of

CHALLENGE COLLARS

They are durable, easily cleaned, long wearing, and styles are always up to the minute. Our Rubber Brand at \$1.80 dozen, and our Pyralin Brand, at \$1.50 dozen, are unsurpassed for quality and finish. All wholesale houses.

WRITE 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



Please mention The Review to Advertisers and Their Travelers.

Meeting Mistakes In Advertised Prices

Should the published price or the correct figure be asked? — Merchants contribute opinions on this problem — Fixing the responsibility for mistakes.

THE question asked in the last issue of the Review dealt with the problem of wrong prices appearing in advertisements. It will be well to recapitulate the problem. A merchant sent in 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?

From the replies received, it is quite apparent that considerable difference of opinion exists. Some advocate bearing the loss entailed by the appearance of the wrong figure, rather than to incur the ill-will of customers. Others take the stand that it would be a bad precedent and state that under such circumstances they have refused to sell at the incorrectly published price, trusting to the common sense of customers to prevent them taking umbrage. It seems quite apparent, however, that the general opinion is in favor of meeting the advertised price. This is conceded to be a sound principle and, although its application may sometimes mean losses, there are many ways of turning the situation to good account.

A CASE OF COMPROMISE.

One dealer explains the steps that he took in a case of this kind, his procedure being somewhat in the nature of a compromise. The proper price was 17 cents and, on subsequent reference, it was found that the figure had been marked clearly and unmistakably on the copy sent to the newspaper office. A proof was submitted and the advertiser found the price set as 7 cents. He corrected it and sent it back to the office with a request for a revise. The revised proof was submitted but the price was still wrong. The advertiser called up the manager of the newspaper and explained the matter to him, requesting that he personally see to the correction. The advertisement appeared, despite all these precautions, with the price marked 7 cents. It was found on investigation that the correction had been made but that the figure 1 had dropped out while the form was being taken to the press. This did not lessen the liability of the publisher, in the opinion of the advertiser, but he decided not to press his claim. Instead he

instructed his card writer to prepare a card explaining the mistake and giving the intended price. This was placed in the department where the goods were shown.

* * *

At Published Price

William G. Brown, Cowansville, Quebec, takes the view that the sale should be continued at the published price. He says:

"I would continue sale at published price; to do otherwise would be detrimental to the best interests of the business and would shake confidence in future advertisements. Confidence is one of the greatest essentials to successful business. A good rule is to avoid explanations. They spell weakness and the public do not take kindly to them.

"I would hold the publisher responsible for the mistakes and have it so understood at time of making contract.

"I consider it necessary to have at least a proof and a revised proof of the advertisement before publication."

This letter makes some good points. Explanations are not always accepted in good grace by customers, particularly if the matter involves the payment of a price considerably higher than they had been led to expect.

The point made by Mr. Brown that he considers it necessary to have a proof and a revise is an excellent one. Under ordinary circumstances this procedure precludes the possibility of mistakes occurring.

* * *

Unwise to Recall

J. M. Devine, St. John's, Newfoundland, writes:

"In my opinion, to recall would be a very unwise policy in a case of this kind. Let us reason it out:

"The buying public are prone to look upon any coddling with an advertisement in the way of an explanation with much disfavor. They invariably assume that, when specified figures appear in print for certain articles, they are permanent and will remain so until advertisement is removed. If the time-honored slogan that a 'satisfied customer is the best advertisement' holds good, we feel safe in asserting that a disappointed customer is without doubt the worst advertisement.

"And the disappointment in this case is intensified by the fact that the reader is told, after approach-

S. D. Collars

S. D. Collars Have Reached the Point of Perfection



They look like linen, but are without the disadvantages of linen. They require no laundering for they can be cleaned in one minute with a wet sponge. No rubber odor or breaking like rubber collars. They are perfect water proof linen collars, nothing more or nothing less.

Linolo (Interlined)	at	\$2.00	List
Lima	"	1.50	"
Peerless	"	1.25	"

Made in linen, gloss and dull finish. Sizes, 12-18.
Write for catalog and discounts to-day.

The SMITH-D'ENTREMONT CO., Limited

1475-77 QUEEN STREET WEST, TORONTO



The Jackson Bloomer For Boys

Dealers who handle "Jackson Bloomers" are steadily building up trade in their Boys' Clothing Departments.

Jackson Bloomers are stylishly and neatly made, therefore they please the boys, and because they are WELL MADE (thus ensuring long wear), they please the mothers.

Put your Boys' Clothing business on a sound basis by stocking "Lion Brand" clothing. If you don't already know this line, write for samples and prices.

The Jackson Mfg. Co., Clinton

CLINTON FACTORIES: GODERICH and EXETER

Styles and Colors That Please

To sell readily a sweater coat must be of a style and color combination that will please the customers.

We make this as imperative as the high standard of quality of the famous

Dominion Brand

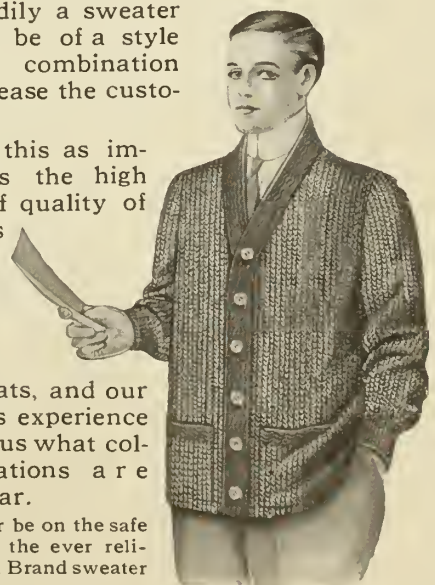
sweater coats, and our many years experience has taught us what color combinations are most popular.

You had better be on the safe side and stock the ever reliable Dominion Brand sweater coat this Fall.

WRITE FOR SAMPLES

A. BURRITT & COMPANY

MITCHELL DOMINION MILLS ONTARIO



ing the store and asking for goods at figures advertised, that what the paper said was false, not correct—that such was not meant.

To sum up then, we condense our opinion in the following sentences:

(1) That the goods should be sold at advertised prices.

(2) That if the loss was a serious one, more than the article could bear, change the advertisement immediately, provided proof had not been read.

(3) That, if proof had been furnished to store and corrected, the publisher should stand the loss of advertiser.

(4) At least two proofs are necessary to assure accuracy, particularly when the advertisement is a half or full page and one charged with special ammunition."

This is a straight, out-from-the-shoulder statement which is well worth consideration. The writer has placed his finger on the most vital point of the controversy—the danger of destroying confidence in the reliability of the store advertising.

* * *

A Matter of Precedent

The other side of the question is espoused by a dealer who bases his objection on the ground of precedent. He says:

"It depends upon the nature of the mistake. If it is a matter of a few cents only, it is probably just as well to make no effort to rectify the mistake but to sell at the advertised price. Even this rule should not be too elastic. On sales the price is often cut just as low as one can safely go and then to be forced to sacrifice still further, to make good a printer's error, will often mean an actual loss.

"If the mistake represents a large cut, I feel that it is not safe to live up to the price. If the article is one for which there is a more or less steady demand, to allow the wrong price to go is misleading. Supposing it was intended to sell the article for a special price of 39 cents and the printer makes it 29, the merchant letting the stock go at the latter price. Next time a customer asks for this article and is told that it costs 45 cents, the customer will not understand the discrepancy. 'I got one here some time ago for 29 cents,' he will say. The salesman then has to go ahead and explain all about that old mistake. It may sound like a mere excuse, to the customer, for asking an exorbitant price.

"One may well ask the question, 'Is it not better in the first place to ask the right price and explain why than to sell at a misleading price and be kept explaining afterward? Is the one method more likely to create ill-will than the last named?'"

"Precedent is a dangerous thing, especially price precedent."

While there is undoubtedly good reason to fear explanations afterward, the merchant can always advance the reason that the low price was a "leader," that it was away below cost and was offered for the sole purpose of attracting trade to the store. This explanation will be accepted and it will impress on the customer the advisability of watching the store ads. in future for more "snaps" of that kind.

* * *

If Marked Too High

The replies and suggestions quoted presuppose one thing, viz., that the price is wrongly quoted in a downward direction. Suppose that it were the other way around, that the price was marked too high? What then?

None of the replies received took up this contingency but it is quite as likely to occur as the other. Merchants who have been approached on the subject seem to agree that a mistake of this kind is, on the whole, more dangerous than the other variety. It not only kills the sale for the time being but it is likely to make people think the store is charging high prices.

One merchant states that he had a mistake of this nature occur with the result that what had promised to be a popular sale was nipped in the bud. The line offered was a seasonable one and a brisk seller, so, when customers failed to put in an appearance the following day he reached the conclusion that people had been sufficient judges of value to perceive that the price quoted was too high. To correct the impression thus created of the values he was offering, he inserted a prominent notice in the paper next day calling attention to the mistake. This course is a wise one to follow in such case.

* * *

Is Publisher Responsible

One consideration is left. Is the publisher responsible? It is impossible to give any hard-and-fast opinion on this point, as circumstances materially alter cases. The best way to fix responsibility is to have a definite routine in the matter of proofs, etc. If the publisher sends proofs and revises of every ad. and the merchant carefully reads his copy over, there is little prospect of mistakes cropping up. In case something does happen, it is always possible to trace the mistake and fix the blame.

It is well to have your advertising contract cover this point.

TURNBULL'S

MAKERS OF THE FAMOUS "CEETEE" PURE WOOL

UNDERWEAR

Window Dressing

is one of the most important silent salesmen a merchant can have. With very little effort windows can be made very attractive and so strong as to compel passers-by to stop and look—and then come into your store and buy. This is particularly the case if the windows are dressed with advertised goods. For instance, if you dress your windows now with

CEETEE UNDERWEAR

While our heavy advertising campaign is attracting the attention of the public all over Canada, it will connect your store directly with the advertising and bring people into your store with their minds made up to buy CEETEE UNDERWEAR. Dress your windows with CEETEE now and note your increased sales.

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.

611

New Features

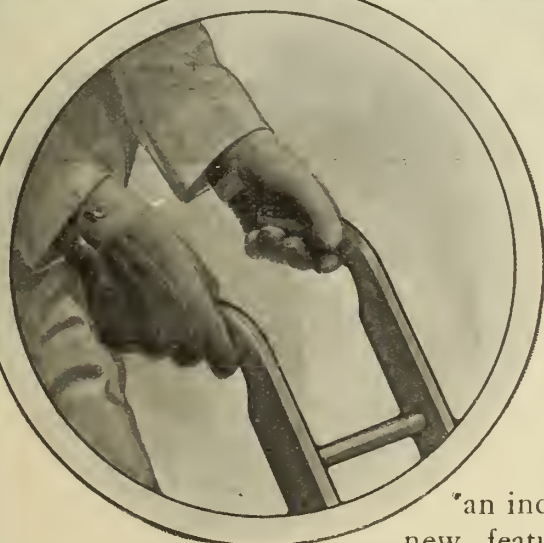
The Universal demand for "Asbestol," Eisendrath's Celebrated Gloves and Mittens, was built as a result of a careful study of what was needed by the trade at large. Every number in the entire line is made to fit

"an individual need. The line is also characterized by new features—"Specialties" which are brought out as trade builders.

"Asbestol" Gloves and Mittens stand the effects of steam, heat and water. It's a good line for you to know—a dependable line for your trade. Your jobber has the stock and will be glad to supply you.

ASK FOR A COPY OF OUR NEW CATALOGUE.

Eisendrath Glove Company :: Chicago



Good Arrangement in Small Windows



TWO neat groupings in small space, showing negligé shirts, hand-crochet ties, hosiery, handkerchiefs and canes in effective layout. Simple stands are used. Each garment is prominent, and the arrangement is sufficiently negligé and seasonable as to appeal to prospective customers. Each suggestion is correct in detail of advance style, and good taste, so essential to careful and well-informed dressers. The grouping enhances the merits of the goods displayed from their selling standpoint.

Ask Your Wholesaler For "WESTFIELD"

SCOTCH



KNITTED WOOLLEN

WAISTCOATS

Q You are losing business this Season if you have not a stock of these in your store. Most wholesale houses are carrying the "WESTFIELD" lines, and there will be no excuse for not getting your share of profits next Season arising out of the great popularity of this attractive and serviceable garment.

Make Sure it is The "WESTFIELD" Brand You Buy---It is admittedly THE line for:---

FIT

STYLE

ELEGANCE

SELLING AGENTS TO THE WHOLESALE ONLY

SEWARD BROS.

251 St. James Street
Montreal

∴

Phone Main
4179

Please mention The Review to Advertisers and Their Travelers.

SHIRTS, COLLARS AND CUFFS



Shirt sales, placing orders and confidence the feature — Some buying conditions evident in Spring selection — Quantity buying later with early orders covering stock requirements — Values and styles with departmental conditions

COMPLAINTS are heard in some quarters that shirt placing for Spring 1913 is not as good as a year ago. Suggestions for a change in retail methods are heard. However, the volume of business is fairly satisfactory and manufacturers are busy preparing for April shipment. A general trend is felt that merchants are disposed to buy later and watch closer for any novelties in cloths and patterns. Others are satisfied to wait until after stock-taking and divide their orders, hoping to gain any advantages that appeal in comparing ranges.

The season of Summer shirts is getting longer, with sales on negligees increasing in ratio to starched cuff makes or pleated styles. Samples showing in March for Fall, combined with the demand for double cuff negligees and clearance of factory lots in July give merchants an advantage, which is not conducive to early buying. Four sample ranges instead of two meet the requirements of the trade. Novelties shown for repeats help to tone up stock. Success indicates that merchants are applying the merchandising idea with better result than heretofore. Buyers can usually get enough shirts.

There is no limit to the quantity of shirts which merchants can sell during the periodical shirt sales, provided values and advertising in promoting them are skillfully handled. Buyers are therefore preparing with greater foresight and placing fair lots for early shipment. This leaves an opening to handle quantities. Stock is kept fairly representative of the season's novelties and staple assortments; and buyers are expecting to be approached or to use their orders to secure values for their shirt sales. Quantities are growing, as confidence in results is more apparent.

Placing orders is no longer an indication of merchant's turnover and his confidence in choosing a representative novelty showing is not relative to actual sales for the coming season.

Another buying change is noted protecting sales in the collar department. All negligee shirts over \$12 dozen are ordered with bands instead of soft collars. This means increased collar sales four to one. Men usually buy three collars for 50 cents and do not have the one on the shirt to wear out in the meantime. Novelties in stocks in the collar department

add tone for a short time during the Summer season when exclusive novelties are featured.

No departures are seen in the different ranges, cloths, patterns or values from the opening showings. Madras, Soiesettes, percales, zephyrs and prints, with a preference for mercerized plain or self-embroidered cloths, white, tans, soft blues and grays and stripes in the heavier fabrics cover the average ranges. French double cuff styles and starched cuffs are proportionate to price and material. Stripes are good in plain and pleated bosom shirts and the use of single, double and three-line combinations are effective. Finer stripes are preferred but sufficient color is required to give contrast and some smart stripes in two colors are taking well at the different prices quoted.

Ranges of patterns in sample books and quoted at \$9 dozen are immense. Numerous stripes in white with blue, tan and black make up a choice assortment to the dozen. Better values of course run more to fancies but a buyer's option at \$10.50 and values at \$12 in the same neat and effective designs and colorings in the same cloths, but either pleated or soft front styles in finer percales give variety to shirt stocks that improves last year's showings.

In better values selection is limited by novelty or extent of trade but early orders show that furnishers are toning up stocks with some natty lines. Merchants select values at \$15 and \$16.50 dozen, which easily bring \$2 each and a right profit.



New Ideas in Skin-Lined Coats

Though prices of sheep skins have advanced, it is not likely that there will be a corresponding advance in sheep skin lined coats this year. The manufacturers, fortunately, bought at a favorable market, and they are thus enabled to manufacture the coats as cheaply as ever.

Some improvements in this line have been made, as the trade will see when the travellers start out about the first of the year. One company, for instance, has added a patent wind shield to their model. This shield not only keeps the neck tight, preventing the throat getting cold, but rising to the tip of the chin it gives protection and friction enough to prevent freezing there.

Gift Boxes For Christmas

YOUR Customers Want Them

The best of their kind—fresh, attractive goods that will show you a profit and sell.

Holly Individual Boxes
for Handkerchiefs

Combination Sets for Men
Silk Hose, Handkerchief and
Tie perfectly matched

Men's Ties in Individual Boxes
Men's Braces in Individual Boxes

Your order can be filled now.

The W. R. BROCK CO., Limited
MONTREAL

Goes to Canada

Charles H. Potter, who has been at the head of the knitting department of the New Bedford (Mass.) Textile School for several years, has resigned. Mr. Potter is to become manager of the hosiery mill of Penman's, Ltd., Paris, Ont. The knitting department of the New Bedford school was established by Mr. Potter about ten years ago and has afforded students every facility for studying this branch of textile manufacturing.—Textile Manufacturers' Journal.



Men's Store Planned on Original Lines

(Concluded from page 55)

chances, however, are that few will go out without making a purchase.

Underneath all these cases, by the way, are deep drawers, running, as do glass doors and all other drawers, upon ball bearings.

Near the centre of the store, just behind the hat department, is the office, where clerical work will be done, and where payments will be made. It is convenient for all departments.

THE SUIT DEPARTMENT.

More clothing cases, arranged in the hollow square form which gives such a large degree of privacy, stand behind the office. These ones are devoted to suits. There the purchaser is taken to the section where models of the size he requires are shown. Scanning the large array which is clearly visible, he will select the styles and colors which especially interest him. These will be taken down for his closer inspection.

SHOWCASES IN CENTRE.

In the centre of the store, occupying points of vantage on the ample floor space, are arranged some

ten showcases—some for the display of vests; some for showing jewelry, cuff buttons, tie pins, studs, full dress sets and the like; others to show overcoats, and still others in which dressed figures may be placed. A number of these cases are particularly well adapted for their purpose, the vest case, for instance, being constructed with a glass top, which makes all within visible, and which, equipped with drawers, enable a wide variety of vests of one size being drawn out and submitted for closer examination.

The store, as will be seen, gets light both from the wide front windows, and from other windows at the back; but there are also large skylights which prevent any dimness in the centre of the floor. Many electrical fixtures, attached to ceiling and to display cases, afford fine artificial light.

The establishment, which is only opening now, is not yet in perfect order, but it is evident that it will afford splendid service.



