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# MEN'S WEAR REVIEW.



JANUARY : 1913

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



*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





## Cost or Selling Price?

A Dry Goods Merchant writes:

“Would it be advantageous for a merchant in taking an inventory, to have a knowledge of the total selling price of the merchandise which is on hand, as well as the cost?”

This is a question which will be of deep interest to every retail Dry Goods Man at the present time. There are many points in connection with this problem which are worthy of close consideration.

What is your opinion?

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

All replies must be in by Feb. 8th. Address Editor Dry Goods Review, 143 University Avenue, Toronto.

# Modern Store's Aggressive Policy

Quality is the main plank in the buying policy of A. M. Laidlaw, Peterborough  
—Publicity campaign is conducted on progressive lines—Store is well  
equipped in every respect.

**Q**UALITY is the main plank in the buying platform of A. M. Laidlaw, men's furnisher, of Peterborough, Ontario. The buying end of the business is governed on that basis, every effort being made to stock up in the best lines. Quality of material, workmanship, pattern and finish is the first consideration. It has been found that it is always possible to secure the extra price when extra quality is offered. That the intelligent buyer regards price as a secondary consideration when it is possible to buy satisfaction, has been the experience of the firm.

The Laidlaw store is one of the smartest men's wear establishments in Eastern Ontario. As will be seen from the accompanying illustrations, the store is well laid out and fitted with the latest interior fixtures. A modern front has been installed with two display windows of good size. In point of equipment, the store is most complete. There are alteration and fitting rooms at rear. A first class lighting system has been installed.

#### THE INTERIOR LAY-OUT.

The wardrobe system has been followed throughout the store, the fixtures being finished in quarter-cut oak.

The furnishings department is also finished in oak to harmonize. In this department are four six-foot silent salesmen and oak display tables. An effort is made to change the goods on display in the showcases very often, newly arrived stock being used largely for this purpose. The system has been found a great help to the salesmen in introducing new lines of merchandise. Goods show to such advantage that customers entering the store invariably study the stock thus displayed. Interest is thus aroused in new goods and novelties. The salesman has little difficulty in making sales in lines which have been displayed in this manner.

#### THE FIRM'S PUBLICITY POLICY.

Mr. Laidlaw carries on an aggressive publicity campaign. Space is used in the daily newspapers for snappy announcements. A sample of the advertising copy is reproduced herewith. The copy is changed daily and one of the first rules observed is that each issue must contain a definite announcement of some

## SPECIALS

**The  
Fashion-Craft  
Shop**

---

## Shirts

We are showing an exceptionally  
fine line of Men's Negligee  
Shirts at

# \$1.00

This line comprises new hair line  
stripes in black and white, also in  
colours including Scotch Zephyrs  
in neat effects etc., from  
Canada's Best Makers.

**140  
Hunter St.  
A. M. Laidlaw**

A typical advertisement of  
this store.

kind. Thus the copy is pointed and effective.

Good use also is made of the store windows. Fred C. Petrie does the window trimming; which is tantamount to saying that the displays shown rank among the best in the country. Mr. Petrie has a well-deserved reputation as a window trimmer and the accompanying illustration showing two recent displays is perhaps the best testimony to this fact which could be secured.

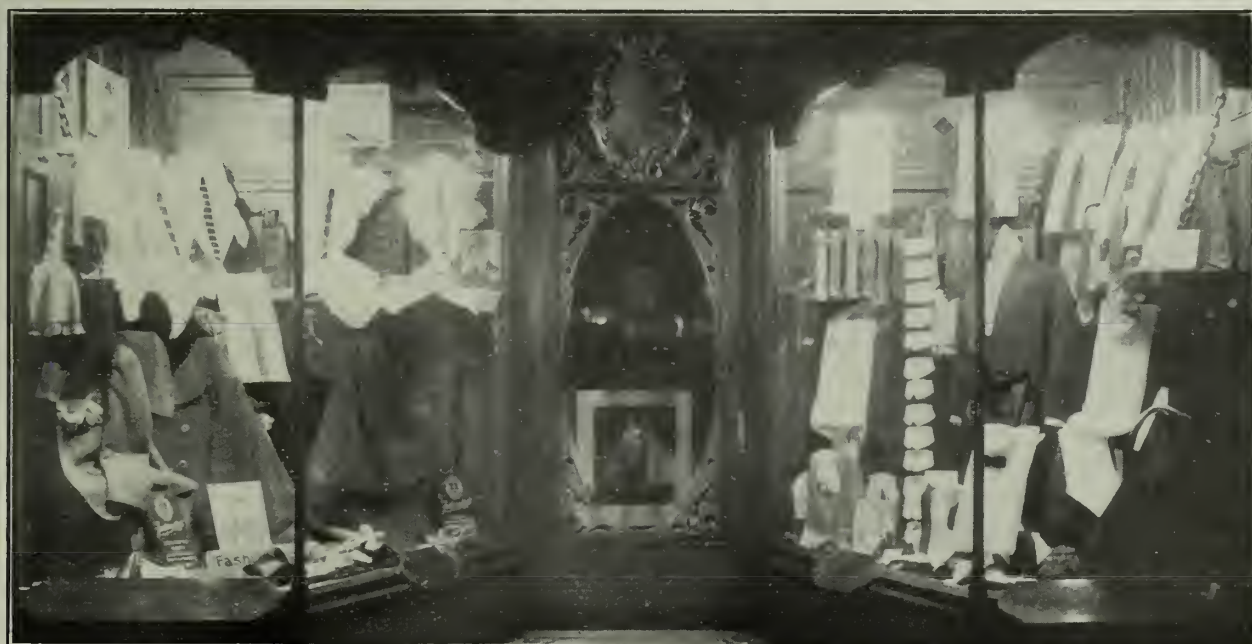
A novel method of display is followed in this store during the evenings. It was considered that the door, being of glass, provided show space too good to be neglected at times when the door itself was not being used. Accordingly,

when the store is ready to be closed, a figure is placed behind the glass in the door, where it remains all evening. In the accompanying illustration, the figure shown is in full dress.





An interior view of the store of A. M. Laidlaw, Peterborough.



An exterior view of the store of A. M. Laidlaw, showing window trims by Fred Petrie.

ABOUT THE PROPRIETOR.

Andrew M. Laidlaw has been in the men's furnishing business in Peterborough for a number of years. Previous to that, he was a customs tailor, enjoying an exclusive patronage. He became con-



vinced, however, that the ready for service and special order business presented a better field and he started in that branch of trade. The policy he adopted at the outset of carrying one line of clothing and one only has been adhered to ever since.

—❁—  
**Parcels Post Inaugurated**

Washington, Wednesday, Jan. 1, 1913.—As the clocks ticked off the first second of 1913, Postmaster-General Hitchcock inaugurated a new era in the American postal service by depositing in the Washington post-office the first package to be entrusted to the domestic parcels post service. The strokes of the last hour of 1912 were dying away when the Postmaster-General stepped up to the window under the newly painted inscription "Parcels Post Packages" and handed in the official "first package." At the same moment the parcels post service was opened for business in every post-office in the United States.

Postmaster-General Hitchcock's package contained a silver loving cup enclosed in a stout box. The package was addressed to E. M. Morgan, postmaster of the city of New York, and after it has made its journey to New York it will be sent back to Washington to be engraved and preserved in the National Museum to commemorate the inauguration of the parcels post service.

**Cutaways and Wings favored**

The close-fitting double band linen collar which has been worn so extensively now for some time is finally giving place to a very great extent to the cutaway double band and to the wing collar. While this is true in a great many cases, the demand for close-fitting collars still continues heavy. Amongst younger men for every day wear, they are still worn very extensively although now the cutaway collar is creating great demand for itself and is tending to displace the close-fitting. For every day wear, however, to business, college, etc., both will continue very strong for another season.

For dress, the wing collar is commanding great sales and is coming to be worn almost exclusively. While in many cases the rounded wing is in greatest demand, many inquiries are also made for the square pointed wing. In both cases wings are small and present a very neat attractive appearance. The width of the opening varies slightly but in no case does it attain the great width reached a couple of years ago when wing collars with large wings were worn.

In waterproof collars little or no change has taken place. Manufacturers still continue to make the same styles and retailers stock the same lines from season to season.



**Want More Protection**

Ottawa, Ont.—A number of woollen manufacturers from Quebec and Ontario have been in the capital for the past few days, impressing upon the Government the need of greater protection for the woollen, flannel and clothing manufacturers of Canada. They are also taking the precaution of entering an early protest against any proposal to increase the British preference. It will be remembered that ever since the British preference was established, cutting down by one-third the protection of thirty per cent, previously enjoyed by the woollen men against British competition, they have been protesting that they are not getting fair treatment as compared with other manufacturing industries.

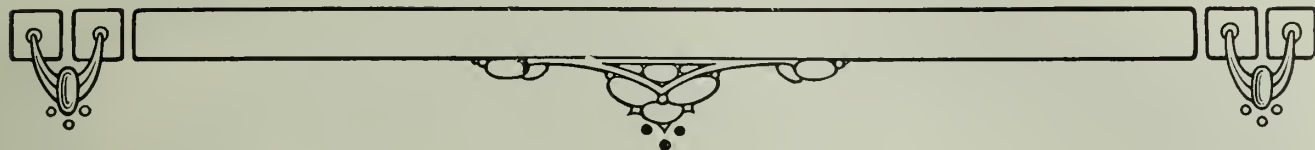


Quebec, Que.—Ganache & Bilodeau have started in the millinery business.

Toronto, Ont.—The store of Mrs. White, milliner, has been damaged by fire.

T. B. Ramsay, who for the past year and a half has been with John Northway & Son, Ltd., in their wholesale department, is now starting into business for himself. Early in January he will open up his stand at the corner of College and Dovercourt Road, Toronto, and will carry a full line of gents' furnishings.

# 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.

**E**DITOR Dry Goods Review.—I have been looking through your last number to see if I could find anyone advertising extra large size men's workshirts, as we have some extra large size men here.

We have been buying from a firm but they do not intend to continue manufacturing shirts. If you know a good firm will be pleased to have you inform me.

We can get more than we want of average size workshirts but want to get a line not only marked larger in the neck but made with larger body and longer sleeves.

Deacon Shirt Co., Belleville, or Dalton Manufacturing Co., and Standard Shirt Manufacturing Co., c/o Canadian Converters, Ltd., Montreal, and all jobbers can supply large or outside sizes. A. R. Clarke & Co., Toronto, Toronto Shirt and Overall Co., Toronto, also make heavy shirts and can fill your orders. W. H. Storey, of Acton, make a specialty of large sizes.

\* \* \*

Editor Dry Goods Review.—Let us know where we can buy Indian grass novelties.

C. N. Saba & Co., Ltd., 305 Yonge Street, Toronto, and J. B. Laliberte, Quebec, handle these novelties. Try Holt, Renfrew Co., Ltd., Quebec, direct.

\* \* \*

Editor Dry Goods Review.—Please tell me where I can buy buttonhole gimp.

Corticelli Belding Paul Co. and Greeff Bredt Co., Toronto, can supply you.

\* \* \*

Editor Dry Goods Review.—Kindly advise by return where Brotherhood Overalls are made.

All manufacturers make "brotherhood" or union-made overalls:—The Peabody Co., Ltd., Walkerville; Carhartt-Hamilton, Ltd., Toronto; T. H. Dunn, Queen Street, Toronto.

The original branded line "brotherhood" overalls is made by H. S. Peters, Welland.

Editor Dry Goods Review.—Can you tell me where to get a trade paper on carpet trade and instructions for carpet sewing for clerks in carpet department?

The Upholsterer, 1 East 28th Street, corner Fifth Avenue, New York, deals with draperies and home-furnishings. The Singer Manufacturing Co., New York, issue full instructions for carpet sewing with their track carpet machine.

\* \* \*

Editor Dry Goods Review.—Put us in touch with concern making women's chamois vests.

The Ottawa Truss Co., Ottawa, make chamois vests.

\* \* \*

Editor Dry Goods Review.—Where can we buy those helmet reflectors described in the article on window lighting a few months ago.

Curtis Leger Fixture Co., 222 West Jackson Boulevard, Chicago, will be pleased to send information about "scoop" and helmet reflectors for window lighting.

\* \* \*

Editor Dry Goods Review.—Tell us where we can buy accessories for repairing umbrellas and sunshades and where to get the required tools.

Bailey, Dixon & Co., Ltd., Toronto; Irving Umbrella Co., Ltd., Toronto; Eclipse Umbrella Co., Montreal; Brophy Umbrella Co.

\* \* \*

Editor Dry Goods Review.—Can you give us address of firm from whom we could obtain, at any time, set of patterns of the latest and best designs and shapes for men's overcoats and ladies' coats, ulsters, etc.?

Would require not only sketches, but patterns marked on the seams, and how made up in the inlets, seyes, sleeves and all particulars.

John J. Mitchell, 41 West 25th Street, New York; Kroonburg Sartorial Publishing Co., 1183 Broadway, New York; American Gentleman, 222-26 West 39th Street, New York.

# Hints on the January Clearance Sale

Special effort should be made to stimulate trade and clear out accumulations of odd lines—Methods which can be employed with profit—Some suggestions for sale cards.

**J**ANUARY is a month of special sales. This rule holds good in practically all varieties of stores for the very good reason that the month is such a dull one from the standpoint of trade that the merchant is compelled from motives of self-defence to "start something." About the only way to keep business moving is to hold a sale and knock down prices a little.

There is still another reason behind the January sale idea, however. Sales follow the making of the annual inventory as a natural sequence. Some dealers reverse the order, believing that it saves time and trouble to clear out the accumulated odds and ends before attempting to take stock. The advantage of the after-inventory sale, however, lies in the fact that it can be made more thorough and systematic. Until he knows just exactly what he has on hand, the merchant cannot decide how much of it must be cleared out and what prices can reasonably be fixed. He requires the complete information which can be secured only by stock-taking.

The idea of the after-inventory sale is patent to all. No matter how well the business may be man-

aged and how carefully the stock is weeded out, there is bound to be an accumulation of odd lines on slightly damaged goods each year. Stock of this description should be cleared out for two excellent reasons. In the first place, if the shop-worn articles are kept, they become harder to sell all the time and eventually become quite unsalable and worthless. In the second place, they occupy valuable space which could be better employed and the general appearance of the store is thus detracted from.

After his inventory is completed, the merchant knows exactly how much of this class of stock he has on hand and, if he is wise, he loses no time in clearing it out. January is the logical time for this stock clearance.

From the standpoint of the men's furnisher, January is a particularly suitable time. It is just about the last chance to sell mufflers, winter gloves and similar cold weather goods to men. If much stock is carried over from January in such lines, the chances are that quite an assortment of stock will be left in the store when demand has ceased entirely.

The object of this article is not so much to prove that January sales should be conducted, however, as



Suggestion for card to be used during clearance sale.



Suggestion for clearance sale card.



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**

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

# “Monarch



B-44

B-44—Made in Jumbo stitch, extra good quality.



B-40

B-40—Boy's Coat—equipped with the famous tri-collar.



M-40

M-40—This coat is equipped with the famous tri-collar suitable to all kinds of weather.

# Monarch Knitting

Head Office

DUNNVILLE, ONT.



# -Knit"

*"MONARCH-KNIT" is  
the standard for style, qual-  
ity and workmanship. ::*



M-53

M-53—Shaker Coat, strictly full fashioned throughout. This also makes a very stylish and serviceable Ladies' Sweater Coat.

We are pleased to take this opportunity to thank you for your valued business placed with us in the past, and also wish to announce that our range of Knit Goods for 1913 is complete and consists of many new features which are sure to interest every merchant in Canada. We would appreciate it if you would kindly hold your order until you have looked through our range.



M-92

M-92—Made in Jumbo stitch. This class of coat will be very popular for the coming season,

# Company, Limited

Factories at: DUNNVILLE, ST. CATHARINES, ST. THOMAS, BUFFALO.

to deal with methods of carrying on sales. This can best be done, perhaps, by describing the methods of a Western men's furnisher who has made the January sale one of his most profitable yearly undertakings. His profit is a tangible one, based on sales made: he does not have to figure on the improvement to his stock to find where the benefit comes in.

His first step is to sort over the stock and select the goods which must be cleared out. This is all put to one side and ticketed. Prices are shaded, though the reductions offered are never large. Experience in this case has proven that it is possible to arouse an interest in a January clearance of men's wear without the inducement of sweeping reductions.

Care is taken to keep the goods on sale absolutely distinct from the rest of the stock. Window displays are arranged, some of the most attractive articles being selected. The stock is shown in the store on tables placed at the front where the goods can be seen. Sale lines are kept thus distinct for the purpose of impressing clearly on the minds of customers that this is a special effort and that the values offered are special. If a sale serves to educate people

**SELLING AT COST PRICE.**

*Clearance sales are of particular moment at the present time. The season has been backward and, although business in most sections has been undeniably good, the lack of cold weather has checked sales in certain lines.*

*A well-known men's furnisher makes the significant statement that for the first time in the experience of the firm it has been found necessary to run a cost price sale. Prices have actually been cut to cost in order to clear out the stock. With colder weather a certainty for the near future, the firm might have counted on moving at least a good part of this stock but they have preferred not to take the chance. The stock is now being cleared out.*

other season. Something unusual is required to "put it across," as they say in theatrical parlance.

This is where good window displays and attractive cards will be found the greatest helps. In the windows, stocky displays will be the rule. Price should be made a big consideration.

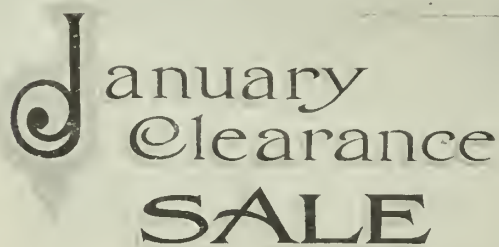
In preparing cards for the event, care should be taken to provide a degree of uniformity. All cards should be alike in style of lettering and ornamentation. The same color scheme should be followed throughout. Some suggestions are shown herewith.



**"British Empire" Made Goods**

**T**HE text of the Merchandise Marks Bill, which has been introduced in the British House of Commons, has been given out. It aims to protect the British manufacturer from the opposition of firms selling goods in Great Britain on unfair pretense. Briefly, the measure provides that all goods bearing a description liable to make the purchasers believe they have been manufacturers within the British Islands, but which in reality have been manufactured in some part of the Empire outside the Isles, shall be marked "British-Empire made." If the goods have been manufactured outside the Empire, they must be marked "Not British." Provision is made that all goods marked "British-Empire made" must be accompanied by a sworn declaration.

It is quite apparent that this measure will serve as a protection for the home manufacturer against spurious foreign-made goods. The question arises, however, as to what effect it will have on the trade of colonial manufacturers on the British markets.



A neat card announcing January clearance sale.

to expect prices lower than can be offered regularly, the results are extremely detrimental to business.

At the same time, the salesmen endeavor to divert customers' attention to the better class of goods. The clearance lines are there plainly on view but if a customer can be induced to buy a better article, the salesman gives his best efforts to that end. As a result, the sale always results in a certain stimulation of demand for the best quality of goods.

**AROUSING PUBLIC ATTENTION.**

As stated before, the public is very indifferent during January. The heavy purchases made for Christmas have depleted pockets and put people out of the "buying humor." Bargains do not attract as surely as at other times. To make a clearance sale a success, therefore, the merchant must display greater energy and greater initiative than at any

MEN'S WEAR REVIEW

*Regal*



*Regal "Outing" Shirts*

FOR SMART DRESSERS

MADE BY

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

# Unique Sales Scheme of Toronto Store

Foggan & Co. gave money back to every twentieth customer—Doubled sales during period while offer held good—Cost of goods thus given away amounted to 4 per cent. of total sales—Some amusing features.

**A**FTER the hustle and bustle of the Christmas and holiday season comes a period of marked slackness and dullness for the retail merchant. This fact is recognized generally amongst dry goods merchants and men's furnishers, and now it has become quite a common custom to introduce a clearing sale not only to stimulate trade, but also to clear out old stock preparatory to stock-taking and to laying in supplies of new Spring goods. These, to say nothing of the amount of ready cash gathered in, become matters of supreme importance to every retailer.

Rather a novel mode of conducting a clearing sale has been introduced by Foggan & Co., dealers in specialty furnishings, King Street West, Toronto. To stimulate business the plan of giving away to every twentieth customer his purchase in full has been adopted. The scheme was advertised freely both by circulars, distributed throughout the section of the city in which the store is located, and also by large window display posters, which announced the fact that every twentieth purchase was given away free; invited people to come in and look over the stock, and also to watch the cash register in order to follow if possible the number of each sale. Through the medium of the window many lines were displayed and all were featured with price cards showing the regular price and the cut price for special clearing sale.

The scheme naturally attracted much attention and at the same time aroused a great deal of curiosity. People desirous of becoming the twentieth purchaser and thus securing goods free were led to buy where otherwise a purchase would not be made. Thus from the start an increase in business transacted was noted.

On entering the store every customer was treated the same. Whether twentieth man or not, he was shown the goods for which he asked first. After that transaction was settled he was asked if he didn't want some of the other lines displayed and on sale. In short every effort was put forth to induce him to buy.

While the writer was in the store a twentieth purchaser entered and inquired for a necktie, "like that one in the window." Mr. Foggan waited on him, sold him the necktie desired, asked him if he did not want shirts, collars, socks, suspenders, a cap, and so on, naming several lines, but to each suggestion the customer replied in the negative, finally declaring that the necktie was all he desired.

Thereupon Mr. Foggan proceeded to make out a bill for the purchase, marked it "nil" and wrapped it up with the goods. The customer offered a dollar bill to pay for the tie and received a very pleasant surprise when, instead of getting back only part of the dollar, he was returned the whole amount. Whether on finding himself the twentieth purchaser, he was disappointed because he had not bought some of the shirts, collars or any of the many lines offered and urged upon him, is a matter which Mr. Foggan did not discuss but in all probability there arose in the purchaser's mind a feeling of vain regret.

The King Street store of Foggan & Co. is recognized throughout the trade as being the smallest gents' furnishing store in Canada. Only one clerk is employed, and in addition Mr. Foggan himself is in the store most of the time. It thus became a very simple matter to keep track of the total number of purchasers served, and to see that the right man received his purchase free.

#### ONLY FOUR PER CENT. GIVEN AWAY.

As to the actual working out of the scheme the company found that it worked well from an advertising standpoint and was in no way a costly scheme inasmuch as after a week's selling the total cost amounted to about four per cent. of the business done. To those who do not go into the matter fully this may seem a very expensive proposition to keep up even for a short time. But the scheme brought about such an increased business that it has been considered so far as well worth while.

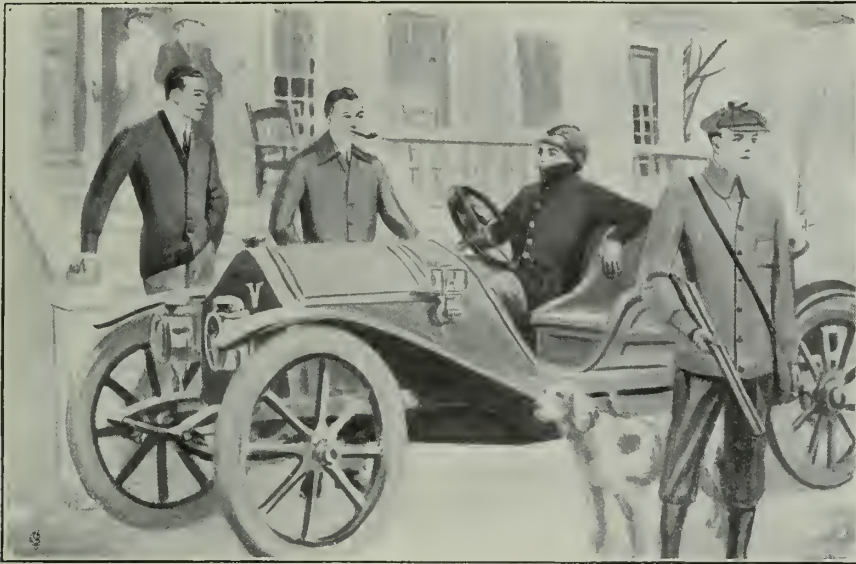
#### DOUBLED THE RECEIPTS.

To give a few statistics: Prices were reduced for sale about 25 per cent. to strike an average. Amount of cash receipts during first eight days of sale this year represented an increase of approximately 100 per cent. over last year's receipts for same days when no sale was conducted.

The expense of keeping up the twentieth purchase proposition amounted to about four per cent. of cash receipts. As the store is small, large and expensive articles are not handled. Perhaps the most expensive line in the store would be covered by \$6 and the average price of all lines would be between \$2 and \$3. Most of the articles given away have been neckties, suspenders, shirts, socks or mufflers. The largest purchase given free amounted to \$3.65 and the smallest to 19 cents.

(Continued on page 62.)

# The "Visor" Announcement



The Visor "4 in 1" Sweater.  
Canadian Letters Patent No. 131529.  
United States Letters Patent No. 991270.

THE Visor Knitting Co., Limited, of Ontario, owners of the Rautenberg Patents covering the famous Visor "4 in 1" Reversible Collar Sweater, announce the opening of their new factory at Niagara Falls, Ontario, devoted exclusively to the manufacture of high grade Sweater Coats.

The "Visor" Sweater Coat, illustrated above, may be worn in four styles: as a V-neck, or shawl collar, or full military collar, or turned over the ears, instantly adjustable. The most practical and best selling Sweater on the market, when the collar is properly made, as we make it.

We make also up-to-date SHAWL COLLARS and RUFF NECKS, and a large range of Coats with full line of V-NECKS. SHAKER KNIT SWEATERS will be the best sellers on the market this year. This is one of our big feature lines. Colored show cards, advertising circulars, etc., will be supplied free. Write for samples, or our representatives will call in the near future.

#### WARNING

We warn all manufacturers, jobbers and dealers against manufacturing, dealing in or selling infringements of the famous VISOR "4 in 1" REVERSIBLE COLLAR, the original Canadian and American patents on which are our property. We now have action pending in the Canadian courts to restrain infringements of these patents, and shall promptly prosecute all offenders.

## THE VISOR KNITTING CO., Limited

### Niagara Falls, Ont.

FACTORIES ALSO AT

NIAGARA FALLS, N.Y.

# Conducting Clearance Sale on Large Scale

L. J. Applegath & Son, Toronto, are holding reduction sale—The event is being used to feature announcement of new branch store—New store will be modeled closely on present establishment.

**T**ORONTO, ONT.—L. J. Applegath & Son, hatters, who for some time past have done business at the corner of Richmond and Yonge Streets, have decided that their business has increased to such an extent that they find it necessary to start a new branch store in the city. For this the stand at 179 Yonge Street, until recently held by Albert Williams, has been secured, and preparations are now being made to fit up the store for new business.

As far as possible the new branch store is to be a reproduction of the original at Richmond and Yonge. The same plans will be carried out and the same style of fixtures used. Woodwork will all be of bird's-eye maple, and to the casual observer practically no difference will be noted between the two stores.

Through its location on a corner lot, the store now occupied presents unusual window facilities and these have been used to great advantage. Practically the whole side and front of the store is of glass and allows displays on a very large scale. In that respect the new branch will not be quite as satisfactory as only the front of the store is exposed to the street. To give the best possible facilities for display a deep entrance is being arranged which will allow a show window with depth of 20 feet. This in many respects will present advantages which were never enjoyed in the original stand.

## HOLDING A CLEARANCE SALE.

In order to announce the fact that a new branch store is about to be started, Applegaths have adopted rather a novel method of procedure. To hold a January clearing sale is a method very commonly

adopted by men's wear merchants throughout the Dominion to clear the stock of Fall and Winter goods and make preparations for stocking Spring lines. While Applegaths are clearing out their stock, the sale is being made use of altogether as a method of introducing the new branch store. Large signs in the shape of pennants fill the windows and announce to passersby the fact that a new branch store is about to be opened and that in order to make this fact the talk of Toronto and vicinity great reductions are being made on prices of all hats and caps in stock.

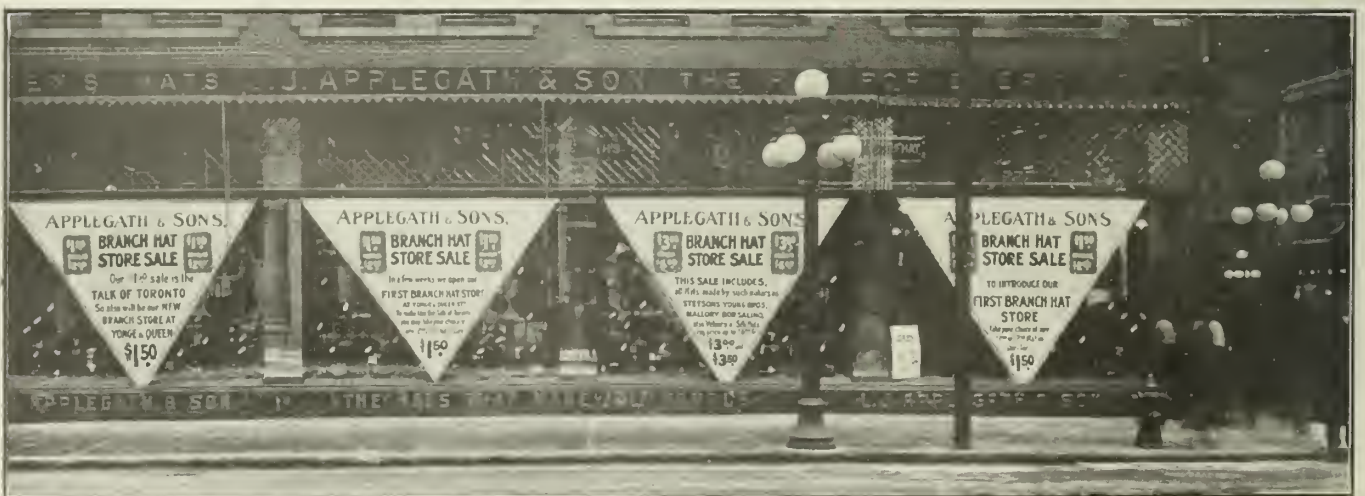
The news of a sale where special price cutting is being done soon travels and attracts people from all directions. But in this case the news regarding the new branch store travels just as rapidly and is soon impressed upon the minds of hearers.

In the accompanying photograph the large window display signs, announcing the sale and the new branch store, are very conspicuous. In the windows can be seen displays of hats, every hat price ticketed.

## Unique Sales Scheme of Toronto Store

(Continued from page 60.)

The company has considered the scheme so successful that they are adopting it in their Yonge Street store, but with one limitation. Instead of giving away the twentieth purchase in full, only the first article will be given. This, Mr. Foggan claims, will cause people to ask for the most expensive articles first and will prevent the company from getting badly taken in by a number gathering together and each making a large purchase until one happens to strike it lucky.



Store of L. J. Applegath & Son, Toronto, showing big signs used to feature special clearance sale and the establishment of new branch store.



A50

*Outing Brand Knitted Goods*  
**SHAKERKNIT**

**Style A50**

The new and correct vogue in Sweater Coats is here shown in the popular Shakerknit. )

It is only one of our immense line of Knit Coats for men that is making a hit with the Canadian Knit Goods Trade.

Our representatives will call on you shortly with the complete range. Let us send samples for present delivery orders.

**Frank W. Robinson**

LIMITED

Bathurst and Wellington Streets

TORONTO

*"The Coats that are tailored to fit."*



Ask Your Wholesaler For

**GIBSON'S  
SCOTCH SEAMLESS**

**Woollen Gloves**

**T**HERE are many so-called "Scotch Knit" gloves on the market made outside of Scotland; the best are, and always have been, made in Scotland. To make sure the gloves you buy are actually manufactured in Scotland, thus obtaining for your customers the genuine glove, all that is necessary is to ask for GIBSON'S.

These gloves are made in a variety of styles.

*Sole Selling Agents to the Wholesale Trade.*

**SEWARD BROTHERS**

251 St. James Street - Montreal, Que.



# MENS CLOTHING AND FURNISHINGS



## Clothes, Methods and Men.

**N**O doubt exists in any mind that the year just closed was the busiest of world's history. Prosperity was neither sectional nor continental; it was world-wide, embracing all countries in its scope. Business was so heavy in many ways that a big volume is being carried over into the new year. Many firms in this country are so far behind with orders that they will not be able to catch up for some time. The momentum thus supplied is in itself sufficient to insure a continuance of prosperity during a part at least of the coming year.

\* \* \*

**N**O fear need be entertained on that score, however. The prospects for the future are of the brightest and everything at present points to the continuance of prosperity in equal measure. On this point, all seem to agree—manufacturers, wholesalers and retailers alike. They speak unreservedly out of the fullness of a complete confidence in the soundness of conditions.

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**A**DVICES from New York are to the effect that there is a tendency to abandon the effeminate collar with small wing for evening wear. This idea is gaining ground, although it cannot yet be termed a distinct trend. Fashionable dressers are wearing pleated shirts for the jacket and stiff bosoms for the tail coat. In the latter case, if the bosom of the shirt is of fine pique, the body and the cuffs match in the same material. Some oddities are seen in bow ties, notably a soft silk of unfinished diamond weave with a satin stripe about three-eighths of an inch wide along the ends of the bow.

\* \* \*

**A**DISTINCT feature in men's wear at the present time in England—where fashions so often originate—is the short dress coat. The lines of the

latest style are said to be very graceful but undoubtedly a good figure is required to carry them to effect. A good height, sufficient girth and a square shoulder set the coat off to perfection but to men of puny build the style will be inclined to accentuate their lack of proper proportions. The lapel is not being rolled nearly so long and in this way a longer cut-away is provided. This provides a waisted effect. The lines of the coat are so cut that the lapels nearly meet. At the same time, the waistcoat is cut so low that it shows beneath the coat.

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**A**PROPOS of the remarks recently made in this department anent the attempts which are made periodically to bring styles back to the more ornate ideas of past centuries, it is interesting to recall that of recent years there was a propaganda launched to revive early Victorian fashions. The long velvet coat and the knee breeches and silk stockings of the Victorian gallant undoubtedly possess an appeal for men who hanker after distinctive apparel and the idea met with support from a great many. The knee breeches, however, served as the chief obstacle. There are not enough men who can boast of a sufficiently symmetrical leg to really look well in knee trousers and most men are sensitive enough on the subject to shun exposure. For this reason the plan to return to Victorian lines fell flat, despite the fact that the idea received very distinguished support.

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**I**T is apparent from the reports received that trade has not been as brisk in some lines as it should be, owing to the decidedly mild weather which has prevailed. When the temperature is such that a man can get along nicely without buttoning up his overcoat, it is not at all likely that a great amount of interest will be shown in mufflers and similar



articles designed for winter wear. It is, of course, quite safe to predict that the very near future will see plenty of cold weather. This prospect does not compensate the men's furnisher for the business he has lost up to the present, however. When seasonable weather is unduly delayed, the result is inevitably a loss in business. The men's furnisher should not wait for the weather man to come to his assistance, but should proceed now to stimulate the demand on his own account. A well planned and aggressively carried out clearing sale at the present time would go a long way toward bringing business up to the anticipated level.

\* \* \*

**A**RE American men giving up suspenders? The president of a firm which one held a prominent place in the manufacture of suspenders ascribes the recent failure of the concern to the fact that men have taken to wearing belts. The one-time popular Christmas gift—an ornate pair of “galluses,” with pink silk bows and all the fixings—must be losing favor with the men of Uncle Sam's land when a suspender firm are compelled to suspend operations for lack of orders. Be this as it may, suspenders are still strongly favored by Canadians and, we presume, are worn just about as much as ever.

\* \* \*

**I**T is now quite apparent that louder effects will be seen in neckties this Spring. It must not be assumed that the new styles are lacking in good taste, however. Although the trend is toward bolder effects, the ranges seen are both artistic and pleasing. Many of the staple lines and novelties have a degree of character which will commend them strongly. Most men like a tie of character and dash and there are few who hesitate at strength of color. One feels quite safe in predicting that the ranges this Spring will meet with distinct favor in the eyes of dressy men.

\* \* \*

**W**ELL-DRESSED men are partial to canes and it will, therefore, be interesting to learn that some distinctly novel features are being introduced in this line. One of the latest ideas is to letter the gold band in enamel of various colors. A distinct novelty is a cane which has an ivory or gold band a few inches below the head. This band can be slid upward, revealing a small electric bulb. The bulb will throw sufficient light to find a keyhole on a dark night or to light up the number of a house. It will probably, therefore, prove a highly popular idea with club men of bibulous habits.

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**P**RINTED silks are said to be “coming” for men's neckwear. A feature of foreign styles at the present time is the use of printed silk for scarfs of

high price and it does not seem unlikely that there will be a reflection of the idea on this side. Already some printed silk ties are being shown by American manufacturers.

\* \* \*

**T**HE 'phone—at once the greatest and the most persistent nuisance of the age—is still looked upon askance by a great many merchants. Shopping by 'phone is regarded by them as an unmixed evil and every legitimate means of checking it is resorted to. There are undoubtedly grounds for believing that shopping by 'phone is not in the best interests of trade. People who order in this way cannot be interested in any other article than the one they call up to secure; except, perhaps, in very rare cases. Thus the expense which every dry goods man goes to for the purpose of making his goods look attractive is quite wasted as far as the 'phone shopper is concerned. The customer who orders half a dozen handkerchiefs over the 'phone might have purchased other articles had she found it necessary to visit the store.

There are other phases of the question, however, which incline one to the other side. Many sales would be quite lost if the customer could not use the telephone. There are always cases where people require a certain article but have neither time nor inclination to go to the store for it. What is gained in this way probably counterbalances what is lost in the other instance.

Undoubtedly the 'phone trade is deserving of careful attention. People are getting more in the habit of ordering by mail or 'phone without taking the trouble to personally inspect the goods and this tendency must be recognized by the retail merchant.

\* \* \*

Keeping adequate record of stock and of all sale transactions is a great aid to increased business.

\* \* \*

To the progressive merchant, mail order competition is no longer suspended over his head by a slender thread, like the sword of Damocles. He has found that better merchandizing methods has insured him against competition of this order.

\* \* \*

A contemporary tells of a traveler who finally secured an order from a dealer after calling on him for twenty years without result. This traveler can certainly lay claim to the virtues of patience and persistence, but we wouldn't boast of the incident if we were in his place. Any man who has to call steadily for twenty years on a prospect before landing an order is not likely to set the commercial world afire with his salesmaking ability. And the time used those twenty years makes the order finally landed a dear one for the firm.

# Neckwear Ranges for Spring are Louder

More novelties are included than formerly—Values are better for many reasons—Smart two-tones, one on knot and one on apron, are a popular novelty—Materials are similar to last season.

**E**ASTER neckwear ranges of the different manufacturers are nearly all forward and styles are confirmed for Spring, 1913. The sequence of style following the holiday demand, is marked. More novelties are included. Generally the ranges are described as "louder" than last season and more striking throughout. Designs, although striking in color and pattern features, are approved good style in keeping with the latest fashion dictates.

The trend is for larger ties in better numbers. Prevailing shapes continue—derbys, graduated, closed and flowing end scarfs. Batwings are to be favored. None of the domestic houses are showing Ascots and are adhering to neat effects to give a smart knot. Most of the styles shown are one-piece as woven silks. Combinations are not featured for Spring. Some of the new shapes are made in imported materials of extra width, 40 to 42 inches, which cut crosswise of the silk. This gives a slightly tie at a leading price, only possible for this reason.

#### MATERIALS ARE UNCHANGED.

Materials are similar in texture to those of last season. Reps, bengalines, failles, louisennes and fancy silks are represented. Both plain colors and fancies in well-known qualities are especially suitable for prevailing effects in different styles. Some of these are shown in 50 colors and have been brought out in border designs, increasing the selections and toning up the showings.

Patterns are the smartest yet shown and include the usual ground colorings, but contrasting shades are vivid compared with those of previous assortments. Four-inch ombres, single and double border effects, cross and bias stripes with conventional and combination designs are prominent. The season's sales will depend more than ever on "borders" as the "fetching" feature for the wearer. Smart two-tones, one on the knot and the other on the apron, are among the latest novelties shown by one house, while bias stripes and borders lead a number of designs favor cross stripes particularly in derbys. Ombre border scarfs have plain or line stripe grounds. Several of the silks have neat line or marked ground stripe with a corresponding border. Magadores and Roman stripes are made up in the better models. These are in heavy and light weave reps with Magadore border in silk or satin. A few check and jacquard patterns complete the ranges.

#### THE FAVORED COLORS.

Color preference or selling ratio is according to the range and material considered. From the staple standpoint the tone is lighter than for Fall. Blues

will lead with two or three tones in a book, blue and black and blue with blue. Soft tans and browns are equally good. Gold effects in pleasing combinations, black and gold and brown with gold bars, are well thought of. Grays in soft tones, and black and white in clean patterns are seen. Black and red in the same designs should do well and reds in the brighter tones are expected to take in the usual numbers. Some of the novelty shades, plums, purples and helios, add color to the ranges to meet city trade.

#### INCREASED SALE OF BATWINGS.

Batwings are counted on for an increased selling season. They were featured late last season and should prove a good midsummer feature this year. Soft collars, ties and negligee shirts are to be offset to an extent by double collars, batwings and French cuff flannel shirts. Furnishers consider this smarter for street and outing wear. Diamond and square end batwings are made in cloths specially adapted to this shape. Narrow borders on all silk faille or rep in leading colors with white stripe or bar are unique



Spring styles shown by Crescent Manufacturing Co

for this season. Some manufacturers shorten the ends of their batwings to give a shorter knot and smarter effect. Styles are offered in straight cross-bar and bias.

BETTER VALUES OFFERED.

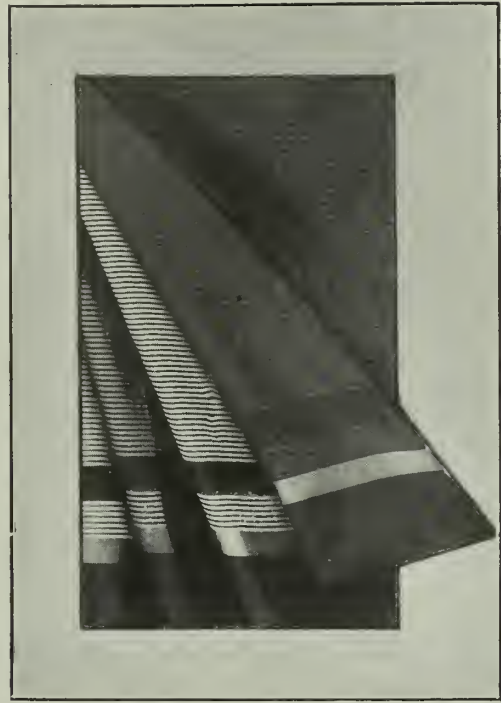
Prices quoted and values offered are better than a year ago. No changes in terms or datings are made. In some of the standard cloths in plain colors the slip scarf is added without extra charge. This gives wonderful value in a staple \$4.50 number, which should increase sales. Buyers have a good option to get a better profit on the \$2.25 and \$4.50 prices with the discount. Some leading \$5.50 and \$6.50 ties to retail at \$1 for the Easter trade are good buying. There is a broad selection and a good season in prospect.

Some novelties are always good business for Easter. The ranges are similar to those of 5 and 7 years ago to merchandise. If a buyer uses good taste there is very little chance of loss, but off patterns will be hard to clear. This season, at least, men's furnishers can take advantage of the novelty demand and general purport of higher colors in adding a sprinkling of the more novel but ticklish numbers to sell because of their real novelty. Selection is simply a matter of dressiness and snappy sellers for personal preference. Bought on this basis, the ranges simmer down to a dozen attractive novelties and some ranges could be confined to three books if the best sellers are selected. All the season's characteristics of good buying and specialization of the ranges are combined in these in the tie. The shape, size of the knot and appearance appeal to the shrewd buyer and these dozen fabrics are all he could desire.

The right snap is there and a comparison of the ranges will show men's furnishers value and style equal to the best. Easter styles this year are sufficiently diversified to give the trade confidence in domestic numbers because, after all, the season is confined to a few styles which make a hit or are featured. Exclusiveness and larger profits are just as much an attribute of one line as any other and depend on this confidence. Each season finds some buyer looking for exclusiveness, simply because his knowledge of the ranges is limited and he is not convinced in asking the same profits, which are asked for equal and sometimes lesser values in other showings.

The average buyer who knows his trade and is willing to compare value for value and selling merit at corresponding prices and profits for these values, has to admit it. He will agree that the store's best interests are served by this season's designs and values. Easter ranges properly reviewed will show the leaders of each range.

The quantity order groupings are fair to both large and small retailers, according to their demand. Cheaper numbers are sold in an assortment of two



Swatches, showing latest stripe with bordered ends. Shown by H. Van Allen Co., Hamilton.

or three dozen, equal quantities of each color. The ranges include a dozen shadings. A buyer can buy according to his requirements two or three dozen or a multiple of same. In a three dozen lot, he gets 3 ties of each color, giving 36 ties. The colors and ratio of tones give a fair selling average. In better numbers the same rule is adopted for many of the more staple patterns but the novelties and higher-priced numbers are subject to choice,  $1\frac{1}{4}$  dozen and upward, according to estimated capacity. In one instance any merchant should easily handle the quantity. Otherwise the possible selling sequence is judged closer than in other years. This is fair to both merchant and manufacturer because stocks are repeated or conserved for repeats with less loss from end of the season reduction.

AN EARLY START NECESSARY.

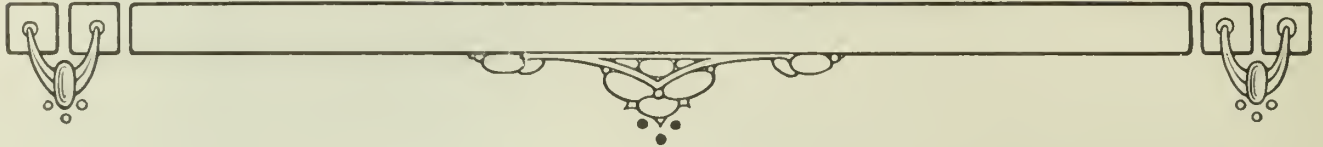
Manufacturers are anxious to get an early start because of the early Easter. The placing season is practically only eight weeks. Early bookings will help the customer, traveler and the factories. Several of the neckwear makers are anticipating on stapler numbers and have stock made up ready to ship as soon after stock-taking as merchants will accept delivery.

Merchants have practically two seasons—novelties, early, and merchandising later. Novelty sales are quicker in a short opening season. Slow numbers have fully a month longer to sell than in a late season, when early buying is slower.

The foresight of manufacturers is significant. The house, which can give deliveries this season will get the rush orders. Deliveries are a matter of mom-

(Continued on page 66.)

# CLOTHING FOR MEN AND BOYS



Norfolks will be very popular—Single breasted yoke Norfolks with pleats running only as far as side pockets will be seen—Square fronts for single-breasted coats—Fancy cheviots and tweeds will be strong.

**I**N BOYS' clothing for Spring, 1913, one of the most popular, if not the prevailing style, will be the Norfolk. Many of these are being shown and large orders have already been placed. A few changes in style are noted. What is known as the Cambridge Norfolk makes a very attractive coat. This style is the single-breasted yoke Norfolk with outside breast pockets on both sides. Pockets are provided with buttoned laps. Pleats run only as far as side pockets, below which the coat is plain. These form a decided novelty.

Another popular style will be the Lennox, a single-breasted yoke Norfolk with pleats and patch pockets.



Latest style of Norfolk for boys, shown by C. M. Gilchrist & Co.

Rather a novelty is presented in still another style which has the yoke at the bottom, and pleats running right up to the collar. This coat also has patch pockets and vented back.

The double-breasted sack coat which has been the staple line through all seasons will again be good for Spring, 1913. Few changes, if any, are noticed in the styles of these. A new idea and one which has taken, and continues to take, very well is found in the single-breasted coat cut with square front. This is especially suitable for boys. Square fronts have been a strong feature of the double-breasted

coat for a long time, but have never been successfully introduced into the single-breasted. Next Spring, however, these will be strong. In past seasons the single-breasted coat has always been cut with rounded corners and many have objected strongly to this claiming that it gave the boy a "cut-away" appearance. But now this difficulty has been overcome and single-breasted coats have been made to a great extent after the style of the double-breasted. Both single and double will be the plain sack coat with or without patch pockets.

In pants, bloomers will again be strong, the only difference from last year being that they will be cut slightly larger.

In suitings, fancy cheviots and tweeds will be strongest. These will be found chiefly in greys and browns and mixtures. Diagonal stripes will be common, but in many, plain patterns will rule. Mixtures of various kinds will be shown—heather mixtures and purple mixtures being amongst the strongest. Bluish greys, while not strong, will form quite a novelty in boys' suitings.



## Neckwear Ranges for Spring are Louder

(Continued from page 65.)

ent and the early shipment of neckwear on lines just opened up is sure to be felt. Buyers, who have seen the assortments are enthusiastic that they are getting lines that will sell. Men's furnishers, who anticipate and watch the season's progress will benefit in proportion to the house with the goods is early selection and showings are featured.

### THE "BARRIE" EFFECT.

Montreal.—Neckwear manufacturers report ties in failles are in big demand in New York, especially in the bar or stripe effects. Following this trend the Canadian trade is taking the same styles and the advance sales for Easter have been very heavy. The bar or "Barrie" effect, as it is called, consists of a series of diagonal stripes against a contrasting background. All colors are shown. Another popular style is the Army and Navy stripes in which neat horizontal stripes are shown in bar effect. The stripe effects in these ties should be very popular in view of the vogue for striped shirts.—W. E. H.

# Are Salesmen Responsible for Accounts?

Some opinions from Review readers on this important problem—All salesmen will make errors in judgment at some time or other—When these accumulate, the best course is to withdraw salesman's right to extend credit.,

**W**HEN The Review inaugurated the contests and discussions of trade problems, which have been a regular monthly feature of the paper, it was with the conviction that they would prove of distinct interest and value. This belief has been most convincingly borne out, for the contests have aroused a great deal of interest and the discussions have been followed most closely.

Few problems have aroused as much interest as that propounded in the last issue, "Is salesman responsible for collections?" The question was outlined as follows:

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?

This problem has aroused considerable interest as the number of replies received attests. One contributor has gone into the subject most thoroughly, and his answer is appended in full.

\* \* \*

## The Problem Summed Up

Editor Dry Goods Review:—

The monthly contents which you have been featuring in The Review for some time have always been interesting and helpful to me, and your latest subject is indeed one that should call forth careful attention and consideration of all your readers, whether employer or employe.

Some merchants regard "Social Standing" as a very important factor in employing their salesmen and, while we cannot discredit the desire of these men in adopting any standard of character or ability that will help to increase business, still I believe that social standing very often proves troublesome to not only the firm but the salesman as well. More especially do we find this the case in the cities of smaller population where employees in business places are usually better known to the community than in the larger cities.

I spent some years in the service of a clothing merchant in a Canadian city of about twenty thou-

sand population who always made me feel that I was serving him to his entire satisfaction but for one exception, and that was that my popularity which to his idea was somewhat limited, did not attract many new customers to his store. At the same time this man was continually pining his life away over the fact that his books showed many worthless accounts which of course had been contracted by my "popular predecessor" who probably had a great host of friends but, like many others, did not possess the necessary amount of business stamina to refuse to give them credit.

No doubt the salesman who, through his social standing, succeeds in attracting trade to the house of his employer feels a special pride in the fact that he is helping to increase the business and consequently that his firm should and will appreciate the same, but let the salesman remember that there is such a thing as making your friends "*feel too much at home.*" As soon as this happens they are sure to approach you for favors that will prove troublesome and the very fact of your deep intimacy with them will convince them that you will not press them for prompt payment. Thus, many a salesman finds himself in many embarrassing positions and very often an honest customer is enticed into becoming one of the class commonly known to business men as N.G.'s.

I believe that every customer should be treated courteously and attentively but the salesman should possess just enough "business dignity" to prevent the customer from asking for too many unnecessary favors.

Of course, there is no set rule which every firm could adopt regarding the salesman's authority in giving credit, but if the employer finds that he cannot place enough confidence in his salesman to allow him to use his own judgment, then he should forbid him to allow any goods out of his store without the money, and, if this be the rule, then it is a very easy matter for the salesman to refer his customer to the boss, which action should exonerate the salesman from any responsibility in the matter. But furthermore, if the salesman disobeys this rule and contracts bad accounts, I think it is his duty to assist the firm in collecting them.

But then we have to deal also with cases where salesmen use their own judgment regarding such matters. If this be the understanding and he happens to contract a debt which proves troublesome by no means should he be held responsible for the collection of the account. In the first place, he

allowed the goods to leave the store unpaid for, believing that the account would be duly paid and that his action was mutually satisfactory to himself and his firm. Consequently in asking him to collect such accounts, you make him feel that he is paying the penalty for a serious offence, at the same time reducing his interest in his employer and causing him to believe that he is regarded as a tail-ender rather than a strong arm in the welfare of the business.

Yours sincerely,

G. A. JOHNSTON.

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### If Ability Warrants

The problem is approached from another viewpoint by J. S. Bjornson, Wynyard, Sask. He has considered it from the standpoint of the benefit or otherwise that the firm would secure from sending salesmen to collect accounts. He says:

"A salesman opening an account with a new customer, without authority, must be responsible for it. If a new customer asks a salesman for credit and he (the salesman) has doubts as to whether the account will prove good or bad, he should refer the matter to the head of the firm or management.

"A salesman should not be asked to collect accounts unless he is considered by the management a suitable man to do the collecting and is willing to undertake it. There are cases where a customer does a big part of his trading at your store for cash but at the same time has an account that has run for an unreasonable length of time. Would you let your salesman who handled this account go out and try to collect it? You would not care to take the chance of losing the customer."

\* \* \*

### The Duty of the Clerk

Fredericton, N.B.

Those who have held the position of salesman for any period, must call to their remembrance that at some time they have heard their employer ask of themselves or of a fellow clerk the same question as portrayed in your issue of December 18th.

Every salesman, if he be the proper sort, feels a certain pride that he has customers, who, when they enter the store look to him to serve them when they are making their purchases. It is the duty of that salesman to know as much as possible of his customers standing; that is—his employment, etc., thus, he forms an opinion as to whether or not he is a desirable credit customer. The salesman must bear in mind that his "boss" cannot personally meet each individual customer and study them, but he has intrusted that task to himself. He must also bear in mind that his employer has put under his charge certain goods which are his "the salesman's" stock in trade, and that from the profitable sale of

the same, he, as well as his boss, derive their livelihood. Now each clerk is his employer's partner and should feel himself such. If the salesman gives one of his customers goods on credit and the same is not paid for within a reasonable time, the salesman should make it his business first, to find out why; and secondly to remind his customer in a courteous way of the fact. The customer, especially, if an acquaintance or friend of the salesman, will very often pay up more promptly if spoken to by the party from whom he purchased the goods than if the merchant sent him a dunning letter. Further, when the merchant will incur sometimes the ill will of his customer by sending a letter and thus unavoidably do the business an injury, the personal collection by the clerk very often is not looked upon by a customer as a collection from the house, but as a collection from the person from whom he purchased the goods and thus the liability to friction between merchant and customer would be greatly lessened.

I might quote a personal experience which recently occurred to myself. Some few weeks since, a customer entered the store and coming to my department, said he would like to look at overcoats. I showed him coats and finally he settled on a coat which was to his liking. He then said: "what kind of terms are you going to give me for the payment of this?" Of course I was anxious to sell the coat and asked him how he wanted to pay for it. He said, "well, I will pay you three dollars down and three dollars per week till the full amount is paid." For a moment I was taken a little off my guard and would have given him the coat on those terms, he being the sort who can call you in an "off handed way" by your Christian name, and although you know him slightly you cannot recall his Christian name. After considering the matter for a moment I finally told him I would take his note for thirty days and that he should pay me three dollars per week, which amount, I would credit to his note. This was agreed to by him, and as per agreement, he was to pay me three dollars each Saturday night.

Now Saturday night came and my customer did not put in an appearance with his three dollars. I let this pass for a few days and made inquiries as to his habits, etc., and found that he was not all that was desirable. I then sent him a personal letter telling him that I had given him the coat on my own responsibility and had made special arrangement with the office in regard to his note, and I expected him to hold to his agreement. The three dollars was immediately forthcoming, the next Saturday came and again he failed to make his payment. After waiting some time, I sent him another letter using a little more forcible language and with the same result; I received the money. To finish, I got the amount in full; of course not without more or less trouble.

Now this man paid me because he thought that the transaction was my personal one, and feel quite sure that had my employer undertaken the collection of this debt from this particular customer, that he would not have succeeded as readily as I.

As most merchants are looked upon by the general public as being quite wealthy, and the slow or non-payment of a few dollars by the customer sometimes is not considered by him to being of any great moment to the merchant; while on the other hand, you will rarely find a customer who will imperil a clerk's position or make him responsible for their debt by not paying up.

CHARLES D. ROSS.

\* \* \*

### Might Collect Some Accounts

In answer to yours in Dry Goods Review, "Is salesman responsible for collections?" As a salesman in a store where accounts are rendered monthly and terms are cash at the end of thirty days and where the office staff is kept busy following up customers who may become careless regarding their account, it is a serious annoyance to the head of the concern to see new accounts opened without being authorized, and my opinion is that clerks should be held personally responsible for accounts for friends or acquaintances, who, while no doubt are as good as gold, prefer to do business their own way rather than conform to the store's method. A good deal of trade would be lost if this sort of custom were not humored, and it is up to the clerk who can, by skilful salesmanship, deal with these people to close the deal successfully by making the collection. It will be found a great benefit to the *clerk*, if bills made by him, to people who are not regular monthly customers, are sent to that clerk for collection. He will very often find that selling goods on credit is very much easier than collecting.

FRED. A. CARTER.

\* \* \*

### Might Collect in Some Cases

Do not think a salesman should be responsible for collection of bills, nor that he is to blame if he has a greater proportion of credit sales than other sales people. As he approaches a customer, he is not thinking whether this customer is going to be a cash or credit one. His object, if he has the interest of the business at heart, is, if possible, to please the customer and make the sale. Should the customer ask to have the goods charged, there is nothing left for the salesman to do, but charge it. The charge is sent into the office and, if no further questions are asked, I do not see in a case like this, that he is either to blame for the credit sale or responsible for the collection of it. There are exceptions to every rule. Supposing a friend of his, who has not a regular ac-

count with this house, should ask for credit and he, knowing she is perfectly good for it, goes to the office, tells them it is all right and in fact becomes responsible for it. Now, if this customer, who has been obliged with credit, does not pay in a reasonable time after the bill has been presented in the regular way, do not think a merchant would be asking too much to ask the salesman to collect. But under no other circumstances should he be asked to collect a bill.

F. I. WILSON.

\* \* \*

### Favors the Idea

The question very naturally presupposes a credit business and a credit business means C.O.D.'s, sundry charges and monthly accounts.

While the goal of all storekeeping is cash business yet there will come a time when a regular customer or a comparative stranger will place you in such a position that "Trusting" for a short time is well nigh impossible. Again competition on every hand is so keen that a line of credit is not infrequently used by the individual and by the firm as a lever to secure business and properly so, if the trade thus obtained is retained. But there lies the crux of the whole situation. To sell is easy? but to collect—ay there's the rub, to collect and not leave a bad taste.

Some there are who, when extending credit, give the impression that it is they who are being favored. Others in their anxiety, cautiousness, call it what you will, leave the applicant in a somewhat humiliated condition over the expose of their private monetary affairs. But there is a line of temporary credit typified as C.O.D.'s which now and again run into a sundry charge and even a monthly account dependent in the main upon the salesman. If a store can win the aggregate of seven or eight hundred dollar monthly C.O.D.'s we have an indisputable argument in favor of the continuance of such transactions.

Salesmen take orders from casual acquaintances of the street, at the club or in the church, their friends or relatives. The opening order is secured at all events and as a result of their aggressiveness, their tally at close of day is figured in three digits, a source of pride and satisfaction to themselves.

A sale is made though by no means complete and the delivery is presumably responsible for the cash. Here is just where I would make it a point to hold the salesman and see to it that in conjunction with driver he secured the amount of C.O.D. especially were I cognizant of friendship existing between customer and salesman.

Sentiment in business has its uses and abuses too, and quite often the C.O.D.'s which turn out bad, hinge upon something ulterior and removed. The salutary effect upon the salesman and the business in

general would more than counterbalance any loss of trade on the one hand or loss of time from store for collection purposes on the other and when it is up to them they are not so free to hand one's goods over the counter unless they feel sure that party is good.

Theoretically, we all know that C.O.D.'s are Cash on Delivery, but it does not always work out in practice. Salesmen should pick it up where it falls down.

Sundry charges and regular accounts are so privileged because they have won the confidence of the office and upon no other grounds should they be permitted.

For their accounting, the office is wholly responsible and while methods of collection may vary the salesman will have no part or lot in them.

In conclusion there is a distinct science in salesmanship but while the best accountant for any business is one who has at some stage of the game sold goods himself; so, too, the best salesman is one who has had a hand in collections. The two phases of business are interchangeable and wise is the head which emphasizes the end from the beginning and lets his clerks betimes "try it out."

ARTHUR A. FRYE.

\* \* \*

### Give Inducement for Cash

Cowansville, Que.

I do not consider that a salesman should be held directly responsible for collections. The province of a salesman is to sell goods for cash or to good credit customers approved by the management or the credit man of the establishment. In the ordinary country store there should be a very general understanding on the question of credits and in no case should goods be sold on credit on the same terms as for cash. On the contrary the terms should be very specific.

An average of three months or 5 per cent. off for cash is about the fair arrangement for the majority of general businesses to-day, and the salespeople should be instructed to make the terms clear and distinct to the purchaser, pointing out that paying cash means a saving of 20 per cent. per annum, and at the same time makes it possible for the merchant to give him better values and service. The management cannot blame his trade for asking to have goods charged where there is not the proper distinction and advantage made as between credit and cash. Have a system if you are doing a cash business. Sell for cash and one price to all. On the other hand, if you grant credit make your terms clear and distinct, taking proper care to keep your sales staff informed or insist that they, when in doubt, consult the proper authorities on the matter of credits. The day for slipshod methods is past and by installing a

proper system we would do away with and solve the above question, viz., "Is a salesman responsible for collections?" and bring prestige to the business.

Yours very truly,

WILLIAM G. BROWN.

\* \* \*

### Clerks Should Not Collect

Ladysmith, B. C.

Under most circumstances salesmen should not be held responsible for collections.

The policy adopted by a firm I worked for is such that the salesman and the firm are both protected. The salesman who has an acquaintance or friend—or in fact any customer who has not had an account on our books—goes to the office, acquaints them of the fact that Mr. M. has bought goods to the amount of \$6.00 and wishes them to be charged. If the office is not acquainted with customer and the clerk can inform them of the desirability of having so-and-so as a customer, then sanction is given and so the salesman is not troubled about work which the office has to do. Then again we have had cases of customers who were very slow in paying their bills, and ultimately when the office got after them and secured forced payment, they no doubt had no good feelings about the office but they still continued to buy for cash from the clerk they knew. There is no temptation to give indiscriminate credit when the sanction of the office has to be obtained.

Salesmen should not be asked to collect accounts. This is the work of the office and can be done best by them.

JOHN SUTHERLAND.

\* \* \*

### Depends on the System

South Vancouver, B. C.

I would reply that it all depends on the system that a store is using. For instance, some stores place the responsibility for their credit business on their bookkeeper and it is up to him to veto the sales before they go through. Though personally a clerk will lose prestige from having to collect a bill in some instances, in others he will collect considerably easier than an outsider would.

But I as a merchant would certainly never send a clerk, unless he was one of the juniors, to collect, except in a case where a man was leaving town or the vicinity. Then I would send the most likely collector and in nine cases out of ten that would be the merchant himself.

F. J. LANCASTER.



## Does Not Favor Idea

St. Thomas, Ont.

I would say, certainly not.

When the office accepts the name of a customer as one worthy of having an account, I think the matter is settled as far as the salesman is concerned and I cannot see how any firm can expect him to be responsible for this account whether it is paid in good time or not. It may be that the customer is a personal friend of the salesman, but I cannot think that any business man would accept the name of anyone as being good for an account on the sole recommendation of a clerk whether she be a personal friend or not. And if they did then they should be willing to accept the responsibility themselves. A conscientious clerk is naturally there to increase business and he would be keen on getting his friends to do business with him, but if he thought he would be held responsible for any account any one of his friends may have charged, he would naturally not take the interest in his friends dealing with him on the chance of some expecting a favor at his hands. In this way his employer loses both cash and credit accounts. A rule enforcing that the acceptance by the office of any name coming through the recommendation of any clerk must be got previous to any sales made would prevent this.

I am sure it would be good policy on the part of employers to check any undue willingness by their clerks to promise either directly or indirectly to obtain credit accounts for their friends.

The credit system is a necessary evil and can only be run successfully by enforcing a reference from customer and I do not think any lady would be offended at the suggestion put in the most courteous way. I am quite aware that there are exceptions and that under some circumstances it is good policy to favor many (who have been good cash customers) occasionally. But the one fact is that the office staff should accept all responsibility for all accounts passed by them.

And I do not think that under any circumstances has any employer the right to expect any clerk to accept the responsibility of collecting any accounts which may have been charged up owing to his recommendation. In reference to the number of credit sales a clerk may have in any month. I cannot see why a salesman should be called down because he may possibly have had a run of customers who have accounts, more than usual, unless he has been using this method for increasing his sales, which can be easily checked by giving him credit for his cash sales only and for the credit sales when they are paid.

In order to obviate any wish to place any responsibility upon salesmen, it should be insisted upon that all goods to be charged must be entered at the

office before the customer leaves the store. It is then up to the manager (if the office will not accept the name) to see the customer himself and not leave it to the clerk as is so often done, giving a loophole for any employer to call down his clerk who probably had not sufficient tact to handle a case like this.

F. J. THOMPSON.

\* \* \*

All of us will make mistakes sometimes. The best of salesmen are not infallible. They may handle the credit side of their sales with rare judgment and discrimination in a majority of cases but occasionally will make an error and contract a bad debt. The very best of salesmen *and the best judges of human nature* will do this sometimes. When a salesman gets a few debts on the books which cannot be collected, it should not be taken as proof positive that his judgment is not sound. He may have handled an infinite number of other customers with great benefit to the firm.

The situation may best be summed up as follows: If a salesman shows that he possesses good judgment, the right to decide on matters of credit should not be withdrawn from him because he may have made a few slips. Furthermore, when he does make a slip—and the best of them will—the management should accept it as all part of the game:

If, however, these slips come too often, then the management have every reason to believe that the salesman's judgment is not sound. The course to pursue in such a case is to withdraw from the salesman the right to extend credit, instructing him to refer customers to the management.

If he then, contrary to orders, extends credit and has accounts turn out "N.G." the firm might be justified in holding him responsible to the extent of asking that he assist in collecting the account.

In few cases, however, would this be advisable. The point raised by our second correspondent is a good one. The salesman might prove a very poor collector and the firm would gain nothing but the ill-will of the customer—and the discontent of the salesman.



## Gave a Bonus

Saskatoon, Sask.—Following out a custom established by Mr. Cairns some five years ago, all the selling staff of the Cairns store receive a percentage on all sales they make during the two weeks preceding Christmas, the period during which the store remains open in the evenings. The store is reported to have broken all records in its Christmas business.



Virden, Man.—Scales & Causeadden are moving their men's department into a new store. Prior to the moving an "extension sale" is being held.

Join the bo

# Thirty-Three Va



Handsomely Engraved  
Silver Loving Cup.

10 Gold and Silver  
Medals.

Cash Awards.

2nd Annual Contest  
1913

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OPEN TO WINDOW TRIM-  
MERS, CARD-WRITERS  
AND ADVERTISERS

---

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

---

C. W. T. A. Window Decorating  
Contest.

**Classification of Prizes:**

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

**ORIGINAL WINDOWS.**

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

1st Prize—C.W.T.A. Gold Medal.  
2nd Prize—C.W.T.A. Silver Medal.

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

**MERCHANDISING WINDOWS.**

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

1st Prize—C.W.T.A. Gold Medal.  
2nd Prize—C.W.T.A. Silver Medal.

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

**HOLIDAY OR OPENING WINDOWS.**

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

1st Prize—C.W.T.A. Gold Medal.  
2nd Prize—C.W.T.A. Silver Medal.

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

**MEN'S WEAR WINDOWS.**

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

1st Prize—C.W.T.A. Gold Medal.  
2nd Prize—C.W.T.A. Silver Medal.

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

ys this year

# luable Prizes

## FLORAL DECORATIONS.

Class 6—  
 1st Prize - - - - \$10  
 2nd Prize - - - - \$ 5  
 For best window or interior decoration, artificial flowers being used.

## BEST COUNTER OR LEDGE TRIM.

Class 8—  
 1st Prize - - - - \$5  
 For the best arranged overhead or counter trim of merchandise from any department.

## BEST GROUPING OR DRAPES.

Class 7—  
 1st Prize - - - - \$5  
 For the best display of drapes or ready-to-wear grouping arranged in the department windows or cases.

## BEST BACKGROUNDS.

Class 9—  
 1st Prize - - - - \$5  
 For the best background setting used during the year, for anniversary, opening or sale.

### TERMS OF CONTEST:

- (a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.
- (b) Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.
- (c) Photographs must be of this year's work, since August 1st, 1912, and must not have been submitted in any other contest.
- (d) All photographs to be forwarded to the secretary by August 1st, 1913. Pictures will be returned to contestants after the Convention, if requested.
- (e) Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.
- (f) All windows to be judged under numbers, any identifying marks must be removed.

## C. W. T. A. Cardwriting Contest

### CLASS 1—FANCY WINDOW CARDS (General).

First Prize—C.W.T.A. Gold Medal.  
 Second Prize—C.W.T.A. Silver Medal.

### CLASS 2—AIRBRUSH CARDS.

First Prize - - - - Cash \$5.00  
 Second Prize - - - - Cash \$3.00

### CLASS 3—ORIGINAL HOLIDAY CARDS (Christmas, Easter, Thanksgiving).

First Prize - - - - Cash \$5.00  
 Second Prize - - - - Cash \$3.00  
 Third Prize - - - - Cash \$2.00

### CLASS 4—PLAIN SALE CARDS (General).

First Prize - - - - Cash \$3.00

Second Prize - - - - Cash \$2.00  
 Third Prize - - - - Cash \$1.00

### CLASS 5—ALL PEN LETTERED CARDS.

First Prize - - - - Cash \$3.00  
 Second Prize - - - - Cash \$2.00  
 Third Prize - - - - Cash \$1.00

### CLASS 6—PEN LETTERED PRICE TICKETS. (In groups of six)

First Prize - - - - Cash \$2.00  
 Second Prize - - - - Cash \$1.00

### CLASS 7—AIR BRUSH PRICE TICKETS.

First Prize - - - - Cash \$2.00  
 Second Prize - - - - Cash \$1.00

### TERMS OF CONTEST:

- (a) Cards entered must be first used in merchandise displays.
- (b) Not more than two cards to be entered in class 2, and 4. Not more than three cards to be entered in class 3, and not more than six cards in classes 1, 5, 6, and 7.
- (c) No air brush cards to be entered in any class except 2 and 7.
- (d) No contestant can enter more than three classes.
- (e) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet 22in.x28in.
- (f) No card to be entered in more than one class.
- (g) Each card must bear the number of class in which it is to be entered, but not the contestant's name and must be sent not later than August 1st, 1913.