For a good many years it has been the custom to die the yarn used in Madras cloth, but of late, certain manufacturers have adopted the practice of dyeing the cotton before it is spun into the yarn. This it is claimed, makes the cloth hold its color better. Tests seem to substantiate the claim, for under the new process, materials have been bleached in costice soda and have lost none of their fast colors.

BROWN & ARMOUR

Manufacturers' Agents

P.O. Box, 175 Station "B"

Montreal, Que.

Before completing arrangements for additional sample room space, we are prepared to represent two or three first-class firms in Montreal and Eastern Canada, or covering the whole of Canada if necessary.

Highest credentials as to character and ability can be furnished.

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WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

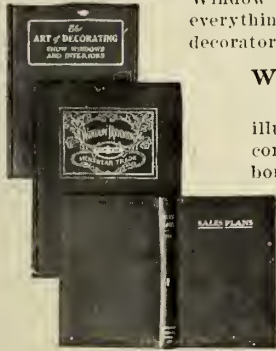
Particularly

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 trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid\$1.25

Sales Plans

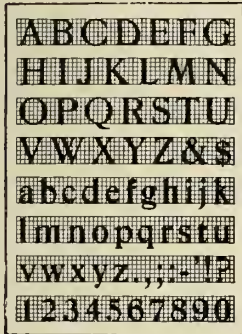
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding. \$2.50



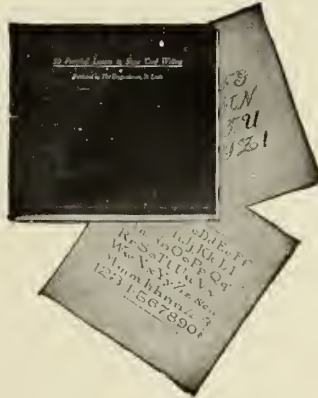
Retail Advertising Complete

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

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



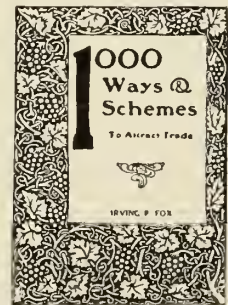
50 Lessons on Show Card Writing

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

Please mention The Review to Advertisers and Their Travelers.

Tooke

Furnishings For Christmas Selling



Live Haberdashers can do a big business for the next few weeks in Christmas gifts, if they feature these goods.

Sweater Coats

Our line is complete and most attractive. Solid plain colors and all the good color combinations. Without Collars, with Military Collars and with Triplex Collars.

Silk Mufflers

A range from Artificial Silk Motor Scarfs at \$4.50 per dozen up to beautiful Pure Silks, in whites, creams and greys, at \$75.00 per dozen.

Knitted Neckwear

The newest weaves and color effects, including Accordion knit—high-class goods which you can sell at popular prices. Accordion Silk Hose to match.

Dressing Gowns

Tooke Dressing Gowns, Smoking Jackets and Bath Robes make most acceptable Christmas gifts. We have even a finer line than usual, at prices to suit all purses.

TOOKE BROS., Limited, MONTREAL

Manufacturers of Shirts, Collars and Neckwear, and Importers of Men's Furnishings

Toronto Warehouse—58 Wellington Street West
Winnipeg Warehouse—91 Albert Street

MEN'S WEAR REVIEW.



DECEMBER : 1912

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO
SUBSCRIPTION PRICE \$1.00 A YEAR



The next issue of The
Dry Goods Review is the
Special Spring Number.

Advertising forms close
December 24. Get copy
in early.



Is Salesman Responsible for Collections?

Merchant to salesman: "You seem to have a greater proportion of credit sales than other salespeople. Here is Mrs. M's—— account for \$6. Do you think you can collect it?"

Every salesman has social or locality connection, which is evident in monthly credit sales. The standing represents customers as a class. A comparison of accounts on the books shows that certain salesmen are responsible for more of these unpaid bills than other salespeople. Some of these accounts are good enough, some slow, others bad.

The office or management suggests that owing to this same social or neighborhood connection perhaps the account might be closed sooner.

Should salesmen be asked to collect accounts?

What is your answer to these problems?

For the best practical replies to this question The Review will pay from \$2 to \$5 each.

All replies must be in by Jan. 9th. Address Editor Dry Goods Review, 143 University Avenue, Toronto.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

SOCIAL activities will reach their climax during the Christmas season and there will be a rush on the men's furnisher for the various articles pertaining to evening wear. This suggests two thoughts. The first is that the furnisher should base his merchandizing campaign immediately preceding and during the festive season on quality. When men are going out they want to look right. They want the best quality goods and the very latest style. There is enough variety—or shall we say proper sense of perspective?—in man to completely eliminate suggestions of economy when he goes about securing the articles of clothing he needs for social functions. Show him the best and he will not hesitate because it costs a little more than he has been accustomed to paying. He expects to pay more. The second thought is that salesmen should make an effort to guide the purchases of their customers in the right channel. There are little niceties of dress, dictated by fashionable usage, which must be closely followed by men who desire to dress well. Comparatively few men are fully versed in such matters and if left to themselves will not equip themselves correctly. The salesman should tactfully influence the selections of the customer. When a customer becomes convinced that he can rely on the knowledge and judgment of a salesman in a certain store, he will always come back to that store.

. . .

HOW many suits of clothes does a gentleman need? This question has been discussed at some length by a Toronto newspaper. The opinions quoted ranged all the way from three to forty. Before reaching a decision, or even forming an opinion on the subject, it would be necessary first to define the word 'gentleman.' If this much abused and divergently construed word is taken to mean the insouciant man of society, who has nothing to do but fill in the day with social functions, the answer will be much closer to forty than to three. The society

man, especially if he follows all the amusements that society affects, will need an almost endless variety of clothing. From evening dress to hunting suit, he needs different garb for every occasion, and every sport. The business man who spends his days at the office and his evenings at home or in the enjoyment of occasional social functions, does not need a very large variety of clothes; at any rate he generally gets along on about four—evening, frock, and two every-day, business suits. And yet the business man approaches as closely to being a gentleman as the immaculate scion of fortune whose wardrobe is extensive enough to require the services of a valet. If the question had been, "How many suits does a man need to be well dressed?" a more fruitful field for discussions would have been opened. Being well dressed implies having a proper suit of clothes for every occasion and enough changes of raiment to prevent much wear of any single suit. To go out much and be well dressed would entail the possession of an extensive wardrobe. One authority contends that a society man cannot hope to win the distinction of being a good dresser unless he possesses at least twenty suits. Judging by the strictest rules, this may be so, but one cannot help feeling that it is possible to keep up an eminently dressy front on far fewer than the prescribed number. How many of the gentlemen who maintain themselves in the very front rank of society have that number?

. . .

WHAT results can a merchant expect from his advertising? It is a pertinent question; and one which every dealer asks himself at times. The question is dealt with in this issue from several standpoints but it is impossible to give any definite answer for the very good reason that results vary according to locality and the quality of the advertising done. One point stands out, however. The merchant should not consider that direct results constitute the sum total of the benefit that he receives.

A good advertisement brings more than sales which can be traced and credited definitely; it brings indirect results which are not always apparent but which help to swell future sales to no inconsiderable degree. A merchant who cannot trace a very large volume of business in the way of direct sales to his advertising, should not condemn advertising as useless. He may be building up something far more important than immediate sales—a reputation for service and aggressiveness which will go a long way to secure and hold customers.

* * *

A SUCCESSFUL dealer gets close to the consumer. He keeps the consumer advised of what he has to sell and the steps he is taking to sell it. This can be accomplished in numerous ways but particularly through newspaper advertisements and store windows. An original idea has been adopted by Ely, who runs the men's furnishing store in the King Edward Hotel, Toronto, and also conducts a store in Ottawa. This Fall he has issued a well-printed booklet with suggestions for Christmas shoppers. It is well printed in two colors and should bring splendid returns.

* * *

PROFIT goes with a well kept stock. The merchant who shows odds and ends of goods, out of season and old style lines to accumulate on his hands cannot expect as large a turnover nor as satisfactory a profit as the man who keeps his stock clean and on the move. There are numerous and good reasons why this should be so. In the first place, if slow sellers are allowed to collect, the rate of accumulation gets faster all the time. The law of acceleration seems to apply in the matter. Before the merchant knows it, he is carrying a heavy stock of goods which are rapidly becoming unsaleable. His stock lacks the neat and up-to-date appearance so essential in men's furnishings. His store is on a par with his stock. This is a tendency against which all merchants must fight and there is only one remedy. Keep the stock on the move, resorting if necessary to the special sale plan at the close of each season. It is far better to get a reduced price on an article than to carry it indefinitely until it becomes unsaleable and hurt the appearance and reputation of the store at the same time. Particularly necessary is it at the first of the year to see that the stock is properly cleared out and all odds and ends disposed of. As soon as the Christmas trade is ended, men's furnishers would do well to go at once into the question of stock clearance.

* * *

INVENTORIES are the order of the day. Stocks are overhauled and valued and their marketability estimated. Why not go a little further and indulge in another form of stock-taking, a "personal inventory?" The success of a business depends on

the attention that the proprietor gives to it. Likewise it depends on the clerks and every member of the staff. The advice then applies to all: "Take a personal inventory," cast up in the balance your successes and your shortcomings, review the things you have done which merit praise and put on the other side of the balance the numerous ways and incidents in which you have "fallen down." Probe down into the inmost recesses of self and then proceed to take stock, to sum up your assets and see just where you stand on that very important subject, your chance for future success. An impartial criticism of one's own methods and capabilities will bring to light many faults and enable one to take steps to correct them. Find out your own worth. Then take steps to add to and improve it. A yearly personal inventory would keep many a man out of the rut and correct many personal shortcomings.

* * *

IT seems reasonably assured that the trend in hat styles for next Fall will be toward more conservative shapes. Crowns will be higher and the brims more rolled. It is not intended to assert that the low crown will not be seen. On the contrary, this style is not at all likely to make so hurried an exit and there will be plenty of the low crown variety sold. The trend, however, will be toward the more conservative shapes and this will become more marked in succeeding seasons. Younger men will probably continue to favor the past season styles for some time, because extreme shapes become younger faces, whereas with older men the effect is less favorable.

* * *

A Merry Christmas and Happy New Year to all.

* * *

1912 has been a busy, bustling year with lots of ginger and go. With the impetus of the past year, men's furnishers should begin 1913 with a flying start.

* * *

Concentration is the father of efficiency.

* * *

The vocabulary of the average person to-day is so restricted that new words, particularly of a slangy derivation, are seized upon with avidity and literally worked to death. A few words are at present undergoing the maltreatment of continual and varied use at the hands—or strictly speaking, the mouths—of the multitude. One of these is the useful but hitherto, inexpressive word "some." A tendency has been noted on the part of advertisers to use it extensively, saying "some sale" and "some opportunity." This is not good policy. Avoid slang in advertisements and do not overwork any one word.

* * *

The weather man is not proving a good friend of the men's furnisher. Snow, and plenty of it, is needed to start seasonable sales going.

Specializing on Neckwear Sales

M. J. Carter believes in pushing this line — Department is placed immediately inside the entrance — Effective unit in form of cross — Prices on "left-overs" are never reduced.

SPECIAL attention is given to neckwear by M. J. Carter, who conducts a men's furnishing store on Kent Street, Lindsay, Ont. This department is placed immediately inside the entrance, to the right side. The firm recognize that when a man wants to purchase a suit or an overcoat, where a considerable outlay is concerned, he arranges to visit the store for the special purpose of looking the stock over and is prepared to take some time to do so. On the other hand, when he purchases a tie, he generally just "drops in."

Thus, the value of having this department in a convenient place for the passerby to make a hasty purchase. A large silent salesman is devoted to this line, while several display fixtures are also used for showing ties to advantage. A new display unit has recently been used by the firm for the display of neckwear, it being designed by Harvey Martin, who looks after the display and card writing for the store.

A NEW DISPLAY UNIT.

The new display unit, which he uses in both window and counter display, is rather a new one, being constructed in the form of a double cross. It is reproduced here to show the construction as well as the effective manner in which it shows up neckwear. It has a ten-inch square base, with an upright forty inches in length and cross arms measuring twenty-seven inches. The upright is two inches square while the cross arms are one and one-half by one and one-quarter inches.

The fixture, which was constructed by a local woodworker from Mr. Martin's design, is made of cypress, a soft wood with a grain rivalling that of oak. It also has the advantage of being easily pierced with nails, which are driven in the cross arms at intervals on which to suspend the ties. The unit, which is stained so as to show up the oak-like appearance, is an attractive fixture and one which displays goods to advantage.

DO NOT MARK DOWN PRICES.

This store does not follow the policy of reducing prices on their neckwear when they have been picked over. "There is little use in marking down ties," says Mr. Martin. "The young man of to-day is not looking for bargain neckwear. He wants something of quality that appeals to him. The price is a second consideration. If you take a 50-cent tie for instance and mark it down to 35 cents, you will find it will not sell one bit better. If there should be any among them that a customer desires, the ordinary run of men would feel better satisfied if he paid the 50 cents."

* * *

Relieving Flatness of Displays

A good deal of attention is also given to neckwear in the window, although the policy is to follow mixed displays, in which an assortment of gents' furnishings is shown. In order to avoid the "flat" appearance which a display has that is built up from



An Original Fixture

Fixture designed by Harvey Martin, with M. J. Carter, Lindsay, for the display of neckwear. The illustration to the right shows the fixture in use. This has been found a particularly effective method of displaying ties for either window or interior displays.





A window display arranged by Harvey Martin, with M. J. Carter, Lindsay. Neat price cards were a feature.

the window floor, a shelf has been arranged at one side about three feet above the bottom of the window. It is suspended by a fine chain in front of the mirror and allows a "built up" display in place of the bare window wall which there would otherwise be.

A big feature is made of show cards in promoting sales both in the window and interior. Mr. Martin, who looks after this work, points out that an article well displayed will to a certain extent speak for itself, but it cannot tell the customer many of its finer points, which escape the ordinary eye; nor yet can it point out to customers all the reasons why it should be bought. This is something that can be done by the show card. Its value in this direction ranges high.



Calgary, Alta.—A hat store has been opened by T. Campbell & Co.

Cardston, Alta.—A men's furnishing store has been opened by Duce Bros.

An Outside View of Canada

A Canadian firm recently received the following letter from a large Boston firm:

My dear Mr. _____

We have received inquiries for samples and prices on _____ goods from Nova Scotia. In the agreement drawn up by Mr. _____ with you last Spring I note that it covers only the Dominion of Canada. At the same time I realize that under former arrangements the business of the Provinces was left to you to handle.

I do not wish to take advantage of any technical oversight or error in the new agreement, but would like to know your feeling and understanding in regard to this matter and whether you are covering Nova Scotia and the Provinces, or whether it is your understanding that we are free to get after this business ourselves.

I have not answered the inquiry from Nova Scotia as yet and will await your reply to this letter before doing so. Yours very truly,

Windows Should Reflect Social Activity

Men's furnisher finds trade active during week between Christmas and New Year in full dress accessories — Window trims should show quality goods — Customers regard quality not price

ALTHOUGH ordinarily the week between Christmas and New Year's is a dull one, the men's furnisher can keep trade up to the normal by featuring high-class articles for evening wear. The week in question marks the apex of the social season; dances, dinners and receptions serve to turn the week into one endless round of gaiety for the man who is sociably inclined. This creates a big demand for dress shirts, ties, gloves, pumps and all other full dress accessories. By featuring these lines, the furnisher can bring his trade up to a thoroughly satisfactory volume.

The same motive serves for the window trimmer. What would otherwise be a dull and difficult week for him becomes a highly important one. By using the articles which appeal to this class of trade, he can produce displays of unusual merit.

TIME FOR QUALITY DISPLAYS.

Of all seasons of the year, this is the time for quality displays. The man bound for a dinner party or dance has one idea clearly fixed in his mind with regard to his garb for the occasion. He wants to look his very best and he wants to have everything of the very latest. Price becomes a minor consideration.

Convince him that a certain article is the very best thing he could wear and he will buy it, if his financial resources are at all equal to the emergency.

It follows, therefore, that the men's furnisher should appeal to the customer's vanity rather than his cupidity at this particular season. Windows should be trimmed with the best quality goods and efforts should be directed to getting the most attractive and even artistic effects. The price question can be relegated more or less to the background, for the time being.

The accompanying illustration is a good example of effective window trimming for the period between Christmas and New Year's. Displays designed along this line will be found trade getters.



Extending Store Largely

Sarnia, Ont.—Macdonald Bros., who recently purchased the premises they occupy from the Hall Estate, have let a contract for a forty foot addition to the rear of their store. The addition will make the building 150 feet in length. The style of construction will permit the building, to be made three storeys high if later conditions require it.



Correct evening attire. Attractive arrangement of latest styles of men's full dress and accessories before a simple but effective background. Several splendid units and fashion hints are seen here, as groupings include everything from cane to topper. Courtesy Robt. Simpson Co., Ltd. E. P. Burns.

Success
COLLARS

MADE IN CANADA

COLLARS

Here is the Success "Strathcona"—
a good comfortable Double-band collar—
well made and well finished.

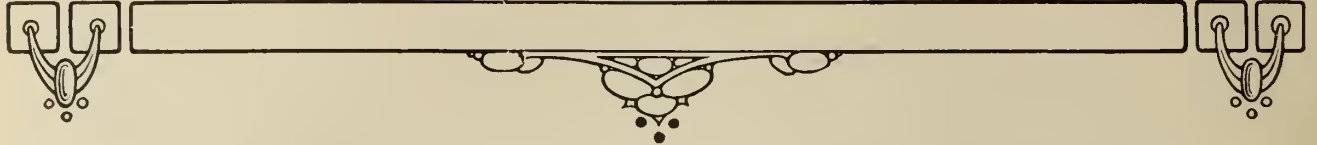
This is the big steady seller — It is the
popular line. Made to retail at 2 for 25c.

Ask your Wholesaler to show you the
complete Success line.

The Canadian Converters Co.,
Limited
Montreal

© -2

CLOTHING FOR MEN AND BOYS



Few changes will be made in styles — Rolls will be fairly long and lapels slightly narrower — Silk linings will be much in evidence — Greys and browns will be strongly to the fore

WITH regard to men's clothing for Fall, 1913, few changes in style will be noticed. Strictly speaking, there will be really no change in style trend but a few of the smaller details will be altered.

While some Canadian houses still seem to hesitate in stating what the styles will be, and are only now engaged in looking into the matter, others without the slightest hesitation predict that much the same cut of clothing as has been worn this season will hold good for next Fall as well.