## C. W. T. A. Advertising Contest

### CLASS 1—GOOD ADVERTISING.

First Prize - - - C.W.T.A. Gold Medal      Second Prize - - - C.W.T.A. Silver Medal

Awarded for the best all-round advertising, including general publicity opening and sale announcements.

### TERMS OF CONTEST:—

- (a) Announcements must have appeared this year.
- (b) All copy must be original.
- (c) Not more than six examples to be entered in contest.
- (d) All ads. to be judged on points: 1—Editorial and descriptive text; 2—Layout; 3—Typographical effect; 4—Originality of ideas.

Contestants must be members of the C.W.T.A. and staff employees in Canadian stores.

Contests close August 1st, 1913. The award committee decisions to be final.

All photographs, show cards and advertisements to be available for publication in Dry Goods Review.

## Canadian Window Trimmers' Association

143 University Ave.

Toronto



Christmas display in store of Thornton & Douglas, Stratford.

## Creditable Christmas Window Trims.

The accompanying displays were arranged for the last stage of the holiday rush in the store of Thornton & Douglas at Stratford by Percy Curzon and G. McPherson. It was in reality one display but the extra length of the store front made it impossible to take both sections in one photograph.

Overcoats and suits were used for the background with Christmas novelties and suggestions filling in the foreground. Sprays of holly were used for decorative purposes.

These displays have many features which commend them, the strongest being that they proved to be splendid sales-getters. Direct results were traced.



Display shown at same time as above in Thornton & Douglas store.



Push  
"Arlington"  
Collars

to an unlimited profit for yourself and unbounded satisfaction for your customers. They produce a paying collar business and popularize your store with the best trade. Because Arlington Collars look like pure white linen, wear better, do not turn yellow, or require laundering. Finest water-proofed linen collars on the market, made in six different grades, each superior to any other make at the same or any price. Send for samples of 1913 styles.

The Arlington Company  
of Canada, Limited

58 Fraser Avenue,

Toronto

Eastern Agent: Duncan Bell, 391 St. James St., Montreal  
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto  
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



"KING EDWARD"  
SUSPENDERS

Retail **50<sup>C.</sup>** Price



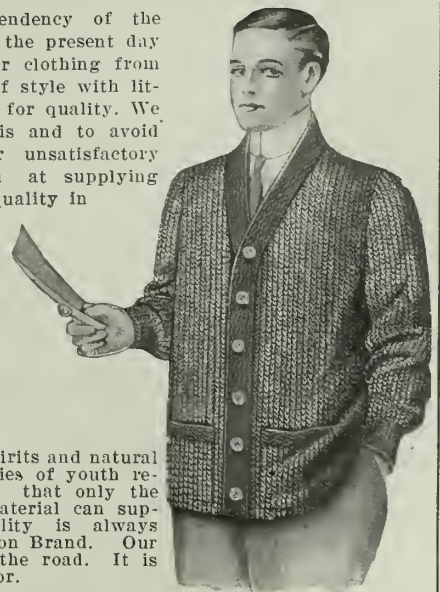
Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

**Berlin Suspender Co., Ltd.**  
BERLIN :: ONTARIO

Youth Demands Style  
and requires quality

The growing tendency of the young people of the present day is to select their clothing from the standpoint of style with little or no regard for quality. We have realized this and to avoid complications or unsatisfactory results we aim at supplying both style and quality in

**Dominion  
Brand  
Sweater  
Coats**



The exuberant spirits and natural strenuous activities of youth requires a quality that only the highest grade material can supply. This quality is always found in Dominion Brand. Our line is now on the road. It is worth waiting for.

**A. BURRITT & COMPANY**  
DOMINION MILLS

MITCHELL

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ONTARIO

# Checking Fire Losses in America

The Loss in the United States and Canada is much larger than in European countries, owing to legislative laxness and individual carelessness—Some appalling figures—Methods of prevention outlined—Buildings must be properly fireproofed and windows protected.

WHY is it that the fire loss in European countries is about 30 cents per head, while in the United States it is \$3, and in Canada \$3.07?

Why is it that Berlin's fire loss is about \$200,000 a year compared to Chicago's \$5,000,000, while Berlin only pays \$300,000 for fire protection and Chicago pays \$2,000,000?

Why does New York pay \$5,000,000 for fire extinction and \$18,000 for fire prevention, when the figures perhaps might be reversed?

These figures are approximately correct and the questions asked become of extreme importance, indicating as they do that there is something radically wrong with conditions in this country and the United States.

What that something is was shown by Franklin H. Wentworth, secretary of the National Fire Protection Association, in the course of an address before the Manufacturers' Association at Toronto. Briefly, the excessive loss from fire in America is due to the carelessness and indifference of the people and the faulty methods of prevention arising out of this public apathy. A brief resumé of some of the striking points that Mr. Wentworth made will be interesting.

The first inkling of the enormity of America's offence in the matter of fire prevention filtered into men's minds about the time that a number of men got together in Boston to carry on a campaign for the standardization of sprinkling apparatus. Prosecuting their work, they ran into a most amazing labyrinth of difficulties arising out of the fact that there were no standards in the United States for anything. Wires could be put up anywhere or in any fashion. There were no rules governing the proper wiring of buildings, no regulations covering material to be used. Every building was more or less of a fire trap. Appalled at what they had found the members of the association saw that a wide field of activity lay before them—educating the American people to a sense of their danger and unpreparedness.

Mr. Wentworth told in a somewhat humorous vein of the difficulties they experienced. The people were indifferent almost to the point of being callous.

## THE MERCHANT'S DANGER.

*The danger of loss by fire is the greatest that the retail merchant faces. It is always pressing; a menace from which there is no escape. It is probably true, however, that few merchants actually realize that conditions in America are so bad and the figures in the accompanying article will serve as an eye-opener to many.*

*The merchant is vitally interested in the work now being undertaken to relieve conditions and reduce the fire loss.*

Newspapers consigned the matter sent them very promptly to the waste paper basket. Finally, some newspapers have taken up the question and much good has resulted from the publicity given. Sensible ordinances are now being passed in a number of municipalities and it begins to look as though the immense yearly ravages of the fire fiend would be checked and, perhaps, in time stemmed.

A few facts quoted from Mr. Wentworth's lengthy and graphic address will serve to set forth the situation exactly as it stands today. The fire loss in the United States yearly has averaged \$25,000,000 for the last twelve years. Brought down to fractions of time, every minute for the last twelve years has seen the destruction of

property valued at \$500. This has been due primarily to the fact that growth has been very rapid and natural resources have been seemingly inexhaustible. In the United States and in Canada, the need of conservation has not been felt and it is only within the last few years that any suggestion of the need has been heard. It is not hard to find whole tracts of land from which the timber has been stripped, left unused without any attempt being made at reforestation.

A still greater reason has been the almost inapplicable degree to which the carelessness of private individuals has been carried. In Germany, there is one place in the household where matches are kept, and one has to go to that place to get a match. In the American or Canadian household, matches are everywhere—on the kitchen table, on mantles, on dressers, in every old coat or vest in the place. If a man cannot put his hand out anywhere in the dark and find a match, he becomes indignant and disgusted. The result is that rats gnaw them, children play with them and fires are breaking out all the time which can be traced directly to the careless handling of matches.

But this is only one evidence of the average person's carelessness in the matter of fire. Men dump hot coals against board fences, they start bonfires near their neighbors' houses, sometimes—less frequently though—near their own. They send up

# "DEACON" SHIRTS



## Flannel Shirts For Fall

For Fall, 1913, we are showing a selection that excels our best efforts in former seasons.

Our Staple Lines are, of course, continued, but, the new attractive designs in Fancy Flannels, Wool Taffetas, etc., are only to be seen to be greatly admired.

High Grade Flannels are in good demand and we are prepared to meet the needs of the trade whose customers demand the best.

Made in all styles—closed or coat style body—with reversible, separate or attached collar.

At prices ranging from \$9.00 to \$36.00 a dozen—to suit all demands.

You owe it to your business to see our line before buying for Fall.

**The Deacon Shirt Co.**  
BELLEVILLE .. ONTARIO

Knit **BEAVER** Goods  
FOR **BRAND** MEN



Style No. 4675

The Ballantyne Sweater Coats for 1913 show all the new ideas brought out for the coming season. Nothing is left out that will please the patrons of the store handling the famous Beaver Brand Knit Goods.

Our line for 1913 has been carefully arranged, and the standard Beaver Brand quality prevails throughout the range. Every number is a live wire value. Every style is a sure winner.

Write now for Samples

**R. M. BALLANTYNE  
LIMITED**

Manufacturers of Beaver  
Brand Knit Goods

STRATFORD, ONTARIO

toy balloons which drip sparks of fire. They seize upon festive occasions as an excuse for introducing all manner of inflammable material into stores and houses. They smoke everywhere—and throw lighted matches around promiscuously and daringly.

Fire has become so common in America that it attracts no attention. In European countries, if a conflagration occurs which creates a loss running up into the hundreds of thousands, there is at once a demand to know how it came about that such a fire could occur, what were the reasons, how the possibility of similar fires should be dealt with, and so on. In America, hundred-thousand-dollar fires are so common that, if a man picks up a paper which does not contain word of at least two or three, he thinks the day's news dull and uninteresting. Public interest or indignation can be aroused nowadays only by a disastrous holocaust.

#### ALL MUST BEAR THE LOSS.

The most significant part of it is that the loss is borne by everyone. The tax is indirect but it is there. Manufacturers have to put a margin on the price of their goods to cover the possibility of loss by fire. When a person buys a piece of cotton, the price paid covers fire tribute to the extent of a certain percentage. When Baltimore and San Francisco were wiped out, the loss was not borne by the people of those two cities. Boston and Toronto are still paying for Baltimore and San Francisco; in the future Baltimore and San Francisco may pay for Boston and Toronto.

Statistics prove that the tribute paid per capita each year for fire losses is \$3. If a collector came around on a blue Monday and demanded from the head of a family of five the sum of \$15 to pay the family's share of the fire loss pater familias would be forcibly initiated into a belief of the seriousness of the matter. Nevertheless, every man is paying it just the same, year in and year out.

#### THE DANGER OF HIGH BUILDINGS.

Big cities are increasing the danger by the building of skyscrapers. New York is no longer a city—it is a disease. Towering buildings, reaching forty and fifty storeys into the sky, are increasing the fire risk materially. What could be done if fire broke out on the fiftieth storey of one of these skyscrapers? As a fire captain once put it, nothing could be done because firemen were not trained "to fight fire in heaven." This tendency toward high buildings is one of the most dangerous elements in the situation.

And the remedy? There is but one remedy and it is gradually being recognized and applied—Prevention.

The most important phase of measures of prevention is to have buildings properly equipped against fire. A properly fireproofed building will

serve as a buckler, holding back the advance of even the most vigorous conflagrations and shielding other buildings from the flames.

New York—or any other city—could be made fireproof if the windows in all the buildings were protected. Flames cannot take hold on walls of metal, brick or concrete but they lap through the windows and catch on the woodwork within. A properly constructed building should have metal casings for the windows, standard shutters, metal screens and wire mesh for the windows. Roofs should be fireproofed. Only by such means is it possible to secure a reasonable degree of immunity from fire. New York has become so thoroughly aroused to her danger that metal shutters are being installed at the rate of 1,000 a week.



#### Season's Records Broken

Vancouver, Jan. 6.—Though money was somewhat tight at Christmas time, the consensus of opinion amongst the stores is that there never was a period in the history of Vancouver when there was such wholesale buying, not indiscriminately, but with a view to meeting the tastes of a large circle of patrons. It proved a time of harvest not only for the large concerns but also for the smaller dealers in the outlying districts of the city.

"We have not had such a keen demand," remarked the manager of Woodward's, when asked for a comparison between Christmas of 1912 and the same date of the previous year, "as there has been at the festive season of 1912. The tendency nowadays is not to make purchases down town, as so many persons think, but to patronize those smaller stores that are located in the outskirts of the city and who are not in a position to handle the large stocks that firms such as we are, do. The result is that it has been a boom time for us all."

When seen on the same subject Mr. Bishop, the manager of Spencer's, Ltd., confirmed what had been already stated by Woodward's. He added that to a great extent these small stores were the feeders for the districts in which they were situated and that they were in a measure dependent on them as distributors for their goods.

He emphasized the fact that at Christmas this had been exemplified in a manner that left no doubt of this and at the same time they helped to relieve the congestion in the down-town stores.

A satisfactory Christmas from every point of view is the tale told by the dry goods representatives despite the scarcity of money, or to be more correct, the want of circulation. Prices were well maintained all round. Needless to say, quality was well represented.





**IMPERIAL  
BRAND  
PURE WOOL  
UNDERWEAR**

Your stock will not be complete until you have selected a few lines from the Imperial Brand range of Pure Wool Underwear.

Imperial Brand is just a shade better than the best of other lines. It is the standard.

We are specialists in Men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan.

Our line is now on the road and will be offered to you shortly.

Don't miss the opportunity to compare our values with others.

Present delivery orders attended to promptly.

Send for samples.

**KINGSTON  
HOSIERY  
COMPANY**

Established 1880

Kingston, Ontario

**STAR  
BRAND  
EASTER  
NECKWEAR**

The early Easter means the necessity for early Neckwear buying. Our representatives are out with a complete range of the new Easter lines and will call on you shortly. The range is well worth a few moments of your time taken in inspection. Have a look through.

**OUR FALL  
UNDERWEAR**

Is also in the hands of our travelers. Place your Fall underwear orders now. Star Brand values are hard to equal.

**Van Allen  
Company  
LIMITED  
Hamilton, - Ont.**

## The Importance of Show Case Display



THE scope of the display trimmer's work has been considerably widened of late. There is now quite as much opportunity to display skill in the arrangement of interior units and showcase displays as in the trimming of the store windows. In the best stores, the contents of each showcase have been just as carefully arranged, with an eye to color blending and effective display, as the goods in the windows.

Showcase displays are window trims in miniature. Only smaller lines necessarily enter into the make-up, but each article has to be carefully placed and the trimmer has to take just as much care to perfect his general "ensemble." A showcase display often attracts just as much attention as a window trim. This is particularly true at this time of year, when the cold weather diminishes to some extent the usefulness of the window display. Customers who enter the store will always give attention to a clever showcase trim and many extra sales are effected thereby.

A splendid sample of a showcase trim is presented in above. The arrangement here is very neat and artistic, neckwear lines being shown to good effect. The placing of the ties, while not new, is effectively done, a particularly good point being the puffed out ends to show the full width of each tie. A partial background is provided by the use of leaves and flowers.

The real merit of this display consisted, however, in the color scheme, and is thus not apparent in the picture. Harmoniously blending, the colors used fitting in together and made this display one of unmistakably artistic merit. It was trimmed by R. K. Dallamore, with Hickey & Pascoe, Yonge Street, Toronto.

**TURNBULL'S**  
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL  
**UNDERWEAR**

The demand for CEETEE Underwear is steadily increasing and we are working might and main to make 1913 a banner year in sales.

We are spending thousands of dollars in placing CEETEE Underwear before the public. We have created the demand and guarantee satisfaction.

If you have already sold CEETEE Underwear you must know the joy of handling a superior, guaranteed and well advertised product. Every sale is repeated year after year without effort on your part.

If you have not sold CEETEE Underwear this is your opportunity to stock it and secure your share of the big profits and customer satisfaction that attend the sale of CEETEE.

Our travelers are just starting out with a full line of all our CEETEE Underwear. They will demonstrate to you the CEETEE Underwear and guarantee.

*Made in all sizes and weights for Men, Women and Children.*

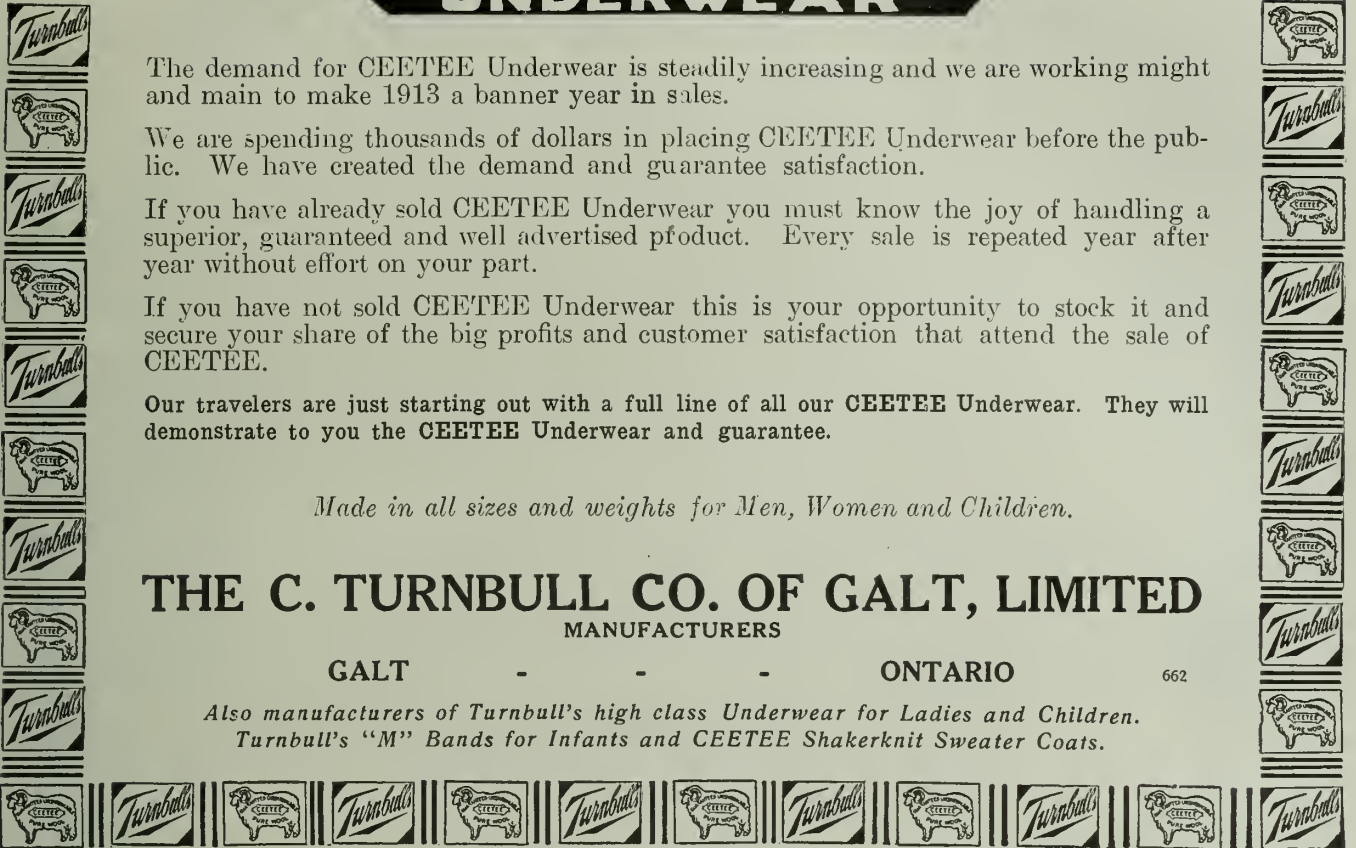
**THE C. TURNBULL CO. OF GALT, LIMITED**  
MANUFACTURERS

GALT

ONTARIO

662

*Also manufacturers of Turnbull's high class Underwear for Ladies and Children.  
Turnbull's "M" Bands for Infants and CEETEE Shakerknit Sweater Coats.*



**Canada's Knicker  
House**

Three factories devoted to the  
manufacture of

**THE "LION" BRAND OF  
BOYS' KNICKERS AND  
BLOOMERS**

With the facilities we enjoy in our three factories, we are in a position to turn out work consistent with the very highest values on the market.

We are boys' knicker specialists, and as such give values that cannot be equalled in the trade in boys' knickers and bloomers.

Build your boys' business with the "Lion" Brand foundation.

**The Jackson Mfg. Co., Clinton**

FACTORIES:

CLINTON      GODERICH      and      EXETER

**PIM'S  
IRISH POPLIN**



*For Distinction, Refinement, Durability, select*

**PIM'S  
IRISH POPLIN TIES**

*They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.*

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers,  
William Street, Dublin.  
Canadian Agents—Hyndman Commission Co., 156 Lombard  
St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg.,  
Montreal.



# Advertising the January Clearance Sale

Some essential features of special sale advertising—Exaggeration should be avoided, but the copy should be prepared with a view to enforcing general attention—The importance of price quotations.

**C**HIEF interest will centre for some time now in the advertising of the special clearance sales which will be held in a great many men's wear stores. A special sale necessitates special advertising efforts. To attempt to stage a sale without investing a certain amount of coin of the realm in printers' ink is highly fatuous and short-sighted. The idea behind the sale is to stir up trade from everyday proportions and create a largely increased demand for certain lines. It stands to reason that if the dealer expects the public to take an enlivened interest in his store, he must do something to arouse that interest.

An important essential is that the advertisement should be made sufficiently conspicuous to attract the attention of everyone; and to achieve this result it will be necessary in most cases to use good-sized space.

Still there is no reason why the special sale advertiser should go to the extreme in this respect. It is a common practice for sale announcements to be

written in lurid style and printed in type of enormous size. The headlines seldom vary. Here are some of them:

Unprecedented Opportunity!  
Selling Below Cost!  
Immense Stock Reduction!

Advertisements of this nature often serve to defeat their own ends. They are too flamboyant in style and too heavy in construction. An exaggerated claim is never accepted at its face value. While the special advertiser must make a certain amount of noise in the commercial world, he need not become stentorian and raucous.

Yes, good-sized space should be used and bold type should be pressed into service. The announcement must "stand out." At the same time, the announcement should not be entirely lacking in dignity and, what is even more important, it should possess the elements of originality. Nothing original results when a man tries to write a headline which



**Big 20 per cent.  
Discount**  
on High-Grade Clothing, Hats and  
Shoes

**STYLISH  
OVERCOATS**  
Selling at \$25.00. Now ~~\$20.00~~

**Take Advantage Of**  
the big smash in the prices of Suits.  
New and up-to-date styles. Regular  
\$25.00 Now ~~\$20.00~~

**J. W. CRESWELL & CO.**  
1007 SOUTH RAILWAY ST.  
FIT REFORM CLOTHING REGAL SHOES  
CLOTHES PRESSED SHOES REPAIRED

The chief fault to be found with this advertisement is from a typographical standpoint. The introduction of so black a letter in limited space (two columns wide) has given the advertisement a crowded appearance. In view of the small amount of reading matter, this could very easily have been avoided. Another fault is the introduction of several different series of type.

One objection to the copy used is that it is hard to follow. The printer is partly at fault for this.

**Clearing Sale**  
*20% discount*

on all our Men's and Boys' Suits, Overcoats, odd Trousers, Fancy Vests, Dressing Gowns and House Coats. Nothing will be kept in reserve. All our high-class

*20th Century Brand*  
garments are included.

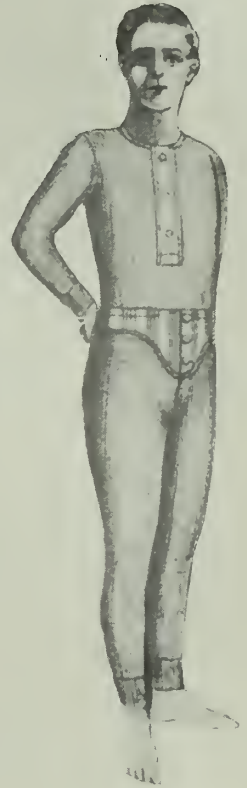
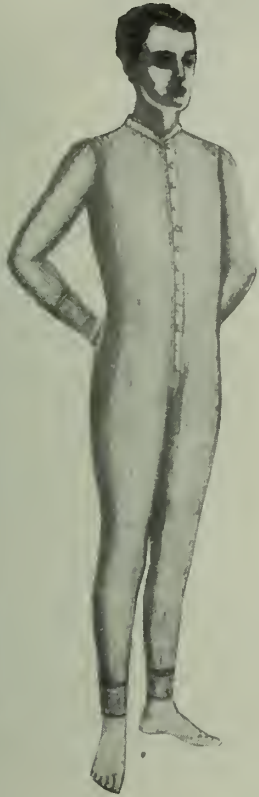
The sale will begin Saturday, December 28th.

**Clubb & Stewart**  
309-15 Hastings St.  
Vancouver, B.C.  
Phone 702

This is an attractively made up advertisement which has dignity to recommend it to discriminating buyers. The heading, however, is lacking in strength inasmuch as it does not make clear the nature of the goods for sale. "Clearing sale of men's clothing" would have been more effective. The typographical appearance of the ad. would have been improved had a wider margin been allowed on both sides of the reading matter.

# Dr. NEFF'S UNDERWEAR

Is Underwear Beyond Compare



IT has the fit, the finish, the wearing qualities, and, what is of supreme importance, the "feeling," which goes with a desirable article of wear. In short, it has those selling essentials which will bring business to your department.

Dr. Neff's Sanitary Underwear can be purchased in Ontario from MOSEY & URQUHART, Manufacturers' Agents, Toronto, and from J. W. PECK, Winnipeg and Vancouver.

The popular Maple Leaf Brand can be secured from all leading wholesale houses. This has been a favorite brand for the last four or five years, and it would be well to see samples before placing your order.

Thos. Waterhouse & Co., Ltd.

INGERSOLL . . . . . ONTARIO

HAROLD F. WATSON, WELDON & CO., SELLING AGENTS  
CORISTINE BUILDING, MONTREAL

## Wreyford & Co. Romain Bldg., TORONTO

Wholesale Men's Furnishers

Dominion Agents for following Manufacturers

### Young & Rochester, London

Shirts, Collars, Neckwear, Flannel Trousers, Blazers, House Coats, Travelling Rugs. Y. & R. Dress Shirts at \$12.50, Dress Vests at \$15.00 and \$21.00; always in stock.

### Tress & Co., London

High Class Hats and Caps. Specialties, The "Mascot" "Lothian" "Talma."

Best values in English Straw Hats.

### Cohen & Wilks, Manchester

"Aquatite" Coats—proofed in the yarn—Homespuns, Gabardines, etc., for city wear, Motoring and Sports.

**NOW IN STOCK!**

English Coat Sweaters with or without collar, Woollen Gloves, Knitted Silk and Wool Mufflers.

## THE "FIT-RITE" SUSPENDER

Perfect Fitting, Comfortable  
Easily Adjusted at Five Different  
Points



This invention paves the way to a most satisfactory suspender business.

It combines comfort and durability in a practical and scientific manner that it has always proved a seller. This brace is made of best quality elastic web fitted with heavily nickelled brass wire clips and Jap tanned leather ends. It is guaranteed against breakage. Gives perfect freedom of action. Write re display rack proposition. Write for prices today.

We make gent's garters, armbands, and all kinds of suspenders, and leather belts.

Made and Sold by

## The Canadian Suspender Manufacturing Co.

92 PETER ST.

TORONTO

USE ILLUSTRATIONS.

It is advisable to use illustrations. Cuts brighten an ad. and, in the case of a special sale advertisement, they help to make it attractive.



Travelers Hold Banquet

Montreal, Que.—With guests at the table of honor including some of the most prominent Canadians in public life in both political parties, the thirty-eighth annual banquet of the Dominion Commercial Travellers' Association December 23 at the Windsor Hotel, was made the occasion of addresses in which men of both political faiths vie with each other in expressing a common devotion to Canada and the Empire, and a common faith as to the high destiny which Canada is bound to assume within that Empire.

Tributes were paid by each man who spoke as to the great benefit to the Canadian national life wrought by the eight thousand Knights of the Grip who formed the membership of the association in penetrating to every city and hamlet of the Dominion, taking with them and scattering everywhere the results of their broader opportunities for acquaintance with social, moral and political questions. The suggestion by the Hon. J. D. Hazen, Minister of Marine, that they should move as an association to try to secure some means by which at election times they would be able to express their opinions at the polls whether the demands of business required their absence from home or not, was received with great applause. Four hundred attended the banquet.

The chairman for the evening was J. B. Giles, and H. C. Wilkins acted as toastmaster. On either side of the chairman were Hon. Chas. J. Doherty, representing Hon. R. L. Borden, Premier of Canada, who was unable to be present, and Sir Wilfrid Laurier, leader of the Opposition. Others at the head table were J. M. Fortier, president of the Dominion Commercial Travellers' Association, Hon. Louis Coderre, Hon. J. D. Hazen, Herbert B. Ames, M.P., Hon. Geo. P. Graham, C. C. Ballantyne, Charles Gurd, retiring president, Lieut.-Col. A. E. Labelle, Captain Demers, L. M. Levine, J. N. S. Dougall, the last two representing the Canadian Manufacturers, A. Balski, representing the Chambre de Commerce Francaise.



Regina, Sask.—The men's furnishing store of J. W. Creswell, which has occupied its present stand on South Railway Street for several years, will remove into new quarters on Hamilton Street early in the Spring.

**A  
CLEARANCE  
SALE OF**

**Smoking Jackets  
Dressing Gowns  
And Bath Robes**

We do not intend to carry one of these garments over, but have marked them at prices so low that they will go quickly

**READ THE PRICES**

Smoking Jackets of all kinds in soft, warm vicunas and reversible cloths, all colors and sizes. Regular prices, \$5.50 to \$15.00

**SALE PRICES, \$3.75, \$4.75, and \$6.75**

**WOOL DRESSING GOWNS**

Made in soft vicuna cloths, with girdle to match, and nice cord trimming. Regular prices, \$8.50 to \$16.50

**SALE PRICES, \$5.50, \$7.50 and \$9.50**

**BATH ROBES**


In warm velours, nice designs, buttoned close to neck

**SALE PRICES, \$3.50, \$4.50 and \$5.50**

Better Procure One at These Low Prices

**J. N. HARVEY, Ltd.**

614 Yates Street, Victoria      Also at 107 Hastings St. W., Vancouver  
LOOK FOR RED ARROW SIGN



On the whole this is a neat ad. with a good share of sales-making strength. The illustration is sufficiently attractive to arrest the eye. The quoting of prices is a strong feature of this advertisement and one cannot doubt that the announcement of clearance values had the desired effect.

The type arrangement is not all that could be desired, however. A headline right across the top would have added strength. The space alongside the cut could then have contained an announcement of the reason for the sale set in medium size type.

will impress on the public that the sale is to be wonderful and peculiarly epochal. Unable to find words to adequately tell of the stupendous bargains he intends to offer, he generally ends up with something like this:—

“Unprecedented Opportunity!”—set up in 96-point Mammoth.

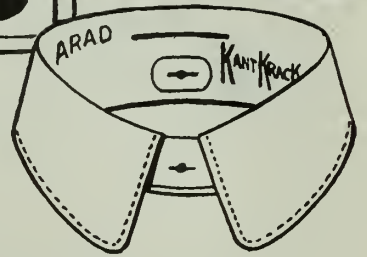
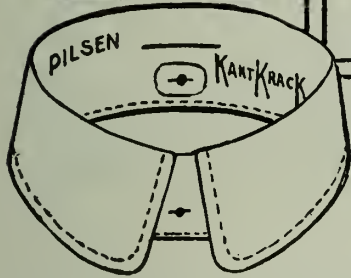
Why not a sane statement of the real facts of the case. Originality can then be obtained and the announcement has more weight.

QUOTE PRICES.

It is, of course, absolutely essential that prices should be quoted. In a special sale it is the price which attracts. Prices should, therefore, be made the real feature of the advertisement. No amount of descriptive matter, telling of the great value of the goods, will take the place. Prospective purchasers want figures, not figures of speech.

# KANTKRACK

COATED LINEN  
COLLARS



Never Fail to Satisfy

The weak points found in many makes of water-proof collars are unknown in "KANTKRACK"

because these points are reinforced in such a way that they are made really the strongest. There is satisfaction for the wearer in every "KANTKRACK" coated linen collar, satisfaction in appearance, comfort and wear. Allied with these is the no-laundry-bill point, which in itself is a big consideration to the wearer. Soap, water and sponge gives a clean collar always. *One grade only and that the best.*

(Made in Canada.)

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

## "ARE YOU READY" FOR 1913?

### Miller Brand Washable Clothing

Place your orders early for your 1913 stock of washable clothing, and get the business of the best spenders in your town. We make all the special clothing used by Barbers, Waiters, Cooks, Butchers, Dentists, Doctors, Bartenders and Porters.



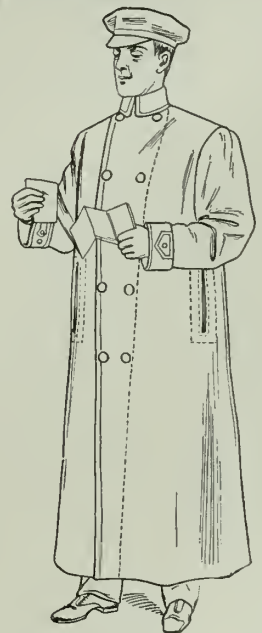
251

- Full Dress Vests,
- Fancy Vests,
- Duck Band Uniforms,
- Hospital Linen Supplies,
- Club and Hotel Linen Supplies,



MADE IN 5 GRADES

- Abattoir Coats,
- Surgeon's Gowns,
- Ladies' and Men's Auto Coats and Dusters,
- Duck Pants,
- Carpenter, Butcher and Waiter Aprons



REPS and WATERPROOF  
Grey, Brown, Fawn, etc.

White Ducks, \$9, \$10, \$12, \$15 per doz.  
Kahki - - - \$11 to \$15  
Cream, Plain and Striped Serges - - - \$24

\$10.50, \$12.00, \$13.50, \$15.00 and \$18.00 per doz.

We specialize on Militia and Cadet Uniforms.

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

S.B., - - - \$18 to \$36  
D.B., - - - \$30 to \$60

The Miller Manufacturing Co., Limited, 251-253 Mutual St., Toronto



Samples of cards for use during February sales.



## Showcards for Month of February

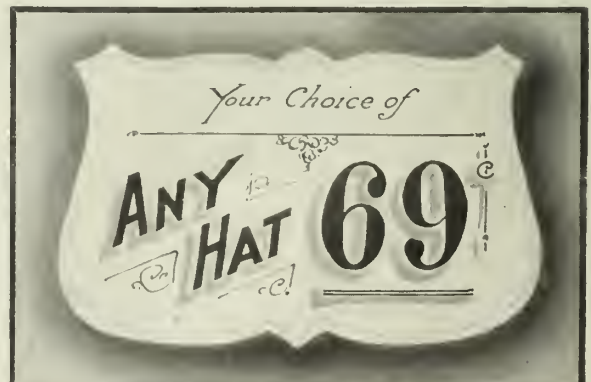
Making use of St. Valentine's Day—Odd lines can be cleared out by progressive methods—The mediums that will make store windows a strong selling force.

**F**RANK BOSTOCK, "The Animal King," once told the writer that one feature of good advertising was to take advantage of a situation or condition. Mr. Bostock was quick to see an unusual situation and equally quick to act in turning it to advertising advantage.