The coat for next Fall will still be the natural coat. Rolls will be fairly long and lapels slightly narrower. The soft roll sack will be very common and will be worn extensively. Fewer vents will be found in the back, the tendency being strong towards box backs.

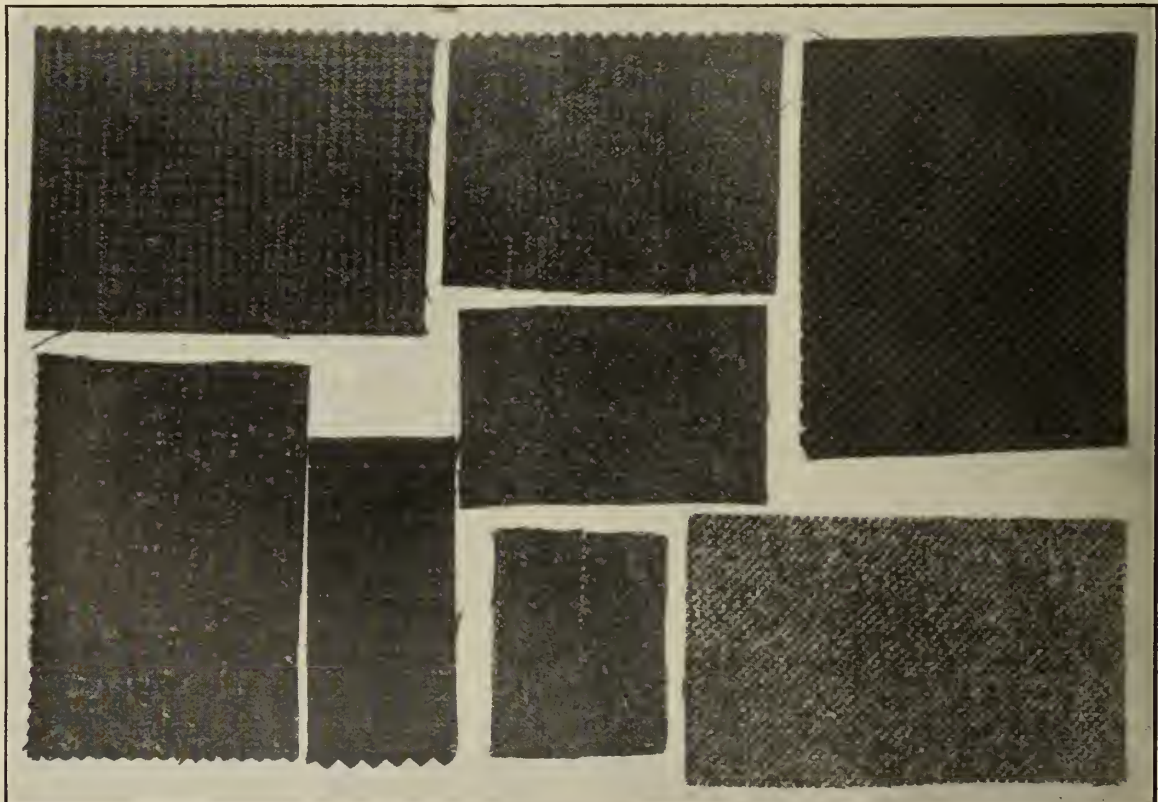
As for the vest, the six-buttoned vest, buttoned high, will be in greatest demand.

NARROWER TROUSERS THE RULE.

Few changes will be noticed in the trousers. Trousers will be slightly narrower if anything but will be by no means snug fitting. The cut can be described neither as the peg nor yet as tight fitting. A stage halfway between the two would come nearer to describing what the trouser for next Fall will be. Cuffs will be worn very extensively, and by younger men almost exclusively.

The morning coat for church weddings and similar functions will be dark grey. In many cases it will be flat bound. There will be really no change in style but changes only in a few details as mentioned above.

(Continued on page 52)



SAMPLES OF SUITINGS FOR FALL, 1913. SHOWN BY COURTESY OF RANDALL, JOHNSTON, LTD.

A Message

From the man
behind the
Ryan Guarantee

Q We wish to thank our friends throughout the trade for their hearty support in giving us the record year of our glove business. Through their co-operation and goodwill we have been given the glad hand that has achieved our success.

Q We hope in the new year to serve the merchants of Canada even better than we have in the past. Our motto is: "unexcelled service under all circumstances" and we will try to live up to it as in the past.

Q Accept our best wishes to you and yours for the merriest of Merry Christmases and the most prosperous New Year.

The Robert Ryan Co.

(Registered)

Three Rivers, P.Q.



Trend Toward Conservative Hat Shapes

Crowns will be higher and rolled brims will be more noticeable—Extremes will be avoided—Measurements of hats which promise to find wide favor in the fall.

HAT manufacturers are placing orders for Spring and styles are confirmed. In derbies, many low-crowned, wide-brimmed shapes are still in demand, chiefly because they have not been in style long enough or are not likely to drop. But the tendency is to get away from the extremes of this season and back to more conservative shapes. Hats with smaller brim and larger crown are the biggest sellers. One of the newest shapes has a 4½-inch crown and 2⅛-inch brim at back. Other big sellers measure 4½ x 2¼ inches and 4¼ x 2 inches and some with a crown as high as 4¾ inches and brim measuring 2½ inches at back are also selling. The trend of style may easily be seen by comparing these with one of the wider hats which has been good this season, measuring 4 1-16 x 2 and has a flat brim. This Fall the brim on most hats is wider at side than at back, for example, 4 1-16-inch crown x 2-inch back x 2⅛-inch side and in all cases the brim is flat. Next Spring the tendency, however, is towards a brim wider at back than at side, as 4½-inch crown x 2⅛-inch back x 1¾-inch side. Brims will be more rolled than this season.

As already stated, the low, wide hat of this season will give place to a higher crowned hat with narrower and more rolled brim. There will still be demand, however, for many of the low hats, especially in cheaper grades. But the tendency is away from the extremes and strong towards the stapler lines so that in the more expensive hats the newer shapes will be found.

Soft hats will still be worn but not as many as have been in evidence this Fall. In soft hats, smooth felts in greens, browns and greys have the greatest run, and of these greens will be in greater demand. Last Spring greens were favored and the demand seems to have returned, and next season will see them very strong again.

In the soft hat the tendency is rather towards smooth finishes. Many smooth furs, fur felts, tweeds and soft wools are being taken. Some of the soft wool hats, although cheaper, present a very attractive appearance through being well finished.

ENGLISH STYLES WILL PREVAIL.

English styles, in some cases slightly modulated for Canadian trade, prevail in all soft hats. In New York and other United States cities, many dealers are making a special feature of all English styles for this season and predict that the same styles will hold strong for Fall, 1913. But shape does not count for so much in the soft hat as in the stiff makes. Color

is the main feature. The tendency, however, is towards a medium flat hat of medium height. Hats with 2¼-inch brim and 5-inch crown will perhaps form about the average.

In caps English styles will again prevail. English golf caps are to be very prominent for another season.



Clothing for Men and Boys

(Continued from page 50)

PLAIN SILK LININGS.

The linings of the body and sleeve of all coats will be fairly plain. There is a very rapidly growing tendency towards silk linings, and next Fall plain silk will be used to a very great extent. Nothing seems too good for the young Canadian. He has the money to spend and he will have nothing but the best when it comes to clothing. Many orders have been received lately for silk-lined clothing and it is stated that the movement in that direction has only begun. Patterns will be fairly plain in all linings but especially in silks.

Samples of next Fall's showings run chiefly in greys and browns. There seems to be considerable difference of opinion as to which will be strongest, grey or brown. Some manufacturers state that greys have not taken as well as had been anticipated and that browns will be most prominent at least for another Winter season while others give decision in favor of greys. At any rate there seems little doubt that both will be worn very extensively.

STRONG TENDENCY TOWARD MIXTURES.

Patterns in next Fall's showings are mostly plain, with a strong tendency towards mixtures. Some stripes and checks will be in evidence but these will be few. There seems to be quite a strong tendency towards conservative mixed colors, formed chiefly from greys, browns and greens. The different schemes can be worked out by taking grey as a basis. By adding a little brown, the tans are reached, and still more brown gives brownish grey and finally brown. Taking grey and adding green gives a greyish green and finally a greenish grey. It is not anticipated that dark shades of green will become prominent. Thus the different colors are explained—from greys right through the tans to brown and from greys to greyish greens. But whether browns or greys will be most prominent seems still a matter of doubt. Mixtures of blues and greys will also sell well for Fall suitings. Blues, of course, will sell well as always.

OUR wish that you may have a happy and prosperous New Year and that our service to you may be better than ever before is augmented by the fact that we are preparing to increase our facilities to this end. By February 1st **KANTKRACK** coated linen collars will be in their new home—a new factory built exclusively for the manufacture of these collars. With this well equipped factory we can assure the trade the very best service possible. We wish to thank the trade for their liberal patronage during the past year.

The Parsons & Parsons Canadian Co.
Hamilton, Canada



You can't crack up
"Arlington"
Collars

TOO MUCH

They bring you business always.

- E** 1st. Look like linen and wear better.
S 2nd. Space for adjustment of tie, and ease
U of back button. Up-to-date styles.
A 3rd. Strong material for long wear and
C satisfaction.
E 4th. Our goods are fast white; will not
B turn yellow.
5th. Guaranteed finest goods of the kind
made.
6th. We manufacture 6 different grades,
and guarantee each superior to any
made at same price or any price.

The Arlington Company
of Canada, Limited

58 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



Please mention The Review to Advertisers and Their Travelers.

Should Reckon Profit on Selling Price

Berlin men's furnisher raised an interesting point—Turnover is reckoned on selling price and profits should be figured on the same basis. Overhead expenses have been increasing.

BERLIN, Dec. 7.—Discussing the question of determining profits and the percentage overhead expenses bear to the total turnover, with The Review, a local dealer in men's furnishings who has had extensive business transactions with the retail trade in Canada, illustrated what he contended was a common error made by retailers. His contention was that the dealer must, in order to correctly ascertain his profits, adhere to the policy of figuring on what the percentage of the margin of an article bears to the selling price, instead of the cost price.

"I maintain that the most important feature to guard against in reckoning profits on new goods, is this mistake, which is commonly made," he said. "For instance: A merchant pays \$9 a dozen for an article and sells at \$12 and figures that his percentage of profit will be 33 1-3. Now had he gone into the matter thoroughly, he would have discovered that his profit on such reckoning would be only 25 per cent., because of the fact that his turnover is based on the selling and not the cost price. After deducting overhead expenses, his supposed percentage of profit disappears."

This policy, the retailer stated, was adopted by men's furnishings dealers throughout the country and with whom he had come in contact during the course of many years in his career as a traveling salesman.

"While this opinion will be criticized, in most cases by the small dealers, the experts will uphold it. The small dealer invariably falls down on this problem," continued The Review's informant.

"My overhead expenses in the previous year amounted to 22½ per cent. of the total turnover. In the items of expense in running my business, I include rent, taxation, light, water, heat, salaries (including my own), insurance, delivery, freight and expense charges, advertising, telephone, office supplies and 10 per cent. depreciation on store fixtures. Show cards, window trimmings, other than permanent fixtures, and donations are included in the advertising account."

PERCENTAGE INCREASED.

From an increase of 15 to 22 per cent. and a gradual approach to the 25 per cent. mark, is the story of another Berlin dealer's business experience in twelve years, on the question of reckoning overhead expenses. Commencing at 15 per cent. of the turnover, the cost of conducting the business increased to 18, rose to 20, where it remained for a number of years, when the expense of the store was increased still further.

Increased taxation and the paying of higher salaries were the chief factors in accounting for the greater percentage in running the business. The margin of profit on goods did not, however, proportionately assume bigger figures, nor did the year's selling. * * *

Mr. Leo Costello, of Hamilton, has assumed the management of the men's wear store of W. O. Costello & Co., of Berlin, Ont. Mr. W. O. Costello is devoting his attention to the launching of a shirt industry. The Colonial Shirt Co. has commenced operations and salesmen have completed their first trips.

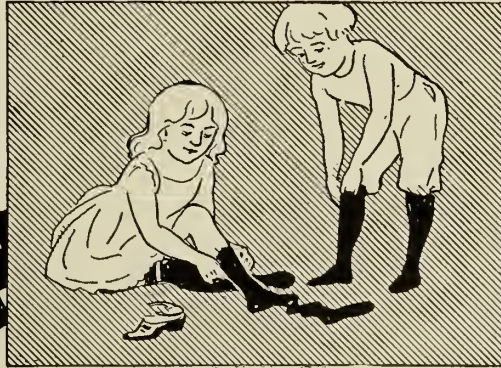
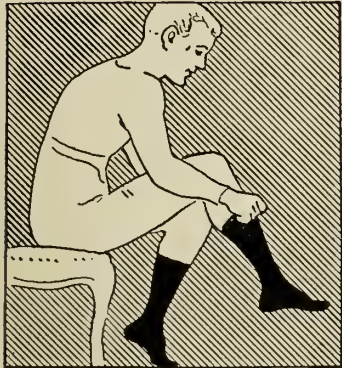


Getting Close to Customer

The booklet shown in the accompanying illustration has been issued by Ely, men's furnisher in the King Edward Hotel, Toronto, and on Sparks Street, Ottawa. It was sent out with a view to capturing Christmas trade and contained illustrations of best selling holiday lines. Some attractive ties were shown in two colors. Splendid results followed the issuing of this booklet.



The Kind of Socks You can Sell with a Clear Conscience



The best patrons of your store will demand the *best* and most up-to-date hose—and for this reason you should stock Pen-Angle Half Hose. This line represents the utmost in hosiery value, and is a line you can conscientiously recommend to your most valued customer with the assurance that he will be perfectly satisfied.

Knit to Fit—and the Seams Omitted

Pen-Angle Half Hose are shaped to fit the curves of the foot and leg, thereby ensuring perfect fit and long wear. And the entire absence of seams makes them comfortable and neat looking. No other line offers such splendid value.

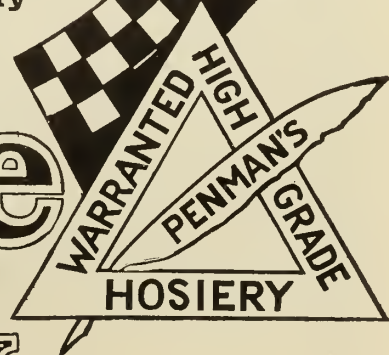
N.B.—In Stock for Immediate Delivery, Line 1350, Pure Thread Silk Half Hose (Mercerized toes, heels and cuffs), in the following colours: Black, Medium, Tan, Light, Golden, Navy, Green, Pearl Grey, Steel Grey and Oxblood.

Penmans Limited
PARIS - CANADA
Underwear, Sweaters, Hosiery

68

Pen-Angle

Full-Fashioned
Seamless **Hosiery**



A Store With Maximum of Display Space

S. Sauve, of Montreal, has new establishment with arcade running through it, thus giving window space on four sides — Four entrances are provided — Windows changed every day and orchestra hired on Saturdays for publicity purposes

ONE of the important features of present day store planning is to devise show windows that will give the greatest opportunity for displaying goods so that the passer-by may be attracted and interested. In this regard the new men's furnishing store of S. Sauve, recently completed at 196 and 198 St. Catherine St., East, Montreal, seems to fill the requirements.

With a frontage of about 45 feet there has been secured a window display of about 72 feet. This has been made possible by the "Arcade" plan. The building, a two-storey structure, fronts on St. Catherine street, Montreal's big-retail thoroughfare, with windows fifteen feet wide on either side of a 10 foot passage, or Arcade. On either side of the passage are windows 18 feet and 8 feet wide. This gives the window trimmer six good-sized windows in which to display the various lines to good advantage.

There are in reality two stores, one on either side of the Arcade and, though the wide passage necessarily takes away some of what would otherwise be utilized as floor space, the excellent show windows more than offset this. Four glass-panelled doors,

two at an angle on the front and two at the sides, opening from the Arcade, give easy access to the stores and avoid crowding in getting in or out. The front and passage side are finished from floor to ceiling with glass so that daylight penetrates to every corner, while at night the electric bulbs show up every portion of the stores to passersby.

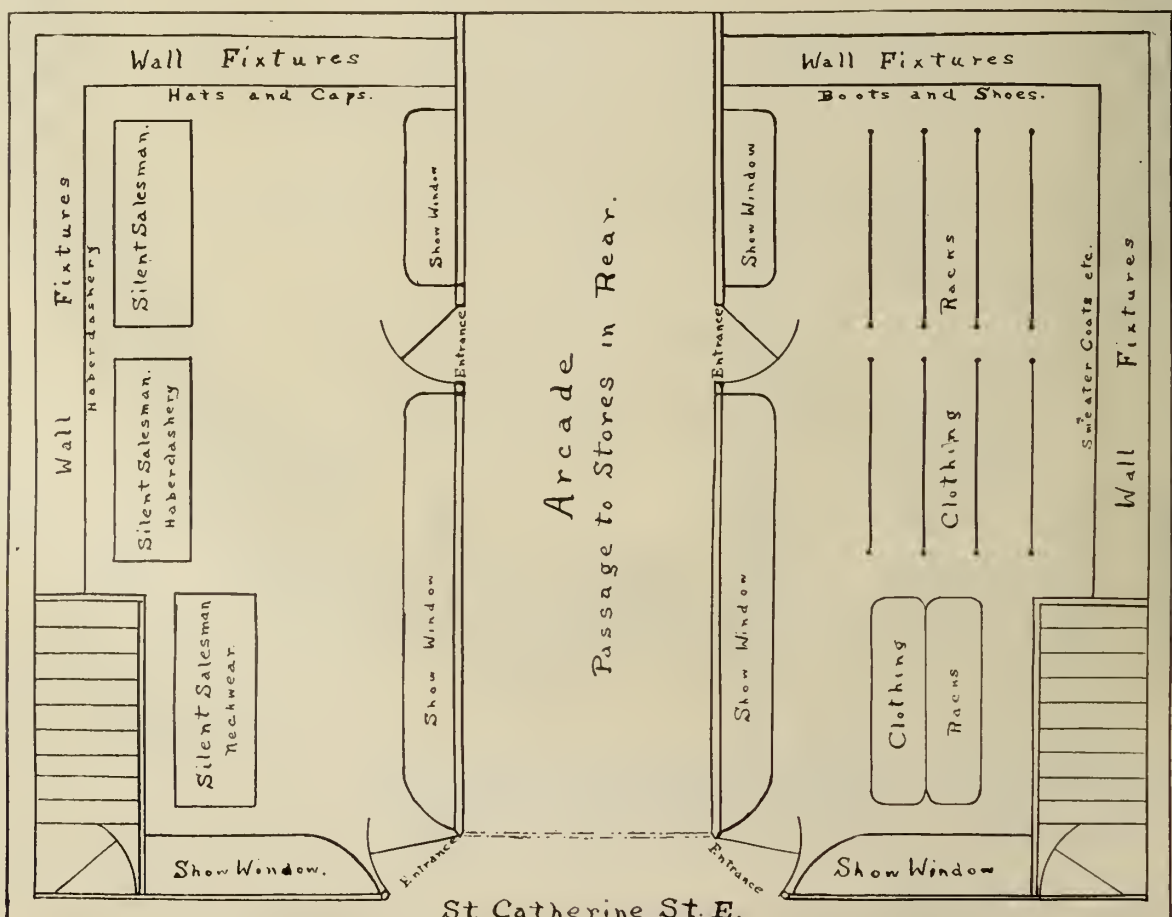
One store, that on the right is devoted to haberdashery, while the one on the left stocks clothing and boots and shoes.