February is a sort of mid-Winter month, a sort of between-style-period that makes it difficult to advertise regular lines. But there is one little day in this month that can be taken advantage of and turned on the advertising wheel to possibly good results. That day is St. Valentine's. You will find it is possible to make a St. Valentine's window that is very attractive. The main feature of the decoration will be hearts. A large wooden rimmed heart can be made with the rim about 6 in. or 8 in. wide, leaving the centre of the heart clear. In this frame work, electrical light bulbs may be set. The wood-work of the heart may be finished in red, either paint or trimming material. The coloring and trimming of the window should be largely in red. On the heart rim and in the open centre may be shown ties, collars, gloves, handkerchiefs, shirts and other articles of men's wear. If the heart should be large enough, some special line of shirts may be displayed in the centre with a neat card hung immediately in the middle of these. On the wooden rim, between the lights, smaller articles may be displayed. Smaller hearts cut from red cardboard may be used judiciously in other parts of the window. On these may be put small articles of men's wear. Small price tickets cut in heart shape from red cardboard and lettered in white or black, will be very effective. Of course, this window is only good for a week at least. There

are still three weeks more of February to be disposed of.

As this is a kind of between season month, would it not be wise to get rid of any of the hanging lines of Winter stocks to make room for Spring lines? There will be Winter gloves, underwear, scarfs, caps, Winter styles in hard hats and other lines that had better be gotten rid of now than later in the season. Divide the other three weeks up between these lines and reduce the price so they will go out rapidly. Call it a "February Sale," "Clearing Sale," "Odds and Ends Sale," or some other good name. Make use of plenty of good window cards and price tickets. We offer a few suggestions in designs and wording, but any of these may be changed to suit your own particular needs. The 75c card will answer nicely for a shirt window when the goods are all one price. This is distinctly a valentine card. The heart is made in red with a black background shading. The



A suggestion for a neat card.





**Manly Gloves,  
manly appearance,  
manly feel, manly wear**

**T**HOUGH fine in appearance and of elegant finish, "Perrin's Men's Gloves" never have that effeminate appearance that is often noticed in men's fine gloves. "Perrin's" Men's Gloves are purely mannish in style, feel and wear.

The trade of the glove-particular man is a very desirable trade to cultivate, for men who are careful in their glove selection are particular about their choice of other clothing and accessories, and price is little or no object.

"Perrin's" Gloves range in price from \$1.00. Beware of imitations.

Sell "Perrin" Gloves for Profit and Satisfaction

**PERRIN FRERES & CIE.**

28 Victoria Square

Montreal



**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.**

arrow can be made in white. The small lettering is black. The figures can be either in black or white and shaded in some subdued color.

The 37c card is a "Tie" card, but can be adapted to any other line. Coloring is the same as the 75c card, but the youngster can be multi-color in make up—red, yellow and blue worked in to your own liking.



A comic card to be used before St. Valentine's Day.

The February Sale card is an air brush design. The columns are in grey stone color. The words, "February Sale," are in red and shaded in grey. Other letters are in black.

The glove card may be done in colors to suit your own taste. The card becomes very effective if cut out around the figure.

The 69c card is a shield design done with an air brush. The lettering and figures in red and shaded in grey.

By adapting these ideas in some measure to your February trade we think you will find them beneficial.



## Modern Garb for John

Chinese edict commands men to dress according to Occidental ideas—Women must abandon trousers and dress as the women of Western civilization do.

President Yuan Shih Kai of the new Chinese Republic has ordered the trousers off 120,000,000 women between Peking and the Yang-tse Kiang and at the same time has forbidden 200,000,000 men, excluding mandarins and scholars, from wearing skirts.

This is a topsy-turvy world. Nearly 10,000 women in the United States are committed to the exactly opposite theory of dress. These supposedly most advanced of hygienic dressers want some form of bifurcated garment for the women of the United States.

Now the oldest civilization in the world abandons its long-time adherence to skirts for men and trousers for women, and issues an official edict compelling Chinese men and women to dress in the occidental fashion.

### HERE'S THE EDICT.

Here are extracts from the edict issued by Yuan Shih Kai and placed in the hands of Yung Yew, Chinese Consul at San Francisco.

**HATS**—Men shall wear the hat known as "derby" for informal dress, and the hat known as "stove-pipe" for formal dress.

**SUITS**—Men shall wear such clothes as are known in other countries under the style of "business suits," for informal dress, and shall adopt the dress known as "full" for formal occasions.

**SHOES**—Men shall wear "shoes" as worn with the aforementioned clothing in occidental countries, to wit: Low tan shoes, high calfskin or other leather shoes, or patent-leather shoes for "full" dress.

Here is a synopsis of the edict as it concerns women:

**HATS**—None prescribed.

**SUITS**—Women shall wear "house gowns" designed upon similar lines with a view to comfort and utility for household uses.

**FORMAL SUITS**—Women shall wear for ordinary receiving the garment known as shirtwaist and skirt, commonly used in occidental countries.

**DRESS SUITS**—Women shall wear moderate negligee for ordinary evening functions and full evening dress for attendance upon state functions.

**SHOES**—Women shall wear shoes instead of native footwear, said shoes to be in conformity with the occasion's demand and with a view to consistency in habit.



Thessalon, Ont.—S. C. Bateman, men's furnisher, is moving to Lethbridge, Alta.

Claresholm, Alta.—C. J. Braren is holding a stock-reducing sale in men's furnishings—the second in eight years. He has taken two full pages in the local paper to advertise the event.

Vancouver, B.C.—A deal has been consummated whereby James G. Potts and Stanley McLeod have become proprietors of the old-established men's furnishing business formerly known as the J. Danaher Co., Ltd., with premises located at the corner of Pender and Granville.

*Spring  
Nineteen  
Thirteen*

THE dyers' strike in France just settled. The dyers' strike now on in England added to the congested state of the market, the higher prices for all raw materials makes this a most difficult season to cater for.

In face of these disturbances we would strongly advise anticipation for a good, long time ahead as no matter how soon these unfortunate delays come to an end, it will mean very late deliveries and higher prices.

We have large stocks on hand in every department and have been very fortunate in our arrangements with dyers and finishers outside of those affected by the strike, so that we should be of more than usual value to makers and dealers in all kinds of woollen fabrics for both men and women.

*Nisbet & Auld, Limited*

32 & 34 Wellington St. W. - - - Toronto

## S. D. COLLARS



### Are Gaining Ground Every Day

because of their stylish, real-linen appearance, their comfortable fit, and their great durability.

They are real linen collars with the laundry bill omitted. They are just as serviceable as rubber collars without the breakage and odor. Made in three qualities.

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

## Every Ambitious Merchant



SHOULD  
READ

## SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE \$2.50

All Orders Payable in Advance.

TECHNICAL BOOK DEPARTMENT  
**MacLEAN PUBLISHING CO.**  
143-149 UNIVERSITY AVENUE :: TORONTO

## The Financial Situation

THE latter part of 1912 was characterized by tightness in the money markets. Some were inclined to read into the financial situation evidences of impending depression. The tightness was due, however, to many causes and was not in any sense the result of unsound industrial conditions.

There is to-day evidence a plenty that the year 1913 will be extremely brisk from the standpoint of trade and commerce. Nevertheless, it is anticipated that there will be no marked improvement in financial matters. There is every reason to believe that money will continue scarce, due to the excessive demands which will be made. The financing of the war in the Balkans will create a strain on financial resources which will be felt in the sources upon which Canada leans to a great extent for financial assistance.

Another reason—and an important one—is the fact that the crops have not brought in the volume of money that was anticipated. United States crops broke all records for size and yet, contrary to all expectations, the increase in gross value over the 1911 crops is only 1.2 per cent., according to estimates of Bradstreet's.

Back of these outstanding reasons, looms up the all important fact that costs of living have increased enormously. This has reduced the margin of savings and, as the immediate result, has limited the amount of capital available for investment. In Canada there is reported to have been a decrease in savings deposits during the last few months, a significant sign of heavy individual expenditure. This tendency keeps money in circulation and stimulates trade, but the pinch is felt when it comes to financing the developments which increased trade necessitates.

Financial authorities are predicting a year of comparative financial tightness, but are not drawing gloomy conclusions therefrom. A writer on The Financial Post says: "I believe the experience of the year 1913 will prove salutary with well-managed Canadian businesses. We have to some extent passed the stage of novelty in Canada's great development, and seem more in the mood for sober second thought, and so it would seem that, on the average, business methods and projects will be thought out rather more coolly than they have been—an influence which should be favorable both to stability and net profits. I hope it will not be a boom year."

Undoubtedly there is nothing to fear. On the contrary the financial situation may bring splendid results in elimination of "wild-eating" and the rash speculation which financial freeness frequently creates.

# The Early Bird

## EASTER NECKWEAR

A good many merchants will underestimate the closeness of Easter this year. Sixty-two years have lapsed since Easter came as early as the 23rd day of March before. This means then the Easter buying must be done at least two or three weeks in advance of other years. Don't be behind. Be an early bird. Our exclusive range of Easter knitted neckwear is a real surprise. We have a most complete showing of men's and women's ties in all styles and shadings.



**Women's Dainty  
Knitted Tie  
—The Gillies**



**The Men's  
Knitted Tie  
of Excellence**

### THE MUFFLER FOR NOW

Several months of muffler selling is still before the merchant, and if the usual Canadian weather prevails, as it usually does after a mild beginning, there is bound to be a big demand for the knitted muffler. The "Gillies" Knitted Muffler is a real live issue in the muffler world.

### The A. J. Gillies Manufacturing

COMPANY

FORMERLY

### Laces & Braids Manufacturing Co.

121 PRESCOTT AVE., TORONTO

# A Modern Force in Business

**A**DVERTISING has established a new order of things in commerce. It has become a mighty power in business progress; a complex yet comprehensive transmitter of many parts for the distribution and selling of merchandise and service.

Its function is fivefold:

To enlighten or educate—to create new wants or to satisfy old ones—to protect and foster legitimate enterprise—to establish a medium of understanding between buyer and seller as a basis for mutual profit and advantage—to prescribe an economical price and the maintenance of a fixed standard of quality.

None know better than the buying public how well these functions have been fulfilled.

Modern advertising has given us an insight into various manufacturing processes. The producer has taken us, the consumers, into his confidence and told us just how his mince meat, his flour, his clothing, etc., is made. We know why certain things should or should not be. Advertising has told us—broadened our understanding and guided our judgment.

Modern advertising has enabled us to unlock the treasure house of the world's divinest melodies through the medium of the player-piano. The motor car has lengthened the business day and brought the fragrant countryside to our door. Men shave in comfort in ten minutes where they used

to take twenty. A magic bottle provides us with cold drinks with the weather at 90 degrees or gives us a warm beverage when Jack Frost dips at 40 below.

Modern advertising has elevated the standard of business ethics. It protects the manufacturer from unscrupulous competition and the consumer from base imitation. It conserves trade—extends business—creates good will. It enables the corporation, the manufacturer or private individual on trial to take his case directly to the public, and to secure the public's judgment on his policy or character based purely upon their respective merits.

Modern advertising has opened up new opportunities to the oppressed and poor of far-off lands. It has turned an unceasing tide of immigration to new countries. It has developed nations, and made the name of the New World a promise of better things among the people of the Old.

All this advertising has done and will continue to do. It is the ever-increasing influence for the advancement of mankind—the most potent, indeed, of the many forces influencing human action.

*Advice regarding your advertising problems is available through any good advertising agency or the Secretary of the Canadian Press Association, Room 503, Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write if interested.*

THE next issue of Dry Goods Review will feature Knitted Goods.

Advertisers should get their copy in early to secure good position in this issue.

Forms close January 29th.

## Condensed Advertisements

### BUSINESS CHANCES

FOR SALE—DEPARTMENTAL STORE ON main line of C.P.R., population twelve hundred. Government has promised to make this the railroad centre of eastern Saskatchewan. Survey for G.T.P. into the town now in progress; C.N.R. promised. Population of town will double in two years. The only departmental store on the main street, and only one other opposition in the town. Sales last year almost eighty thousand dollars, have been over a hundred thousand. Under good management can be brought back to that figure. Business owned by a wholesaler. Ten thousand will handle. Terms on balance can be arranged to suit purchaser. Building

leased at low rental or bought on reasonable terms. Stock about twenty-five thousand. Price eighty-five cents. Apply Gallagher & Co., Moosomin, Sask.

FOR SALE—ONE OF THE BEST MEN'S furnishing, ready-to-wear, special order business and tailoring business in the best town in Western Ontario, controlling some of the best agencies. Turnover \$25,000. Can be increased to \$35,000 on a \$9,000 stock. Best stand and rent easy. Address Box 200, Men's Wear Review.

FOR SASKATCHEWAN — Agencies for store fixtures and fittings of all kinds. Also fixtures for Department Stores, Office Buildings, Banks, Schools, Churches, and Theatres. We cover Saskatchewan three times a year, and work the larger cities all the time. North-West Specialty Company, Saskatoon.

### SITUATION VACANT

WANTED — FIRST-CLASS EXPERIENCED woman as assistant manager for women's specialty store, Toronto. Must have knowledge of cloaks, suits and dresses. Splendid opportunity for applicant of ability, good personal appearance and high character. Apply, stating experience and salary required, to Box 123, Dry Goods Review, Toronto.

### AGENCIES WANTED

AGENCIES WANTED FOR SIDE LINES IN gent's furnishings or other special lines by responsible and experienced men. 401 Rogers Block, Vancouver, B.C.

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## Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."



# WHERE 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



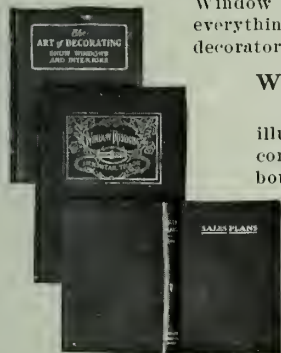
### Retail Advertising Complete

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

### 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.

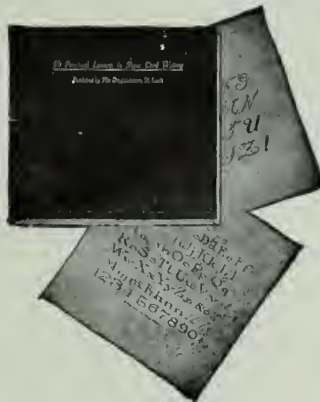
Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject, and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for .....\$2.50



### Card Writers' Chart

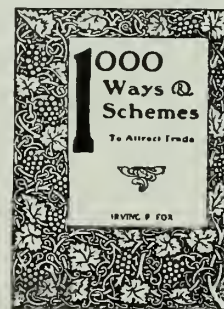


A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations. Materials Needed, etc. Price post paid, ..... \$1.50



### 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

# A Complete Tailoring Department

## HOW TO GET IT

---

**W**ITHOUT investing one dollar you can add a complete tailoring department to your store, and double your profits in the clothing department.

**T**HE Art Clothes selling outfit for Spring is certainly a complete department. It consists of over 350 large Samples in Book or Swatches, Fashion Portfolio, eight handsome Window Style Cards, six Window Phrase Cards, Ad Book, Measurement Blanks and all necessary equipment for taking orders.

**A**FTER providing for over one hundred names on our waiting list that could not be supplied last season, we still have a limited number of outfits for Spring.

**T**HERE is no charge for samples, the only cost to merchant is express charges.

**T**HIS splendid selling outfit is backed by clothes that are really hand tailored and are absolutely guaranteed to fit and give satisfaction. Made to retail from \$18.00 to \$50.00.

**I**F Art Clothes are not represented in your town and if you are—or want to be—the leading men's wear store, write us for particulars. Samples ready to send out now.

**The Art Tailoring Company**  
Toronto LIMITED Canada

# MEN'S WEAR REVIEW.



FEBRUARY : 1913

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

# Art Clothes

## *Ready-to-wear*

NATIONALLY known as the premier Made-to-Measure Tailoring Line, Art Clothes now enter the Ready-to-Wear field.

FOR Fall, 1913, dealers who carry a certain amount of stock are offered a Ready-to-Wear Service as a permanent addition to the Art Clothes Special Order Tailoring Department.

ART Clothes, Ready-to-Wear, which will shortly be shown from coast to coast, are strictly hand-tailored with the same care and attention to details for which the Special Orders are famous.

STICKING to one line and boosting it is the secret of retail success in selling clothes. There is no room for two lines in stores which sell Art Clothes. Representatives showing Art Clothes, Ready-to-Wear, are now on their way. A post card will bring one of them in your direction. Send it in now.



**The Art Tailoring Company**  
Toronto LIMITED Canada

## Features of this Department

Turned Stock Forty Times Last Year.

Unique Advertising Built Big Business.

Should Take Stock on Cost and Selling.

Developments of the Streamer Idea.

Essentials of Clothing Salesmanship.

Tobey Holds a "Peach-of-a-Sale."

Small Sale Led to Profitable Transactions.

Novelty Neckwear to the Front.

Silhouette Work in Card Writing.

How Stout Men Should Dress.

# Turned Stock Forty Times Last Year

The phenomenal record of Way & Joy of Hamilton—They are now completing a new store which will be modern in every respect—Splendid provision for window displays—The policy of progressive firm defined.

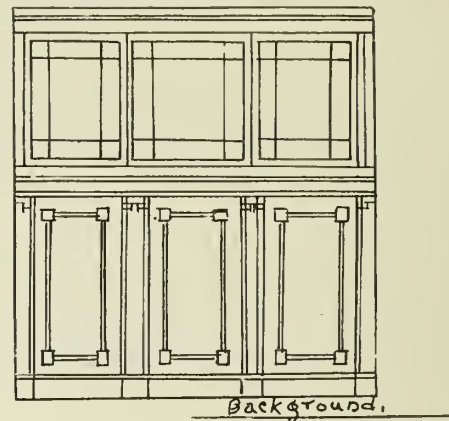
**W**AY & Joy, Hamilton, are remodelling a new store at the corner of James & Rebecca Sts. The plan will be ready for business by Feb. 15th. Hamilton is one of the foremost clothing towns in the Dominion and business in men's clothing and furnishings is tending north. The number of new and successful houses doing an exclusive trade and which are situated in this district is striking evidence of this trend.

Way & Joy have been in three locations, all within a block of each other. Their first stand was near the Royal Hotel in a small store with a corresponding stock. As a result of attention to business and up-to-date and careful buying, the stock was moved in April, 1910 to a larger store at 56 James St. North. They are still growing as the new store combines two stores in one and is situated on a prominent corner.

## TURNUED STOCK FORTY TIMES.

Way & Joy turned their stock 40 times last year. They are inclined to attribute this showing to good fortune and modestly thank their patrons for the support. The amount of business done is not the result of large stock or of quantities but of confidence and salesmanship with the correct goods at the right time. In the past, a ready-to-wear and special tailoring business with a full line of accessories, added as the business grew, have been handled. In the new store it is hoped this trade will be increased. It is maintained by this house that a satisfactory

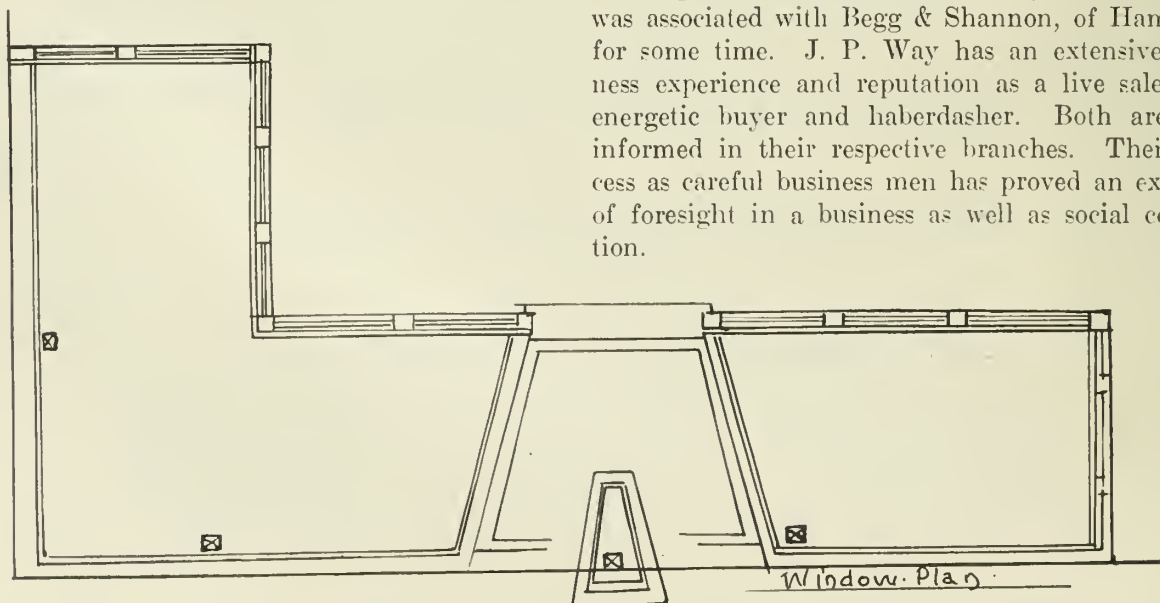
turnover and satisfied clientele no longer depend on the quantity but in the class of trade merited by exclusiveness and efficient service. In the new store, while new departments are added and stock increased, the assortments are only broader in proportion to the extra amount of business anticipated. The successful policy of the firm will be strictly ad-



Panelled window, background in artistic design, finished in veneer wood with pilasters to match. Way & Joy store, Hamilton.

hered to. They will feature good taste and conformity to the dictates of personality in dress combined in the class of stocks carried.

Both partners in the firm are well connected with the clothing trade. The partnership formed in the small store was preceded by experience in leading clothing and men's furnishing shops. H. C. Way was associated with Begg & Shannon, of Hamilton, for some time. J. P. Way has an extensive business experience and reputation as a live salesman, energetic buyer and haberdasher. Both are well informed in their respective branches. Their success as careful business men has proved an example of foresight in a business as well as social connection.



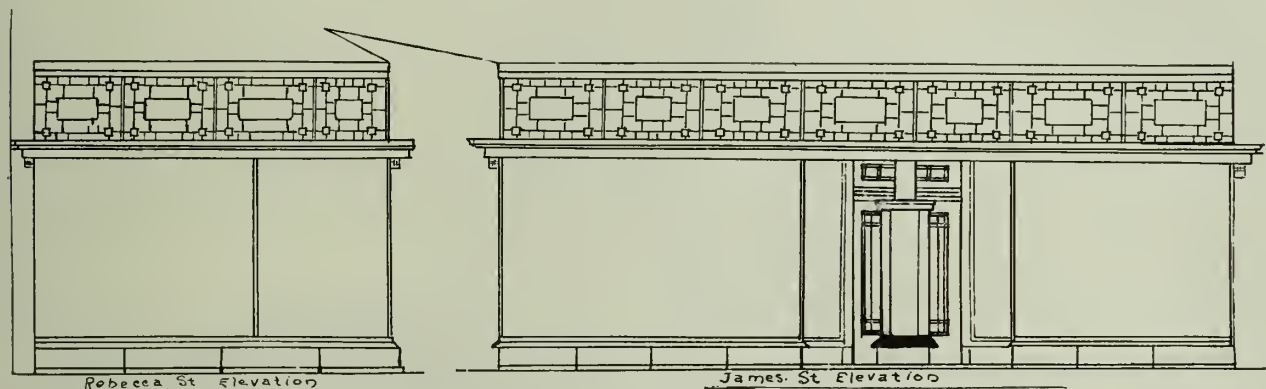
Window layout, entrance and show case, with the vestibule, sliding doors and supporting pillars panelled with mirrors. Way & Joy new front, Hamilton.

## MEN'S WEAR REVIEW

The new store is to be up-to-date in every respect and will embody many of the practical ideas of modern storekeeping. The two stores give about 2,000 square feet of selling space with ample counter and stock room about 32 x 50 feet. There will be two entrances with the corner window forming an apex between the front and side doors. The front is all glass and brass with ventilated sash and white art glass transoms of unusual depth on account of the height of the ceiling. The window is continued

ceiling lamps are new to the trade and instead of direct rays, upward or downward, the reflectors give a combination of both, which is a soft mellow light adapted for men's wear stores. The case unit display idea is to be followed and especial attention to this form of display in the window will be depended on to result in increased sales and continue to build up the business.

Clothing, men's furnishings in well known branded lines and high class tailoring are featured



Modern store front installed by Way & Joy, Hamilton, showing James and Rebecca St. elevations. The artistic transom lights, with green marble base, panel door and expanse of glass are features.

about 12 feet on the side street. The doors are bevelled panelled glass with monogram.

Window backgrounds are the same design front and back and are of approved construction. They are panelled about 3 feet wide and 7 feet high and finished at top with a neat moulding. Clear glass plates finish to the top. The window interior is highly polished mahogany made of veneer board and panelled with 3 inch straps to match. The ceiling is also panelled and a battery of electric lights is being installed along the outside top. These are placed about 18 inches apart and the latest reflectors to diffuse the proper light are being used according to fireproof regulations.

The interior is to be done completely in mission or weathered oak finish. The dividing wall has been removed and the floor layout is to comprise the latest wall cases for neckwear shirts and hats, counters and silent salesmen with display fixtures are all matched. The rack clothing system is used as it has been found most practical. The wall fixtures and cases are planned in an "L" with consecutive arrangement for good stock keeping and merchandising. The office fitting rooms and special order department are to be conveniently arranged in their relation to the main stock. The ceiling is heavily beamed in Colonial style and panelled with heavier board in natural chrome shade. Walls are ingrain with a neat conventional border.

For indoor lighting double, white globe, semi-diffusing lamps on chains are suspended in two rows and the necessary case and counter lights and reflectors are provided. The construction of the

by this firm. Customers have the option of ready-to-wear, semi-ready or made-to-measurement or the choice of materials for special orders.

The slogan "Tailors to men, who know," appears in every form of advertising which is promoted. One season style and good style once or repeated at the customer's order is the simple story of success in buying salesmanship and advertising. The attraction of something new always and of suggestive salesmanship through introduction is recognized as important in living up to the motto of the store. A close study of the customer's wants and of individual customers is always suggestive of new ideas and a quick grasp of opportunities.

The new stock for the "Opening" is placed and shipment ordered in time for an early start for Spring business. The lines represented show the foresight of the firm, as buyers in their interpretation of the Spring season's styles or value of comparative lines. Combined stock and store will equal any of the high-class, exclusive men's wear stores of its size.

Way & Joy are looking forward to continued patronage as in the past, which has enabled them to bring their business to the present high standing. They feel that with the new store and a well selected stock they will be in a position to continue their epoch making growth through good service. They also hope to extend the spirit of enthusiasm which prompted them to serve customers through the rebuilding twice in a part of the store with a board door and the inviting signs, "Way & Joy are here. come in and see them."

# Unique Advertising Built Big Business

The experience of Tom Murray, men's wear dealer of Chicago—An old Canadian boy who has "made good" with a vengeance in the mid-west metropolis—Used back of his head to good purpose.

THE following article, which tells the story of the success achieved by one wideawake merchant through distinctive advertising, appeared in Hearst's Magazine. Edward Mott Woolley, the author, is well-known as the writer of highly interesting articles on business experiences. The article appended will have a particular interest as the subject of the sketch, "Tom" Murray, is a Canadian by birth.

"This is Tom—meet me face to face."

Of course some advertising experts will tell you that theoretically the back of a man's head is not good advertising. Why, indeed, should a photograph of a merchant's occipital regions make his business famous and his purse fat? There is no selling argument in such a picture, is there? And really, why should anybody have wanted, in the beginning, to meet the back of Tom Murray's head face to face?

Tom Murray lives in Chicago. You don't need to tell this to Chicago people. There isn't a man, woman or child in that town who hasn't seen this curious picture—and all of them big enough to want things at all have experienced a mighty yearning to get around on the other side of that confounded photo and see what the anterior of it looks like. Without caring a continental about the theory and practice of advertising, Chicago people have a most extraordinary and persistent longing to meet Tom—who runs a downtown clothing store and haberdashery.

To be consistent is a rare accomplishment. To stand out from the common lot is an achievement attained by the few. To get people by the arm and march them around to your store, unresisting, is a trick that seems to many a merchant like the black art of a conjurer.

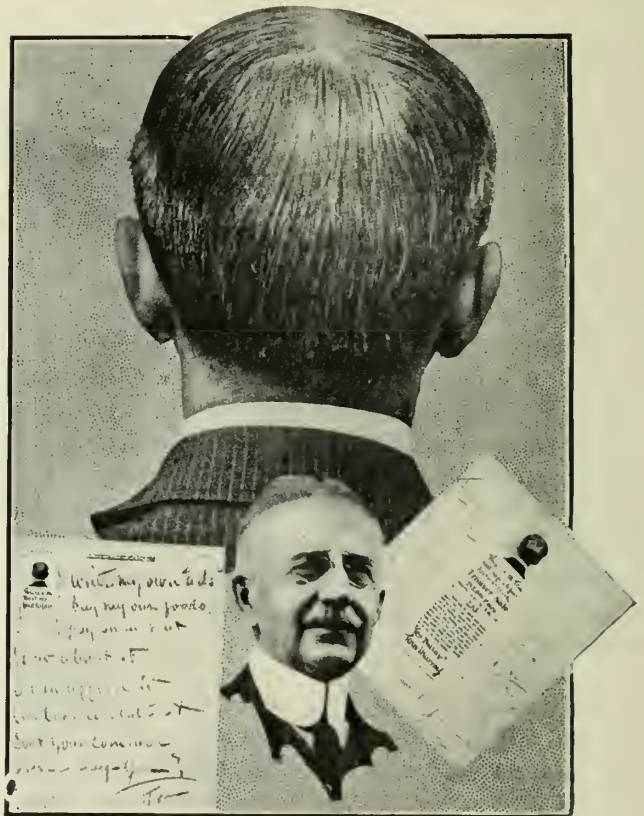
And yet it is not so difficult a thing as it sometimes seems. At least, men are doing it here and there about the country with apparent ease. Tom Murray is only a type. Not all merchants want to be Tom Murrays in Tom's peculiar and original sense, but many of them would like to be, and can be, more efficient as advertisers. Inefficient advertising, like inefficient salesmanship and labor, floods the market.

It was his original brand of advertising that made this Chicago merchant's name and store known to everybody in the mid-Western metropolis. He was born in Canada and raised in a small town, working in a local store and earning twenty-five

dollars a year—yes, a year!—"finding" himself. He had no boost-off.

Nobody heard much about Tom until he opened a little furnishing store in Chicago in 1897. But after he bought a sign with "Tom Murray" on it, he began to wonder what he might do to make that commonplace cognomen immortal.

It came about in quite a natural way. The Sheriff of Cook County was chasing Tom rather hard—sheriffs have a way of chasing commonplace people. Chicago men insisted on buying their shirts



View of Tom Murray—both front and back—and some samples of his card advertising.

and collars elsewhere, and a big stock of suspenders and neckties as well was going begging.

So he sat down one night and thought pretty hard. Then he reached for a blue pencil and wrote in bold chirography on a piece of cardboard: "Closed, But Not by the Sheriff." It was signed "Tom."

The first and last words in this ad. were very large, while those in the middle were tiny. When the card appeared in the window next morning, a crowd gathered around it instantly. Then some-

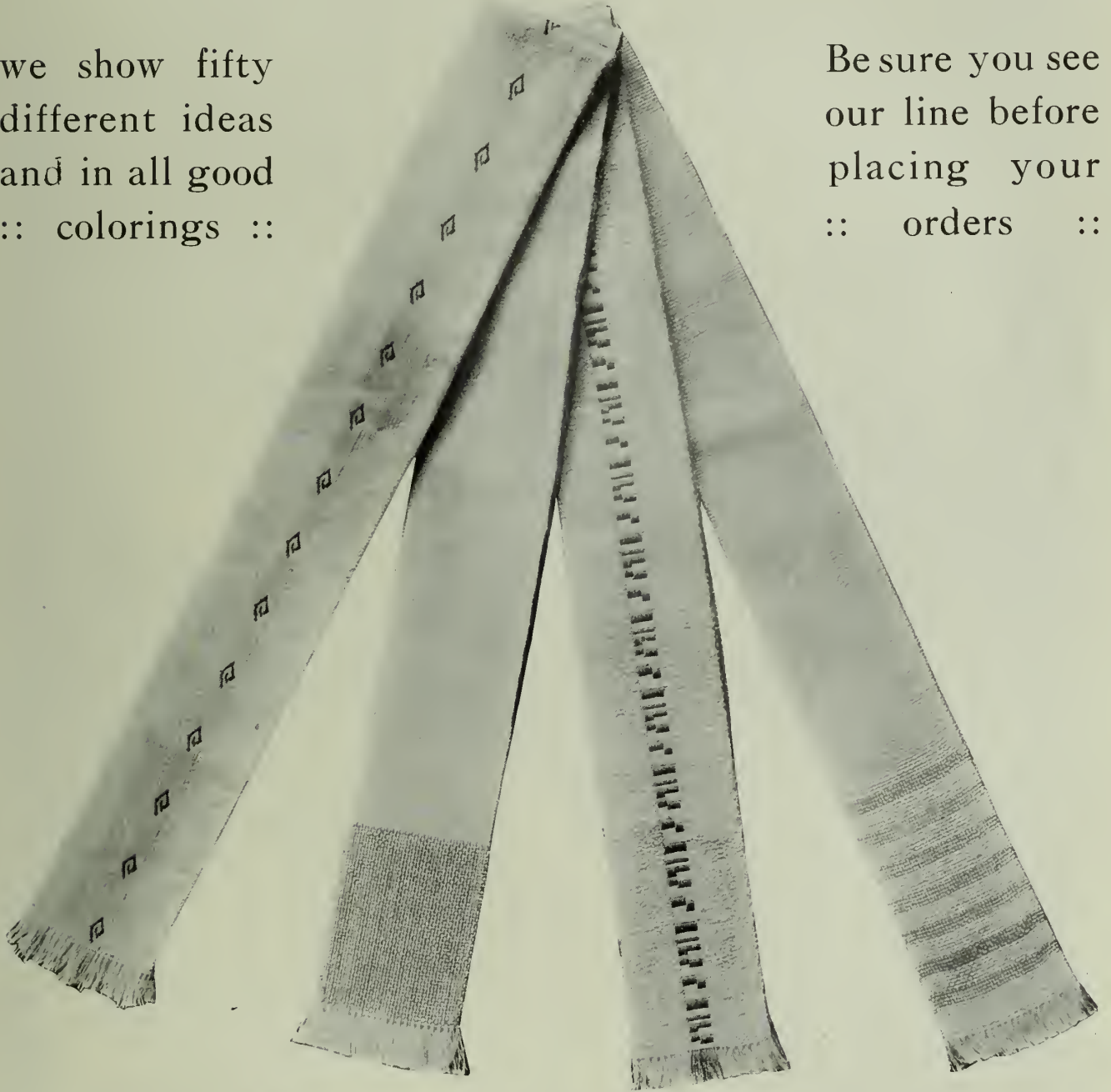


# TUB TUBULARS

All New Novelties For 1913

we show fifty  
different ideas  
and in all good  
:: colorings ::

Be sure you see  
our line before  
placing your  
:: orders ::



## THE HOUSE FOR NOVELTIES

Washable Tubular Neckwear is the right kind for you to buy—order early and then you will not be disappointed.

### E. & S. CURRIE, LIMITED

NECKWEAR MANUFACTURERS

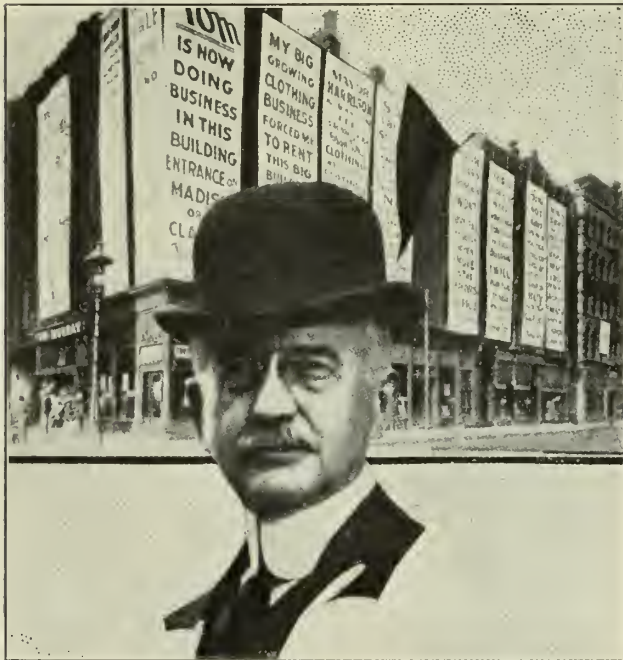
TORONTO

body tried the door to see if it were locked. Yes, it was.