HANDSOME INTERIOR FITTINGS.

The interior fittings of both stores are in polished mahogany, handsome wall-cases, fitted with drawers underneath, and silent salesman counters and show-cases. The accompanying plan gives an idea of the layout.

The store on the right carries a stock of shirts, underwear, neckwear, hats and caps, etc. In the department opposite is clothing for men and boys, sweaters and boots and shoes.

Mr. Sauve, proprietor of the stores and owner of the building, states that he got the architectural





View of the new store of S. Sauve, Montreal, looking through Arcade. The store is located on both sides of Arcade at the front.



The main entrance of the left side of store of S. Sauve, Montreal.

ideas from Paris, and the plans were prepared by Chas. Bernier, of Montreal. Mr. Sauve has had fourteen years' experience in the men's wear business and has two other stores in Montreal.

NEW DISPLAY EVERY DAY.

His experience has shown him the value of the show window as an aid in selling goods and a new window display is made every day. While this entails considerable work and the exercising of some ingenuity in devising attractive trims, he considers it one of the biggest factors in getting buyers into the store.

ORCHESTRA ON SATURDAYS.

A special feature inaugurated by Mr. Sauve to attract attention to his store is the engagement of an orchestra every Saturday afternoon and evening to give a concert in the store. Space for the orchestra is provided on one of the ledges in the store so that they do not occupy any floor space and interfere with the handling of increased patronage. These concerts have been a great success. Many custom-

ers are attracted to the stores and, during the time the orchestra is playing, the police are kept busy in regulating the passage of pedestrians along the sidewalk. Four or five extra clerks are engaged for these Saturday "rushes."

At the present time the Arcade is not completed. There are three stores further along the passage, back of Mr. Sauve's and there it ends. It is planned however, to carry the passage along the back at right angles and bring it out further along the street. When this is done it will provide a series of stores in back off the street and everyone going through will have to pass the large side windows of the men's furnishings establishments at the entrance. As it is now the store by reason of its unusually large window display attracts immediate attention by passersby on either side of the street.



Vancouver, B.C.—Sweeney & Needham, clothing, have dissolved. J. J. Sweeney will continue the business.

Winners of Spalding Shield in Toronto Mercantile League



W. R. BROCK CO., LTD.

Winners of Wholesale Drygoods Baseball League, 1912.

Top Row—D. Smith, catcher; J. Dainty, centre field; T. G. Stephens, first base; Geo. Stone, right field.
 Second Row—L. Burrows, left field; R. Thomas, second base; F. Green, third base; B. Darlington, committee;
 S. Blair, shortstop; G. Bell, pitcher; W. Smith, pitcher.
 Bottom Row—D. McLaren, committee; F. Hamilton, manager; H. G. Cook, president; B. Ellison, sec.-treas.; R. D. Crawford, committee

The Trend of Demand For Negliges

Continued success of French collar and cuff styles — Favorite cloths and prevailing colors confirmed — Soft collar sales increasing — Some special features seen.

WHAT is the future trend of demand in shirts?

The question is indeed interesting and, because of its many features, one which is hard to answer. What the immediate future will be—what styles will prove popular this spring and summer—that is fairly easy to say; but to trace the probabilities further, is a difficult task.

At the present time every thing points to another brisk season in shirts with French cuffs and soft collars. This line sold splendidly last year and there is practically no doubt that it will sell well again—better than ever, probably. Already large orders have been placed, and travelers report a general feeling of friendliness to this line by men's furnishers.

However, there is a feeling that the spring of 1914 will see these shirts weakening. In 1913 they will be at the height of their popularity as it were, then they will likely decline. Signs from the States seem to indicate that this will be the trend. There, as in Canada, French cuffs and soft collars are popular, but they are said to be declining just noticeably.

Whatever may be the future of these unstarched shirts, however, there is no doubt that the negligee idea is to be in great favor this summer. There is a suspicion that the United States manufacturers are doing all in their power to foster this negligee style. Some have even stopped laundrying their shirts, sending them out with the band unstiffened. Of course this means a great saving, for, though it may not be generally known, it costs more to laundry a shirt than it does to make it up.

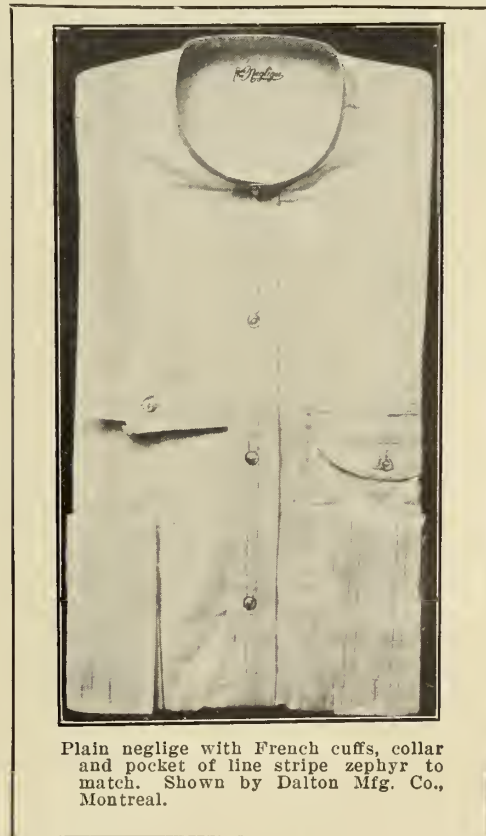
Yet, while this tendency is noted in the States, and while negligee shirts are exceedingly popular here, there is still going to be a heavy call for the shirts with the starched collar bands, front strips, and cuffs. Shirts with pleated fronts, however, are apparently out of style.

Tan is to be an exceedingly popular color this spring. Some soisettes in biscuit color have sold very rapidly. All tints appear to be popular. Helio's are good also, in biscuit, light blue and brown. Greens are not as popular as they have sometimes been. Naturally there will be a demand for white and the new cloth Patricia has already proven popular. Zephyr cord cloth is in great demand. One concern reports using about 175,000 yards of this

last year. This season, already, some half million yards have been used. "We are buying the cloth by the mile," remarked the manufacturer.

In the stiffer shirts black hair lines are exceedingly popular, better even than the blues. "I should think," stated one maker, "that we are selling three of the blacks for one of the blues."

As usual some novelties are being put upon the market. One concern has made a reversible collar for a soft shirt equipped with French cuffs. The collar may be used in turn down form, as on the



Plain negligee with French cuffs, collar and pocket of line stripe zephyr to match. Shown by Dalton Mfg. Co., Montreal.

outing shirts, or it may be turned in, leaving a band to which a soft stand up collar may be affixed, or the more formal starch collar. The cuffs of this shirt, too, are reversible. Of course the idea is to give variety, and to enable a shirt to be worn a little longer. A collar will soil in a day, but the shirt—with a new collar—can easily be worn longer.

Another specialty in color is a shirt, plain except for the cuffs, collars, pockets and narrow front. These have stripes upon them running lengthwise. The stripes, in delicate colors, look very well on the white or tinted ground.

Shirt Styles and Fabrics for Fall, 1913

New materials, weaves and clear colorings being prepared for exclusive Midsummer trade and June delivery — Early indications of samples to be ready in April — A good mid-season and unusual demand for white in new fabrics and negligees expected

MANUFACTURERS are preparing shirt ranges for April showings, mid-season sorting and June delivery on early Fall samples. Some smart styles, new materials and neat patterns are to be shown. The trade anticipate continued and increasing business on Summer novelty shirts and negligees for outing wear. Marked advances in manufacture are to be seen for this Fall.

Some timely, between-season comments on different experiences of the trade on the shirt industry are heard. The merchant is the court of last resort and his ideas are based on his success or theories, with his knowledge of selection from any or numerous ranges. Many of these theories are more influential in sizing up samples or creating preference than their importance warrants. But in most cases many reports are brought to bear in creating ideas of different selections. These hints are more or less defined by locality and paramount interest at the time.

The present satisfactory conditions in factories do not suggest the inference that shirt makers need pay much attention to trade theories. Orders are booked to keep things busy until March or later.

SHIPMENTS WILL BE PROMPT.

Deliveries are to be better than usual this year owing to stock shipments being satisfactory. It is expected manufacturers will be enabled to ship promptly, commencing February.

Merchants are giving more attention to proper fitting shirts, workmanship and details of finish, style trend and laundering. The first feature is important because roominess in a garment cannot always be elaimed a fault. Well-dressed men appreciate a good-fitting, athletic appearing, characteristic, confidence-giving shirt. Workmanship combined with fit for fitting alone does not conform with the negligee idea of comfort. Dress or informal English and French cuff make all have comfort in view. Whether one manufacturer's or another's is made too roomy or large may be an individual merchant's theory. Customers usually have criticisms in the other direction.

Details of these features are apt to be overlooked in buying—appearance, material, clearness of color contrast or ground shade, exclusiveness and neatness of pattern and comparative values. As far as manufacturers can control orders as a basis, comparison according to each merchant's demand is possible. Development is being appreciated in higher price,

and better selling lines, where fit, finish, appearance and workmanship are factors. It is evident these lines are sufficiently roomy. Merchants are more particular. Customers are told the features and not left to buy shirts altogether from the standpoint of good taste.

Style and first impressions are suggestive but other considerations tend to future business. Lines which combine these features best are confirmed by experience and not by hearsay. Most ranges may combine all, but in a degree which adds to each furnisher's theories about size, values and styles.

From the style viewpoint, appearance and finish with best values in higher class numbers, sources of ranges, then selection of patterns and style inspiration have added to the success of several makers. Originality of patterns which are neat though different is one. Clearness in materials, fineness of texture in fabrics and colors create tone and style. Trend of cloths and colors in each case anticipates demand both in kindred showings and washing attributes.

CLEARNESS AND CHARACTER DEFINED.

Clearness and character are defined by different sources of manufacture and designing. Fine texture is important in obtaining the correct effect. In some ranges prints, percales, Madras, silks and fancies in cotton, wool or silk and wool or mercerized finishes, with designs on white or cream grounds are always clear compared with other fabrics used. Other colors or contrasted effects have the same clearness. Finish, fineness or clearness shows both in appearance and laundering and is evident by comparison. Casually these details do not show, but in displaying all stiffness disappears, while the setting has tone increased by unit arrangement, bringing out the real ideas of seasonable style and exclusiveness. Customers are impressed for style and value reasons and trade is held because of satisfactory wear and fit.

Merchants' theories can be applied to sorting and Fall, 1913, ranges and each line judged according to ideas of styles and factors of consistent sales results. Patronage is not likely to change, but as far as ranges are ready, buyers can be prepared to note some departures, both in high-class manufacture and details of later or salient features.

WHITE GROUNDS POPULAR.

Judging from preliminary preparation, ranges are broader. For midsummer sorting wide selections of finer percales and prints at leading prices are being
(Continued on page 72)

How Many Suits Does Gentleman Need?

Interesting question discussed by Toronto Newspaper—Spanish ambassador has fifty and could not get along on less—one Toronto man boasts of forty suits.

HOW many suits of clothes does a gentleman need? The Toronto Star Weekly has been going into this question, prompted by a despatch which reads: "The Spanish Minister to the United States, Senor Fiano, owns fifty suits of clothes, and thinks a gentleman cannot manage on a less number." The result of the newspaper's investigation is summed up as follows:

Those who manage with a Sunday suit, a business suit, and a carefully preserved dress suit, and who righteously consider themselves gentlemen, are inclined to snort at the above clipping. It recalls the days of Queen Elizabeth, or Beau Brummel. It takes the mind back to the days of periwigs and pantaloons; stage-coaches and coffee-houses; when men were ladies in regard to dress. It leaves in the heart of the average man a desire to slap the Spanish Minister on the wrist.

It will come, therefore, as a shock for this average man to learn that the well-dressed man, the ordinary man-about-town, is required by the canons of good taste, and by other big guns, to be possessed of something over a dozen suits of clothes, if he wishes to be in the running at all. And this in Toronto!

The writer, in securing these statistics that show how much cloth it takes to make a gentleman, went from shop to shop, tailor to tailor, *bel homme* to sport, and felt shabbier and shabbier at each visit. In despair, he entered a shop on York Street, where they sell clothes and gold watches, and on being told there that no gent is complete without five suits, he asked to be allowed to go out by the rear door; and he hid in the lane till nightfall.

Toronto is shockingly ignorant of the first rules of good dressing. It takes a tailor or a haberdasher to educate us.

TORONTO MAN HAS FORTY.

"Considering the court uniforms and regalia that he needs," said a fashionable tailor on the correct side of King Street, "the Spanish Minister is not far out in his count of fifty. There is one man who deals with me in this city who owns at least forty suits of clothes, and finds use for them all. But in Toronto, I think, the following list would keep a gentleman well dressed:

"Dress suit.

"Tuxedo suit.

"Morning suit.

"One blue serge suit.

"Three tweed sack suits.

"One dark flannel suit.

"One white yachting suit.

"Two flannel lounge suits.

"Four pairs of flannel trousers.

"And then, if he were a golfer or a huntsman:

"Riding outfit.

"Hunting pink.

"Golf suit, with knickers.

"Norfolk suit.

"No gentleman can call himself well and suitably dressed unless he owns that wardrobe!"

But the above list confines the class "gentleman" to those whose business hours are a few minutes' consultation with the kings of finance a little before noon, and the rest of whose time is occupied in painful decisions as to what suit to wear and where to amuse themselves. The fashionable tailor mentioned above confessed that "gentlemen" are rare in Toronto. The vast majority of Torontonians confine themselves to two suits a year and to a dress suit once every five years, to keep pace with age and obesity.

A LESS EXPENSIVE LIST.

A less expensive tailor drew up the following list as necessary to a well-dressed man:

Dress suit.

Serge suit.

Two sack suits.

Summer flannel suit.

This is the wardrobe of the stolid burgher who owns no morning suit, because he is at business in the morning, and who does without a tuxedo because he is a dutiful husband and goes about with his wife and with dress-suit tails. And this man, the great "average man," needs no hunting pink for his garden hobby. Sack No. 2 is his uniform for such pastimes.

A QUESTION OF TASTE.

A well-known business man of the city put the matter of good dressing in a sane light: "It is wholly a question of taste and not of quantity. The most tasteful dressers I know have not more than three suits to their name, outside their dress and cutaway suits. They have no fancy Summer suits. They play golf in a pair of last year's trousers and a sweater. Dress with some men is a hobby. But

(Continued on page 62)

Suggestion a Strong Feature of Display

Man is always open to suggestion particularly in the matter of dress —
Two suggestive display units with many commendable and unique features
— The shopper at Christmas time welcomes suggestions

SUGGESTION is a big factor in the men's furnishing trade. It is the one quality most essential in display units and stock arrangements.

Coming to think of it, suggestion has always been a very potent force in swaying man. It was on Eve's suggestion, that Adam ate the apple. He had never thought of taking it himself and perhaps might never have thought of it if left alone. It would not be a difficult matter to find a dozen other instances to prove the statement that suggestion has played a big part in every event recorded in the stormy annals of history; but the proposition is too self-evident, to render this necessary. Suffice it to say that man always has been and always will be open to suggestion; and in no respect is he more successful than in the matter of dress.

It follows that window trimming is an essential merchandizing feature with the men's furnisher. A good window display is sure of attracting attention. Men always take an interest in matters pertaining to dress. A new style of necktie, the latest thing in hats, an assortment of shirts, are sure to attract the notice of every man who takes the least interest in his appearance.

SUGGESTIVENESS IN UNITS.

Suggestiveness is the quality that window trimmers are striving to attain in their display units. A display which not only shows the article, but shows how it will look when worn or demonstrates one particular point, brings the results. Two window displays are shown on the opposite page which were arranged by Geo. E. Keast, with Marks and Price, Toronto. In these arrangements suggestion plays a very large part.

The top window contains a number of novel features which will be interesting to window trimmers. The fixture in the centre is new style pedestal with a large oval top. It has been utilized for the display of quite an assortment of goods. Suggestion is very evident in the manner of showing the shirt above this centre fixture. The top of a Christmas box has opened, showing the shirt with collar and tie attached—a method both novel and effective.

A novel card is part of this display unit. A dark card, with a darker bar on which the lettering appears, this card is distinctly different from the general run.

The lower display also boasts of distinctive effects. A diagonal stripe tie has been drawn down over a bamboo cane. Ties in Christmas boxes have been placed on the floor of the window near the front.

CHRISTMAS SUGGESTIONS NEEDED.

Suggestion is an important feature during the Christmas season. Shopping is undertaken by the average person in a receptive state of mind. The percentage of people who go shopping with a defined idea of what they intend to buy is small indeed. A majority go downtown to look around. If they see an article which pleases and seems suitable, they will buy when perhaps the thought of purchasing that particular article had never perhaps crossed their minds. Suggestions are welcomed with relief by puzzled shoppers and the merchant who has the most suggestive displays will reap the most benefit.



Fort William, Ont.—The dry goods stock of the estate of E. C. Currie, has been sold to R. H. Knight, of Sault Ste. Marie.

Port Arthur, Ont.—I. N. Kaufman, dry goods dealer, has sold to R. H. McFarlane.



How Many Suits Does Gentleman Need?