Now, a most important question immediately arose out there in the growing crowd. If Tom Murray wasn't closed by the sheriff then why in thunder was he closed? This puzzle spread, and the crowd grew so dense that a special detail of police was sent to control it.

At the psychological moment, Tom took down the sheriff card and put up another, explaining that the store had been shut until a nice big jam of people assembled, ready to buy collars, suspenders, neckties, ad lib.

Afterwards, Tom's famous photo of the back of his head appeared as a decoration in the various



Tom Murray believes in posters for advertising, as this illustration evidences.

All Chicago is familiar with the Murray style of autograph advertisements, displayed in the street cars, on the elevated railroads, in the newspapers, and in his show windows. Here, too, is the same distinction that sets the whole line of advertising quite apart by itself. There is nothing else in Chicago just like it. Tom Murray's blue-pencil talks have "Tom" written all over them! there can be no mistake.

Mr. Murray originated his peculiar style when he was running close-hauled, and the sheriff was out hunting for him. He had no money to advertise in the ordinary mediums, so he wrote his talks on card-board and filled his windows with them. They were old comminglings of selling arguments and personal views on the philosophy of life. And today Mr. Murray's advertisements follow the very same scheme they did when he began.

"Are you so prosperous." Tom inquired in one of his blue-pencilled ads, "that you cannot be helped? I sell clothes, furnishings, hats and shoes; also brains. Ask any traveling man from Chicago what he thinks you will get for your money."

Then, up in the corner of the card was the usual picture of Tom's neatly brushed and barbered occiput, with the legend "You can meet me face to face at Jackson & Clark. TOM."

It took Chicago only a short time to get into close sympathy with Mr. Murray's gentle and intensely human little sermons. "Let's go around and see what Tom is preaching about to-day," his friends in the down-town districts used to say—in the days before he inaugurated his broader campaigns. Group after group would make a special excursion to the Murray window. There, in the blue-pencil writing and vigorous diction of this advertising genius, they would see something of this sort:

"My religion is to use every man better than I would use my pet dog or horse, and that is good treatment. If a merchant follows this policy in selling goods, the customer can't go wrong when he buys."

Within three or four years Tom Murray's annual sales had jumped from thirty thousand dollars to a quarter of a million. They kept on going up; he kept on advertising. He is advertising to-day and his store is still growing. Everybody in Chicago likes Tom. He has been a tremendous influence in that community for better living, better business, and a better city.

Now when you get right down to the secret of it all, it can be summed up, perhaps, in one word: "GRIP." Tom Murray's advertising grips the people, fascinates them, gets a hold on their hearts. It helps people, and when you can say that about advertising you scarcely need to go further. Any man who in his business can benefit his customers is already on the highroad called Success.

traction conveyances, and people who didn't already know Tom speedily discovered him. For years thereafter, an anxious public looked in vain for a portrait of his face.

A man of great mystery was Tom. The solution lay in a visit to the store. Many and grotesque were the ideas he worked into these advertising cards, but underlying all of them was the one big idea that made Tom Murray famous.

But of course the back of Tom's head, of itself, did not build up the business and maintain it. This sort of thing was merely the fireworks. Accompanying it was always a strong undercurrent of genuine selling ideas—advertising that really advertised the goods he had to sell.

Mr. Murray reasoned, however, that no commonplace copy would go. The back of his head, as the star actor in his commercial drama, must be supported by a capable leading man, as it were.



*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



# Novelty Neckwear to the Front

Is rapidly becoming the large end—The high style influence comes from Bulgarian, Oriental and Turkish effects—Oriental styles shown in beautiful fabrics—Japanese and Egyptian patterns on light-weight summer lines.

NOVELTY neckwear is fast becoming the large end of the neckwear business in men's furnishings. Buyers are featuring exclusive neckwear, both oftener and in better qualities with growing success. For exclusive house the trade is fast recognizing the demand for high class novelties. Business is divided between lines, which show the trend of coming styles or numbers, which are to a limit of price. Value and design are good in qualities but quality and exclusiveness are gaining in importance, as each men's furnisher finds the possibilities of natty showings. This year's Easter samples of neckwear contain many striking designs, which are different, their number shows the confidence of the trade. Selections are unsurpassed for seasonable choice.

Early business on Easter placing is reported good. Different comments are heard on the likely returns of business for the merchants. This makes this season more important as one in which novelties will comprise the bulk of the sales. Men's furnishers, who prefer to buy often and diversify their ranges with new styles, patterns or unique designs, to cater to more exclusive trade, are also considering the Easter demand. Exclusive trade demands style without so much value. Considering the merit of the materials quality and design, value is just as apparent. These styles, because of the attraction of each selection, are the numbers on which profits are first with the furnisher and price secondary with customers. Each store has a certain amount of early trade and although some furnishers are not anticipating the height of the season until afterward, ranges are being carefully selected to invite early business.

This season a man's neckwear is more conspicuous. Early ranges are "louder." Compared with last year's samples, the decision of the trade seems to be good taste. Patterns selling are largely personal preference. For high style the influence, which is seen in the novelty development of silks, is evident.

Bulgarian, Oriental and Turkish effects and colorings are shown in beautiful fabrics for exclusive trade. These include Paisley's, tapestry effects, striking bars on matelasse, bordered end printed foulards, veiled cashmeres, crepes, velvolenes and Bengalines. Some of the soft veiled cashmere patterns are entirely new and carry out the trend of style from Eastern countries. In similar novelties set figures printed on crepe are good. Oriental designs and the introduction of Japanese and Egyptian patterns are conspicuous on light weight Summer

silks made in graduated open end shape. They promise to be prominent for midsummer because the patterns are new and different. Cheaper numbers are accepted in plain grounds with colored bias border or black bordered ends. Line stripes and neat designs with single or double contrasting bar are selling well. In plain fabrics a new crepe is being appreciated by furnishers. This is a companion number to a higher priced fabric and is expected to

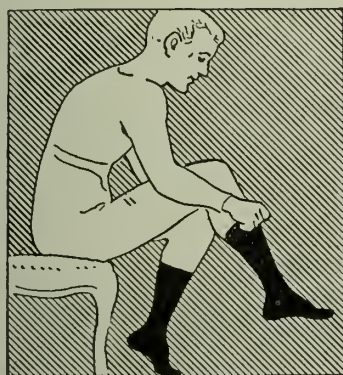


Novelty Easter neckwear in cashmere and set designs in Eastern and Bulgarian colorings. Courtesy A. T. Reid Co., Toronto.

fill a demand for a popular lower priced number with a fair margin of profit.

The tones are lighter, although the ranges include every shade. The designs comprise two tone mottled stripes, real paisley or cashmere combinations or brilliant figures or bars or plain silks. Some of the best of these are rose and black, light and dark grey, helio and grey and two tone blues. Other patterns are in green and gold, blue and gold, garnet and rose, purple and green and brown and purple. The predominating colors in bias or border ends are blues with blue, black or Roman stripe contrast. Browns and tan in similar designs and any gold grouping

# 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.

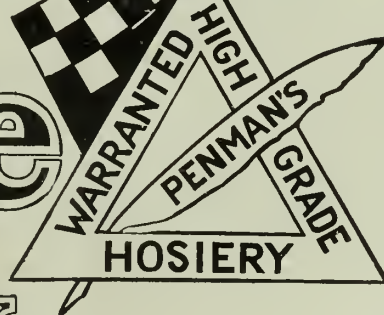
## KNIT TO FORM—AND THE SEAMS OMITTED

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.

**Penmans Limited**  
PARIS - CANADA  
Underwear, Sweaters, Hosiery

68

# Pen-Angle



Full-Fashioned  
Seamless

# Hosiery

are selling. Gray, black and white and black with red in neat line stripes with marked bias border are staple. Some striking Jacquard patterns in the best shades are doing well in the average numbers.

Open or closed end graduated shapes are preferred in the better grades. Many of the shapes are larger. All bar effects are usually bias. Batwings are taking fairly well to wear with wing collars. Most of the designs show narrow bar or fringed ends with stripe on a plain ground.

In knitted ties the novelty is in accordion knit, graduated open end shape. This makes one of the neatest effects yet produced and promises still an-



A New Number.—Roman stripe, border-end, novelty in a range of seasonable color contrasts. Courtesy Van Allen Co., Hamilton.

other development in this branch of the industry. This shape is likely to be shown in bias bars and border ends and is already seen with small check bar and similar neat effects. Contrasting colorings in cross bar under knot designs are still in the lead in straight ties.

Improved dress ties are being placed on the market. These are made in collar sizes and fit accurately. They can be adjusted perfectly because the buttonhole at the back allows sufficient play. Tying the knot precisely in front is assured and the tie is

kept down front and back by the buttonhole and tabs. This new tie promises to be well received by the general trade.

The vogue for predicted Imperials and larger ties is being taken advantage of in better numbers. With good early Easter business and the season away to a good start, the result should prove exceptional. Most of the buyers are putting design and quality before price on the novelties and, putting up their showings with neat numbers selected from lines, which appeal. The whole season's business throughout is to be influenced by good merchandising because the real selling season comes after the Easter holidays. By that time values will take the place to a greater extent than novelty. Wash and negligee ranges will then be ready for approval.



### News Items

Fort Frances, Ont.—Henderson Bros., men's furnishers, have sold out.

• • •

North Bay, Ont.—A. T. Smith, men's furnisher, is planning the complete renovation of his store.

• • •

London, Ont.—H. A. Britton Co., manufacturers of overalls, have disposed of their business and plant to the Kitchen Overall and Shirt Co., of Brantford. The machinery will be moved to Brantford.

• • •

P. W. Hunsicker, Secretary of The N. A. W. T. of America, is now with The Hollock Advertising Agency, of Grand Rapids. He is in charge of a window trimming department with that agency. Trimmers will kindly note that the secretary's new address is 132 Monroe Avenue, Grand Rapids, Mich.

• • •

Montreal.—The wholesale dry goods warehouse of Duchesneau & Duchesneau, 279 St. Paul street, Montreal, was the scene of a destructive fire on January 15, when damage estimated at between \$40,000 and \$50,000 was done. The stock in the firm's new building, adjoining the one burned, was not affected.

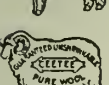
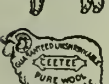
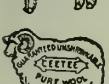
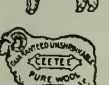
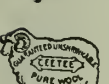
• • •

Paul A. Thorer, of Thorer & Praetorius, of Leipzig, Germany, visited Montreal and Toronto on a trip around the world, via Chicago and San Francisco. The firm of which Mr. Thorer is the head has been established over 100 years. They were practically the first to introduce Persian Lamb Caracul, Bokharan and other furs to Germany and the world. He is accompanied by the manager of their New York office, E. N. Speer, President of the Fur Merchants credit Association and A. E. Hassard, of J. Bordeau & Sons, Montreal.

# TURNBULL'S

MAKERS OF THE FAMOUS "CEETEE" PURE WOOL

# UNDERWEAR



## Live Merchants

know that honesty is the best policy, and that it pays to give their customers the best goods. That is why they sell

## CEETEE (All Pure Wool)

and Ribbed

## UNDERWEAR

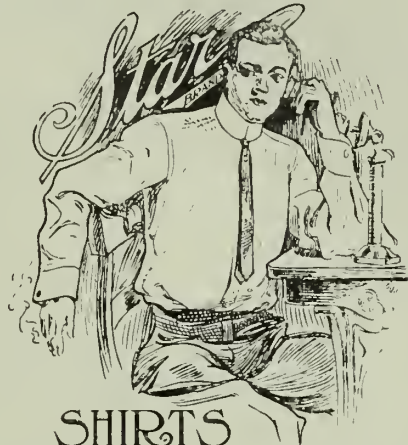
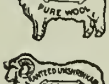
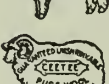
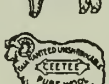
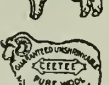
"CEETEE" Underwear is the finest pure wool underwear made — only the finest Australian Merino wool is used. Each garment is knit to fit the form of the body — all joins carefully knitted (not sewn) together.

We defy you to find a better Underwear the world over.

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

GALT, - - - - - ONT.

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.



## SHIRTS

Are Made for Particular People

Have you laid plans for the biggest shirt season in the history of your department? No doubt you have noticed the growing tendency for the outing man to go coatless in Summer and also that he takes special pride in the exclusiveness of his shirt? "Star" Brand for 1913 will revolutionize the manufacture of shirts. See our Spring and Summer range.

## Easter Neckwear

With Easter only about a month away the neckwear proposition is an important one and should not be overlooked. Have you made your selection of Easter ties? Star values and styles are up to their usual high standard.

## The Fall Underwear

Our representatives will be pleased to show you our new Fall lines of men's underwear which they are now carrying. The values are a revelation.

## Van Allen Co., Ltd.

HAMILTON, ONT.



# MENS CLOTHING AND FURNISHINGS



## Clothes, Methods and Men

**T**HE most important development this year in the clothing world is the upward trend in prices. Everything points so conclusively in the one direction that tailors and men's furnishers can count with certainty on a higher price scale all around. This is not at all surprising as the cost of living has advanced radically in every direction and it is only natural that clothing should respond. Manufacturers' costs have advanced and raw material is increasing all the time. At the present time, pretty general advances are being made in the prices on woollens. British manufacturers are finding it necessary to demand more and, although the advances appear small, amounting in most cases to a few pence, the extra cost of a suit is sufficiently large to reduce the profit materially, if the old price standards are maintained. In addition to the fact that he must thus pay more for his goods, the retailer faces higher costs of doing business. Rents are going up; larger salaries must be paid; his own living expenses are higher necessitating the taking of more money out of the business for personal expenses. When these facts are passed in review, one conclusion only can be reached. The retailer will have to ask a larger price for clothing this year. While it will not be necessary to radically upset the old scale, a sufficient margin should be added to insure the merchant a fair margin of profit. The advance in the cost of making and selling a suit should be borne by the purchaser and it would be well for the trade to educate the public to the fact that higher prices must be paid.

• • •

**T**ARIFF investigations are being started in the United States with a view to arriving at a basis for duty reductions. As a first result, a great deal of information is being vouchsafed with reference to costs and profits on manufactured goods, particularly on clothing. Many statements of a dangerous and misleading character have been made with reference to the question of men's clothing

and public opinion has been inflamed as a result. At one hearing of the committee on Ways and Means at Washington, the statement was made that cloth costing \$3 went into a suit of clothes retailing at \$12 to \$15. Unfortunately the report was published broadcast that the cost of clothes retailing at that price was \$3. Newspapers played the fact up under scare heads, and commented scathingly on what was assumed to be the expose of exorbitant profits. That such publicity given to a ridiculously incorrect statement would do harm was quite obvious, so an effort is being made to give the public correct and official figures on the subject. The National Association of Clothiers have presented a statement showing the cost of a garment which would retail at \$9 or a little higher. "The suit of clothes from cloth at 60 cents net per yard figures as follows:

Cloth, $3\frac{1}{8}$ to $3\frac{3}{8}$ yards, at 60 cents .....	\$2.05
Cutting, making and trimming .....	2.50
Overhead charges .....	.45
	-----
	\$5.00
Wholesale price, \$6, showing a gross profit of .....	\$1.00
Of which, "selling" at 7 per cent. ....	.42
Net profit .....	.58
	-----
	\$1.00

That there is no exorbitant profit here is quite apparent. The profit obtained by manufacturer and jobber is small and the retailer gets just sufficient margin to enable him to maintain his store and invest a large sum of money in stock.

• • •

**R**EPORTS from London, England, are to the effect that the frock coat is not being worn nearly so much for formal affairs. The cutaway morning coat is coming into favor. It is not anticipated, however, that anything will ever supplant the Prince Albert or even seriously undermine it. Present tendency to wear a morning coat is a mani-



festation of the desire men are showing to sacrifice convention to comfort. This same idea is leading to what may be termed a degree of laxness in other respects. For instance, men are showing a disinclination to always appearing at the theatre in full evening dress and the tuxedo is becoming increasingly popular. A free-and-easy desire for comfort is playing hob with some of the cut and dried conventions.

\* \* \*

**C**ONTINUAL fashions—and the same idea is creeping into America—in men's overcoats, favor the military. Some striking effects have been seen in the way of fur and braid trimmed overcoatings of distinctly military cut. This can be traced directly to the outbreak of war in the Balkans. In Paris some extreme close-fitting models are being shown.

\* \* \*

**"L**E Comte," a fashion writer for the London Evening Standard, says: "It has been suggested to me that the present time of the year is the right time for a short discussion of pockets, because now is the time when most men's pockets are supposed to be empty. Unfortunately for most men's clothes, the term 'empty pockets' is usually regarded as merely a synonym for 'no money;' the pockets are not actually empty. If they were, then those men who make a living by cleaning, pressing and generally renovating clothes would soon find business very slow. A good part of their occupation would soon disappear, because it is by overloading his pockets that the average man helps to ruin his clothes.

"It would be a good thing if some men's pockets were sewn up. One could be left for a handkerchief—the hip pocket of the trousers is a good place for that—but the other pockets are seldom so necessary as they are thought to be, and the average man is apt to allow himself to be tyrannized by his pockets. I have known men to carry large bundles of letters, to say nothing of a large letter case, a massive cigar case, a couple of pipes, a box of cigarettes, a bulky tobacco pouch and a few other odd things. These same men have come to me and asked how it is that their coats always seem to look shabby so soon. The answer, in a word, has been: The pockets have spoiled the clothes."

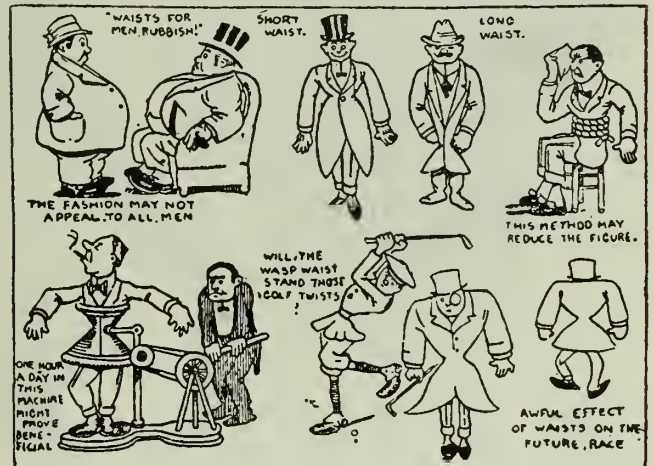
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**T**HE English hat industry is in healthy condition despite local drawbacks such as strikes and export obstacles in the form of tariffs and keen foreign competition. The Manchester Guardian, in discussing the question of hat exports, says:—

"At present a good healthy tone prevails, and the

prospects for the new year are regarded as excellent. In spite of tariffs and keen competition, the English-made hat is more than holding its own in foreign markets, and manufacturers who send to Canada, the United States, South America, and the Continent, are able to show good bookings and numerous inquiries. There is some prospect also of a market in China, but it is not expected that English manufacturers will be able to make much headway there against the cheaper Japanese goods. They are looking rather to Canada and South America for increased business."

"The same journal also states that since 1903 British exports of hats of all sorts have increased by £867,922 in value. This increase is greater than the total value of hat imports, which in 1911 amounted to £820,331 gross value. Of these no less than £321,304 worth were re-exported, leaving net imports of the value of £499,027. The Board of Trade returns classify hats under three headings—straw, felt, and "other materials." By far the greater portion of



Advices are to the effect that waists for men are coming in—as the cartoonist sees it.

English imports come under the third heading. The average price of exports in 1911 was—for felt hats 35s. 10d. per dozen and for straw hats 20s. 9d. per dozen. Imports values were—for felt hats 26s. 10d. per dozen, for straw hats 25s. 8d. per dozen, and for hats of "other materials" 29s. 8d. per dozen. According to the Census of Production, there were in 1907, 30,829 persons engaged in hat, bonnet, and cap factories and workshops, and 2,599 outworkers, the value of the output being £5,107,000. Hatters' fur factories and workshops employed a further 2,016 persons and 157 outworkers, the value of the output being £428,000.

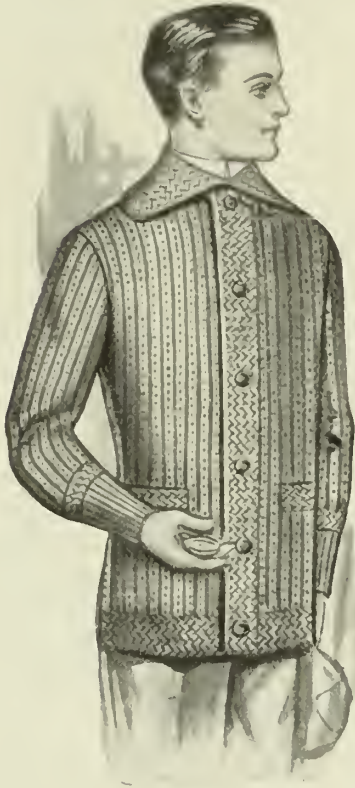


Cornwall, Ont.—R. T. Woodside, superintendent of the Stormont mill of the Canadian Cottons, Limited, dropped dead on his way home from work. The rupture of a blood vessel in the brain is supposed to have been the cause.

# “Monarch-Knit”

*The Largest Knit Goods*

WE LEAD IN  
STYLE,  
QUALITY,  
WORKMANSHIP



B-44

Made in sizes, 22, 24, 26, 28, 30 and 32, also made in youths'. Size under youths', No. 10.



M-53

M-53— Shaker Coat—Strictly full fashioned throughout. This coat makes a very stylish and serviceable ladies' garment.



B-40

## Monarch Knitting

Factories at DUNNVILLE, ST. CATHARINES, ST. THOMAS

# “Monarch-Knit”

*Manufacturers in the World*

The lines represented give a fair idea of the distinct style embodied in our immense range.



M-92

M-92—Made in Jumbo Stitch. This class of coat will be very popular for the coming season.



M-40

M-40—This coat is equipped with the famous “Tri-Col” suitable to all kinds of weather.

# Company, Limited

FFALO.

Head Office: - - - DUNNVILLE, ONT.

# Should Take Stock on Cost and Selling

Unanimous opinion of correspondents is that inventory should be taken on selling as well as cost price—Methods of aggressive merchants explained—Actual profit can be learned accurately in this way.

**F**EW questions have awakened more interest than that propounded in the last issue of *The Review*. Taking an inventory on cost or selling price is a merchandising problem of vital moment. The problem, as stated, was as follows:

“Would it be advantageous for a merchant in taking an inventory, to have a knowledge of the total selling price of the merchandise which is on hand, as well as the cost?”

A large number of replies were received. The unanimous opinion expressed was that it is highly essential to take stock on selling price as well as cost price, and good reasons are advanced. Some of the best replies are appended:

\* \* \*

## Taken at Both Cost and Selling Price

Windsor, Ont.

“Would it be advantageous for a merchant in taking an inventory, to have a knowledge of the total selling price of the merchandise which is on hand, as well as the cost?”

The writer has no hesitation in saying, “Yes.”

The old method of taking an inventory is to take the goods at actual invoice price. This is sometimes varied by taking all new and saleable lines at actual cost, and lines that have deteriorated in value at a valuation. This latter method seems to have found favor with the smaller stores throughout the country.

The system of taking inventory at the selling price was introduced by the large department stores, and in some respects serves their purposes well enough. But the merchant of the hour is not satisfied any more with guess work—he wants facts.

The exponents of taking stock at selling price claim that the selling value of an article is its real value, and that stock records should be kept on a selling price basis. They figure the cost of doing business on the selling price, add a small percentage for profit, deduct this from the selling price and claim they have the real value of the goods on hand.

By this method the cost of the goods sold is not known as that figure must be estimated. It is obvious that under certain conditions this would be inadvisable. For instance, if the buyer, or some other, has an interest in the business, and the profits are distributed annually, the profits would be divided according to estimated cost, which might or might not be accurate.

The old way of taking stock at cost price is necessary to any firm that desires accurate records. But by taking at both cost and selling price, we have a re-

cord that can be analyzed to show a great deal more information. It can be taken with but little more effort and does not require very much more time in entering.

Some of the advantages of taking at both prices might be stated:

First, the actual cost and selling price of the goods on hand is shown.

Second, the difference between the above shows the average profit marked over cost, in figures, or in percentages.

Third, the profits, or percentages on any line can be found.

Fourth, the profits marked on the stock on hand can be compared with those that were marked on the goods sold.

Lastly, this method combines all the good features of the other two.

The value of an inventory may be doubled by having a system of stock numbering that will show the season in which they were purchased. This is a simple thing in itself, but it is a wonderful benefit to the retailer.

There are any number of methods that could be used to indicate the season in which an article is bought, the simplest of which is the use of a season letter. This is merely a letter affixed to the original, or the store's own sample number, and indicates the half year in which the article arrived in the store.

When inventory is taken the goods of each season are taken separately as follows: the present season; the season immediately preceding; the season preceding that, and all goods of seasons more than a year and a half old. Such a record is at once a record of the standing of the goods on the shelves and a guide to future buying. No merchant would buy over and over again the goods that are sticking on his shelves. He would cut down certain pet departments that are showing up badly, and otherwise improve his store service.

An inventory should be more than a mere record of stock on hand, it should be a table of information that when subjected to the analysis of a thinking retailer will produce a fund of valuable information about his business. By all means take stock at both prices.

A. E. Edgar.

\* \* \*

## Both Are Necessary

Chatham, Ont.

Both are vitally important in relation to your knowledge of what your business is paying you. Neither cost nor selling can alone determine your

rate of profit. Generally a merchant has a fixed idea in his mind as to what percentage of profit to mark the different lines of goods.

But in this age of departmental selling when each department is a "store unto itself," when the expenses—salaries, light and heat, rent, etc.—are proportionately charged to each separate line of goods, an actual knowledge of this is obtained only by exact book keeping methods, resultant upon the earning powers of each separate department. The majority of concerns take stock on the cost, some few take it on the selling, and only a guess is ever arrived at as to the year's returns, being satisfactory. The book keeper has in his entry goods as per invoice, \$15,000 bought during the year, rent \$800, freight and express \$300, insurance \$150, salaries \$2,500 (with no account taken of the merchants own time), extras \$200. The year's sales \$22,000. Mr. Merchant indifferently satisfied that there should be something over \$3,000 for the year's profit.

This plan used to answer. He was ignorant whether his millinery ever paid a profit. He never thought it paid for the light the girls used. Staples never could make very much as they had to be marked too close.

So it must be his dress goods and small wears that helped out.

The bigger concerns took up the idea of separating the different lines, and gradually evolved a system of book keeping that told what lines were profitable and what not, and now no real merchant is satisfied unless every department is on a paying basis.

But to get back to the question, should the cost and selling be taken at inventory?

I should say yes—for this is the only definite way of knowing your exact rates of profits. After once determining this on the individual department plan, it's an easy matter to keep this as a guide for subsequent years, after once taking the cost and selling a repetition would not be necessary.

A correct system of department book keeping will reveal the percentage of expenses to charge to each individual department, taking into account the salaries, freight and express, rent or taxes, insurance, proportion of window expense, delivery, general managers salary, etc.

So nearly perfect has this system become that it's a common thing for a going concern to change hands in a night, so exact are the department books kept at a glance the amount of stock on hand can be determined and what the business has been paying.

Under this plan, by taking the cost and selling and finding what percentage of profit each department is paying, it will be an easy matter to apply the remedy.

The millinery may need some drastic increase to cope with the loss. You may find a remedy in

giving shorter contract with work-room help and by more care in buying you may find that night work is false economy; that spare hours in a dull season may be put to good use. One milliner at the present time has to keep in her stock a nice assortment of children's Summer straw hats made up of broken lines of straw braids. These she had worked up in spare time in December and January.

There is no better way of taking stock of your stock than by finding out what profit you are making and what it cost to make it, and this may be determined by listing both cost and selling price at inventory.



### Cost Price Necessary

Montreal, Que.

With reference to question in your January, 1913 issue, having made a study of this matter from all points of view, would give the following opinion:

The taking of an inventory is undoubtedly one of the most important factors the merchant has to consider in the working of a business, for it tells the results of the efforts put forth in the merchandising of a business, from the buying and selling point of view over a given period.

It is absolutely essential to take a stock at cost price, as this is the only means the merchant has of arriving at the exact amount of profit made during a certain season, also the only means of knowing the correct value from a buyer's point of view of the goods on hand.

In taking an inventory at selling price, it is necessary to deduct a percentage in order to obtain the actual purchase value of stock on hand, and as goods in some cases are bought to better advantage it is impossible to arrive at the actual cost of stock.

Some firms take their inventory at both cost and selling prices. This is good for certain checking purposes. It enables a merchant to arrive at an average percentage being made on his sales, and also to gauge in advance the amount of profit he can make on a certain turnover, which would be useful in the case of anticipated extensions and improvements.

Another important point in taking an inventory is to depreciate all goods that are not worth what they cost of their actual value.

LEO E. FALKNER.



### A Great Advantage

Orillia, Ont.

In reply to your question, would it be advantageous for a merchant in taking an inventory to have a knowledge of the total selling price of the merchandise which is on hand as well as the cost. I think it would be a very great advantage to know the exact retail value of his stock as well as the invoice or cost price.

Continued on page 51.

Men's Evening Wear and Hats in Artistic Display



Floral decoration, Astral ferns in seasonable tints and yellow "mums." Background, tan felt; floor, tan felt to match. Arranged by Warren Andrews, for Anderson Co., Ltd., St. Thomas.

Continued from page 79.

Now, for instance, let us take a dress goods stock. At the end of January of the present year, supposing a merchant finds that he has the following stocks of dress goods on hand:

No. of yds.	Cost per yd.	Tl. cost.	Tl. retail.	Total profits
S3 .17	\$14.11	.25	\$20.75	\$ 6.64
13 .98½	2.40	.25	3.18	.78
322 .19	28.18	.39	96.60	38.42
17¾ .22	3.89	.30	5.31	1.42

Now, I would think it would be a good system for a merchant to keep a stock list of the dress goods that come in with the Spring and Fall, also sorting, shipments. I would suggest that the list be kept the same as stock list shown. Also that a special order list be kept. For instance, supposing a lady came in and wanted a certain piece of goods and the merchant did not have it in stock, but sent for samples and in that way made the sale.

Now I would mark the goods that were in stock in January 1913, R.S. 13, which would be known as regular stock carried over from 1912. The Spring goods that came in, S. 1913, which could always be referred to, and it would be known just exactly when they were put in stock. I would also mark Fall goods, F.S. 1913, and sorting goods S.F. 1913. By marking the goods in the above way the merchant could take his sheets and go down to the man of his dress goods department and find out exactly how many pieces of R.S. were still in stock, also if they were good sellers; if there were good profits in them. If they are slow sellers there is something wrong; there is not enough money in them to make the department pay. If they have been on the shelves too long, any business merchant would at once see they would not make money for him lying there and would turn them into money in some shape or other and invest it in the kind of goods that he could sell rapidly and make a good profit on, thus making his department pay.

For instance, he could look at his stock sheet of January 1913 and say, "How is that piece of goods R.S. cost 59c, retails for 90c?" If he finds out it is not selling, I would consider it good business to mark it down to a price, say 75c. and see if it would sell at that. Now, supposing he comes down to the head of the department at the end of another month and enquires if the piece R.S., cost 59c., retails for 90c. marked down to 75c. is selling. He finds the piece is half sold. He comes to the conclusion that it must have been marked too high at first or something. He inquires of R.S. cost 60c. retails at 90c., he finds it has been a very good seller. Now he finds that he can make a good profit on one piece of goods and sell it rapidly and make money out of it. The other one is slow and he has to cut his profit almost

in two to sell it. He knows where he has bought each piece of goods. He knows which one pays him the best dividend to handle. Therefore he knows which house to buy that certain line of goods from to his own best advantage.

Now when he comes to a sticker, as above mentioned, he should mark the price it was marked down to on his stock list, also the number of yards in the piece. Now if this was done with each piece of goods and the total cost price, total selling price also where price had to be marked down, at the end of each month he could find out by comparing his lists with the sales from the department and allowing a certain percentage for remnants, etc., just exactly how much stock there was in the department—whether it was too heavy, too low or whether it was moving as fast as it should or not. Also he could push out the fast and slow sellers and this I think would give him a very good knowledge of just what kind of goods to buy and where to buy them to the best possible advantage.

I think by having a system like the above mentioned a merchant would be able to get his departments right down to a science and make them move more rapidly and keep them cleaner (free from old stock) and make more money out of them.

By keeping the separate stock lists he could also find out just at what season of the year he made the most money out of each season's goods.

J. J. McNAB.



### How Stock Was Taken

S. Vancouver, B.C.

Is it an advantage to know the total selling price as well as the total cost in an inventory? I say yes. For instance, some stores do not mark the cost price on a garment but take the inventory from the selling price. The advantage comes here. If you know what your stock cost you and also what it is worth at the selling price, you can get the percentage of your profit on the whole.

I have helped take stock where the system had been adopted of taking inventory by the selling price. Of course, it was done this way: Ties, gloves and hosiery were called in and a discount of 25 per cent. taken off the selling price; sweaters, underwear, and shirts 33 1-3 off; clothing, hats, and suitings 40 per cent. off, and so on until the whole stock had been gone through. Of course, in the first place the lines had to be placed together that bore about the same rate of profit and taken in at both cost and selling price for future reference to get as nearly exact as possible.

Then, too, the office had a good chance to review the different departments and find out what lines were the most profitable and also the weak ones.

F. J. LANCASTER.

**Important to Take Both**

Peterboro', Ont.

I consider it quite essential when taking stock to figure the selling as well as the cost price. Otherwise it would be impossible to tell at what advance your stock is marked. It is quite important to know this, if not absolutely necessary, because the cost of doing business hardly ever remains stationary and in practically every case the percentage is considerably higher than it was five years ago. If this is so, the advance at which the stock is marked should also increase. Another very important reason for knowing the advance your stock is marked at is this. By knowing this, together with your sales and purchases each month, you can get a fairly accurate estimate of the amount of your stock the first of every month. Unless you know this, it is necessary to wait until stock-taking, either one or twice a year to know how much merchandize you have on hand. When taking stock, it is very little extra work to take both cost and selling, so that I would consider it very poor business to take only the cost.

MANAGER.

**Selling Figures Necessary**

The chief purpose in taking an inventory is to get at the value of the stock were it placed on the market under the most favorable conditions. It is a most unusual thing for a stock to sell at cost price. When business is carried on in the usual way by its present owner it can be disposed of at cost, but when any unforeseen things happen and the stock is thrown on the market, which happens to 90 per cent. of stocks sooner or later, then 75 to 85 per cent. of the cost is as much as the best stock will bring. So that in taking an inventory the merchant to be just to himself and his creditors, should take it at the present selling price, which cannot be more than 85 per cent. of its cost; and if it is not first-class should be taken at less. Having bought and sold stocks all depends on the stock itself to determine its value. Some stock is good sale at 85 per cent., others are poor at 50 per cent. I think it a great advantage for a merchant to look at things from a business standpoint, which would be to face the selling price.

An old retail dry goods merchant lately transferred to the wholesale.

EXPERIENCE.

**Helps Find the Leaks**

Vancouver, B.C.

In reply to your question in 15th January number, would say I certainly consider it a great advantage to know both the cost and retail price in taking stock and have them recorded in stock bank.

1st—Less errors will happen in stocktaking, for in almost every store there are one or more clerks to whom the cost price means nothing but letters or

figures, so if each slip had both cost and retail the merchant when copying into the stock book would note at once if the cost was wrong by the great difference or lack of difference between the two prices, for it is almost impossible to get a cost mark which has every letter or figure so different that an error is not easily made.

2nd—It gives a merchant better knowledge of his real average profit. It is not unusual for a man to wonder where the profit he thought he was making has gone. I submit that if a merchant takes both cost and retail of every article, and whether his store is in department or not, if he takes his stock down in sections, such as staples, fancy goods, men's goods, gloves, hosiery, etc., and figures out the average profit he has marked on each of these sections, then divides his sales as nearly as possible in the proportion of business done in each section, he may find some of the leaks his profits have been getting through. For while his average marked profit may be, say, 45 per cent. cost, still the average profit on his staples may prove to be only, say, 25 per cent., and may show an actual net loss; and, although he may have an average of 75 per cent. on fancy goods, if the turnover in staples is much greater, it may run away with a lot of fancy goods margins. So the real profit on turnover is nothing like 45 per cent. on cost, or 31 per cent. on turnover, as he might think, if he does not take the stock in sections.

3rd—If a man carries a stock of \$20,000 and his turnover is \$40,000, he is fairly well satisfied, as he turns his stock twice, but let him take both cost and retail and find out that the marked price of his stock is, say, \$29,000, I submit he will feel very much like trying to increase his sales or see where he can reduce his stock for a 29,000 stock with a 40,000 turnover looks different, and a man materially thinks in the figures of his stock book, for if cost and profits should be figured on turnovers, why shouldn't turnovers be figured on marked price, not cost price, of goods?

These changes make a little more work, but very little except the double extensions in the stock book, and it seems to me the extra knowledge gained is very well worth while.

SUBSCRIBER.



Winnipeg, Man.—The death occurred at Fort Resolution, Mackenzie River, on December 5, of one of the most noted Hudson Bay Company fur traders of recent years, Robert McLenaghan by name. He has two brothers, John and James in Toronto.

Thamesville, Ont.—Geo. Hardy has bought out the men's wear and general stock of J. W. McGaffey.

St. Thomas, Ont.—Abe Squires, who for the past two years has been manager of the local store of Woolworth, Limited, received notification on Saturday that he had been appointed manager of the firm's store in Winnipeg.





A suggestion for a neat and effective unit, showing a complete outfit from hat to footwear. The various articles are arranged with an eye to effect, and the scheme of distribution has some novelty phases which are commendable.



Some samples of streamers used in men's wear stores.

## Developments of the Streamer Idea

Stores are going in for this kind of display more strongly than ever before—  
Competition is becoming keen—Merits and weaknesses of the idea—Should  
streamers be allowed to completely subordinate window displays even for a  
short time?

**A** MARKED development in methods of window advertising of late years and more especially during the past few months, has been the use made of streamers. The tendency has been noted particularly in the larger centres, where the streamer habit has become very common. At the present time, stores are vying one with another in producing new ideas and effects and some very original schemes are being introduced. Many of the latest kinds of streamers are extremely effective, but many are also of the "freaky" variety and not a few are to be roundly condemned.

Peculiarly enough, the streamer habit seems to be taken up with greater avidity by men's furnishers than by merchants in other lines. The competition between haberdashery stores in the bigger cities is becoming keen. For the past two months, the writer has watched two establishments which stand on opposite corners and which have been fiercely battling for supremacy in the matter of streamer announcements. One day something new and startling will be seen in one store, and it will really seem that the limit of ingenuity and the height of bombast has been reached. But, lo and behold! the very next day finds merchant number two with something still more ingenious perhaps, and certainly more bombastic. At various stages of the rivalry, both stores have been literally plastered over with signs and streamers.

Although the streamer idea is an old one, and has been carried on for many years, the tendency now is very marked to carry the idea to extremes. Some discussion of the merits and weaknesses of streamer advertising will, therefore, be of interest at the present juncture.

Streamers have been so inevitably connected with "going out of business" sales and bankrupt clearances that, in smaller places at least, they are still mentally associated, to some extent with those events. Some merchants are inclined, therefore, to regard their introduction with reluctance, fearing that they might give rise to false impressions, which if only temporary would nevertheless be harmful. This danger need not be feared after the idea has once



Streamer used by Sellers-Gough Co., Toronto, for a long time, with good effect.

been used. Streamers can be used for special sales without giving rise to any false impressions on the part of the public; in fact, people soon come to associate the periodical clearance sales of a firm with the streamer campaign used for such occasion. "Blank's whitewear sale is on," they say, when the streamers just put in an appearance.

Few there are who doubt or dispute the expediency of the clearance sale. Departmental stores have proved that it pays to adopt a rigid policy of rushing goods out of the store as soon as any danger of surplus stocks being left over presents itself. At the end of a season, the fag end of the season's stock is offered to the public at terms which make a complete clear-

ance certain. Smaller merchants can carry out the same idea, on a lesser scale perhaps, but with results just as surely.

As a factor in promoting clearance sales, the streamer is of recognized value.

During the past few months, many varieties of streamers have been introduced. One of the most common is the triangular shape shown in Fig. 1, which covers half the window. Another common shape is that shown in Fig. 2, which also covers half the window space. Some dealers have carried this idea still further, taking up two-thirds and even three-quarters of the window.

When streamers of these types are used, the inevitable result is to completely nullify the effect of the display in the window. People see the streamer; they seldom look behind it. The interior of the window is darkened and the percentage of passersby who see anything but the streamer in the window is small indeed. Windows should not be utilized in this way, unless the merchant is convinced that the streamers will bring better results than window displays.

To a certain extent, this is actually the case. A special sale requires a special effort. Only a percentage of people will stop to look at a window display, no matter how clever it may be. Practically all will look at a streamer. Its size and the boldness of its letters compel attention.

From the standpoint of display effectiveness, an interesting problem arises here. Will the streamer without the assistance of effective window displays be sufficient to win more than the passing notice of the public, to interest them sufficiently in the sale to draw them within the store? Merchants who paste up their windows with the large sized streamers shown in Figs. 1 and 2, are acting on the supposition that they will be sufficient, for certainly streamers of this size completely dwarf the displays behind them.

In the opinion of many who have given the question close study, it is not advisable to thus com-



Figure No. 1, showing popular triangular streamer.



Figure No. 2, showing another common style of streamer.

pletely subordinate window displays to streamers, even for brief intervals. They hold that it is better to work both together; which, of course, is quite feasible.

If the upper part of the window is used for a streamer, the effect of the display is not lost to any extent. Above the level of the eye is more or less lost space with many varieties of displays. At the same time, the effect from the streamers will not be lost if only the upper part of the window is used. If the V shaped streamer in Fig. 1 had been made the size indicated by the inside line, or even smaller, the effect would have been just as good and the window space behind would not have been rendered absolutely useless.

The tendency has perhaps been more marked to use small signs. Some of the ideas in this way recently carried out by men's wear stores are shown. One dealer had the heart-shaped sign, size about eighteen inches across, pasted in his windows at intervals of six feet. They did not in any sense obscure the view of the window displays and yet they denoted most unmistakably that a merchandising event out of the ordinary was being conducted. While fault may be found with such trite expressions as "cut to the heart" sale, there can be no doubt that

Another merchant had representations of scimitars in his windows, the suggestion of a cut in prices being thus given. The same result was obtained by another store which used cut-outs representing tailor's shears. In neither case did the streamer interfere with a clear view of the interior of the window.

In some cases, stores are adopting distinctive signs for their windows which are used not for special sales, but the whole year around. The result of this plan is that the sign becomes familiar to the public, and becomes a sort of "window trade mark." Undoubtedly, this proves a valuable publicity feature and one of the things about it that will appeal is that there is no expense attached, or at least very little.

# Essentials of Clothing Salesmanship

—Extracts from a bright address—Do not regard the customer as an enemy—  
Courtesy and amiability are strong points, though familiarity should be  
avoided—Knowing the stock is one of the prime essentials—Closing the deal.

THE following extracts from an address on salesmanship, applied particularly to the handling of customers in a men's clothing store will be found particularly interesting. Salient features of salesmanship are dealt with on a broad basis, and the advice given is well worth earnest consideration:

"Greet the customer with a smile, when he is the sort of a man to whom a smile will be agreeable. Some men think you are 'soft' when you come forward with a smile. Greet the man according to his temperament; an unbending customer greet with an earnest, polite expression.

"Induce the customer to take his coat off as early in the sale as possible. It is an evidence of his earnest intention to buy. When the new coat is fitted on him avoid saying: 'It fits perfectly.' There is nothing perfect, much less the fit of a coat. Avoid placing the hands on his back, or on his person. This familiarity is resented by many customers, who will not say anything, but to whom such actions are most offensive.

"Neither use the term 'Brother,' as this, too, indicates a greater familiarity than the conditions warrant. As is usual, the customer will probably look at the set of the collar first. When he makes any criticism, draw his attention away from it by saying: 'The sleeves are just right, aren't they?' or a little long, or short, as the case may be. The salesman knows better than the customer does when the set and fit is right. Always draw his attention away from the point or feature to which he objects.

"Next, it is highly essential to know the exact cut of every make carried in the stock. Some of the lines vary so much that a coat marked 46 will be found to be no larger than another one marked 42. The fabrics of soft material will not give the same satisfaction in the wear as those of the hard twisted and closely woven kind, and it is not wise to too highly extol the wearing qualities of the former cloths.

"It is expected of the salesman that he will sell the customer without alterations when possible, to avoid this additional expense, but when the garment does not fit the salesman will secure the confidence of the customer by telling him so, frankly and truly. Be honest, first, last and always.

"It is the habit of many salesmen to regard the customer as 'an enemy,' or to involuntarily criticize him, the moment he appears on the floor; this habit is much to be deprecated, for the customer will be

as the salesman makes him, friendly or unfriendly. Always make a friend of the customer for the come-back trade. Never shake the head when making a sale, or gesticulate with the hands. These but make the false impression that it is necessary to bolster up the statements with such emphatic motions, rather than the use of the plain truth.

"Be pleasant and accommodating at all times. To illustrate the advantages which come to an accommodating person on the floor, I will relate an incident of two youngsters who were employed at a wrapping desk as cash boys. The one was of an obliging disposition, and would do a favor any time for the salesman on the floor when it was within his power. The other boy always rested on his rights, and would cry out 'Busy' when asked to do this or that. The former learned the stock, and is now on the floor as a salesman with a good salary; the other boy is still at the desk, and will remain there until he is fired for impertinence or incompetency. Being accommodating pays.

"To avoid asking questions all the time, in season and out, learn the stock. Know the peculiarities of every make of garment in the house. Some 36's are slight, others full cut, the models usually determine this for the salesman. Know what the different lot numbers mean, and what they indicate in shading, length and cut.

"You can tell much about a man by his walk and general bearing. The 'looker' can be interested and made to buy very frequently, if he be but correctly handled. He would not come in the house if he were not interested in the goods on sale in the store. The suggestion that he open a charge account will often sell him. The salesman must exercise caution and good judgment in making this suggestion, to avoid having him refused credit at the office.

"Many sales are made to the 'looker' by suggesting that he secure an option on the garment or suit by making a deposit of, say, one-fifth to one-fourth of the price; then when he comes in with his wife or to see it again, he will rarely ever look at any other garment. A little money down shows he has had the desire created in him to own this particular garment. Do not be hypercritical with the customer when studying him. Let him talk to 'get a line on him.' Do not show any impatience. Patience is better than opposition. Use kindly interest, diplomacy, and then earnest argument. Let him handle the goods which have been shown him, and bring him back to the garment which, in your judgment, is the proper one for him to buy.

"Use judgment in showing the customer; show him until he is interested, then go strong to the closing. It is five times as hard to regain lost ground as it is to cover it properly from the start. Therefore, learn how to approach the customer at the beginning, to make a friend of him. Refuse to sell him the garment when it does not fit him; look him straight in the face when telling him so, and he will believe you. Sell all customers for the come-back feature, if not in person, to the salesman, at least to the house. Personal trade is an uncertain factor. A salesman may spend his entire salary to create a personal following, but he cannot always control it, and it is the trade of the house after all.

"To the customer who will not talk, 'ride him'; i.e., be so insistent that he will express himself. He it is who is the hardest customer of all, and he must be diplomatically driven to tell what he wants. Foreigners who will not talk must be driven.

"Do not oversell the customer or induce him to buy more than he can pay for. Never raise the price the man tells you he wants to pay. When he refuses to name a limit, then judge the man by the clothing he has on and his general appearance. The customer who says 'show me' is hard to handle, for the salesman does not know where to begin his efforts and must create an interest by patient endeavor.

"The customer who likes everything he sees, is pleased with all the goods shown him, is no buyer now; he may be in the future, but it is not often he is sold at this time. To handle a crank, show him goods until you interest him, then assume an earnest tone and manner, and crowd him to the issue. Crabbed customers are so because they are giving away to their impulses like children, and they must be handled like children; no catering to the crabbed man, but be earnest.

"Never argue with a customer. The principle adopted by many successful houses is 'The customer is always right.' Take what he has to say without answering back. He will probably be sorry for his rudeness. No sale should ever be made with a bluffing manner. Every salesman has lost sales by being too particular about small matters. There is but one object in view, and that is to sell the man and to insure his friendship. Therefore pass up little things and stick to the main issue. Do not try to give a customer the history of the merchandise, like the fakir delivers his patent medicine talk, or like the talk of a drunken sailor. Be sincere, look him in the eye, keep hands, heads and body still, and with simple speech handle the customer according to his personality.

"When a man brings his wife with him to select a suit, sell the woman by all means, and should they disagree, lay out several garments and go away and let them handle the goods. In a short time they will have made a selection. This can also be

done with customers who want time to meditate. Leave three or four coats with them from which they can make their selection, while the salesman will be seemingly engaged elsewhere. It is like doubling with customers on Saturdays. Years ago a salesman could wait on several customers at once, but if he can handle two to-day he is doing well.

"Never get angry at the customer. Bear in mind he is favoring you by coming into the store and paying you his money, and it is the duty of the salesman to treat him politely and courteously at all times. He knows, or thinks he knows, what he wants, and if his views are to be changed it must be done in a manner to make a good friend of him. For telling a customer, 'Do not be a back number, this is 1913 instead of 1800,' a salesman was discharged from a big store quite recently.

"Early in the season the customers are easier sold than those who attend the clearance sales after the season is over. Clothing buyers formerly shopped Saturday morning, but now a representative salesman may have less than a hundred dollars on his books at the noon hour, and wind up the day at closing time with from six to ten hundred dollars.

"Consider the feelings of the customer and cater to his self-love, pride or vanity. A customer asked for a 44 stout chinchilla overcoat with a shawl collar and belt, and when it was tried on the size of the man in such a cut and material made him look like a porpoise, and his companion could not avoid smiling at him. What to do was the question, and stepping between the tables, the salesman did some pretty hard thinking in a few seconds, and be-thought himself of a certain chinchilla coat with a velvet collar, similar in color to the one worn by the companion of the buyer. As this was above the price the customer had said he wished to pay, the salesman consulted with him after this fashion: 'Will you go to \$25 for a coat which was sold at \$35, but now marked down?' The failure to be pleased with the first garment caused him to be less critical, and he expressed himself as willing to pay more, if he could find something which would please him exactly. Upon producing the garment, the companion expressed himself as being better pleased with it than any before shown, thus eliminating a serious objection and hindrance to the sale. When this overcoat was tried on the narrow velvet collar prevented the size of the man from being so conspicuous, and the sale was closed without further difficulty.

"Think about the store, think about how you will improve yourself, how to avoid the mistakes of the day. Every man has his own plan to sell, and let him perfect it. Make a study of all the men you meet, for any one of them may be your customer within the day, and though it will not be this very man, it will be one like him, and belonging to his

(Continued on page 94.)

# Small Sale Led to Profitable Transactions

How tact led to big sales—Customer who entered store for 75 cent cap spends \$15 and sends other customers to store who spend \$25—A story with a moral.

**A** LETTER containing an account of interesting sales episodes, has been received from J. J. McNab. Orillia, tells how the use of sales diplomacy in one instance led to a series of profitable transactions. The story contains a moral not hard to find:

A few days before Christmas a young fellow came to the store and wanted to see our caps. I showed him these and, after a few minutes had been spent on deciding, he selected one. I then asked him if there was anything else I could get him. He said, "No, I have got all for to-day." I replied, "We have a very nice line of sweater coats just received for our Christmas trade. They are splendid value." He said, "I just bought this coat a week ago and paid five dollars for it."

I examined it and knew at once ours could beat it in both price and value. So I determined to show ours to him so as to demonstrate to him that we sold better goods for less money than they did where he had been in the habit of doing his buying. I then displayed our coats and asked him to try one of them on. To this he consented and then went to the glass and examined the fit of it. He examined the quality and I could see by the expression on his face that he was pleased with our goods. He then asked the price of it, and I told him it was four dollars. It was only a few moments until he said, "Well, I will just wear this one and keep it for a good coat and use that other one for working in."

I knew now that I had won the confidence of this customer and that it was my chance to score on him and sell him some more goods. I then asked him if he had purchased his winter supply of socks yet. I displayed some of our 50c. lines and sold him four pair of them. When he would buy socks I thought he might buy some underwear, so displayed some of our winter goods and after a little explanation on the class and quality of the goods, he picked on two suits at \$2 per suit. I then thought if there was any chance of selling him more furnishings, I might just as well get after him, so I displayed some of our kerchiefs and sold him \$2 worth of these. I then showed him garters, arm bands, cuff links, collar buttons, tie pins and clips, and sold him these to the amount of \$2.25. I then thought I might sell him a suit or overcoat so inquired if I might show him some of our clothing. He replied that he had just bought a tailor-made overcoat and, as he had not worn his summer suit much, was going to make it do until Spring. I thought when I had sold him the fifteen dollars worth of furnishings when he only wanted a 75c. cap, that I might be able to work up a prospect of a suit or overcoat also. So I began show-

ing him some of our ready-mades and also explained that we had the made-to-order system as well. I explained to him the way our garments were made, the quality of goods in them, the linings, paddings and so forth. Then I displayed before him our swatches of suitings and overcoatings, and showed him the different styles, patterns, etc. He said that he really did not need any. I said: "Well, that is all right. When you want your Spring suit come in and we will guarantee to fit you up to your entire satisfaction. And in the meantime should you find out that any person, possibly some of your friends, might want some clothing for Christmas, why here are a few of our cards, and, if you would be kind enough to give them one of these, I am sure you will oblige us very much and we shall endeavor to fix them up to their perfect satisfaction."

Now a very funny thing happened just the Saturday before Christmas. I was busy with a dress goods customer and noticed a lady and her son come in and go down the clothing side of the store. In about five minutes afterwards, just as I was almost through with my dress goods customer, I noticed the other lady and her son going out. Something seemed to tell me they had not been served, so I asked them if they had been waited on. "Well," she said, "no. We went back there but every one is busy." I said, "I have almost finished with this customer so if you will take this chair and sit down, I will wait on you in a few moments." To this she consented and when I had finished, which was in a very short time, I went over and asked her what I could get for them. She said, "I was wanting to get a suit for my son and there was a young friend of his, who was in here the other day looking at some clothing, gave us this card so we thought we would come in and have a look at it."

I then took them down to the clothing department and began displaying our suits. I had displayed almost all we had of his size and none of them seemed to just suit them both exactly. I suddenly thought of a suit we had ordered for a fellow and he had taken another one instead, so I said, "I have something here, madam, I think, perhaps would just fit your son." I displayed it and they were both well pleased with it. He tried it on and found it to fit perfectly except that the sleeves were a trifle short, so I explained that they were cut plenty long enough and that we would have them made the required length, without it affecting the appearance of the garment in any way. After this was explained they at once decided to take the fifteen-dollar suit. I asked her if there was anything else I could get for them while the coat was being altered. Well, she



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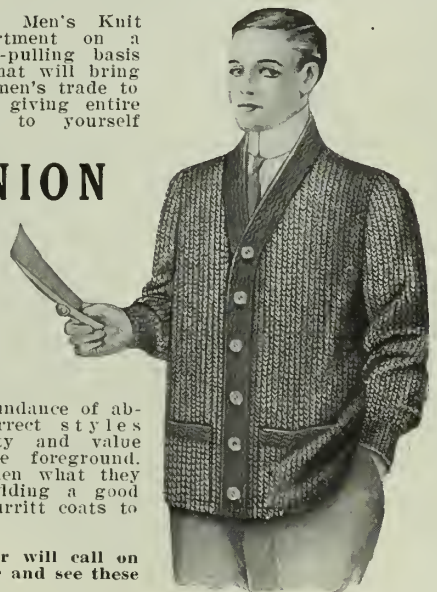
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Our traveller will call on you. Be sure and see these lines.

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said, she did want to get some drygoods; so I found out what she wanted and after showing her what we had, she bought ten dollars worth of dry goods from me.

Now our customer who came in and wanted nothing but a 75c. cap, was by the use of tact, won over, so that we sold him fifteen dollars worth of goods, and used him as an excellent advertising agent, which proved very profitable to us. Of course, had we not just caught this lady on the spur of the moment, she might have come back and she might have bought at some other place, but our tact and advertising both worked out in perfect harmony and we got a \$15 plus a \$25 sale instead of a 75c. one at that time and I believe that as we have won the confidence of both those customers that we will get a good deal more of their business and that they will prove excellent advertising mediums for our store.



## Big Deal Consummated

Semi-Ready Limited acquire factory and stores of R. J. Tooke Limited—Three Montreal retail stores are included in the purchase—Factories will be enlarged by new concern.

Montreal, Que.—A deal of considerable magnitude and importance to the clothing and haberdashery trade was consummated in Montreal this month, whereby Semi-Ready, Limited, manufacturers of ready-to-wear clothing, acquired possession of the factory, stores and other premises of R. J.



Alfred Wood, of Semi-Ready, Limited.

Tooke, Limited, with a capital stock of \$300,000. The negotiations leading up to the sale were conducted by Alfred Wood, vice-president of Semi-Ready, Limited, and R. J. Tooke for his own con-

cern. The transaction is one of the largest straight purchases recorded in commercial circles for some time. Mr. Tooke is retiring from active business.

The three retail stores on St. James Street and on West and East St. Catherine Streets, Montreal, are included in the purchase, and it is the declared intention of the new owners to conduct the business



R. J. Tooke.

with practically the same staff and managers. They purpose enlarging the factories and extending the operations of the Tooke Company throughout Canada.

While Glen S. Case will remain in charge of the up-town store of the Tooke concern, "Riley" Hern will move his present store into the same building, and will conduct a Semi-Ready store jointly with the Tooke furnishings.

Leslie B. Tooke remains with the new company, and will occupy an important position in the offices of the manufacturing and warehousing departments.

The present directors of the Semi-Ready Company were elected to the Tooke Board of Directors at a meeting held this month. These directors are: C. H. Nelson, president; Alfred Wood, vice-president; C. P. Creamer, managing director; H. A. Nelson, secretary-treasurer; J. N. Brownlee, C. F. Nelson and E. L. Nelson.

R. J. Tooke has been nearly forty-two years in business in Montreal. After several years of work in a dry goods house, he founded the business which he has just disposed of with his savings, a capital of less than \$1,000. He is now comfortably within the list of Montreal's millionaires.

It is generally admitted that the younger men who have succeeded him will uphold the prestige and good name of the business which they have had the courage to assume.



BEAVER  
BRAND



Style No. 4675

## Styles— YOUNG MEN APPROVED

The young man to-day is the greatest style critic and what he says goes. Beaver Brand Sweater Coat Styles have always been a favorite with the young men of Canada because they embody that touch of the outside world that appeals to vigorous youth. Our 1913 styles will not disappoint. See them now.

Write Now for Samples.

**R. M. BALLANTYNE  
LIMITED**

Manufacturers of Beaver Brand  
Knit Goods

STRATFORD - ONTARIO

## IMPERIAL BRAND PURE WOOL UNDERWEAR



### Values that defy Competition

The verification of this statement is most pronounced in the fact that our line is meeting with greater success each year, and that the first orders are only the forerunners of more repeats throughout the season.

"Imperial Brand" Pure Wool Underwear has stood the test of years, and has grown more popular with the trade in the face of the keenest competition.

We are specialists in men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan. Present delivery orders attended to promptly.

Send for samples of both Wool underwear for your present and Fall trade, and Balbriggan underwear for Summer selling.

**KINGSTON  
HOSIERY  
COMPANY**

Established 1880

Kingston, Ontario

# Tobey Holds a "Peach-of-a-Sale"

Hamilton's inimitable advertiser, R. L. Tobey, conducts his usual first of year clearance sale with splendid results—Many "Tobeyisms" in the literature mailed out—Good value backed up the unique publicity measures.

THE inimitable R. L. Tobey, of Hamilton, has originated many advertising ideas which are, to say the least, unique. He has introduced personality into every effort that he has made to attract public attention; Tobey is writ large in every bit of "copy" produced. That the style has "caught on" is shown by the growth of the men's outfitting business of the "2 T's."

One of the ideas that R. L. Tobey has worked up with particularly good effect is the holding of an annual clearance sale at the first of each year. There is nothing new in this idea, but there is something distinctly new about the way he runs his sales. They are replete with "Tobeyisms." Typical of the whole plan usually followed is the name chosen. Last year it was a "bird-of-a-sale," this year it is "a peach-of-a-sale." Following out the latter idea, he has prepared literature which deals amusingly with the subject of peaches, grapes, lemons, cabbages, etc., as applied to sales. For instance, in dealing with cabbages, Tobey says: "Many men who miss this sale will feel that they have a head like a cabbage, after it is over. Many who attend it will think our Mr. Tobey has a head like a cabbage for selling goods so cheap." When he gets around to turnips, the following comforting reminder is given:

"Though the turnip is of great value for feeding stock, it is not very nutritious, no less than 90 to 96 parts of its weight actually consisting of water. We are very glad to tell you that this is not a turnip sale, where 90 per cent. is water. No water in this Peach of a Sale. Just the solid Peach."


It must not be supposed, however, that the Tobey literature deals entirely with funnyisms. The jokes serve merely as an introduction to a striking line of selling talks.




A PROGRESSIVE COMPANY.

The "peach-of-a-sale" was held from December 28 to January 28, a full month. Not at any stage was the interest allowed to lag. One of the publicity measures which helped to keep interest up was the placing of four-sheet posters all over the city. Particular care had been taken with the preparation and printing of the posters, so that they were attractive. Some were displayed on frames outside the store door.

Several thousand booklets (containing the talks mentioned above) were printed and mailed out to customers throughout the city. A cut was secured showing a man's hand holding out a peach. This was used as the trademark of the sale. It was used in the circulars, on the posters, in the newspaper

## The Evolution of a Potato



**Tobey, The Mayor For 1915, Traces His Family Tree On The Irish Side Right Back To The Soil Of Sir Walter Raleigh's Garden In Ireland**

**Dou You Want a Real Boy's Suit**  
Made by Payne, Brown and Randall out of the finest cloth in the world. \$12.50 to \$15.00. 50 & 52 James St. N. HAMILTON, ONT.

**Men's Trousers**  
A pair of \$4.00 to \$5.00 and \$7.00. Payne, Brown and Randall's famous trousers, all made from the best material. \$1.00 to \$1.50. 50 & 52 James St. N. HAMILTON, ONT.

**Men's Furnishings**  
Hats, ties, shirts, socks, etc. 50 & 52 James St. N. HAMILTON, ONT.

**We Have a Real Hat Sale**  
Hats, ties, shirts, socks, etc. 50 & 52 James St. N. HAMILTON, ONT.

**Beautifully Tailored Overcoats and Suits Now Clearing**  
Men's and Young Men's Overcoats running up as high as \$16.50 for \$14.70. Men's and Young Men's Suits and Overcoats running up to \$22.50 and some \$25.00. Coppley, Noyes & Randall's famous make, your choice \$18.75 for Men's and Young Men's overcoats and Suits. C. N. & R. make, sold up as high as \$18.75, your choice for \$16.50.

**THE 2 T'S**

50 and 52 James Street North  
Hamilton, Ont.

## A PEACH OF A SALE



FROM DECEMBER 28th  
TO  
JANUARY 28th

### TOBEY, THE 2-T'S

50 & 52 JAMES ST. NORTH,  
HAMILTON, ONT.

"Trademark" of Tobey's latest sale.

A typical Tobey advertisement.



"Clothing that is different."

"Known from Coast to Coast."

If you want the trade  
of discriminating men,  
handle

# Campbell's Clothing

Let us tell you about our Special Order Service.

Spring Samples ready now.

The Campbell Manufacturing Company, Limited  
MONTREAL



NOW IS THE  
TIME TO ORDER  
YOUR RACKS FOR  
THE SPRING TRADE.

OUR ECONOMY RACKS are made in our own  
FACTORY of best materials and workmanship. Large  
stock now ready for shipment.

Our new catalogue just off the press is full of new  
ideas for the up-to-date merchant.

WRITE FOR COPY TO-DAY

CLATWORTHY & SON, LTD.  
TORONTO - - - - - ONTARIO

## THE FIVE POINTS OF SUSPENDER COMFORT ARE IN "FIT-RITE"



No suspender, no matter how resilient the web may be, will ever give genuine comfort unless it fits perfectly. To fit perfectly it must first be adjusted so that there is no pull anywhere—no draw from the front or back, around the waist line or falling from the shoulders.

"Fit-Rite" suspenders are adjustable at five different points, thus ensuring perfect fit and comfort. Made of best quality elastic web, with heavy brass wire fittings and leather ends.

Write for prices today. We also make men's armlets, garters, leather belts, and all kinds of suspenders.

Made and sold by

The Canadian Suspender  
Manufacturing Co.  
92 PETER ST. TORONTO

advertisements, and on all the price and show cards used in the store and in the windows. That picture became so familiar to the people of Hamilton that the "peach-of-a-sale" became almost a household word.

SOLD GOODS AS ADVERTISED.

Back of the publicity measures was a principle which was quite as effective in its way in bringing the business as the unique advertising. The people were offered goods exactly as advertised at exactly the prices advertised. If a certain value article were offered at a certain price, customers were given just exactly what was offered. In other words, the statements made in advertising were backed up to the fullest extent. People came to appreciate the fact that they could rely on whatever Tobey offered. And that helped a lot in making the sale a success.

Commenting on the results obtained by his sale, Mr. Tobey states that it was very successful, quite as successful in fact as the many unique sales that he has conducted in the past.



### Canadian Trade Wanted

Vancouver, B.C.—"We want to build up a larger trade in cotton goods with Canada, and the prospects of developing the trade in textiles to a much greater extent than formerly are very bright." That is the statement of W. A. Graham Clark, commercial agent representing the United States Department of Commerce and Labor, on his arrival in Vancouver. He has visited all the important cities in the Dominion and is at the present time conducting an investigation into trade conditions to ascertain the possibilities of extending this particular branch of trade with Canada.

"I find," continued Mr. Clark, "that there is a growing market for textiles in this country, as the mills on this side of the border do not appear to be keeping pace with the demand, and I am more than convinced that in the near future, Canada will be importing cotton goods on a much larger scale than in the past."

In conversation with the representative of The Dry Goods Review, he pointed out that Canada imported cotton last year to the value of \$22,000,000. Of that amount Great Britain secured two-thirds and the United States the balance, and his mission was, he stated, with a view to seeing if further trade between the United States and the Dominion could not be fostered.

"There is thus," he added, "great room for improvement, and it is for the purpose of bringing about more extended trade relations that I am making the present tour." Mr. Clark started at Quebec and has paid a visit to every trade centre of importance while en route across the continent.

In the course of his wandering Mr. Clark has visited thirty-seven out of fifty-one independent countries in the world getting into the line of trade

with a view to the expansion of business so far as the United States are concerned.



### News Items

Vancouver, B.C.—The Co-operative Clothing Co. are going out of business and are holding a big clearing sale.

Zurich, Ont.—The Jackson Mfg. Co., makers of boys clothes, have started operations in their own factory.

New Liskeard, Ont.—W. J. Elliott and S. S. Ritchie have formed a partnership and gone into the general dry goods business.

Kingston, Ont.—John Orr, formerly a member of the firm of Richmond & Orr, passed away at the age of 61 years.



### Essentials of Clothing Salesmanship

(Continued from page 87.)

class, and when you have thought out a plan to sell him, the plan will come to your hand when he comes into the store.

"Should the customer want to have a suit made by a custom tailor, tell him if he goes to a first-class man he must pay the price, and if he patronizes any cheap tailor who has had a brief training in some cutting school, or a short experience in a wholesale house, he will not get anything near the value he does in a first-class ready-made suit, like that which is to be had, at the price, in all high class clothing stores. The salesman should be so well posted in the cost of producing clothing that he can back his argument with the exact figures. In closing, reach the climax as quickly as possible. Say your say in an earnest, impressive manner, and then stop. To insure speed, waste no time in arguing. Concentrate. Hold the thought of speed constantly. then look it and act it.

"There is a big field in which to introduce the cultivation of efficiency. Men have been in some of the biggest stores for from ten to fifteen years, and have not had a raise of salary of \$2 a week in a long time. Why? Because of their inefficiency. The salesman should go ahead, qualify for a bigger salary and ask for it. Make yourself worth more and get it. Go ahead all the time.

"Closing the deal is, as a matter of course, the most delicate part of the sale, and in eight times out of ten failure to close the sale is caused by talking too much. There is one man on the floor whom I know who is always behind his calls for the reason he does not close his deals. He talks too much. Close your deals quickly, and with as little talk as possibly. Study your customer until you know him thoroughly and the next essential feature is that you know your merchandise as well as you know your own family."

# Crescent Shirts

## See the Special Summer Line



Lounge Collar Shirts will prove tremendous sellers this coming season.

Be sure you make a good showing.

Our special Summer line of shirts, an entirely new range, will be in the hands of our representatives 1st March for June delivery. A selection gives you the opportunity of extra business.

Shirt Department

**Crescent Manufacturing Company, Limited**

2 Inspector Street, Montreal

See that you have an ample stock of

## Hewson Untearable and Bannockburn Tweeds

bought for Fall. They're going to be very popular.  
Also

### OUR CELEBRATED MACKINAW

Your Wholesaler carries garments made from this famous all-wool HEWSON CLOTH. ASK him to let you see them.

### Mackinaw Shirtings

famous for their durability—particularly suitable for Workingmen's Shirts.

SOLD ONLY THROUGH JOBBERS  
AND CLOTHING MANUFACTURERS

### Hewson Pure Wool Textiles

Limited  
Amherst, N.S.



## Lion Brand Clothing is Popular

We are opening our fourth factory, at Zurich, Ont. The general excellence of "Lion Brand" Boys' Clothing has created such a demand from the progressive merchants from coast to coast that we have added greatly to our facilities, which will increase our output and ensure prompt delivery.

Write for our catalogue.

### The Jackson Mfg. Co., Clinton

FACTORIES:  
CLINTON    GODERICH    EXETER    ZURICH

## Full Dress Accessories

Everything needed  
for evening wear



## HAT Clearing SALE

Our Best Models

Going from

\$1<sup>75</sup> to \$2<sup>25</sup>

## Silhouette Work in Card Writing

The introduction of black figures does much to give distinction to a card—Amateurs can make silhouettes without any difficulty—How the idea can be introduced into highly artistic effects.

CARD writers can use silhouette drawings to splendid advantage. In the first place, they give plenty of contrast and make a striking looking card. The black figure stands out much more prominently than elaborate drawings would do. In the second place, they are comparatively simple to draw.