(Continued from page 61)

so are pipes, for instance. A man is a gentleman with one pipe. But I am no more correct a gentleman because I have four pipes here. That Spaniard you mention is an ardent collector of clothes, just as J. M. Barrie is a collector of pipes."

One of the correct dressers, a young business man, who has an apparently unlimited wardrobe, said in defence of the fashionable man: "Unless I am carefully groomed and dressed, I am not at ease. I cannot meet men with that slightly superior air that I find necessary in business. In social life, there is the same necessity, of course. But I wish to make my appearance so wholly correct that I am unconscious of it, and can so devote my attention to more important matters."

The dressy man, then, has psychology behind him, as well as the fancy for dress. But it is, after all, a question of fancy.



Two displays arranged by Geo. E. Keast, with Marks & Price, Toronto. Some novel display ideas are introduced.

Determining Salaries on Percentage

Is this a fair method under all circumstances?— Positions of readers quoted — Work that some salesmen undertake does not always show in sales book but is nevertheless having influence on future business

UNUSUAL interest has been shown in the problem published in the November issue. Many replies have been received, a number of which are reproduced herewith.

The problem was as follows:

Merchant to salesman:—

Your salary is greater than our fixed percentage allows.

Can you increase your sales?

Different salespeople have different relative value to the business. Your ideas of making sales are in the interests of future business, while your fellow worker may perhaps be less scrupulous. Conditions vary in departments and in opportunities for making a book.

Salesmen frequently meet this problem.

From the office standpoint a review of the season's business gives the firm a comparative understanding of your worth as shown by sales totals. For some reason your sales are not up to the mark.

How would you answer, considering your value to and interest in the business?

The replies received have covered the problem from many standpoints but on one point all seemed to agree—that immediate sales should not be the whole objective point of the salesman. That the salesman should strive to be always courteous and obliging with an eye to future sales and to build up the store reputation for service was deemed to be an important consideration; a consideration which the merchant should not forget in fixing the remuneration of his clerks. Another good point brought out was that clerks should spend a certain amount of time straightening stock. Time spent this way does not show in the sales book and some clerks are prone, therefore, to let this work slide or to hand it over to some other member of the staff. The work of the salesman who puts in time straightening stock while the others attend to customers should not be judged solely by the total of his sales. A number of the replies received are appended.

OTHER CONSIDERATIONS.

Cowansville, Que.

A salesman—as the name implies—is one engaged for the purpose of selling goods and as a rule his percentage of sales should warrant the salary paid. I do not consider percentage on sales a fair standard

“Having the general interests of the business at heart, sending customers away with good impressions of the business, courtesy, carefulness and correctness; avoiding losses through stock accumulation; care in handling goods; having a religious regard for the ultimate success of the business, to the end that a fair and adequate margin of net profit will result from the business transacted year by year.”

The above, written by Wm. G. Brown, is a concise summary of the duty of the salesman in a broad sense.

under all conditions. Where the business is departmentalized, it is possible to arrive at a fair percentage. In the general store, where the salespeople serve throughout the store, this system of determining salary will not work out satisfactorily, and I consider it advisable, while impressing upon our salespeople the necessity of making legitimate sales upon which the success of the business depends and while I would keep a record of sales, I would also emphasize the fact that there were other considerations to be taken into account when arriving at a basis of salary for services rendered: Such as having the general interests of the business at heart; sending cus-

tomers away with good impressions of the business; courtesy, carefulness and correctness; avoiding losses through stock accumulation; care in handling goods; having a religious regard for the ultimate success of the business, to the end that a fair and adequate margin of net profit will result from the business transacted year by year.

Yours very truly,

WILLIAM G. BROWN.

IMPORTANCE OF STOCK-KEEPING.

Calgary, Alta.

In answer to your query: “Is percentage on sales a fair salary standard?” would like to express my opinion on that point.

There are different types of salesmen. Some are good salesmen and poor stock-keepers while on the other hand others are good stock-keepers and indifferent salesmen. Take into consideration the man who is a hard worker on stock and who cannot always be to the front to serve the trade, while the poorer stock-keeper is invariably looking out for the opportunity of “getting his man.”

Stores adopt different methods. Some use the system of having a salesman at the head of each department who in each case has the first call, while others have no salesman in particular who has the first call. If the latter conditions prevail in a store, there are a few things to be considered.

Is it not essential for a firm to have a good stock-keeper? Now, for instance, if an employer took into consideration the number of sales recorded in the week (Saturdays excepted) it would be in all probability that the poorer stock-keeper might be fore-

most. But on Saturdays when both are hustling to cope with the business to the best of their ability, then would be the time to judge accordingly.

Yours faithfully,

E. B. WATSON.

* * *

THE VALUE OF SERVICE.

Cornwall, Ont.

In reply to your article—"Is percentage on sales a fair salary standard?"—in November issue. This is a subject that a great deal could be written on. Some clerks are always looking for the best of the day's business, that their sales may be heavy. Though volume of sales is what the merchant wants, still that clerk is only after the sales of to-day. He will press his customer a little too hard in order to grasp the next, which he hopes will buy a greater purchase; and when, by what he calls bad luck, he gets a customer who uses twenty minutes of his time for a small purchase, he gets impatient and is inattentive. Perhaps it was that customer's intention to make heavy purchases in that store a little later. The store's advertising likely brought the customer and the poor store service has driven her away. Now the clerk whose sales are a little "under" but whose polite, attentive manner is winning new customers and keeping the old ones with a little extra time and strategy, is the man who is pulling "future" business. His service to his employer is worth much more than the fellow who is only making the sales of to-day. There are old-fashioned merchants or managers who do not approve of the time spent by salesmen in the writing of price tickets and show-cards (viz., in smaller stores). Now while thus employed he is not making sales, but when price tickets are placed on merchandise in windows with show-cards as well, these soon pull passersby into the store. This clerk is also bringing future business.

Yours respectfully,

JAS. FAGAN.

* * *

Both Sides of Question

As it might be worth while studying both sides of the question, I am taking that liberty in the following:

It is perfectly right for the merchant to expect that his salary pay roll will not exceed a fixed percentage. If it does exceed this limit he has two methods of procedure—cut salaries or increase sales.

In most stores it will be found that the pay roll percentage far exceeds what is allowed in larger and more thoroughly systematized stores. But until the business is of a certain size, no matter how good the salesman, the salary payroll is bound to exceed the proper figure.

If a good smart salesman in any store serves his customers properly, makes a maximum per cent. of sales, gives good service and satisfaction to both cus-

tomers and merchant and does not bring his sales up to the standard set, it may not be his fault at all. He serves all customers who enter the store and could serve more if more were there to serve. Who is going to get more customers for him? The clerk may influence a few friends, but that would be but a very small item alongside of his annual sales.

Suppose one clerk replies to the merchant in this fashion:

"I am certain I can reach the per cent. you say I should, if I am left to do the selling and am not expected to do other work as well. I do a great deal more of the marking of goods than my co-workers. I am in demand to fix this and fix that. I dress your windows for you. I open a great many goods and check them from the invoices. How much per cent. of my sales is this going to count for?"

This is a proper question and the merchant who fixes his standards of payment on the sales record alone is sure to make some egregious blunders.

Actual service is the only proper basis upon which a clerk's salary should be based. If, as in large department stores, the salesman does little but stand behind his counter and sell goods, it is right and proper that sales should be carefully compared and standards be maintained.

There must be a sliding scale of percentages if the ordinary business conducted along time honored lines is to continue.

Here is an actual case:

Five years ago the following was submitted to an American trade journal as a fact. I quote from the article:

"The writer is acquainted with a clothing and furnishing business with an annual turnover of about \$25,000. The owner draws \$15 per week salary, and pays his three clerks \$12, \$8 and \$4, respectively. These sums seem small to the city salesman, but in the smaller places were considered fair until the recent advance in living expenses. Their sales last year amounted to \$11,000, \$9,000, \$4,000 and \$1,000.

"The average cost of salary was 8 per cent. By a comparison of their sales it will be found that the merchant and his head clerk are receiving considerably less than they should on an 8 per cent. basis, while the other two are receiving considerably more than their share. This matter was laid before the merchant, and after due consideration he gave the following opinion: 'It apparently looks as though there is an unequal distribution of salary here, but when it is carefully considered it is not so unequal as it appears. I head the list in sales, but it is often an easy matter to make a sale where my head salesman cannot, because I have been in the business nearly twenty years, and many customers will have none others serve them. My sales are easily made sales. Conditions are similar with my head clerk. He has

grown up with the business and has many customers of his own. But, take number three. He, with the help of the boy (who is the fourth salesman spoken of), does all the dirty work, looks after everything of a menial nature, and by your calculation receives about a hundred dollars extra for that. The boy earns an extra one hundred and twenty-five by assisting number three and running errands, delivering parcels and in all kinds of weather, too. My method of paying regular salaries is fair, if not scientific.' "

The view taken by this merchant is given here merely to show how a salary list based on a fixed per cent. of sales may be a long way out of all proportions to the value of the salesman to the business.

Some years ago the following actually took place:

In a shoe department of a large department store a new clerk was hired. It was soon found that the "books" he was turning in showed phenomenal sales. The manager of the department thought he had got hold of a human dynamo—a prodigy.

He wanted to find out how this was done and point it out to the other salesmen for their profit. But he found that the new man was doing two things that were very detrimental to the firm's interests. First, he was allowing customers who were hard to please to leave with no effort whatever to find what they wanted when a little real salesmanship might have effected a sale. Second, it was found that he was in the habit of sneaking along one of the less frequented aisles and listening to the requests the customers made to the floor walker who met them. When ladies' shoes were inquired for, he would hasten back and coming through one of the side aisles meet the customer before any of the other clerks had a chance. If slippers, or rubbers, etc., were asked for, he allowed the others to serve them. In this manner he had practically a choice of customers, and he selected those he thought would make purchases which were likely to be for the larger amount. That is the way that salesman made large "books."

This may be an isolated case, but it shows the danger the merchant falls into who insists upon sales being the basis of salaries.

In some of the department stores the following payroll percentage is expected. In clothing and hats, both men's and boy's the salary must not exceed 6 per cent. In the men's furnishing department the percentage is the same, but in shoes it is only 4 per cent.

In thousands of the shoe stores in both Canada and the United States, the salary payroll will exceed ten per cent. of the sales at the present time. A better service is expected from the smaller store than from the larger, and in almost every case the salesmen, who are salesmen and not department heads, are much better at the game in the smaller stores than those in the larger ones.

A very satisfactory way to base salaries on sales

is to figure the average or actual per cent. of sales the whole payroll is. Then, allowing for extra work done by some clerks, offer each a bonus of a certain per cent. on all sales above their previous years' record. The amount per cent. need not be as large as the average per cent. salaries cost.

As an instance: A clerk sells \$10,000 worth of merchandise during 1912 and the average cost per cent. of wages were eight per cent. If the bonus figures are placed at five per cent. and the salesman more than \$10,000 during 1913 he will receive then only five per cent. of the increase. This will reduce the average per cent. cost of salaries. It will prove an excellent incentive to extra efforts which are bound to result in added sales.

A. E. EDGAR.

Undoubtedly there are some points which should be given consideration in the above communications. There are other things than actual sales which must be counted in determining a salesman's worth. The time that one man takes in sorting up the stock or in preparing price cards is making future business. Sales which result from his work may be closed by other members of the staff who will get all the credit on the sales book. It is thus apparent that sales percentage is not the fairest method of determining salary in all cases.

If a clerk's salary is greater than the fixed percentage of the business allows, he may be making it up in other ways. The proprietor should endeavor to ascertain if such is the case.



A Valuable Record

The advantages of keeping a stock record are summed up by one dealer as follows:

"If a certain man of my town buys a suit of a certain size this Spring I can almost count upon him 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. The record of the customer's occupation is oftentimes valuable data for the advertising man."

Regal



Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited
HAMILTON - - ONTARIO

Please mention The Review to Advertisers and Their Travelers.



The results which merchants can effect from advertising — The importance of indirect results — Co-operation of staff an important feature in effecting results.

WHAT results can I expect from my advertising?

This question is often put by dry goods merchants. It is a query which invariably arises in the mind of the merchant who is paying out his money for purposes of publicity. He is anxious to know if he is getting returns in keeping with the expenditure.

Results from advertising can be classed under two heads, direct and indirect. A certain article is advertised in the papers and next day, or the day after, people come to the store and buy that article. There you have direct results. Frequently, however, people see an article advertised and recognize that it is something they need but they do not buy it for a week or a month or even longer. Perhaps the name of the firm is the only impression that the advertisement leaves on the mind but some time after, the need for an article crops up and a visit to the store of that firm follows. Such results are termed indirect.

When the advertising has been conducted along progressive lines, indirect results can be taken for granted. The results will increase in direct ratio to the excellence and effectiveness of the copy. When a man has been doing what he knows to have been good advertising, he need not worry about the results. They are coming all right.

JUDGING DIRECT RESULTS.

It is impossible, of course, to set any rule as to what can be expected in the way of direct results. It depends upon many things—the effectiveness of the copy, the “follow up” methods pursued in the store, the state of the public mind and the seasonability of the appeal. Some men will put in an inch ad. and expect to have people flocking to their stores next morning. They are expecting too much.

It is not an uncommon occurrence for dealers to find their stocks of a certain line cleaned right out at the end of the first day after an advertisement of that line has appeared. This is almost the daily

experience of the big departmental stores. When a departmental store advertises an especially attractive bargain, the stock will often be practically cleared out by 8.30.

If the merchant expects returns of this kind right along, however, he is sure to be sadly disappointed. When everything is distinctly favorable, he will get astonishingly quick results; but this will not always happen.

The indirect results are what count most in the long run. An ad. may bring a certain number of sales each day, but it is, after all, the impression which the advertising campaign of the firm gradually builds up in the public mind which counts the most. The public comes to judge a firm and to form estimates of the service it gives, and the kind of stock it carries, to a large extent from the quality of the advertising done. Advertising wins permanent customers and the results obtained in this way are never apparent on the surface.



Co-operation of the Staff

It is not stating anything new to say that advertising must be carried out thoroughly. It is a fact, however, that a great many merchants do not seem to understand the full meaning of that word “thorough.”

A thorough advertising campaign does not end when the copy has appeared in the newspaper. It is only beginning at that stage. The work which follows the publication of the advertisement is equally as important as the work which goes before.

FEATURING THE GOODS.

It is not an infrequent experience for customers to be attracted to a store by the advertisement of a certain article, only to find that the article in question is nowhere to be seen. It is wise for the goods advertised to be displayed not only in the store but in the windows as well. Sales are lost otherwise.

"DEACON" SHIRTS

For 1913 Are Worth Waiting For

Though our travelers are now out with our entire range of men's and boys' outing and working shirts, the territory must be covered systematically, and therefore necessitates somebody being last.

We have planned on reaching every point early and you can rest assured that our range is worth while waiting for. It is open for comparison with any other line in the trade.

Wait.



The "Deacon" Label is your guarantee of workmanship and quality.

THE DEACON SHIRT CO., - Belleville, Ontario



Stylish Bloomers For Boys

"They Please the Boy and Satisfy the Mother"

Why not put your boy's clothing business on a sound foundation by selling the reliable Jackson Bloomer?

The neat, stylish fit pleases the boy, and the long-lasting quality of the material satisfies the mother—a combination that means big sales.

Start the new year right by stocking up "Lion Brand" clothes.

The Jackson Mfg. Co.

CLINTON, ONT.

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

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

It cannot be expected that an advertisement will always be sufficient of itself to create sales. People will frequently be half convinced by an advertisement. "It looks good," they will say to themselves. "I would like one of those." Suppose they pass the store the next day and the article in question is displayed prominently in the window. It is a certainty that they will stop to look it over. It is almost a certainty that they will finally find their way into the store.

If, on the other hand, they pass the store and there is nothing to remind them of the desire awakened by the advertisement, they may pass along without giving the matter a thought.

When a person is interested in a certain article, a good advertisement will create sales often; but a good advertisement, backed up by a good display, will create sales always.

HAVE STAFF INFORMED.

A still greater necessity is that of seeing that all members of the staff are partners in the advertising campaign.

A humorous article in a recent issue of a well-known publication recites the trials and experiences of an amateur sportsman in various sports and pastimes. On one occasion he weakly consented to go out with a friend in a sailboat. Heavy clouds soon loomed up on the horizon and it was quite apparent that a storm was brewing. The friend cheerfully remarked that it would only blow "half a gale," but the amateur sailor found to his cost that it was "the last half."

A well-advertised article is half sold but in this case it is only the first half. The completion of the last half of the sale depends upon the salesman. He must be prepared to talk the advantages of the advertised goods. Furthermore, he must be prepared to bring these goods to the attention of customers, to push sales in every possible way.

Here is the outline of a rather common occurrence in some retail stores. Enter customer. "I want to see the mufflers you were advertising." The clerk scratches his head in rather a perplexed way and finally brings out a selection of goods. He states the price but the customer protests that the advertisement had promised mufflers at another figure, lower than the prices he has quoted. The clerk is nonplussed and consults another. Between them they find out about the matter and finally produce the desired article.

Such crass stupidity is, unfortunately, not uncommon. It is not unusual to find clerks who have not the faintest idea what the "boss" has been advertising. They seem to think that, as he looks after the advertising, they cannot by any chance be interested in it. Is it any wonder that, in such cases, the

proprietor does not get the returns from his advertising that he is entitled to expect.

Each member of the staff should study the store advertising carefully. "We will have a big demand for those lines to-morrow," the progressive clerk will say to himself. "I must brush up a bit on them." He then proceeds to study up the various lines, planning arguments and "selling talks." Next day, he is in fine fettle to sell the goods which will be in most demand: and the merry clank of the cash register provides the satisfactory sequel.

Great Mid-Season Sale!