Many card writers do not attempt much in the way of ornamentation but stick to plain lettering because they feel that they lack the artistic ability to execute anything more difficult. As a result, they are very much limited in their scope. For such as these, the silhouette figure can be recommended. To execute work of this kind does not entail any considerable degree of skill. In fact, the figures can be traced on the board and then inked by the veriest amateur.

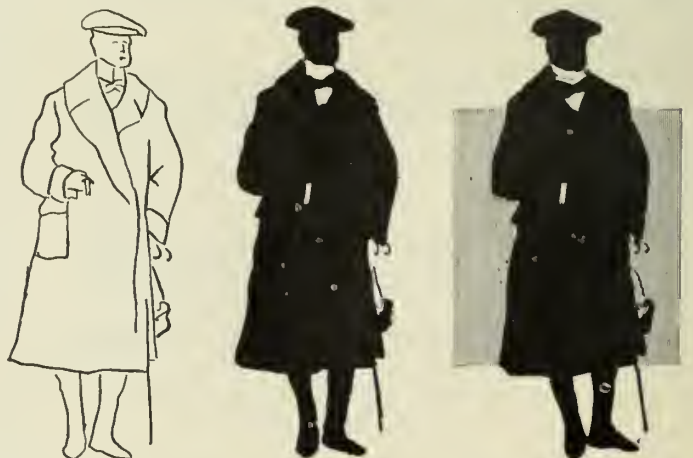
A silhouette drawing is made in two stages. It is necessary in the first place to draw the figure in roughly in pencil. Only by so doing is it possible to get the proper proportions in the figure and have the outline correct. The next step is to ink in the drawing, leaving the parts untouched which it is desired to have show white. Thus in the cards reproduced above, the parts left white are collar, shirt, vest, cuffs and spats. In the full length figure, the effect is much more striking than if an actual drawing of a man in full dress had been given. In the hat-card, a stripe effect in the cloth has been secured by running narrow lines of white through the black.

Rough sketches are reproduced to show the way in which silhouettes can be worked up. The first step is to sketch in the figure but this can be done by tracing quite handily. Clip a suitable illustration from some magazine and trace in the outlines as in the full length figure, in racing "togs." Then blacken in the desired parts. If desired, a further touch can be added by lining in a background, as a general rule, however, it is better to leave the figure alone as it will then stand out with double prominence and distinctness. A simpler measure still is to

clip a figure from a magazine, close cut it and blacken in as desired. It can then be pasted on the card.

There are various modifications, or rather complications, of the silhouette idea which card writers with the necessary artistic qualifications can carry out. A certain school of artists, of which Coles Phillips is perhaps the best known, produce pleasing effects by leaving parts of their drawings blank, although the suggestion is there so strongly that the eye catches the idea at once. Thus the head, a collar, an arm, the waistline and the feet will be all that is shown to represent a figure and yet the drawing will have a suggestion of completeness. This class of work, while extremely effective, requires a high degree of skill. Some card writers have utilized the idea with the best of results.

Silhouettes can be used in any color, although black on a white ground is in many respects the most effective. Gray shades can be used to good effect. Some splendid cards have been seen where were faintly traced in light gray or in green lettering, being traced over in stronger shades. When work of this description is attempted, however, the card writer must have full confidence; for a wide share of ability is required to do it attractively.



# Harvey Knitting Company, Limited, Woodstock



This exclusive line will be shown in your town before long for you to pass judgment on it. Give it a thorough inspection and compare our values with other lines offered you.

Harvey Knit Coats are hand made, full fashioned and handsomely finished. Also see our line of Shaker Knit Coats and boy's knitted suits.

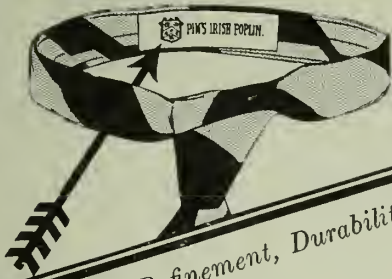
**We sell only to the retail trade**

**Agents:**

Maritime: F. S. White, St. Stephen, N.B.  
 Quebec: P. DeGruchy & Son, 207 St. James St.,  
 Montreal. Ontario: J. E. McClung, 33 Melinda  
 St., Toronto. Manitoba and N.W.: S. Groff  
 & Sons, 290 McDermott Ave., Winnipeg. British  
 Columbia: H. P. Lang, 601 Welton Bldg.,  
 Vancouver.



## PIM'S IRISH POPLIN



For Distinction, Refinement, Durability, select

### PIM'S IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers,  
 William Street, Dublin.  
 Canadian Agents—Hyndman Commission Co., 156 Lombard  
 St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg.,  
 Montreal.



You should see  
 these lines  
 for  
**FALL 1913**

### Knitted Mufflers

A very complete line of Pure Silk and Artificial Silk Mufflers—About 70 varieties to choose from—All shades.

### Knitted Gloves

A wide range of popular styles

### Knitted Caps

Styles that will sell—No stickers.

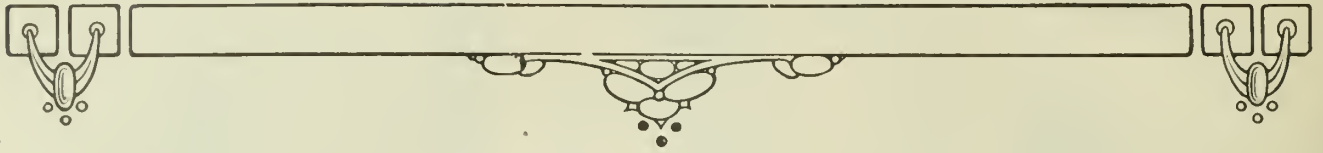
### Sweater Coats

All the best selling lines included in our new Fall range.

## REGENT SHIRT CO., Limited

149 Notre Dame St. W. - MONTREAL

# Review's Information Bureau



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

Editor of Dry Goods Review.—"We are opening a store of ladies specialties consisting of costumes, blouses, millinery, hosiery, etc., no piece goods. Any suggestions you could give us on the display will be gladly welcomed."

See Art of Display department. Any of the advertisers will be pleased to give full information of their lines.

\* \* \*

Editor of Dry Goods Review.—"Please tell me where I can buy wooden stands for window display." The Oscar Onken Co., 1656 Fourth Avenue Cincinnati, U.S.A.

\* \* \*

Editor of Dry Goods Review.—"A customer of ours is enquiring for corsage bouquets to retail at \$1.00 to \$1.50. Where can we obtain same?"

R. D. Fairbairn, Co., Toronto, have silk and satin flowers for corsage bouquets. Any of the neckwear and millinery houses prepare them. Elliott, Sherring & Co., Toronto, make a specialty of this line. Artificial flowers are supplied in this arrangement by Botanical Decorating Co., Chicago, and Canadian Flower Co., Montreal, or by any of the artificial flower manufacturers. See advertisement in Art of Display section.

\* \* \*

Editor of Dry Goods Review.—"Who are makers of surplices and caps for choirs?"

Home & Watts, Toronto; Miller Mfg. Co., Toronto.

\* \* \*

Editor of Dry Goods Review.—"Please let me know who are makers of asbestos silence cloths?"

H. W. Johns-Mannville Co., Wellington Street, Toronto, and Kearney Mfg. Co., 148 W. 62nd Street, Chicago, manufacture asbestos silence cloths.

\* \* \*

Editor of Dry Goods Review.—"Where can we procure Penelope cabled twist crochet cotton No. 30?"

We do not know this brand. D. M. C. Maple Leaf and Anchor brands can be supplied by any of the distributing houses, Anchor brand is controlled by Central Agency, Ltd., Toronto and Montreal.

\* \* \*

Editor Dry Goods Review.—"We want to get card holders for the ends of dress goods boards. Can you give us the address of any firm who make these, also advise what kind of card holders you would advise using?"

Victor H. Canaham, Guelph, makes card holders for the ends of dress goods boards. Taylor Mfg. Co., Hamilton, can supply them.

Different size square card holders, in any metal finish are considered the best because of the uniform appearance they give. They save the cards and both sides are used. Any of the fixture houses have them. Write for catalogue to Dale & Pearsall, Clatworthy & Son, Toronto Brass Mfg. Co., or A. S. Richardson, Toronto, and Delefosse & Co., Montreal.

\* \* \*

Editor Dry Goods Review.—"Where can we buy colored knitting wools (for stockings) from the manufacturers?"

You can procure colored knitting wools for hosiery from Bonner Worth Co., Peterboro, Ont. H. Binns, Empire Bldg., Toronto, represents one of the leading English mills, who specialize on yarns for the hosiery trade. J. & J. Baldwin, Ltd., have all grades of yarns. Their Canadian representative is Duncan Bell, Manchester Bldg., Toronto.

\* \* \*

Editor of Dry Goods Review:—"What make of time clock in your opinion is the best for a dry goods establishment with about thirty hands. Something simple and accurate."

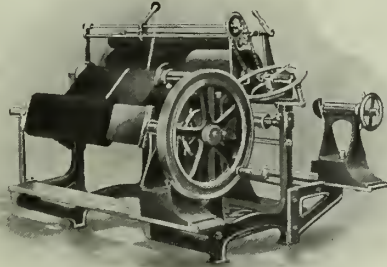
The International Time Recording Co., of Canada make over 400 kinds of time clocks. Choice of a satisfactory machine is a matter for personal selection and price.



# Hand-Power Rolling and Measuring Machine

with Improved Rolling-Off Attachment and Special Arrangement for Inserting Paper Tape Measure

Splendid  
for  
Stock-taking



Saves  
Time,  
Money and  
Labor

This machine has been specially designed to meet the requirements of manufacturers and merchants at stock-taking times, having a special attachment for **Re-Lapping** and **Re-Measuring** pieces through the machine. All that is necessary for this operation is to fix the piece which is to be re-lapped between the two special grips at the back of the machine, and then pass through the machine in the ordinary way. This arrangement makes **obsolete** the present laborious method of unrolling by hand.

Also this machine is fitted with a very simple device for inserting a **paper tape measure**, a system of measuring piece goods which has every appearance of becoming universal. In addition to this, the machine embodies all that is necessary for Lapping and Measuring pieces in the ordinary way from the cuttle. The Rolling Heads are fitted with **ball-thrust bearings**, so that the machine can be operated with perfect ease.

The measuring clock is marked 100 yards and driven by machine-cut worm gear, and is constructed for measuring in yards or metres as desired.

Made by **JOHN T. HARDAKER**, Bradford, England

Sole Canadian Distributors  
and Selling Agents.

**WALTER WILLIAMS & CO.,**

525 St. Paul St., MONTREAL  
20 Wellington St. W., TORONTO

## Underwear That is Built to Satisfy



The delightful softness and comfort of this underwear is enthusiastically proclaimed by everyone who wears it. A feeling of satisfaction—both for yourself and your customer—goes with each sale of

### MAPLE LEAF BRAND UNDERWEAR

And this feeling of satisfaction continues for a long time because this line abundantly fulfills the requirements of your best patrons as to quality, cut, finish and wear.

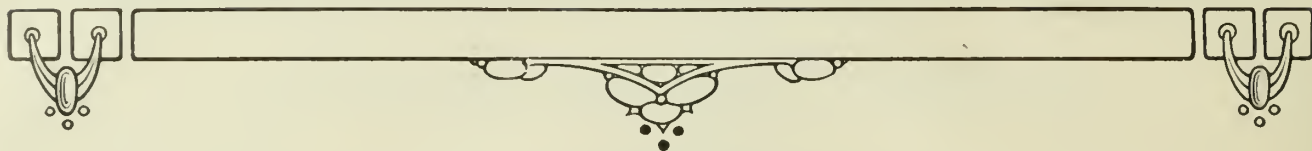
Before ordering underwear for next Fall and Winter it will pay you to see our large range of samples.

**THOS. WATERHOUSE & COMPANY, LIMITED**  
INGERSOLL, ONT.

MONTREAL: Harold F. Watson, Weldon Co., Coristine Building

The Review is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in "The Review." The paper that does things.

# Style Features of the Spring Models



Descriptions of some of the most stylish showing in New York—Malines used in many ways—Aeroplane and Bunny bows are rivaling the Gaby bows in popularity—Beautiful floral garnitures.

CLOTHING manufacturers are preparing samples of Fall garments which will be on the road about March 15th. Wholesalers and manufacturers' ranges of suitings and overcoatings are expected to be ready within the month. Some early samples have been received. At present repeats are being booked for Spring delivery and buyers are in Europe assembling mill ranges for the selecting of the clothing and tailoring trade. First shipments of Fall materials have been received by the clothing makers and the early indications of coming styles and fabrics for more staple lines are assured. Reports from the English and Scotch mills show that early orders for Fall are satisfactory and contracts placed in advance are at firm prices.

Placing conditions differ for the clothing manufacturer and the wholesale house in buying. The former has to give the bulk of his orders in advance as no stock is made up at the mills. Wholesale representatives place their orders at the different mills after retail buyers have made their selections. In this way, the latter has the consensus of opinion of different parts of the trade. They also have an index to repeats. Instead of buying stock which in their judgment will sell, assortments carried now are based on general orders received. There is very little speculation. Samples left after the season's trip give a fair indication of the trend of demand, although they do not hint the novelties of the coming season. The difference between the ready-to-wear and the semi-ready clothing materials and those of more exclusive tailoring houses is met as far as possible by the experience of manufacturing buyers and the success with which cloths are featured by respective clothing mills.

This year stocks and the assortment of samples left after non-sellers and sold out swatches have been discarded, show an absence of tweeds and a scarcity of browns. This is met, of course, in repeats but is also an indication of the Fall demand. Worsteds have sold up well. Samples still carried contain many pleasing grays in soft shades and some of these neat patterns are likely to be favored later. Following mid-summer demand for tweeds, homespun, and finer flannels in light grays, augmented

by samples of mid-season novelties in tweeds and worsteds, the Fall season is expected to favor a continuation of these features in patterns and colorings.

## NATIONAL HUES AND SIMPLE DRAPERY FAVORED.

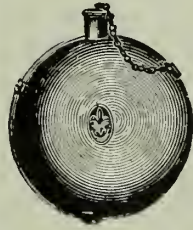
Fall clothing styles will conform to English outlines, modified to meet Canadian and American ideas. The cut is not to be extreme, but similar to present vogue. The tendency may be to closer lines but not to such an extent as in the clothing which marks the nationality of the wearer. In the cut of models being prepared in Fall 1913 samples, clothing manufacturers are approaching those outline features, which tend to give character and still retain sufficient drapery, desired by the careful dresser of good taste. At present, no decided changes from the natural outlines of the standard, athletic or stout men's garments is proposed. The idea is to develop a Canadian style for each figure without becoming too extreme for the dictates of business or occasion ethics. Manufacturers are not losing the effect of correct fit, which is essential to each model because of deportment, appearance or age of the wearer.

In the standard figure, the coat is about 31½ to 32 inches and in the athletic cut is 32½ inches. Two and three-button sacks, with long roll and sharp cut frock front and neatly cut-away in front but fitting in natural lines in shoulders and drapery over hips, are preferred. The vest is cut fairly high. Trousers are simple again and drop in a straight line with the creases; with average 21½ to 22½-inch knee and 16 to 16½-inch bottom or cuff. In the whole, manufacturers are obtaining distinctiveness in cut and outline because the garments are sufficiently form-fitting to retain the simplicity necessary with the inspiration of style.

Manufacturers are not ready yet to decide the ratio of fabrics but a good season on tweeds with a fair proportion of worsteds is looked for. This is largely a matter of business and style and one branch especially, young men's selection will favor tweeds. Norfolks and smart day or business dress is likely to demand tweeds or cheviot finished serges. For more conservative wear, worsteds in neat effects and in grays will lead.



# "BE PREPARED"



For  
Big



## BOY SCOUT BUSINESS

The fast increasing popularity of this patriotic movement makes it imperative that you go out after this trade

Be the OFFICIAL OUTFITTER of Your TOWN

and learn the great possibilities of successfully catering to the best boys' and girls' trade

We are in CONSTANT TOUCH With SCOUT HEADQUARTERS and can supply you any information regarding these movements and the complete official outfit at the lowest cost

MILLER'S OFFICIAL OUTFITS LEAD AMERICA and are the standard for uniforms and accessories

We have special departments specializing in

MILITIA and CADET UNIFORMS, CHOIR VESTMENTS,  
And All WASHABLE CLOTHING For

Barbers, Waiters, Cooks, Butchers, Dentists, Doctors, Bartenders. Porters, etc.

LET US KNOW HOW WE CAN HELP YOU

**The Miller Manufacturing Company, Limited**

251-3 Mutual St.,

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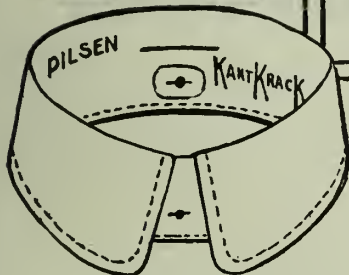
Toronto, Ont.

# KANT KRACK

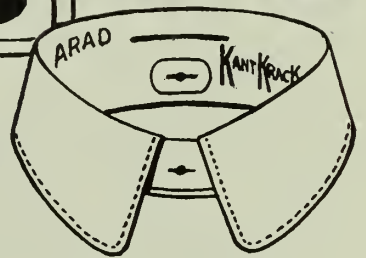
COATED

LINEN

## COLLARS



### Vastly The Best



because they are vastly different. And this is the difference; **KANTKRACK** Collars are real linen collars with a waterproof coating, pliable and wear-resisting with long slit back which gives when being attached without breaking, and the riveted flap which reinforces the usual weak part. Soap, water and sponge is the extent of the laundry bill. "One grade only and that the best."

(Made in Canada)

**The Parsons and Parsons Canadian Co.**

HAMILTON

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ONTARIO

Patterns will be small and neat. They consist of browns and grays in pick and pick, two and two, and delicate small hair-lines, birds' eyes, etc: Plain colors are preferred and, while the patterns are not marked, they obtain a definite character. The staple blues which cover numerous shades in rough-finished serges should be better than a year ago. Some lighter shades in novel blues and neat inconspicuous patterns are seen. Although the patterns are sufficiently different from those of a year ago to relieve the staple effect, which pertains to some lines of branded clothing.

BELTED AND PLEATED STYLES IN OVERCOATS.

Overcoats are designed for warmth and are intended to be practical and fit naturally. Convertible collar styles and belted makes with plain or raglan shoulders are booked as leading numbers. Lengths are shorter and button through kinds are preferred. About 45 inches is the extreme length and in most of the models, the hills from the shoulder to the skirt show fullness, while the belt is belted. Some of the garments have an inverted pleat or wateau and the back is contracted, with a broad belt, to show fullness. Most of the models are shoulder lined.

OVERCOATINGS FEATURE WARMTH.

The character of the cloths also lend themselves to the idea of warmth. Chinchillas, naps, moss-finished curls and Whitneys, heavy cloths are made up in numerous styles. All the cloths are soft-finished and usually feature brushed or curl finishes. The whole success of the coming season is defined by the demand for style rather than service. Many of these cloths are not likely to prove serviceable because this nap or curl is attached or taken out of the material itself. The texture of the fabric is loose and the cloths most likely to prove the season's success, both in design and colorings are mostly of this nature. But the development of ready-to-wear business is to combine an amount of style because the life of the garment depends on style and smartness for a season or until another change in style is promoted.

Cloths are mostly in soft shades and plain. In many cases the only color is introduced by the brushed effect on the small ground design, where a pattern is featured. The shades run to browns, soft fawns and grays. Some of the garments are reversible but more plain than plaid back are included in the ranges.

MACKINAW'S THE SEASON'S NOVELTY.

One of the season's novelties will be Mackinaws. These are made in English style, similar to an outing or hunting coat. The style is shown for Spring to some extent but, is not received as well as expected. They have done well in exclusive New York

and many of the larger cities where they have been shown. Mackinaws are made in fancy cloths and the style of the garment is most applicable to a skeleton coat. They are typical Norfolks with shawl collar over-shoulder pleats or pleated to a yoke and belted. They are 30 to 32 inches long and furnished with large buttons. The cloth is similar to an eiderdown only with more weight and texture and comes in four-color combinations. Blue and black, crimson and black, gray and black and brown and black. Both single and double plaids are shown by different houses.

The development of children's clothing in conjunction with the men's wear trade is growing along the demand for style, better garments and correct materials. Style is as important as in the adult section provided the cut and workmanship is right, merchants have a splendid opportunity, children's garments in suits, overcoats and reefers are selling as high as \$15 a garment. Several clothing merchants are opening a department for girls' reefers, as many of the styles now made by manufacturers make a specialty of this high-class trade. Many merchants in the West handle exclusive lines and go after this branch of business which has been hitherto neglected. For Fall, several new models, for girls 14, 16, 18 years, are being prepared which are suitable for exclusive trade. These garments are equal in every way to the high-class tailoring and style dictates seen in larger-sized garments and take advantage of the demand for garments similar to those worn by elders. Success in smaller sizes and the amount of business done in the juvenile departments of the aggressive clothing stores suggests a growing turnover in these lines as a future development. This end of the department has practically no competition.



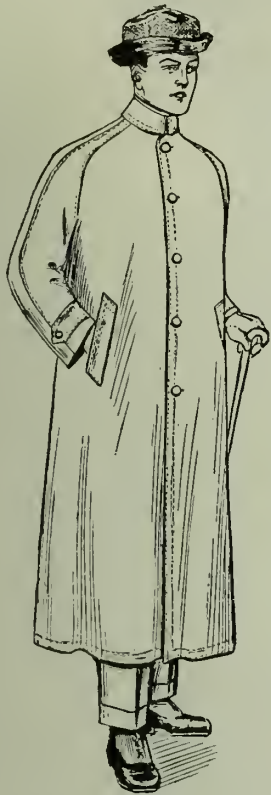
Moneton, N.B.—Alphee R. Robichaud has opened a mens' furnishing store on Main Street.



Pembroke, Ont.—Jas. Thackray and F. W. Schultz have opened a gents' furnishing store in the shop between Clarke & Andrews and the Pembroke House formerly occupied by F. W. Chambers.



St. Thomas, Ont.—Willard Howard, formerly of St. Thomas, who has for some time been men's furnishings buyer for R. McKay & Co., of Hamilton, received a pleasant surprise Saturday when John Campbell, on behalf of his fellow employees, presented him with a purse of gold and a fountain pen. Mr. Howard has purchased the stock of Chas. Shields, King Street east, and intends remodeling the store and open an up-to-date men's furnishing store.



1006—Leader Raglan  
\$7.00

Double texture Paramatta,  
in fawn, brown and reseda.

“All That The Name Implies”  
The “**QUALITY**” Brand  
**Waterproofs**

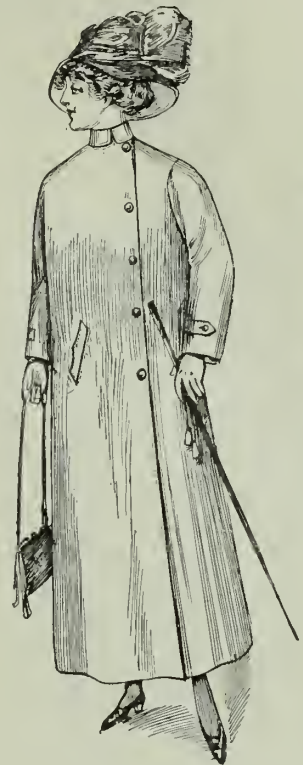
For Men, Women, Children

**QUALITY** IN FIT  
STYLE  
MAKE

*Samples Sent Prepaid  
on Request.*

**Toronto Waterproof Mfg.  
Company**

30 Wellington Street West  
**TORONTO**



717—Motor  
\$5.50

Single texture Paramatta,  
in fawn and reseda.

**S. D. COLLARS**



**Dressy Linen Collars  
Minus the Laundry Bill**

Everyday sees the famous S. D. Collars grow in greater favor with the Canadian trade. They sell readily at a good profit and give entire satisfaction. Being waterproof real linen collars they eliminate the laundry bill entirely. No breakage, no odor, absolute service, made in three qualities.

Linolo 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

**WREYFORD & CO.**

TORONTO

Wholesale Men's Furnishers



For Immediate Shipment—

“Viator” and  
Aviation Caps

from \$6.00 dozen.



**Tress' Winter Caps**

Camelhair and Grey  
Fleece—\$12.00.



**Scotch Knit Gloves**

\$3.40, 4.50, 6.50, 9.00, 10.50

**Coat Sweaters**

With Collars

**YOUNG & ROCHESTER'S**  
New Neckwear and Shirts.

# Hat Styles for the Fall Trade

Showing of soft hats will be larger than last year but diversity of shapes will not be so marked—Neater shapes to be worn in Derbys—Rakish styles are passing.

ONE Fall and Winter season is hardly over before manufacturers are ready with lines for the following year. First ranges of mens' hats are ready for 1913 season. Early indications are that the later influences of this season are to be felt in the style ratio of next season's styles. Some changes are noted, and by the time opening buying is commenced other style influences are likely to be seen. The assortments of mens' hats as far, as they are ready, show the interpretation of several, manufacturers' outputs and combined jobbers' ranges.

The ranges include velours, rough, camel's hair and scratch felts. Tweeds in similar styles and approved shapes are represented. The showing of soft hats is larger than last season but the diversity of shapes is not so marked. The general appearance of the sample is neater and cleaner than a year ago. The effect of style and good taste of medium trade and the result of clearances of extremely rough and unusual shapes this season is seen in the more staple and common sense styles, which are now offered. A lot of freak shapes featured in 1912 are missing, only a few telescopes are shown.

In Derbys the trend is for a neater and more sensible shape. Some young men are just commencing to get used to extreme low crowns and wide brims and the demand is expected to continue through the Spring season in some localities. In stiff hats medium crowns and small curl brims are coming back. This will be gradual, and at first a matter of features, age and deportment. For the young man of sporty tastes, extremes will still be in vogue to some extent. For the careful dresser, one of the approved blocks has 4¾-inch crown; 2-inch brim back and front with 1½-inch half raise side roll. Middle aged business men are partial to a 5-inch crown; 2-inch brim, front and back with 1¾-inch half raise side roll. The bulk of the season's business will be done on these and a more extreme model for the smart young man. This shape has 4-inch crown; 2¼-inch front and back brim and 2½-inch quarter raise curl side. The influence of these tendencies is already felt in more exclusive stores.

Felts in plain, heather mix and scratch finishes with turban and low brims are in the greatest assortment. All finishes scratch, satin, angora and soft velours are good with a number of heather mixes and stitched styles in request. For reserved trade, a line of small Alpines in black wool and soft camel's hair finishes with curl brim is sampled in several attractive values.

Velours are holding strong in higher grades. Manufacturers are well sold up and quite independent of orders. The demand for high class velours is reflected in similar finishes which are brought out in cheaper grades. One maker is showing a line of Italian velours to retail at from \$2.50 to \$3. The shades are olive, browns, slate, gray and black. The ranges of tweeds comprise a fair line in stitched cloths, soft chinchillas, two tone stripes and checks.

The influence of style and the success of any new shape or finish is usually derived from the interest of exclusive trade in a particular style. A new



1. Wa Wa (wild goose) stitched, drop brim, soft felt with back bow. 2. Italian velour in soft shades. Courtesy F. M. Vanderwater, Toronto, office Waldron, Drouin Co.

shape, which has sold well in larger centres promises to become a favorite next Fall. It is a French model with perfect low or droop brim and medium side crown in soft felt with short close pile. Selections in all shapes are varied according to finishes in the different manufacturers' ranges. Merchants can select both shape, material and color in a large variety.

The colors are soft shades with similar tones prevailing. Browns, soft tans and mixtures on these tones in heather effects and gray in new tones are practical for next season's wear. Some of the fur felts have contrasting pile which is attractive, but this is seen in soft hats only this season.

(Continued on page 107.)

## Two of the "Outing" Family



A50

A.50—The popular "Outing" Brand Shaker Knit Coat has no equal in the knit goods world. It is especially the young man's coat and will add much to your 1913 showing.

The "Outing" Brand consists of many excellent numbers which will mean big profitable business to you.

Don't fail to see the complete range. Salesmen now on the road.

**Frank W. Robinson**  
Limited  
Bathurst and Wellington Streets,  
TORONTO

"The Coats that are Tailored to Fit"



A51

MARQUE DE FABRIQUE



ENREGISTRÉE

## Men's Gloves Perrin's

The trade mark here shown is your guarantee of a perfect glove—is your customers' guarantee of absolute satisfaction. Our men's unlined gloves lack nothing that goes to make gloves the every day useful and serviceable article of wear that they are.

Our consumer advertising is creating a demand for Perrin gloves. Are you going to co-operate with us and thereby reap the benefit of this advertising? See our entire range now. Look out for imitations.

We're telling your customers all about Perrin's Gloves through the papers

**Perrin Freres & Cie.**  
28 Victoria Square, MONTREAL

## Simple Clothing Display for Spring



A well grouped display of men's clothing, hats and accessories as a suggestion for Spring opening. The centre figure is carefully posed, and the attention to detail in the unit setting gives a well balanced effect, which is not too precise. The pedestals and glass plates are used to advantage to improve the perspective, and the fixtures are part of the groupings. Background, floor and window fittings harmonize, and the amount of merchandise portraying men's early Spring attire conforms in arrangement.



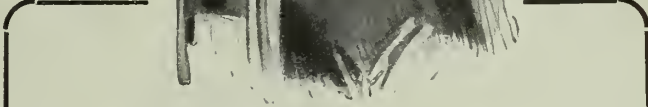
Bands are broad and heavy, cord ribbons are used in the same color as the hat. Black and brown bands are in the majority and black is used mostly on grays, especially the darker shades. So far there does not seem to be any likelihood of narrower bands except on Derbys.

Soft hats are finished with back bow cord and button, which is a marked departure seen in many of the numbers.

New samples are expected to show this trend as the season advances.



Vancouver, B.C.—Barton Bros., Ltd., mens' furnishers, are holding a business retirement sale.



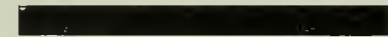
# “DEACON” SHIRTS

Learn to discriminate—things are not always what they seem.

Do you pay a price for your shirts consistent with the quality you get? If you do you should be satisfied, but do you really know whether you are or not? Many a merchant thought he was, but when he compared his stock with the Deacon range he changed his mind completely. We do not claim to give you \$1.00 value for 75c, but we do guarantee to give you dollar value for a dollar, and we make the assertion without fear of contradiction that Deacon Shirts, whether they are working shirts, fancy flannels, wool taffetas or any other, give the maximum wear, style, fit and appearance for the money.

Find out where your shirt values really are by comparing your stock with Deacon. We are showing a range for Fall from \$4.50 to \$36.00 a dozen.

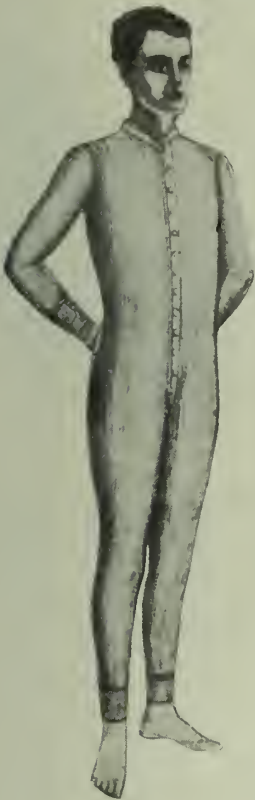
Travellers are now on the road.



## The Deacon Shirt Co.

BELLEVILLE .. ONTARIO

## Your Trade Will Appreciate Dr. Neff's Underwear



Appreciate it for its delightful softness, its perfect fit and real satisfaction. You can increase the volume of your underwear trade with this famous underwear. It comes in Union and two-piece suits and is of a soft, firm texture, that withstands wear and gives absolute comfort.

Let us send samples of our Dr. Neff's Underwear. Write to-day.

**THOMAS WATERHOUSE & CO., Limited**  
Ingersoll, Ont.

Messrs. Mosey & Urquhart, Toronto, agents for Ontario; John W. Peck & Co., Winnipeg, for Manitoba, Saskatchewan and Alberta; John W. Peck & Co., Vancouver, for British Columbia and the Yukon.



**S. E. Porter & Co.**

Sole Agents for Canada.

Complete Stock on Hand at

“Birks Building,”  
**MONTREAL**

(Made in France)  
Guaranteed for one year.

## What is Effect of Cut Prices?

The necessity continually arises of advertising goods at reduced prices. For special and clearance sales, price inducements have to be offered; "leaders" are required to attract attention to other lines; and in other ways, the necessity for cut prices creeps in.

Does the advertising of lines at cut prices lessen selling possibilities at regular prices?

Does a special price set a precedent which is detrimental to future sales?

Do many people make a practice of waiting to buy a certain article until they see it advertised at a bargain?

What is your answer to these problems?

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

All replies must be in by March 12. Address Editor Dry Goods Review, 143 University Avenue, Toronto.

# 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

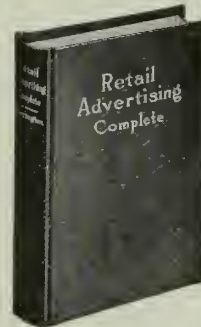
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and 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

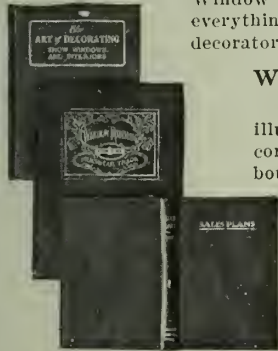
### Sales Plans

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

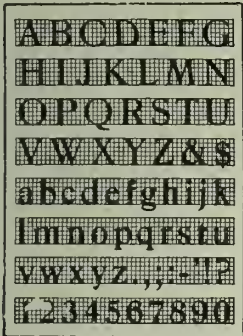


### 50 Lessons on Show Card Writing

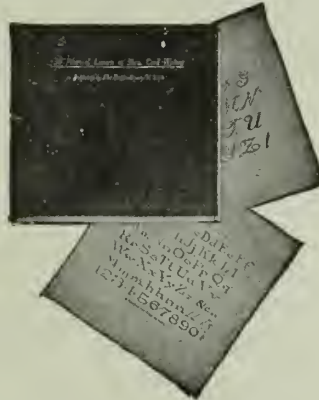
The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome hook at his elbow.

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

### Card Writers' Chart

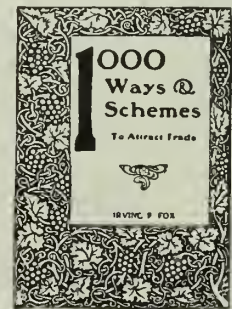


A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid, ..... \$1.50



### 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 9½x7, 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

**ROLLING AND MEASURING MACHINE.**

Messrs. J. T. Hardaker, Ltd., of the Bowling Iron Works, Bradford, and well-known makers of the "Easicut" Pattern Cutting Machine, have recently invented a very useful and up-to-date device for lapping and measuring piece goods.

Manufacturers and merchants who stock hundreds of pieces, know only too well the great expense and the time required at stocktaking times, when to obtain an accurate result, all pieces have to be re-lapped and re-measured. This machine, although designed more especially for stock-taking, embodies all the mechanism necessary for lapping and measuring piece goods in the ordinary way from the cuttle.

In addition too, this machine is fitted with an arrangement for re-lapping and re-measuring pieces from the roll. This consists of a gantry slide and headstocks at the back of the machine, and is fitted with specially improved grips for holding the piece. Often

when a piece is required to be re-measured or re-lapped, it is found an inch or more inside the roll, or perhaps the board has been broken—then it is, that the difficulty of holding the piece presents itself, and those grips have been specially made to overcome this difficulty, and at the same time answering the same purposes in every way as the ordinary style of grips. This arrangement will be found to be of great service to the operator, and a time-saver to the employer.

Further, the machine is fitted with a very simple piece of mechanism for inserting a paper tape measure inside the piece as it is being lapped, a system which is making rapid strides amongst merchants and manufacturers.