Good News. Unexpected News. Intensely Interesting News of Substantial Savings on Wanted Seasonable Merchandise

I have but one reason for inaugurating this Mid-Season Sale, and that reason is simply this—because of unusually heavy purchases I have fully one-third more stock on hand than I had expected to have at this time. This overstock must be quickly reduced, and to accomplish our purpose decisive reductions have been made to force this sale. Here is a list that is fairly bubbling over with good things. Read it carefully, then make it a point to share in them the next 14 days:

The Men's Clothing Department

Has cut so deep into the profits that suits in some cases fall far below actual cost in this great money-saving opportunity. The clear line of men don't take advantage of this sale. Here are a few prices to give you an idea of what we mean:

Men's Plain Suits, made to order, worth \$15.00, now \$10.00

Men's Plain Suits, made to order, worth \$12.00, now \$8.00

Men's Plain Suits, made to order, worth \$10.00, now \$7.00

Men's Overcoats, the best quality, made to order, worth \$25.00, now \$18.00

Men's Overcoats, the best quality, made to order, worth \$20.00, now \$15.00

Men's Overcoats, the best quality, made to order, worth \$15.00, now \$11.00

Men's Overcoats, the best quality, made to order, worth \$12.00, now \$9.00

Men's Overcoats, the best quality, made to order, worth \$10.00, now \$7.50

Men's Overcoats, the best quality, made to order, worth \$8.00, now \$6.00

Men's Overcoats, the best quality, made to order, worth \$6.00, now \$4.50

Men's Overcoats, the best quality, made to order, worth \$4.50, now \$3.50

Men's Overcoats, the best quality, made to order, worth \$3.50, now \$2.50

Men's Overcoats, the best quality, made to order, worth \$2.50, now \$1.50

Men's Overcoats, the best quality, made to order, worth \$1.50, now \$1.00

Men's Overcoats, the best quality, made to order, worth \$1.00, now \$0.75

Men's Overcoats, the best quality, made to order, worth \$0.75, now \$0.50

Men's Overcoats, the best quality, made to order, worth \$0.50, now \$0.35

Men's Overcoats, the best quality, made to order, worth \$0.35, now \$0.25

Men's Overcoats, the best quality, made to order, worth \$0.25, now \$0.15

Men's Overcoats, the best quality, made to order, worth \$0.15, now \$0.10

Men's Overcoats, the best quality, made to order, worth \$0.10, now \$0.07

Men's Overcoats, the best quality, made to order, worth \$0.07, now \$0.05

Men's Overcoats, the best quality, made to order, worth \$0.05, now \$0.03

Men's Overcoats, the best quality, made to order, worth \$0.03, now \$0.02

Men's Overcoats, the best quality, made to order, worth \$0.02, now \$0.01

Men's Overcoats, the best quality, made to order, worth \$0.01, now \$0.00

The Dress Goods Dept.

Has taken every line of Fall Merchandise into consideration at the sale, reducing prices accordingly to every article. Read the following list of bargains:

Dress Goods

5 yards of all the best Dress Goods, worth \$1.00, now 75c

10 yards of all the best Dress Goods, worth \$2.00, now \$1.50

15 yards of all the best Dress Goods, worth \$3.00, now \$2.25

20 yards of all the best Dress Goods, worth \$4.00, now \$3.00

25 yards of all the best Dress Goods, worth \$5.00, now \$3.75

30 yards of all the best Dress Goods, worth \$6.00, now \$4.50

35 yards of all the best Dress Goods, worth \$7.00, now \$5.25

40 yards of all the best Dress Goods, worth \$8.00, now \$6.00

45 yards of all the best Dress Goods, worth \$9.00, now \$6.75

50 yards of all the best Dress Goods, worth \$10.00, now \$7.50

55 yards of all the best Dress Goods, worth \$11.00, now \$8.25

60 yards of all the best Dress Goods, worth \$12.00, now \$9.00

65 yards of all the best Dress Goods, worth \$13.00, now \$9.75

70 yards of all the best Dress Goods, worth \$14.00, now \$10.50

75 yards of all the best Dress Goods, worth \$15.00, now \$11.25

80 yards of all the best Dress Goods, worth \$16.00, now \$12.00

85 yards of all the best Dress Goods, worth \$17.00, now \$12.75

90 yards of all the best Dress Goods, worth \$18.00, now \$13.50

95 yards of all the best Dress Goods, worth \$19.00, now \$14.25

100 yards of all the best Dress Goods, worth \$20.00, now \$15.00

105 yards of all the best Dress Goods, worth \$21.00, now \$15.75

110 yards of all the best Dress Goods, worth \$22.00, now \$16.50

115 yards of all the best Dress Goods, worth \$23.00, now \$17.25

120 yards of all the best Dress Goods, worth \$24.00, now \$18.00

125 yards of all the best Dress Goods, worth \$25.00, now \$18.75

130 yards of all the best Dress Goods, worth \$26.00, now \$19.50

135 yards of all the best Dress Goods, worth \$27.00, now \$20.25

140 yards of all the best Dress Goods, worth \$28.00, now \$21.00

145 yards of all the best Dress Goods, worth \$29.00, now \$21.75

150 yards of all the best Dress Goods, worth \$30.00, now \$22.50

155 yards of all the best Dress Goods, worth \$31.00, now \$23.25

160 yards of all the best Dress Goods, worth \$32.00, now \$24.00

165 yards of all the best Dress Goods, worth \$33.00, now \$24.75

170 yards of all the best Dress Goods, worth \$34.00, now \$25.50

175 yards of all the best Dress Goods, worth \$35.00, now \$26.25

180 yards of all the best Dress Goods, worth \$36.00, now \$27.00

185 yards of all the best Dress Goods, worth \$37.00, now \$27.75

190 yards of all the best Dress Goods, worth \$38.00, now \$28.50

195 yards of all the best Dress Goods, worth \$39.00, now \$29.25

200 yards of all the best Dress Goods, worth \$40.00, now \$30.00

205 yards of all the best Dress Goods, worth \$41.00, now \$30.75

210 yards of all the best Dress Goods, worth \$42.00, now \$31.50

215 yards of all the best Dress Goods, worth \$43.00, now \$32.25

220 yards of all the best Dress Goods, worth \$44.00, now \$33.00

225 yards of all the best Dress Goods, worth \$45.00, now \$33.75

230 yards of all the best Dress Goods, worth \$46.00, now \$34.50

235 yards of all the best Dress Goods, worth \$47.00, now \$35.25

240 yards of all the best Dress Goods, worth \$48.00, now \$36.00

245 yards of all the best Dress Goods, worth \$49.00, now \$36.75

250 yards of all the best Dress Goods, worth \$50.00, now \$37.50

255 yards of all the best Dress Goods, worth \$51.00, now \$38.25

260 yards of all the best Dress Goods, worth \$52.00, now \$39.00

265 yards of all the best Dress Goods, worth \$53.00, now \$39.75

270 yards of all the best Dress Goods, worth \$54.00, now \$40.50

275 yards of all the best Dress Goods, worth \$55.00, now \$41.25

280 yards of all the best Dress Goods, worth \$56.00, now \$42.00

285 yards of all the best Dress Goods, worth \$57.00, now \$42.75

290 yards of all the best Dress Goods, worth \$58.00, now \$43.50

295 yards of all the best Dress Goods, worth \$59.00, now \$44.25

300 yards of all the best Dress Goods, worth \$60.00, now \$45.00

305 yards of all the best Dress Goods, worth \$61.00, now \$45.75

310 yards of all the best Dress Goods, worth \$62.00, now \$46.50

315 yards of all the best Dress Goods, worth \$63.00, now \$47.25

320 yards of all the best Dress Goods, worth \$64.00, now \$48.00

325 yards of all the best Dress Goods, worth \$65.00, now \$48.75

330 yards of all the best Dress Goods, worth \$66.00, now \$49.50

335 yards of all the best Dress Goods, worth \$67.00, now \$50.25

340 yards of all the best Dress Goods, worth \$68.00, now \$51.00

345 yards of all the best Dress Goods, worth \$69.00, now \$51.75

350 yards of all the best Dress Goods, worth \$70.00, now \$52.50

355 yards of all the best Dress Goods, worth \$71.00, now \$53.25

360 yards of all the best Dress Goods, worth \$72.00, now \$54.00

365 yards of all the best Dress Goods, worth \$73.00, now \$54.75

370 yards of all the best Dress Goods, worth \$74.00, now \$55.50

375 yards of all the best Dress Goods, worth \$75.00, now \$56.25

380 yards of all the best Dress Goods, worth \$76.00, now \$57.00

385 yards of all the best Dress Goods, worth \$77.00, now \$57.75

390 yards of all the best Dress Goods, worth \$78.00, now \$58.50

395 yards of all the best Dress Goods, worth \$79.00, now \$59.25

400 yards of all the best Dress Goods, worth \$80.00, now \$60.00

405 yards of all the best Dress Goods, worth \$81.00, now \$60.75

410 yards of all the best Dress Goods, worth \$82.00, now \$61.50

415 yards of all the best Dress Goods, worth \$83.00, now \$62.25

420 yards of all the best Dress Goods, worth \$84.00, now \$63.00

425 yards of all the best Dress Goods, worth \$85.00, now \$63.75

430 yards of all the best Dress Goods, worth \$86.00, now \$64.50

435 yards of all the best Dress Goods, worth \$87.00, now \$65.25

440 yards of all the best Dress Goods, worth \$88.00, now \$66.00

445 yards of all the best Dress Goods, worth \$89.00, now \$66.75

450 yards of all the best Dress Goods, worth \$90.00, now \$67.50

455 yards of all the best Dress Goods, worth \$91.00, now \$68.25

460 yards of all the best Dress Goods, worth \$92.00, now \$69.00

465 yards of all the best Dress Goods, worth \$93.00, now \$69.75

470 yards of all the best Dress Goods, worth \$94.00, now \$70.50

475 yards of all the best Dress Goods, worth \$95.00, now \$71.25

480 yards of all the best Dress Goods, worth \$96.00, now \$72.00

485 yards of all the best Dress Goods, worth \$97.00, now \$72.75

490 yards of all the best Dress Goods, worth \$98.00, now \$73.50

495 yards of all the best Dress Goods, worth \$99.00, now \$74.25

500 yards of all the best Dress Goods, worth \$100.00, now \$75.00

Shoes Below Cost

If saving money and getting extraordinary value in an object to you, make your shoe selections now. Plenty of well known makes of shoes are marked at great reductions. These are discontinued styles and broken lines, which during the season, were sold at their regular values. You know the high quality of our shoes—then make the special prices at which you can buy during this sale:

Men's Heavy Black Calf Waterproof Shoes, worth \$12.00, now \$8.00

Men's Fine Black Calf Shoes, worth \$10.00, now \$7.00

Men's Fine Black Calf Shoes, worth \$8.00, now \$6.00

Men's Fine Black Calf Shoes, worth \$6.00, now \$4.50

Men's Fine Black Calf Shoes, worth \$4.50, now \$3.50

Men's Fine Black Calf Shoes, worth \$3.50, now \$2.50

Men's Fine Black Calf Shoes, worth \$2.50, now \$1.50

Men's Fine Black Calf Shoes, worth \$1.50, now \$1.00

Men's Fine Black Calf Shoes, worth \$1.00, now \$0.75

Men's Fine Black Calf Shoes, worth \$0.75, now \$0.50

Men's Fine Black Calf Shoes, worth \$0.50, now \$0.35

Men's Fine Black Calf Shoes, worth \$0.35, now \$0.25

Men's Fine Black Calf Shoes, worth \$0.25, now \$0.15

Men's Fine Black Calf Shoes, worth \$0.15, now \$0.10

Men's Fine Black Calf Shoes, worth \$0.10, now \$0.07

Men's Fine Black Calf Shoes, worth \$0.07, now \$0.05

Men's Fine Black Calf Shoes, worth \$0.05, now \$0.03

Men's Fine Black Calf Shoes, worth \$0.03, now \$0.02

Men's Fine Black Calf Shoes, worth \$0.02, now \$0.01

Men's Fine Black Calf Shoes, worth \$12.00, now \$8.00

Men's Fine Black Calf Shoes, worth \$10.00, now \$7.00

Men's Fine Black Calf Shoes, worth \$8.00, now \$6.00

Men's Fine Black Calf Shoes, worth \$6.00, now \$4.50

Men's Fine Black Calf Shoes, worth \$4.50, now \$3.50

Men's Fine Black Calf Shoes, worth \$3.50, now \$2.50

Men's Fine Black Calf Shoes, worth \$2.50, now \$1.50

Men's Fine Black Calf Shoes, worth \$1.50, now \$1.00

Men's Fine Black Calf Shoes, worth \$1.00, now \$0.75

Men's Fine Black Calf Shoes, worth \$0.75, now \$0.50

Men's Fine Black Calf Shoes, worth \$0.50, now \$0.35

Men's Fine Black Calf Shoes, worth \$0.35, now \$0.25

Men's Fine Black Calf Shoes, worth \$0.25, now \$0.15

Men's Fine Black Calf Shoes, worth \$0.15, now \$0.10

Men's Fine Black Calf Shoes, worth \$0.10, now \$0.07

Men's Fine Black Calf Shoes, worth \$0.07, now \$0.05

Men's Fine Black Calf Shoes, worth \$0.05, now \$0.03

Men's Fine Black Calf Shoes, worth \$0.03, now \$0.02

Men's Fine Black Calf Shoes, worth \$0.02, now \$0.01

This Sale Starts Nov. 16, Ending Nov. 30

L. Wettlaufer, Sebringville, Ontario

We want your Eggs, Butter, Lard, Dried Apples, Onions and Poultry. The above prices are for Cash or Produce only.

An ad. that brought results.

Staff co-operation, then, is an important phase of advertising. It is only by securing the complete and willing co-operation of the staff that the best results can be obtained.

* * *

A Neat Advertisement

The accompanying advertisement has been submitted for review. It was prepared by Wm. Wettlaufer and was afterwards issued in circular form.

For the purpose of clearing out a large stock at reduced prices, it should prove effective. The opening explanation is written in forcible manner and yet the common faults of over emphasis and exaggeration have not been indulged in. The layout is attractive and, from the typographical stand-



WE wish to thank the merchants of Canada for their patronage during the past year, and hope we may be allowed the privilege of serving you in the year we are just entering.

We have placed the standard of Beaver Brand Knit Goods at a very high level, and our constant aim is to live up to it in our values and our service. We wish one and all the heartiest wishes for a Merry Christmas and a Prosperous New Year.

R. M. Ballantyne, Limited

Manufacturers of the well-known "Beaver" Brand of Knitted Goods

STRATFORD - - - CANADA

TORONTO REPRESENTATIVE

J. N. BOYD, 373 BROADVIEW AVE.



Wreyford & Co., Toronto

Wholesale Men's Furnishers

SEASON GOODS FOR IMMEDIATE SHIPMENT FROM TORONTO.

Young & Rochester's Dress Shirts, Fine Flannel, Taffeta and Zephyr shirts. Pyjama Suits—Dress Vests—Neckwear—Dressing Gowns—House Coats etc.

Tress' Caps—"Mascot" "Talma" and "Lothian" shapes in Grey and Camelhair shades for motoring etc.



Scotch Knit Vests—
at \$2.50 \$2.75 and \$3.50
With sleeves \$1.00 extra

Knit Silk Motor Scarves
\$18.00 to \$60.00. doz

Wool and Vicuna Scarves and Gloves.

Knit Silk Neckwear, new weaves, \$13.50 and \$16.50

English Crochet, new weaves, \$12.00.

Linen Handkfs. boxed, to retail at 25c, 50c, and 75c.
Traveling Rugs from \$3.50 to \$10.00



Points

Button Holes do not get loose and bagged.

Shoulders do not droop.

Stylish, neat fit coat—retains shape during wear as well as a tailored coat.

Write us for a trial order

BEST-KNIT, LIMITED

Sweater Coats, Ties, Scarfs. Etc.

Brampton, Ontario

point, there is little fault to be found. An improvement could be effected by putting the sale prices in black so that they would stand out more prominently.

Christmas Suggestions

The advertisement of the Hudson's Bay Co., here-with reproduced, presents a somewhat novel feature in that the goods in each department are listed alphabetically and the location is named. The lack of price quotations is probably not counted as great a weakness at this time as at other seasons but in the opinion of the writer this advertisement loses a large part of its selling power through the elimination of price quotations.

overwhelming bargains. The wonderful and unbelievable values that are now being offered here have set the whole city agog." This bombastic style is not

good advertising. The heading "The whole city is Astir!!" is very weak. It might refer to an earthquake rather than a bargain sale.

Shirt Styles and Fabrics for Fall, 1913 (Continued from page 60)

prepared. The season is expected to develop "white." Clear white grounds with fine line or marked lines relieved with two or three side stripes are in keeping with the choice for neat patterns. Few fancies are seen in these cloths but broken checks are likely to prove a novelty. Plain fabrics, soisettes, reps and new weaves on the Shantung order are continued in favor. Negligees, self stripes and small effects are being sampled.

Silks are shown in fine stripes as a good prospect for increased sales. While these lines are sampled, sold-up conditions at the factories do not allow sufficient attention to this end of the business. Manufacturers intend to make habitan and twill silks in white. Values to range from \$36 to \$45 are likely. Taffeta flannels, fine silk line or two-tone stripes, English Ceylons in effective patterns and some new mixtures are always called for midsummer selling.

In vestings, fine cords, pique and piquettes, Bedfords in wide and narrower welts. samples, show preference for line cords, no wider effects and the introduction of checks on some of the finer fabrics. Colors are expected to sell in usual ratio—blues, black, greys, tans, and some helios on clear white grounds. Soft blues, tans and greys with contrasting or self stripes are assorted according to material. In plain cloths, tans, champagne and light shades, greys and soft blues with some novelty colorings are smarter than heretofore, because of the nature of materials, weaves and their suitability for negligee wear.

Attractive layout for Christmas ad.—Items are listed alphabetically but no prices are quoted. The heading is attractive and the introductory explanation gets right to the point without waste of words or space.

Special Sale Ad.

The advertisement reproduced is well worth looking over and considering—for its bad points as well as its good. It was displayed prominently, ten columns in width. Spread over two pages, with two columns of reading matter on each side, it undoubtedly had commanding position. This ad. would attract attention; but would it be favorable attention? The use of the extremely heavy borders is, perhaps, less at fault in so large an ad., but best practice precludes so black a display. The ad. is written in a lurid style which requires no comment. Listen: "The great Dis-solution Sale at the Empire Clothing Co., 563 Johnson Street, is now swaying people to supreme and



WE WISH

A Happy Xmas

AND

*A Most Prosperous
New Year*

To All Our Friends



The C. Turnbull Co. of Galt

LIMITED

GALT - ONTARIO

Manufacturers of High-Class Underwear



Business Builders

Every Glove and Mitten

bearing the "Asbestol" stamp of QUALITY and WORTH can be relied upon to develop a permanent customer.

A special tanning process—exclusive with us—renders the leather soft and pliable, making the "Asbestol" gloves and mittens proof against the ill effects of steam, water and heat.

Your jobber will gladly supply full information concerning scores of good "feature" ideas well worth consideration.

(Glove shown here is No. 933 at \$9.00 per dozen).

EISENDRATH GLOVE CO.
CHICAGO, ILL.

Many Lines Featured in Display



AN attractive grouping, showing a wide variety of goods. Despite the fact that every inch of space has been utilized this display does not present a crowded appearance and article is sufficiently prominent. It is, in fact, a window which has an appeal for every man, owing to the diverse nature of the stock shown. The price cards add appreciably to the selling power of this display.

IMPERIAL



BRAND

PURE WOOL
UNDERWEAR

In placing your orders for your 1913 stock of Men's Underwear don't forget the big range of Imperial Brand. Imperial values are known to the trade to be as high or higher than the standard. We are specialists in

- Men's Natural Wool Men's High Grade Imperial
- Men's Elastic Knit Men's Double Thread Balbriggan

Our range is now ready. Present delivery orders for Pure Wool Underwear attended to promptly. Send for samples.

KINGSTON HOSIERY COMPANY

KINGSTON

Established 1880

ONTARIO

**Perrin's
Kid Gloves**



**"Radium"
Hosiery**



At the close of this, the biggest year's business in our history, we desire to express our thanks to the Canadian trade for their patronage in the past 12 months.

We have endeavored to meet increased demands by enlarging our factories, and we anticipate still greater business and increased efficiency for prompt deliveries in 1913.

*Accept Our Best Wishes For
 A Merry Christmas and A
 Happy and Prosperous New Year*

Perrin Freres & Cie.
 MONTREAL

**"Kayser"
Fabric Gloves**



**Perrin's
Lined and Woolen
Gloves**

Please mention The Review to Advertisers and Their Travelers.

Neat Spring and Easter Neckwear

Border end scarfs and derbys shown in a large range of new material—smart color combinations and neat patterns the feature. Batwings return to favor, latest indication.

ADVANCE January showings of Easter novelty neckwear are to be ready early. New styles are now being featured in as far as manufacturers are prepared to give authentic information of their coming novelties. So far there is nothing unusual in changed styles, shapes, patterns, or colors. The prospect for a season of striking assortments is included in a broad range of silks in straight derbys and graduated "open end" scarfs and batwings with knitted tie manufacturers extending their assortments in price and volume of selection.

Smart, new silks are made up in long, one-piece, 48-inch French seam derbys $1\frac{3}{8}$ inches wide. Straight cut derbys with line fancy borders and fringed ends and open end graduated shapes, with borders of contrasting color stripes are well thought of. Another feature which is certain to prove an extra advantage is the return to favor of the batwing. In support of this theory manufacturers are to show a large range of plain batwings, with fancy borders, which are the "newest" predicted in exclusive stores.

Ranges will consist largely of border end scarfs. The remarkable success of borders during the Fall and Christmas season, at a time when waistcoats are worn is giving the trade greater confidence in Spring and Summer sales of border novelties, during the negligee season.

The different shapes will be shown in a large range of patterns and colors varying from plain grounds with fancy borders to fancy grounds and plain borders. Designs in newer ideas favor pin stripes, hair line cross and bias stripes and neat fancies. It is to be a season of neat effects. Small figures will be seen to a great extent in regular price lines.

In higher price and larger shapes, Imperials and Ascots are shown in a pleasing range, allover scroll, floral and Jacquard patterns for exclusive trade, while wing collars are gradually growing in favor, merchants have a good opportunity to feature some classy novelties. Sales are increased by both exclusiveness and "style."

New silks are in a wide variety of weaves, cords, reps, and soft messalines, peau de soie and fancies. Ground colorings are in deep shades and borders are formed by same color with contrasting bar stripes. Pin and line stripes in another shade and brighter tones give contrast in other designs. Navy, brown, red and purple and combinations in gold and black, white and black, grays with purple or other colors

or in new tones are leading. Blues and browns should have a run in local trade.

Knit ties and usual Easter selling confirm the idea that high-priced lines will continue the vogue for "hand crochet" designs. Cross stripes and brilliant colorings are now being shown both in plain.



Two Spring novelties: 1. Straight-cut derby with fancy border and fringed ends, pin stripe ground showing tendency for neater effects. 2. Plain repp with black satin borders and contrasting color bars. Approved graduated shape for spring. Courtesy A. T. Reid Co., Toronto.

combination, color and insertion effects. Men who know the satisfaction of a "quality" knitted tie will have newer patterns to select from. The trade look forward to as good a Spring season as usual.

Comparison between "up to date" men's furnishing neckwear selections and departmental store showings this Christmas is a good example of specialty selling. Many merchants depend on "pat-

terms" in which price and quantity are guided by the rule that anything sells, irrespective of colorings or style, provided prices are right. This is evident in some stocks.

Buyers have a fair option. In selecting Spring samples a difference of 25c dozen is not sufficient to deter merchants from assorting their selections with some regard for personal taste in order to give character to displays. Another advantage received is less quantities. Selection from a book of samples necessitates too great a stock of one pattern, when $\frac{1}{4}$ or $\frac{1}{2}$ dozens to a shade are picked in each number.

By paying the difference, smaller merchants have better selected showings, with quicker turnover and some regard to style influences. It is easy to see the benefit over the departmental plan, to invite sales because other purchases are being made at the same time. Exclusiveness is secondary to assortment and quantity.

Results are apparently the same at the time of sale, but each merchant has to decide, which future trade is wanted and whether turnover is increased sufficiently to offset the difference. Most merchants find they can increase turnover by "classy" stocks and should be able to cater to a finer trade and maintain the connection by careful selection of Spring lines of neckwear from the many ranges offered.



The Review's Information Bureau

Editor Dry Goods Review.—Kindly let us know where we can procure fancy Japanese mats, also men's fleece lined drawers, sizes 44-46 and 48.

• • •

G. R. Gregg & Son, Toronto, can supply fancy Japanese mats. Most of the oriental importing houses have them.

W. R. Brock Co. have plain and stripe fleece drawers at \$4.50 dozen, and stripe at \$6.50 dozen size 44. Special orders for larger sizes would take some time to procure at present, owing to the mills being sold up on repeats. You could place your order with any jobbing house and have special out-sizes made.

Editor Dry Goods Review.—Who makes Babcock cream separators?

* * *

They are manufactured by the Darry Specialties Co., Westchester, Pa., U.S.A., and sold in Canada by the Sharples Separator Co., Toronto.



Davidson, Sask.—A. R. Wright is discontinuing his men's wear business.

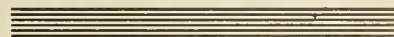
Greetings



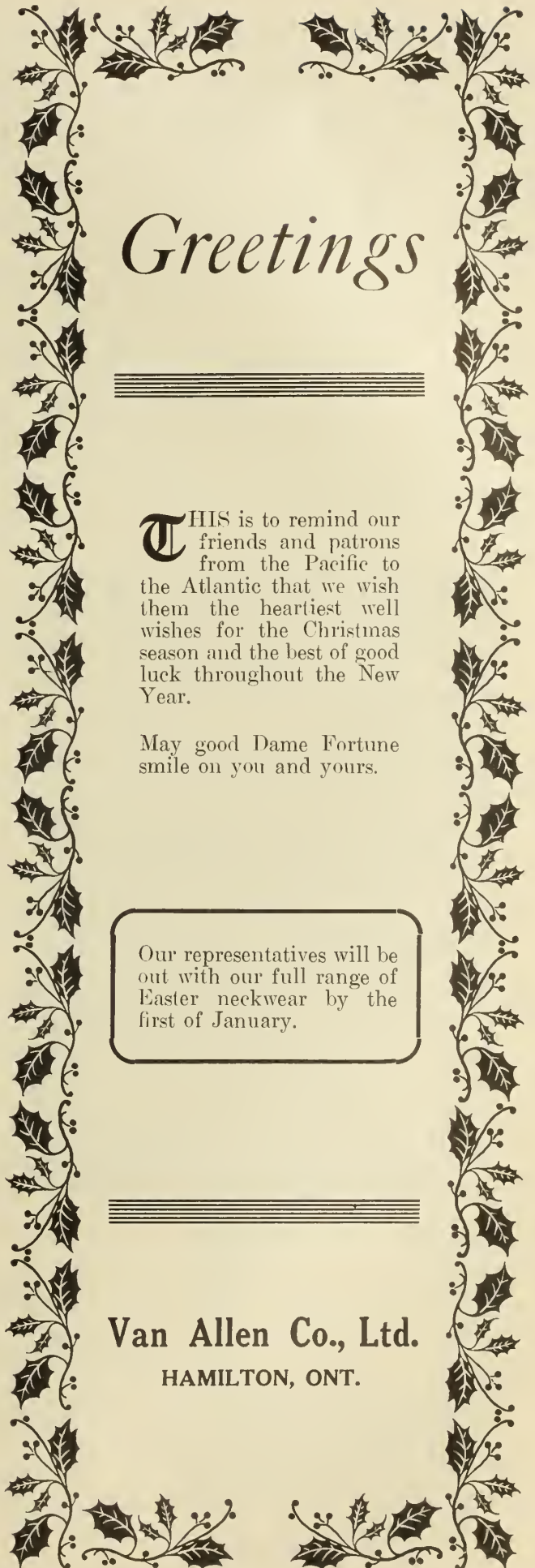
THIS is to remind our friends and patrons from the Pacific to the Atlantic that we wish them the heartiest well wishes for the Christmas season and the best of good luck throughout the New Year.

May good Dame Fortune smile on you and yours.

Our representatives will be out with our full range of Easter neckwear by the first of January.



Van Allen Co., Ltd.
HAMILTON, ONT.



January Clearing and a Few Cards to Help

After the Christmas trade is over merchants should turn their attention to clearing out odd lines by the clearance sale route—substantial reductions will help—Description of cards which will help to boost the sale.

Written for The Review by Paul O'Neal

BY January 1 the Christmas trade of 1912 will have passed into history. There will be few merchants who have not reaped the benefit of the general prosperity of the country. Tradesmen everywhere report business, this season, unusually good. But after the storm, the calm, January trade usually assumes the "Commercial Calmness" that necessitates the live wire merchants touching the button that will start something going. Don't lose a day. Get busy at once and be the first to make a noise—a loud and joyful trade bringing noise—that all the community shall hear.

ARRANGE SPECIAL SALE.

Arrange a special sale. Call it your Annual January Sale. Let it run for 10 days or two weeks. Or if you take stock any time in January, call it your



A neat card with a veined background effect.

"Pre-Stock-taking Sale." Engage a little extra space in the papers. Advertise the sale to begin on a certain day and live up to it rigidly. Have a few good leaders. Pick out a few good ties. Reduce them to half price. The same maybe, with shirts, a few pairs of gloves and socks. Take the odds of various suits you may have and reduce them to a uniform price. Make the reduction substantial. The idea is to clear out the stock. You will be surprised at the result.

The cards shown herewith are designed for this



Neat samples of cards for clearing sale.



Window showcards for use in displays during clearance time.

How can it be done? There will be few merchants without odds and ends in various lines of men's wear. There will be odd sizes, odd colors and odd designs. These should be cleared out, and cleared out at prices that are tempting and inviting. Let them go. It's good advertising. Talk price. After all, the average buyer is more interested in the price of an article than anything else about it. So if the price is cut sufficiently low on these oddments you will have little difficulty in attracting customers and clearing out the odd lines.

clearing sale idea. They are all air brush designs, largely of the tablet pattern. The half price card is particularly so. These will all work out well in some

(Continued on page 82)

C. W. T. A. Second Year Campaign Started

A ROUSING membership campaign for the second year organization of The Canadian Window Trimmers' Association has been started. Next year with renewed membership the Association will be self supporting. All increased membership extends the plans and work in view.

A meeting of the Executive and Prize and Reception Committees is to be held Dec. 26 to arrange 1913 contest and discuss other business of importance regarding the scope of next year's operations.

Now is the time for suggestions.

Co-operation in increasing membership and interesting prospective members is part of local work which can be done by each trimmer. All window men, card writers and advertisers, likely to be interested, should be asked to join or their names should be sent to the secretary.

From this year forward the association assumes a representative membership with which any decorator can safely affiliate with credit to the store he represents and the assurance of improvement of his work through broader experience. The stores represented include the foremost in Canada and the membership the most capable decorators. Better merchandising is the object in view.

Contest announcements will be made and awards arranged in accordance with the suggestions for improvements on hand at the executive meeting. The committee desire to make a fair contest to include the work of decorators, card writers and advertisers. Prizes awarded this year will aggregate \$150.

Join with the New Year.

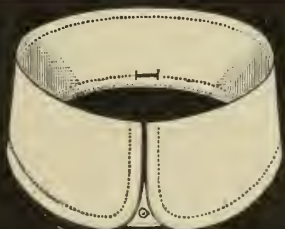
Not an Enterprise for the "Quitter"

¶ "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."



**RED-MAN BRAND
GRAY WOOD**

EARL & WILSON

The best close fitting collar made in America
This collar made Red Man Brand famous.

EARL & WILSON

Collars in Canada

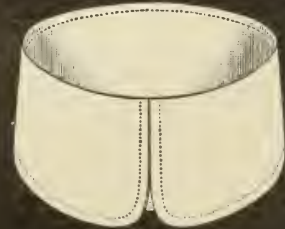
Red-Man Brand

**NEW SHAPES FOR
QUICK DELIVERY**

Address all enquiries to

A. E. ALTMAYER

c/o Earl & Wilson - New York



**RED-MAN BRAND
BAY WOOD**

EARL & WILSON

Same style and slightly higher than our
famous Graywood.

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

BANK OF MONTREAL

The 95th Annual General Meeting of the Shareholders of the Bank of Montreal was held at noon yesterday in the board room at the Bank's headquarters.

Among those present were:—Messrs. R. B. Angus, Sir Thos. Shaughnessy, Sir W. Macdonald, Senator R. Mackay, Major G. Hooper, D. Morrice, Alfred Piddington, W. A. Murray, C. J. Fleet, D. F. Angus, W. F. Angus, Edward Piske, A. Baumgarten, G. F. C. Smith, W. B. Blackader, W. Stanway, Wm. H. Evans, H. V. Meredith, J. J. Reid, W. R. Miller, C. B. Hosmer, Bartlett McLennan, E. B. Greenshields, Dr. W. B. Yates, Henry Joseph, J. B. Learmont, Henry Mudge.

On motion of Mr. W. R. Miller, the President, Mr. R. B. Angus was requested to take the chair.

It was also moved by Mr. C. J. Fleet, K.C., seconded by Mr. A. Piddington, that Messrs. G. F. C. Smith and Bartlett McLennan be appointed to act as scrutineers, and that Mr. Jaunes Aird be the secretary of the meeting. This was carried unanimously.

The President then called upon Mr. H. V. Meredith, General Manager, to present the Annual Report of the Directors to the Shareholders at their 95th Annual General Meeting, held Monday, 2nd December, 1912.

THE ANNUAL REPORT.

The Directors have pleasure in presenting the Report showing the result of the Bank's business for the year ended 31st October, 1912:—

Balance of Profit and Loss Account, 31st October, 1911	\$1,855,185.36
Profits for the year ended 31st October, 1912, after deducting charges of management, and making full provision for all bad and doubtful debts	2,518,408.76
Premiums on New Stock	834,322.50
	<hr/>
	\$5,207,916.62
Dividend 2½ per cent., paid 1st March, 1912	\$ 385,798.70
Dividend 2½ per cent., paid 1st June, 1912	400,000.00
Bonus 1 per cent., paid 1st June, 1912	160,000.00
Dividend 2½ per cent., paid 1st Sept., 1912	388,302.98
Dividend 2½ per cent., payable 1st Dec., 1912	400,000.00
Bonus 1 per cent., payable Dec., 1912	160,000.00
	<hr/>
	\$1,894,101.68
Amount credited to Rest Account	\$1,000,000.00
Amount credited to Contingent Account	1,000,000.00
Amount expended on Bank Premises during year	511,000.00
	<hr/>
	\$4,405,101.68
Balance of Profit and Loss carried forward	<hr/>
	\$ 802,814.94

Since the last Annual Meeting, Branches have been opened at points in the following Provinces, viz.:—
In Ontario—Windsor,
Quebec—Thetford Mines, Granby, Lachine, Magog, St. Lawrence (Montreal), Maisonneuve (Montreal),
North-West—Plum Coulee, Man.; Swift Current, Sask.; Red Deer, Alta.; Ogden Shops (Calgary, Alta.);
East End (Calgary, Alta.)

British Columbia—Port Alberni, Princeton, North Vancouver, Sapperton, Invermere.
The Branches at Marysville, N.B.; Rosenfeld, Man., and Oakville, Man., have been closed.
At a Special Meeting of the Shareholders, held on 18th June, 1912, an increase of \$9,000,000 to the Capital Stock of the Bank was authorized, making the total Authorized Capital \$25,000,000.

With deep regret the Directors have to record the death of their esteemed Vice-President, Sir Edward S. Clouston, Bart., who had been a member of the Board, and Vice-President for seven years, and who had held the position of General Manager for upwards of twenty-one years.

All the Offices of the Bank, including the Head Office, have been inspected during the year.
(Signed) R. B. ANGUS,
2nd December, 1912. President.

PRESIDENT'S ADDRESS.

The President, Mr. R. B. Angus, then addressed the meeting as follows:—

At the shareholders' meeting in June last, you sanctioned a by-law permitting the extension of the Bank's capital in case it should appear to be required; this has since been approved by the Treasury Board. The recent issue of stock was also readily taken up, and your capital now stands at \$25,000,000, authorized and \$16,000,000 fully paid, with a Rest of like amount. This increase of capital did not come before it was wanted, as at certain seasons the circulation has exceeded the legal limit and we are liable to the Government for interest on the excess.

The well established business and good earning power of the Bank, together with comparative immunity from bad debts, enable the management to present a statement of results for the year's operations which I presume will be considered satisfactory. The Directors were gratified to be able to add a Bonus of one per cent. on each half year, in addition to the usual dividend. The Directors have audited the books of Head Office, the cash and securities have been verified, ample provision has been made for bad and doubtful debts, and the amount expended on Bank premises has been transferred to Profit and Loss account.

We have again to report a year of universal and almost unbroken prosperity throughout the length and breadth of the land. The unfavorable conditions which retarded the harvesting operations and which it was feared would prove calamitous, passed without much injury in the western prairies, where the yield of wheat and other grains has proved satisfactory both as to quality and quantity. In the East, where the damage was perhaps greater, some compensation has been derived from good results in other directions. While the prices of wheat are much lower this year, the proportion of the higher, or contract, grades in the prairie provinces is very much larger. The better condition of the grain renders it easier to handle and to market, and the returns to the producer are quicker and safer. The estimated yield in the North-west may be set down as:

Wheat, 188,000,000 bushels, against 177,000,000 last year.

Oats, 220,000,000 bushels, against 190,000,000 last year.

Barley, 31,000,000 million bushels, against 33,000,000 last year.

Flax, 130,000,000 bushels, against 8,000,000 last year. A conservative estimate of the value of the crop of the three provinces is given at \$207,000,000 for the grain alone.

Partly owing to the good condition of the grain, already mentioned, but chiefly because of the excellent arrangements of the railways, the crop has been moved with unparalleled celerity; there has been no car famine and little talk of congestion, although there has been more grain handled. At the close of this season's navigation, there appears to have been a serious blockade of grain on its way to market, caused by insufficient facilities for taking delivery from the railway cars, and it may be that a greater number of vessels for grain carrying across the lakes and larger elevator capacity for temporary storage must be provided for future wants. Storage for grain has been much neglected in the prairie provinces; it would be advisable that granaries of moderate capacity to store at least a portion of the crop should be a feature on every well equipped farming establishment, so that there would be no occasion to rush produce to a market at inconvenient seasons.

Irrigation by which vast areas of arid land are being converted into most productive farms, is being prosecuted with vigor, and the model farms established by the Government and the Canadian Pacific Railway are more and more resorted to and much valued by the settlers.

The raising of live stock, which had been allowed to decline, will receive a great impetus from the high prices obtainable for cattle, and by the greater safety with which the business is conducted.

Immigration for the twelve months ended September 30th, has reached the total of 385,955 souls, or 37,322 over the previous year. Many are farmers possessing both experience and capital. These form a welcome addition to the population, where labor is so scarce and land so productive.

Loans to farmers, if sometimes slow, are well paid. Wages are high, as is the cost of living, but that condition may be greatly mitigated by the farmer, if only he will give his attention in some measure to mixed farming instead of relying upon importations of vegetables, meat and butter, and such like from

the East or from the other settlements in the United States. In the most important province of Ontario, the harvest of wheat and corn has not been hountful but rather under the average, in consequence of the wet and cold season, and yet we are assured that the farmers have done well, as few depend solely on the raising of grain for a livelihood, their resource being scientific and mixed farming, while dairying, produce and fruit have been more remunerative. As an indication of the diversity of farming in this progressive province, Ontario is said to own 6,000,000 head of live stock, horses, cattle, sheep, and pigs.

The mining industry of Ontario is important; the province ranks high with other countries in the production of silver and nickel, and her total output for last year, on the Bureau of Mines estimate, was \$41,000,000.

The same general remarks as regards agriculture and the season's results will apply to Quebec.

Lumber and pulpwood have had a good year, last winter's cut being large and prices high. The increase in British prices, however, has been fully set off by material advance in ocean freights, with the result that the United States has been our best market.

The Maritime Provinces have had a fair year. Hay, which is an important crop, has been at least up to the average, and in many cases considerably above. Potato and other root crops, with a few exceptions, are reported good. The apple crop, although not equal to the abnormal yield of last year is a good average; the fruit is much appreciated and brings good prices in England and many young orchards are being planted.

British Columbia has in recent times been a highly favored province. General trade has been large and profitable; its lumbering operations, after languishing for some years have suddenly revived owing to the improved demand from the prairies, and to the better condition of commercial affairs among our neighbors, who, instead of being keen competitors, have become good customers for our products. There is a shipbuilding industry, although still in its infancy. The great fleet of vessels employed in the coastwise traffic and the larger steamships trading to the Orient give great importance to the port of Vancouver. Speculation is rife as to the advantages likely to accrue to that port and the western country generally on the opening of the Panama Canal.

Commercial activity has doubtless been stimulated by the impulse of active railway construction, which cannot be expected to continue on the same gigantic scale for many more years, but there will remain a more solid and enduring source of wealth in the vast forests of virgin timber which now cover the hillsides of mainland and islands.

Speaking of the Dominion as a whole, the trade and commerce of the country have been and promise to continue both sound and good.

The lumber business, on the Atlantic as on the Pacific side, shows much improvement, apart from the pulp and paper industry, which is specially adapted to this country, and has been very prosperous for some time past, but owing to the number of new concerns in operation, there is a tendency to overproduction with slackening demand and lower prices.

The coal and iron production has been on a scale never before equalled in Canada, although the latter, owing to delays in installing or completing the necessary plants, has fallen far short of supplying demands, especially in the matter of steel rails. The car builders have also been notably behind in their orders.

Agricultural machinery of the best and most modern type has been in great request, and the factories which supply every kind of electrical equipment have been unusually busy.

The revival of trade in the United States has had a marked effect on several of our manufacturing industries, relieving them from the competing shipments of surplus goods from that market.

The woolen mills are doing better, while an unusually good year has been experienced in cottons.

Old establishments have been fully occupied and a great variety of manufacturers are finding a home in Canada even in the middle and far West.

The wholesale distributing trades have everywhere enjoyed a good year. Groceries, Dry Goods, Clothing, Boots, and Shoes had an unusually large turn over, with good results. Accounts have been fairly well paid and had debts have been comparatively small.

Transportation by sea and land, with its accompanying mechanical works, is instrumental in making large accessions of population to the cities.

Railway earnings have been phenomenal, but are far surpassed by the extraordinary outlays in building of new lines, in improv-

ing the old, in double tracking, terminals and equipment to provide for the ever increasing traffic.

By the judicious expenditure of the Dominion Government, the facilities for shipping are being much improved by dredging, and the supply of elevators and docks at the several important harbors on the Pacific and Atlantic coasts as well as on the Great Lakes.

The principal cities of the North-west and British Columbia exhibit a marvellous increase in size, in population and business activities. A phenomenal advance in these respects has also been made by some of the eastern cities, notably Montreal and Toronto. Some of the smaller towns in the West have perhaps been too ambitious in providing public utilities, and in rushing work that might better have extended over a greater length of time, but, after all, they are only anticipating future necessities. The municipal expenditures have consequently been large and hence the unusual amount of borrowing both at home and abroad. The comparative cheapness of money and the ease with which municipal securities could be placed in England, has misled some borrowers, who refused to accept the prices offered earlier in the season, but it is feared they may have to submit to higher rates of interest on future transactions.

Industrial loans and investment are quite out of our sphere, but I take this opportunity of saying that it is much to be regretted that some of these offered on the London market were of a distinctly questionable character, unsound or highly speculative, and calculated to reflect injuriously on Canadian credit, while others, and doubtless the great bulk of them, are both safe and promising, and offer to the investor an opportunity of participating in the prosperity of the country. I fear it is useless to ask certain promoters to be more careful as to the class of security they offer, but intending investors may be more discriminating.

With the rapidly developing country and the Government pledged by guarantees or otherwise to liberal expenditures, the building of railways, the improvement of harbors, and other works of a national character, Canada must necessarily be a large borrower for some time. But with nearly 8,000,000 of people, vigorous, intelligent and resourceful, with immense treasures in virgin forests, mines, fisheries, and above all, with a large area of unoccupied fertile land, Canada can better afford than most countries to mortgage her future to a moderate extent, and her credit in the money markets of the world must always stand high.

Canada is well prepared to absorb and utilize the immigrants that every season seek her shores or cross her boundaries. The laborer and the artisan are most welcome, and the farmer, with or without capital, will find opportunities at his hand. We have excellent and prosperous Banks, well adapted to the requirements of the country, which offer facilities to farmer and tradesman in every town and village, and I may remark, in passing, as convincing proof of the country's progress, that their deposits in ten years have mounted up from 350 millions to over 1,000 million dollars.

We possess a system of transportation that is almost complete, although being daily added to—a large mercantile fleet of steamers on river, lake and sea, and railways that not only link the various provinces together, but also give a service to the newly opened country better than is to be found in any other country similarly circumstanced.

In New York and other points in the United States, where the Bank is represented, business may be described as in a normal and sound condition.

The ample revenues of both Provincial and Dominion Government indicate a season of great prosperity for the country at large.

The exports for the twelve months ended 30th September, 1912, amount to \$351,952,292, an increase of \$49,601,798 over the corresponding period of last year.

Imports for the same period amounted to \$616,842,090, an increase of \$120,004,619, giving a revenue from custom duties of \$102,695,974, or an increase of \$23,903,849.

I have in a cursory manner touched on these various topics, reviewing the condition of the country and indicating the great range of interests the Bank has to consider in the course of its business, and on whose fortunes the prosperity or otherwise of the Institution in a great measure depends.

THE GENERAL MANAGER.

The General Manager, Mr. H. V. Meredith, spoke as follows:—

The President has covered the ground so fully in the address he has presented to you to-day that little is left for me but to explain the changes which have taken place in the balance sheet during the year, and to add a few remarks in connection with financial mat-

ters affecting the Bank which have not been touched upon.

Since our last Annual Meeting, the Treasury Board of the Dominion Government has sanctioned an increase in the authorized capital of the Bank from \$16,000,000 to \$25,000,000 thus permitting of a further issue of stock from time to time as circumstances may, in the opinion of your Directors, render desirable.

Turning to the general statement of which you have a copy, you will notice the Paid-up Capital has increased during the year from \$14,887,570 to \$16,000,000, and the Rest from \$15,000,000 to \$16,000,000. From the net earnings, transfers have been made of \$1,000,000 to Rest Account and Contingent Account respectively, and a balance of \$802,000 is carried forward at credit of Profit and Loss Account as compared with \$1,855,000 a year ago. A bonus of 1 per cent. was paid shareholders on June 1st and December 1st over and above the quarterly dividends of 2½ per cent.

Deposits not bearing interest show a small decrease, occasioned by the withdrawal of a large deposit of a temporary nature which appeared in the statement of a year ago. Were it not for this fact, we would show a gain in these deposits of \$2,000,000. Interest-bearing deposits show an increase of \$6,400,000. Part of this increase is of a temporary character, but it is gratifying to find that the ordinary savings deposits have grown in a highly satisfactory manner, notwithstanding the withdrawals that have taken place for investment and otherwise.

Turning to our assets, you will notice that "Current Loans and Discounts in Canada and elsewhere and Other Assets" are \$2,200,000 less. This decrease does not represent a curtailment of our current loans in Canada, which are in reality \$1,600,000 larger than a year ago, but a reduction in our current loans elsewhere. Investments in railway and other bonds are \$1,600,000 less, affected by realizations, and balances due by agencies of this Bank and other Banks show a net reduction of \$3,800,000. The increase in our call loans in Great Britain and the United States is accounted for by the various changes mentioned above.

I think you will agree with me that the statement is a strong one, but it is well that the Bank of Montreal should always be able not only to meet all the legitimate demands of its clients, but at the same time to provide for any exceptional calls that may be made upon it to promote the general welfare of the country.

Business generally has been exceedingly active in Canada during the past year. Good crops, notwithstanding a wet season, have been reaped, and all manufacturing industries have been kept fully employed. Wage earners are in receipt of good wages, and labor, in many sections, is difficult, if not impossible to obtain. With an increasing immigration, a soil producing a large surplus of food products without serious failure over a comparatively long term of years, the assurance of a vastly increased production as the area of unoccupied arable land is brought under cultivation, and other great natural resources awaiting development, one cannot but be an optimist in regard to the future of our country.

Owing to this ever increasing and rapid development, we must for many years be borrowers from the British Islands as well as foreign countries. Just now, there is undoubtedly a feeling in some quarters abroad that Canadians are spending too lavishly and over-borrowing to an extent which may later on prove burdensome to us. In this connection, our adverse balance of trade, our so-called real estate boom, etc., are cited. While I do not share these pessimistic views, there can be no doubt that if we are to maintain the preference which Canadian securities have so long enjoyed, a caution at the present time is more essential than it has been for a long time past, and it is clear any ill-advised move on our part, any undue speculation, or the flotation of doubtful schemes which may have the effect of causing distrust abroad and so prevent the free flow of capital into Canada, cannot but have a serious effect on business generally, and bring about a check to our prosperity. It must not be forgotten that there are countries other than our own seeking capital, and offering possibly quite as attractive terms, and that once a stream is turned in another direction, a long time may elapse before it returns to its former channels.

Money has been in strong demand in Canada during the year, while in London and New York, in which outside markets we are chiefly interested, the rates continued low until September, since when more stringent condition and higher rates have prevailed. With buoyant trade practically the world over, and with, as far as we can judge, a probable continuance for some time of such conditions, money is not so readily obtained. Those seek-

ing capital should have regard to existing conditions and also to the fact that borrowers cannot hope to name their own terms.

The increased cost of living, and the reasons therefor, form a subject much discussed the world over, and commissions of enquiry are now engaged in seeking the cause. I mention the subject because of its effect on the Bank's net earnings, owing to the necessity of our having to increase our fixed charges from time to time as a result of bringing up the salaries of the staff to a point which may be considered a fair and reasonable one for the services rendered. The cause for the enhanced value of all commodities is difficult to determine. There are no doubt a number of reasons for it; among them, the largely increased output of gold, resulting, to a great extent, from the more scientific treatment of ore bodies. The higher standard of living by all classes is also a factor; but I am of the opinion that the root of the matter may be found in the fact that the percentage of population engaged in production of foodstuffs is not increasing in the same ratio as is that of our manufacturing wage earners and salaried officials. This view is supported by figures showing conditions in the United States, where the number of farm families indicates an increase of only 11 per cent. between 1900 and 1910, while the artisan and clerical classes have increased practically 30 per cent. In the same period, a similar condition of affairs obtains in Canada as regards the five eastern provinces, and while, in our North-west, the rural population is relatively large and grows apace, mixed farming has not yet been generally resorted to. In this connection, it may be interesting to note that the exports of dairy products from older Canada to the newer Western Canada were this year not less than \$3,000,000, while New Zealand and the United States supplied these commodities to the extent of an additional \$1,000,000.

I have noticed at different times, in certain newspapers, paragraphs calculated to give the impression that the Banks in this country are not affording the farmers the financial assistance to which they are entitled. Such statements are erroneous. There are in Canada some 2,500 bank branches, the great majority of which are located in towns and villages supported by the surrounding agricultural population, and no unimportant part of the business of the Banks is derived from this class. As for this Bank, I may say that our loans to farmers and small traders amount to many millions.

I have alluded to the adverse balance of trade. In the fiscal year ending March 31st, 1912, the imports for consumption in Canada were of the value of \$521,000,000, and the exports of domestic products were \$290,000,000, showing a balance against the country of \$231,000,000, undoubtedly a very large sum. In the five months ending August 31st last the excess of imports over domestic exports was \$130,700,000, showing an even greater ratio than in the preceding year. The gap between imports and exports is not likely to be soon closed; not, indeed, until our manufacturing industries have expanded to a point when the home market can be supplied fairly well within the country, nor until the large demand for foreign goods, arising out of the construction of permanent works, railways, etc., is satisfied from domestic mills. Meanwhile the gap is bridged by foreign loans, by investments of capital in Canada from Great Britain and by money brought in by immigrants. It is, therefore, all the more important to guard against unpropitious circumstances tending to lessen the confidence of British and foreign lenders in Canadian securities.

The delayed revision of the Banking Act will shortly be submitted to Parliament. The present Act has been developed with the growth of the country. It has served its purpose well, and I feel confident that under the direction of the able and experienced financier who now occupies the position of Finance Minister no radical changes will be entered upon lightly.

ELECTION OF DIRECTORS.

The result of the ballot for the election of Directors was declared by the President as follows:—Messrs. R. B. Angus, A. B. Greenshields, C. R. Hosmer, Sir William Macdonald, Hon. Robert Mackay, H. V. Meredith, D. Morrice, James Ross, Sir Thomas Shaughnessy, Rt. Hon. Lord Strathcona and Mount Royal, D. Forbes Angus, Huntly R. Drummond, C. B. Gordon.

The meeting then terminated.

OFFICERS ELECTED.

At a subsequent meeting of the Directors, the following officers were elected:—Hon. President, Right Hon. Lord Strathcona and Mount Royal; President, Mr. R. B. Angus; Vice-President, Mr. H. V. Meredith.

January Clearing and a Few Cards to Help

(Continued from page 78)

dark colors as brown or black. The "1/2 Price" is done in red and shaded. The small lettering is done in black. The 25c card is similar to the 1/2 Price. The "25c" is in red and the balance of the lettering is in black. The Boys' Clothing card lettering is in red except the small letters which are black. The \$10 suit card is very effective. The big price mark is in red and the balance in black. The large lettering of the Soft Hat Card is similar to the others. "Soft Hats" and "69" are in red, while balance is in black. These suggestions should help you to make January's business unusually brisk.



Original Show Cards

Two very attractive window cards for advertising men's clothing have been used recently in Blair's, Limited, men's wear store, Ottawa. They were designed by E. Lablanc, manager of the store. The above illustrations show two examples of these cards. One is to be advertise blue suitings, and the figure of

the young man shown has a background of blue serge, attached to an artistically designed card. The other card is to advertise overcoatings. A cut of dark brown cloth is attached to the card and the figure of a well dressed young man is shown feeling the cloth, in much the same way as a prospective customer would do.



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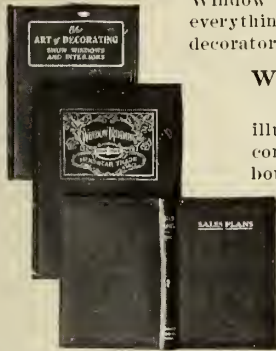
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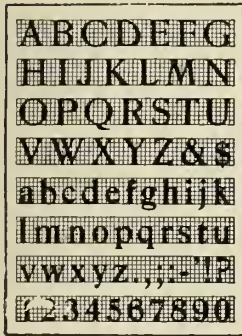
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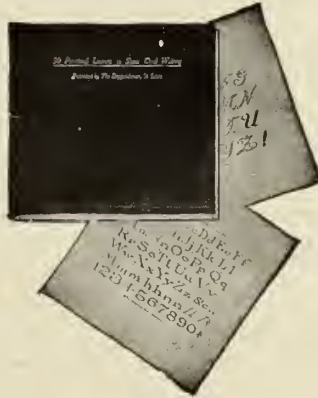
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Card Writers' Chart

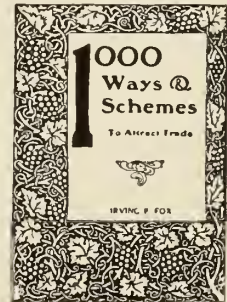


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