With this system, which is not expensive, however many times you may have to cut short lengths from the piece, you have always the correct length of the remainder indicated by the paper tape.

How much time may be saved, if, when stock-taking time comes round

you could walk round your warehouse, and by simply looking at the end of the piece, obtain the exact measurement instead of having every piece to re-lap and re-measure. This system has every appearance of becoming universal and is only another sign of the advance of the times. The machine, therefore, embodies all that is required for any class of woven fabric, having distinct operations combined in one machine, viz.,

No. 1. Lapping and measuring.

No. 2. Paper tape measurement.

No. 3. Re-lapping and re-measurement.

**MANUFACTURER'S AGENT OPEN FOR** following lines of men's wear for Manitoba, Saskatchewan and Alberta territory, popular priced clothing, workmen's clothing, hosiery, underwear and sweaters, shoes, shirts, etc. Lines must be right to be of interest. Address Box 1, Men's Wear Review.

**EXPERIENCED BUYER, SALESMAN AND** window trimmer for exclusive men's wear store, open for engagement, April 1st or earlier. Posted in all departments. If you wish to engage a proficient salesman write Box 2, Men's Wear Review, Toronto.

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**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."

*Wm. H. Leishman & Co.*  
*Limited*

*Wholesale Custom Tailors*

---

*Strictly to the Trade*

Our representatives are now on the road with the most complete range of samples and models for high class tailoring for men and young men ever shown in Canada.

The all-round superiority of our garments is appealing to every clothing merchant who has had the opportunity of inspecting them.

Make an effort to see what our representatives are showing for Fall, 1913.

---

*Wm. H. Leishman & Co., Limited*  
*119 Adelaide Street West*  
*Toronto*

**Makers of the best tailored Garments for Men**

# A Strong Selling Feature of Tooke Spring Shirts—



## The TOOKE Nek-Gard (PATENTED)

The Nek-Gard illustrated is the great, big, up-to-date improvement that you ought to offer your customers—and you'll find it only on Tooke Shirts.

The Tooke Nek-Gard guards the neck from contact with the front collar button—from pinching, bruising, and that ugly spot. The pocket is made without seams—cannot tear—is not affected by laundering—and the button slips in easily.

Your customers will be looking for Tooke "Nek-Gard" Shirts this Spring. If you have not placed your order yet, our salesman will be calling on you shortly. Don't delay.

### 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.



MARCH : 1913

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



## SERVICE



THE ART TAILORING SERVICE guarantees that your investment of earnest, aggressive salesmanship will bring you the biggest returns your town can pay you. Its organization is complete to a point heretofore unknown in the trade.

**STYLE.**—We maintain a complete designing organization, with New York, Chicago and London affiliations, producing an original and exclusive series of new models each season.

**FABRICS.**—Every piece of goods we show has been designed and patterned for the stores which sell Art Clothes. There are no hold-overs from other seasons. Our Woollen Buyers visit the centres of British manufacture each season.

**PRODUCTION.**—For Fall business, the new Art Clothes Shop now under construction will double our already tremendous output. This our third new building in six years.

**ADVERTISING.**—We spend thousands of dollars each season to introduce Art Clothes to the consumer directly, including Style Books, Fashion Plates and Art Clothes Fashion Portfolio. This service is free to Art Clothes dealers.

ART TAILORING SERVICE means that we feel responsibility for the entire proposition from raw material to your satisfied customer. We assume this responsibility for it all, but share the profit with you. Our representatives are now on the ground.

The Art Tailoring Company  
Toronto - LIMITED - Canada



# The Responsibility of Department Heads

Every store has salespeople and department heads who are not included in the observance of store rules. The latitude which these salespeople have in handling their departments leads to freedom from rules.

Some rules are not listed. The firm are unable to define exact rules to apply to all. Some conditions cannot be covered by printed rules.

Should department heads be held responsible as an example to fellow employes on the following:

- 1st Department.
- 2nd Financial Standing.
- 3rd Social Connection.
- 4th Traveler's Friendships.
- 5th Deference to the Firm.

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

All replies must be in by April 12. Address Editor Dry Goods Review, 143 University Avenue, Toronto.

# Clothing Store on Immense Scale

A detailed description of the new home of the Hub, Chicago—Eight storeys used by world's largest clothing store—Unique features of the building—Large stock carried.

The new home of "the Hub," Chicago's big clothing store, promises to take rank among the very finest of retail mercantile establishments in the world. For more than a quarter of a century, the Hub has been located at the northwest corner of State Street and Jackson Boulevard and during that time, it has become world famous. The new store is on the opposite corner—an eight-storey structure, erected by Henry C. Lytton, President of the Hub, after whom the new building has been named.

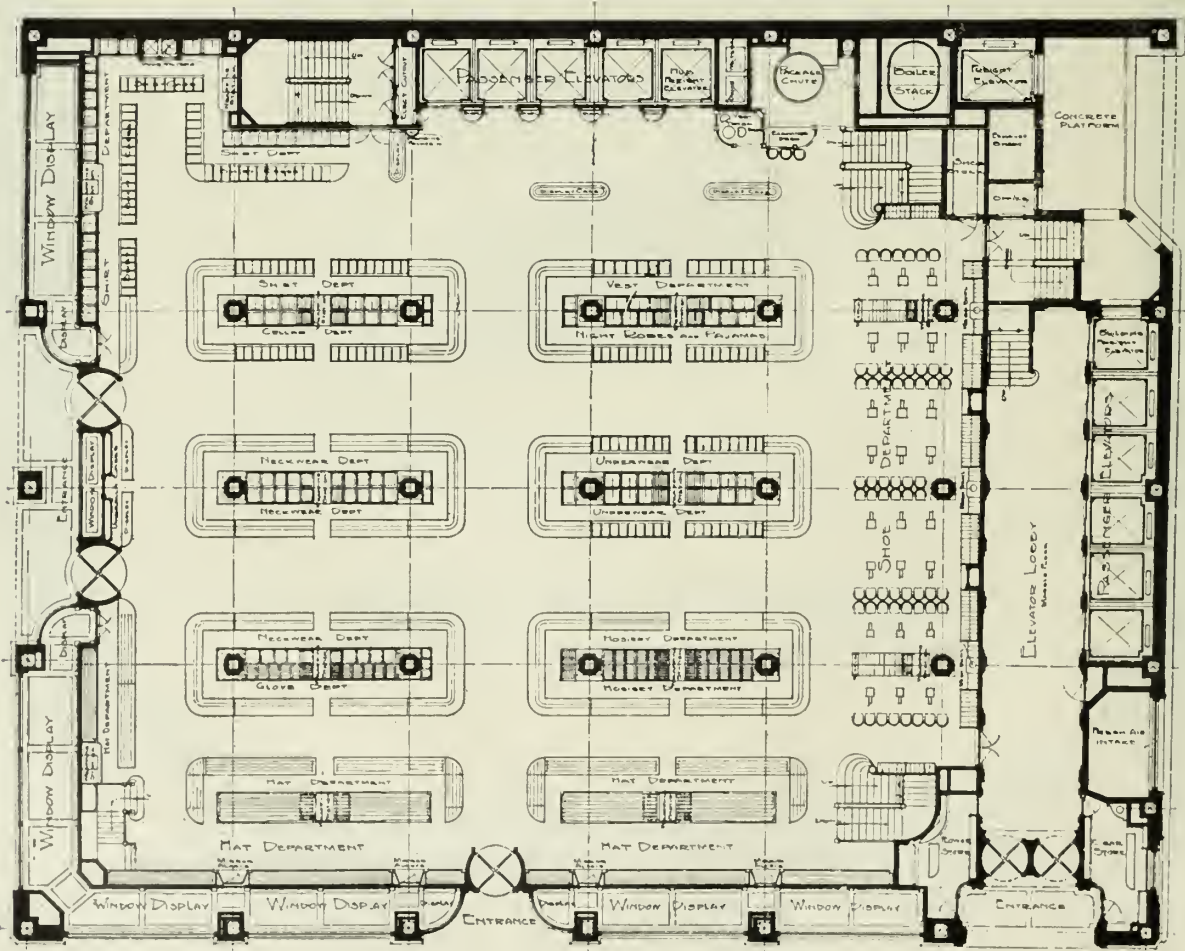
The new building is marvelously complete in every detail. A visitor would first be impressed by the size of the departments, the handsome fixtures and the immense stock carried. The lasting impression which the visitor would carry away, however, would be of the unique features of the establishment. The Hub boasts of several ideas distinctly its own. To attract and hold customers, it boasts of a miniature golf course, a playground for boys and a special barber shop for boys—among other original ideas.

## SPORTING GOODS IN SUBWAY.

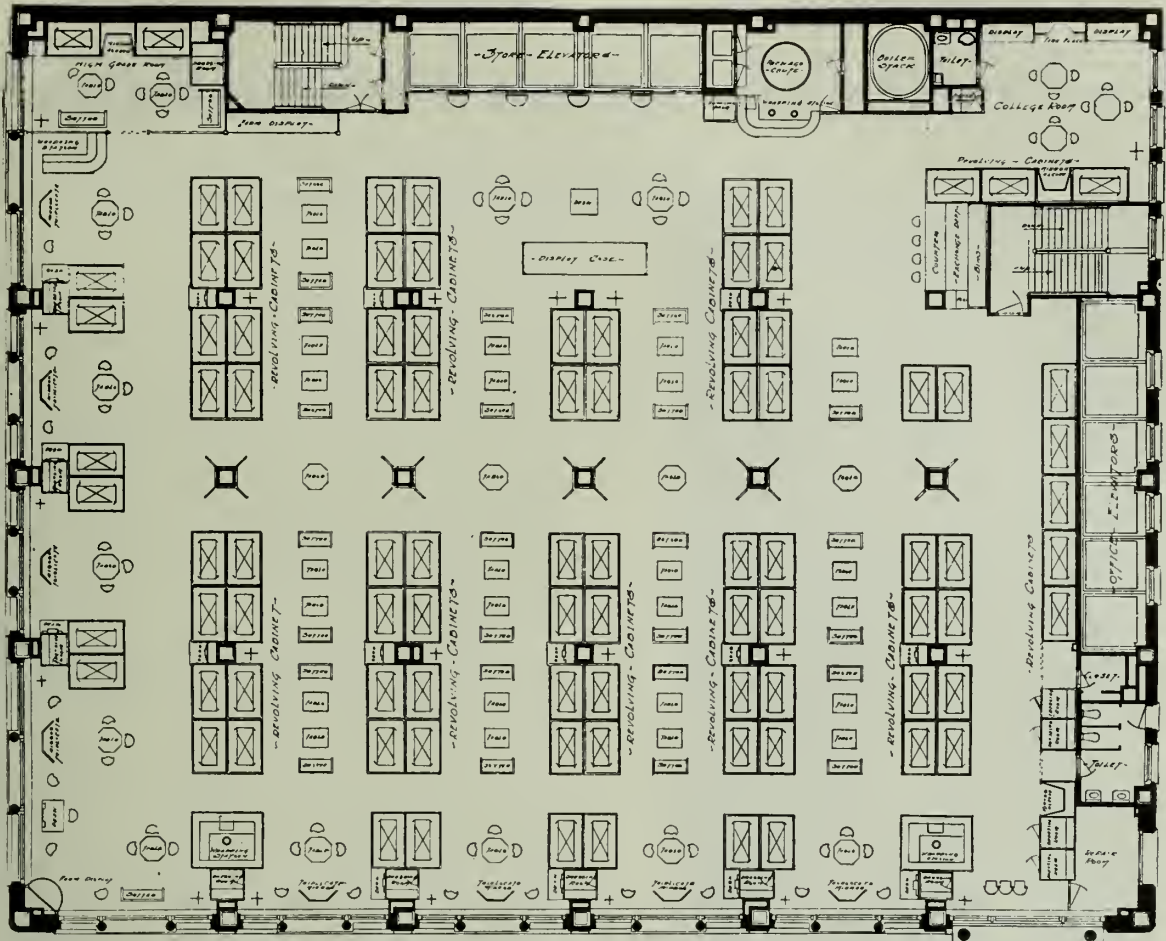
A brief description of this establishment will be of interest to readers of the Review. Starting with the subway floor, then, we find the sporting goods department. It is stated that the stock carried in this department will have few equals in point of size and range; certainly, few will be able to boast of fixtures and display arrangements on a similar scale. Here is found, among other features, the golf links for the proper testing of golf clubs. This is accepted as positively the last word in point of service for fastidious customers.

## HABERDASHERY DEPARTMENT.

On the main floor is found the haberdashery department. It will be advisable at this point to explain that the clothing in every department from top to bottom is kept in dust-proof cabinets. Each garment is kept on a fitted frame. By carrying out this arrangement it has been found possible to keep the stock in perfect shape. Confusion in handling goods



Ground floor plan of The Hub. Reproduced from Merchant's Record and Show Window.



Second floor of The Hub. Reproduced from Merchant's Record and Show Window.

is avoided. The chief advantage is that the departments do not present a crowded appearance. Roominess is one of the chief attributes of every section of the Hub and yet the capacity for storing of stock is unexcelled.

On the first floor, the fixtures are particularly handsome, being of mahogany throughout. A mezzanine floor has been installed. Boots and shoes are given a place on this floor, part of the stock being shown on the mezzanine floor.

The second floor is devoted to fancy suits. Stock is stored on a similar scale—every garment is shown on a frame. There are in all 92 revolving glass cases on this floor. It is said that 8,000 suits are kept on this floor, so that some conception will be gained of the size and stocking capacity. At that, the same roominess which is noticed below is also seen in this department.

SPECIAL SALES ROOMS.

With this floor is inaugurated one of the special features of the Hub. The corners are partitioned off into special sales rooms. This idea is carried throughout the building in departments where clothing is sold. Each room has a name and the fixtures and general arrangement are in accordance with the name. For instance, on the second floor there are

two sales rooms, designated the "College Room" and Beau Brummel Room." The College Room has a large fire place and trophies, and pennants decorate the walls. There is a distinct scholastic atmosphere in this room. As the name implies, the Beau Brummel room is a very stylish, spick and span room, with handsome and tasteful decorations.

On the third floor, are the dinner and dress suits, frocks, morning suits, etc. The layout is on a similar scale to the apartments below.

On the fourth floor are the overcoats. On the fifth is the automobile department where everything for motoring purposes is sold.

BOYS' CLOTHING DEPARTMENT.

On the sixth floor is the department devoted to boys clothes. Here is located the playground and the special juvenile barber shop.

The tailoring department occupies the seventh floor and the top is devoted to the general and executive offices.



Toronto, Ont.—The Keens Manufacturing Company has been sold to the Robert Simpson Company, the deal including the whitewear business, and the company's new building, on the north side of Spadina avenue, just north of Queen street.

# Do Cut Prices Affect Future Sales?

An important consideration arising out of the custom of making reduced prices for special sales—The question considered by correspondents from a number of standpoints.

THE problem submitted by The Review on the subject of the effect of cut prices has brought a splendid response. The subject is one of deep interest, as it crops up more frequently perhaps than any other problem in the daily store routine. Some excellent replies were received, the best of which are appended.

The problem was as follows:—

The necessity continually arises of advertising goods at reduced prices. For special and clearance sales, price inducements have to be offered; "leaders" are required to attract attention to other lines; and in other ways, the necessity for cut prices creeps in.

Does the advertising of lines at cut prices lessen selling possibilities at regular prices?

Does a special price set a precedent which is detrimental to future sales?

Do many people make a practice of waiting to buy a certain article until they see it advertised at a bargain?

What is your answer to these problems?

## ONLY FOR CLEARANCE.

"1. I consider cut prices should be used only to get rid of odd lines, soiled goods and goods that are liable to be out of style the next season, and should be well supplied with lines at regular prices.

"2. Yes, especially on the same article, if you make a special price on a special brand of underwear for a month or six weeks you would have difficulty in raising these particular lines to regular prices. You may not have to switch, but you will have to get a similar line for a while until you can get the people away from these special prices.

"3. I believe there are certain classes of people who wait until they see a special cut price sale announced, especially in Winter lines, as a greater part of our year is cold, cool or damp. People use more of the heavy goods than Summer togs. Therefore, laying in a supply in March or April doesn't mean a long wait until they start wearing them next season.

## RESULTS SHOULD BE GOOD.

That is a question of to-day and every merchant is asking himself "Are they good or are they bad?" As is the case with most problems in the trade, they are good when used in the right way, and when the

retailer has the hearty co-operation of his salesmen and saleswomen in the different departments.

1.—Does the advertising of lines at cut prices lessen selling possibilities at regular prices?

NO. It should not lessen, but increase such possibilities. It brings before the mind of the public that you have such goods and the public at large are always ready for a bargain.

Then comes the work for the clerk in charge of that department.

Just lately a sale of this kind came under my special notice. A certain line of goods was advertised at a low price and a window display made of the same.

If the goods on sale did not prove to be quite what the customer was looking for, another line of the same goods was then shown to her and in nine cases out of ten she bought a better article than she had first intended and went away *satisfied*.

Had it not been for this sale, many of these customers would have bought their goods elsewhere and, as a satisfied customer is sure to return, this proved to increase rather than lessen trade.

2.—Does a special price set a precedent which is detrimental to future sales?

If the goods are not what they are advertised to be and customers find that they have been taken in, these sales are most certainly a big hurt to future trade.

Let your customers feel that they can depend on your word. Let them see that you will do as you say whatever the cost.

The answer to this question is greatly what you make it yourself.

3.—Do many people make a practice of waiting to buy a certain article until they see it advertised at a bargain?

Only the perpetual bargain hunter. Those who spend their time on bargain days going from store to store will wait. People of this class are few in number, but a difficult problem and are a constant nightmare to every clerk.

The larger portion of the trade buy a bargain when they see it, but do not wait for one. They also buy the goods at regular prices when they want them, not running the risk of losing the article by waiting. They realize that delay in anything means danger of loss.

E. N. S.

PRACTICE IS OVERDONE.

Pick up almost any paper, in any town, and read the advertisements, and you will find Cut Prices, Cut Prices, Cut Prices! What does it mean? It means that the advertisements wish to catch and hold the attention of the readers, and bring them to their place of business, being willing to sell them some goods at Cut Prices in order to sell them additional goods at a profit, or hoping to sell enough extra of the goods at Cut Prices to bring additional profit on the whole transaction. The people have been so educated to Cut Prices by the large departmental stores that many of them look for them continually and send a considerable portion of their money away from their home towns. Seeing the rapid and tremendous growth of these large concerns, the smaller stores have followed suit, hoping to hold their legitimate trade, win new trade, and grow. In many cases cost of goods and profit seem to be only secondary matters, as witness one of Montreal's large departmental stores offering 20 pounds granulated sugar for 3½c per pound with other goods, away below cost, taking an actual loss on sugar to induce purchase of other goods bearing a profit.

What is the effect of this sort of thing? It keeps the people continually on the outlook for Cut Prices, and it makes them read the advertisements, and it brings them to the store to buy the goods, but many only buy in small quantities at regular prices, to keep them going until Cut Prices are offered. Again having sold a customer goods at Cut Prices you make it harder to get regular prices on further sales, and many sometimes lose sales thereby, but it looks as though we must keep it up if we wish to keep up with the procession. But does it pay?

Evidently there must be money in it, but it requires great wisdom to discern what is the least cutting of price that will bring the most trade and biggest profit, until now it is almost a High Art to be able to so cut prices as to bring best results. Having brought the people to your store, it is up to the Salespeople to sell, with the goods at cut prices, enough goods carrying a profit to equalize any loss, and still show a fair profit on the whole transaction, and to do this it would seem that some goods must be sold at an excessive profit.

For Special and Clearance Sales it would seem to be a wise thing to cut prices, and cut them deep, but we have kept at it until it has been overdone, and now every day, and all the time *Leaders* are required to bring the people and we are often led to think, are we not paying too big a price for our gain?

And yet it looks as though we must keep it up and to do so we require to buy at Cut Prices and the trade are buying in big quantities—often too big—in order to get concessions in price and buying inferior qualities in order to make price lower, but the

wise consumer will go on getting good goods at closest prices, and the clever buyer will do his best to provide them, and probably cut prices too and yet win out in the contest—shall I say fight—for success.  
W. C. FORMAN.



Double, sliding cord, self adjusting suspenders:  
Made by The Canadian Suspender & Mfg. Co.,  
Toronto.

**T**HE early date of Easter means much to the haberdasher. It means that the Spring selling season comes just that much earlier than usual and in consequence the store must be in a position to meet the demand sooner. It means that Spring goods must be featured prominently and the advertising campaign begun in earnest. The openness of the weather has gone a long way also toward making an early Spring season.



**Early Season Means Big Trade**

**T**HE early Easter season this year will mean increased trade for the dry goods merchant who takes advantage of the opportunity. A double season results when Easter falls on an early date—a style and a merchandizing season. If properly exploited this should result in a pretty substantial increase in sales.

It is essential, in view of the earliness of the date, that merchants should make their preparations in advance of the usual time.



# MENS CLOTHING AND FURNISHINGS



## Clothes, Methods and Men

**G**ENERAL approval is expressed with the changes in the lines of men's clothing. Reversion from the unnaturally wide cut with herculean shoulder and flapping trouser to the closer, neater and more natural cut now adopted, is an evidence of both common sense and artistic perception. The padded and loose style of suit made the American and Canadian more or less conspicuous when they went abroad and showed themselves in countries where the styles favored natural lines. The new styles are graceful, well-fitting and manly in their lines. It is to be hoped that succeeding seasons will not find the idea carried to the opposite extreme. To those who appreciate good clothes, the skin-tight style is as objectionable as the extremely loose cut—and not nearly so comfortable.

\* \* \*

**L**E COMTE, writes in the London *Standard* as follows:—"Wise men make a point of having two pairs of trousers to each evening coat, and one pair of trousers is of a heavy cloth. Trousers of this kind are probably of the same thickness as those worn in the day. They last longer than trousers of thin cloth, and look better all the time, because they are not easily knocked out of shape with continuous hard wear every evening. Knowing this, some men make a point of always having the trousers of their evening suit made of cloth a little thicker than that of the coat."

\* \* \*

**A**N effort is being made on the American hat market to push the sale of navy blue derbies. Although somewhat of a novelty, navy blue derbies are not absolutely new on the Canadian market. They have been shown on several occasions in the past and have sold in small quantities. They make a very presentable looking hat indeed and the only

thing that has kept demand down to what might almost be termed the minimum quantity is the fact that the great majority of men are conservative when it comes to derbies and prefer the time-honored black. The navy blue is neat, natty and at the same time, quiet; it may yet come to the front. In the meantime, it is reported that the sale of any other shade of derby but black is not particularly heavy. Grays and browns are always more or less in demand, of course, but they are not making more headway than usual this year.

\* \* \*

**A** GENERAL protest is being voiced by retail bodies against the publication of articles in magazines and newspapers which indirectly charge the retailer with extortion. There has unfortunately been a marked tendency of late on the part of various periodicals to publish articles which purport to establish the existence of huge retail profits. The writers, whoever they are, have succeeded in proving only one thing so far and that is the fertility and extent of their own imaginations. They have neither limited their fancy nor curbed their claims, for by the figures which they give, the retailer is pulling down a profit of anywhere from 50 to 500 per cent. To the poor merchant, struggling along perhaps on a margin of 25 per cent., with overhead expenses eating up 22 per cent. of it, these stories appear in the light of huge and daring fictions. The public, however, take them seriously and if the truth is not presented, will begin to consider that the retailer is a villainous fellow, whose huge profits are the sole cause of the high cost of living. It is pleasing to see, therefore, that retail bodies and associations are taking the cudgels. After a lengthy preamble in which the matter was outlined, the Iowa Retail Clothiers' Association, at their recent convention, passed the following resolution:—Resolved by us,

the members of the Iowa Retail Clothiers' Association, in convention assembled. That we condemn the practice of the magazines, journals and public press in general for accepting such untruthful statements and publishing them without ascertaining their truth: Resolved, That we call the attention of the manufacturers of all kinds of wearing apparel who are using such magazines, journals and newspapers as a medium for advertising, to the fact that they are patronizing a business that is being used to the detriment of this trade in general. Believing the conduct of such publishers in publishing the above-mentioned statements to be a pernicious practice, and that unless such practice is stopped that we are willing to do without the assistance furnished the retail merchant by the wholesaler using their publication as a means of advertising.

\* \* \*

**W**OOL sales have not been as heavy as was expected so far this year on the American market. At the end of last year, stocks were very low and this was accepted as the sure forerunner of a heavy demand this year. To date, however, this condition has not been in evidence. In fact, sales have been small. Prices remain firm and this is accepted as evidence that the market is basically sound and that a larger volume of business can be relied on during the rest of the year.

\* \* \*

**A** contemporary gives the following aptly expressed home truth:

A store, above all, should be cheerful. It must evidence snap and action. It should have a wholesome selling atmosphere. When a customer goes in and finds the stock perhaps poorly kept, with gloomy clerks, and a listless dealer, the influence to buy falls way below par. The consumer does not buy when in a bad mood, or confronted with the glooms. He buys when he is snapped up to action by cheerfulness and optimism, and moreover, he does not purchase from others who are down in the dumps.

The place must have a pleasing atmosphere. It must radiate optimism to unfold the buyer's wallet. A store must not only sell the best goods, but should stand for prosperity, belief in good business, have faith, hope, health, reciprocity, and love of the trade.

All the glooms have a jail warden, the lock-ups play in the open, create a buying atmosphere, and even old tight wad will loosen up.

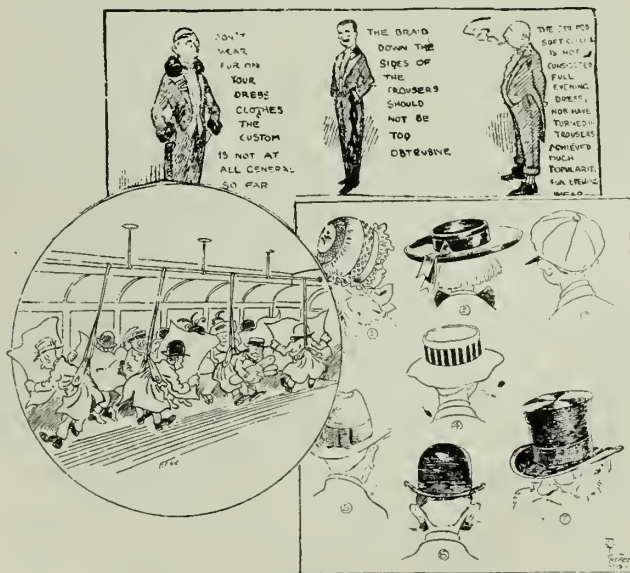
\* \* \*

**I**T has become customary at the beginning of each year for many of the largest and most successful business organizations to hold conventions

of salesmen. Members of the staff are brought into the head office from all parts of Canada to talk over existing conditions and to make plans for increasing the efficiency of the selling plan. These conventions prove very instructive and educative and, although the manufacturer is under heavy expense in calling in all his salesmen for the week, he believes that he will be amply repaid for the expenditure, that his staff will be more efficient, and that the result of the meeting will be increased business for the firm and better satisfied customers. The salesmen become better acquainted with their fellow salesmen, the heads of the firm they represent, and also the lines of goods they sell. Ideas are exchanged which prove beneficial, and new selling plans are formulated. Some of the large retail firms have adopted the plan of having staff conventions at stated intervals, when the heads of the firm and the clerks get together and talk over new lines that have been added, methods that might be employed to increase the store service, etc. These meetings are held every two weeks in several of the stores, but special meetings are often called when the representative of a manufacturer is present and is willing to give a talk on the merits of the line he sells. These meetings are always appreciated by good salesmen and incur no expense for the merchant.



**C**ARTOONISTS have acquired the habit of turning their attention to male attire. Any departure in styles for men is made the inspiration for funny sketches. A few of the most recent caricatures of American cartoonists are shown herewith.



The top drawing is in the nature of a hint against radicalism in evening attire. Below is given the "seven ages of hats," after Shakespeare.

# A Summary of the Knit Goods Market

Early business has resulted in increases at the different mills—Reports of unusual business have been verified—The style trend.

**R**ESULTS of early business show an increase at the different mills. Several changes are noted in the season's orders. The foremost is the yearly demand and the disposition of buyers to take advantage of the seasons. Ranges for outside trade are ordered for May or June delivery. Merchants are looking for a good tourist season and are planning for later business on repeats and values, which are more familiar. Novelty of style and this influence on sales and competitive values for Fall are depended on to favor the retail end.

Reports of unusual business placed are verified. One mill states that enough orders have been booked to tax the present equipment for two years. Of course new machinery, being installed, is intended to increase the output in the emergency. In this ease sales show that orders are mostly on value and specialized lines. Orders also indicate growth in the field of knitted novelties more than increased bookings from individual buyers. Newer accounts are being opened. The volume of sales is larger in proportion but the development of the season and close buying has tended to offset any increase by regular accounts. These houses are satisfied to cover for May delivery and are planning for October and repeat orders later.

Some buyers are profiting by competitive conditions because of the number of ranges and knitting interests anxious to make a connection. Accounts are not being changed, but quantity orders are placed, where values are unusual. Some of these are on well-known numbers and are copies at a price. This method of gaining the attention of the trade is at variance with the tendency for better grades. Instances of unusual prices in the past have resulted in a splurge for a time, but results have been similar. Merchants benefit by prices and values in the meantime.

These same buyers are not always able to depend on these values. One instance is cited where large orders for the same cap were placed by two buyers. The value in competition might bring \$3.50 a dozen but quantity orders were accepted at \$2.50 and \$3 for slightly caps. The result is that the cheaper order will never be filled. Such conditions accompany the competition of responsible mills. This kind of business always rebounds to the credit of reputable houses. The costs of production are estimated on a correct basis and with regard to future sales by these firms.

The general impression of the market is decided by value, style, weight and finish on predicted or

self-evident conditions. Both style and color sequence follow this Spring sales. In men's departments the season selling is expected to commence earlier. So far as orders placed show, buyers have a broad knowledge of both styles and values. Furnishers and sporting-goods stores are going to feature Shaker-knit and full and half eardigan jumbo weaves. Both plain, Norfolk and semi-Norfolk styles are good. The latter are in favor in both men's and boys' styles. Samples contain coats, in weight and finish, which compared with last season's staple and fancy racks, are almost another class of business. But this is the business which is going to be done.

Plain and semi-Norfolk and Norfolk styles, with fitted belt are taken in a variety of plain shades and heather mixtures. Early orders on these coats show that buyers are guided more by staple sales than by possible or unexpected demand for any one color or combination. The sale of a leading color is never certain until the season is on, but the sale sequence for Spring is a fair indication. Shakers are made in cardinal, maroon or Burgundy, Havana, brown, tan, slate, grey, and heather mixtures in which red, olive and green predominate. A good staple color list is made up. Cardinal two shades, maroon, grey three shades, navy, brown, five shades, green, two shades and many of these in combination or rounded out in College colors. The favor for maroon is expected with holiday visitors and sales. College colors seem to be wanted in heavier weaves and favor those qualities, which trend to make the season's sales unique in the better values shown and profits received.

Sales of Shakers in greys, tans and maroons show that the predicted success of these lines is only curtailed by the output. The delays are likely to be in obtaining machines. Several improved Shaker machines are being procured and on some of these delivery is slow. Some mills have been unable to get shipment within seven months. These new machines mean improved workmanship and stocks delivered are going to be better than sample. Only the best equipment is being bought and buyers are protecting themselves by placing their orders, where experiment on these new machines has reached a satisfactory result. Makers question the ability of others to manufacture correct garments until they have overcome numerous difficulties. However, the advanced season will show whether these criticisms are confirmed or not.



Prices are not changed from early quotations. Each buyer has his own opinion of the relative value of jumbo stitchers and real shakers. The better grade of garments and the higher price standard are looked upon to increase the volume of turnover. Many estimates of total sales for the season are given but all sections of the trade agree that the records of previous years will be surpassed. With early quotations and business progressing favorably, the likelihood of advanced prices is removed to a great extent.

Mills are well situated to meet any advances of the wool market. The supply for this season's output is adequate. This is augmented by the large output of different spinning plants. These advantages are apparent in values offered in this season's samples. Fortunate circumstances have kept prices on a par with last year's values. This is important on staple lines and racks up to \$24 a dozen but on this season's better grades price is not so essential. The garments chosen represent the buyers' viewpoint of the best colors, weights and weaves to retail at the higher prices.

Quantity business both over the counter and mail order is expected, judging by the decision on the correct garments and size assortments. Sweater coats are for everyman's wardrobe for dress and utility wear. For outdoor or sporting, the coats as they are made this season, appeal to the wearer because of climatic conditions and common sense. Samples conform to the idea of a sweat coat. These better garments chosen at prices from \$30 to \$72 a dozen are judged by their weight, feel and suitability. The competitive selling garments are to be decided later, when customers have expressed a verdict.

Another important feature of the retailing of sweater coats is the extra attention given to garments in boys' and youths' sizes shaker, cardigan and fancy weaves are taken in sizes for which they are most suitable. In juvenile two and three-piece suits, sizes to fit children up to 6 years are made in domestic mills. The styles quoted at from \$21 to \$24 and \$24 to \$30, according to quality and size, make leader values. The increase in this department suggests growth almost equal to the extra turnover on account of the higher standard of retailing prices.

As pointed out early in the season, this year's growth is the result of specialization in manufacture. Buyers are looking for and taking special values, styles, colors and weights. These conditions only result in larger quantities. One buyer states that the quantity of \$5 sweater coats sold in his department to-day is equal to the original orders for \$9 to \$18 lines. With the season opening early a good campaign to educate people to the extent and value of these specialized assortments will be necessary to handle larger quantities ordered. The same campaign will help to elevate the standard of price in

keeping with the better class of business to be done and the locality demands. Buyers can then be satisfied they are getting the most of this season's operations.



## Good Values in Waterproofs

**New low price limit — Tailored waterproofs in light weight are preferred for street wear—This is season for featuring waterproofs.**

Some splendid values are offered in men's waterproofs, for repeat delivery. The ranges of cloths and the numerous styles, which are ready for immediate, include coats for special sales and quick turnover. Values quoted to-day in raincoats are on a new low price limit. Garments are better tailored and the samples quoted from \$3 to \$15 cover a wide range of paramattas, super cashmeres and tweeds. Some prices are unusual compared with import quotations. Indeed value is the strongest feature because styles are not changed to any extent.

At present tailored waterproofs in light weight are preferred for street wear, travelling or driving. The quality of the materials is staple and except for a few novelties is similar each season. Among the novelties are transparent waterproof garments, tailored on modified English outlines. Under this modern process of waterproofing, reversible coats are correct. The wearer has practically two coats in one. The cuff straps are interchangeable and the difference in design on the reverse side of the cloak gives a garment for either fair or rough weather. Style is seen in the one and service in the other. All that is necessary is to turn the sleeves. These coats are favoring the latter. Collars are convertible. Finish and tailoring are improved in the smallest detail.

Among the more striking patterns are a number of new grey and white checks and fancy backs on newer cloths, which have been added for the repeat trade. In these, style is introduced into the pattern rather than into the cut or change in outline. For the staple selling coats paramattas in fawn, tan or olive and an excellent quality of super cashmeres in soft tans in any style are selling. Garments costing \$5 to \$7.50 are leading.

For Fall new samples are coming forward and the ranges will be completed during the month. New tweeds in greys and tans, checks and diagonals and a full assortment of reversibles or plaid backs on staple paramattas or cashmeres are to be featured. In the meantime, the trade is assured of immediate shipment of stock numbers. For sorting the stocks of garments for quick delivery meet with the requirements of the average men's furnisher. Delivery has always been a problem in other seasons. This year most numbers sold during the Spring placing can be filled at once. Special orders for April events are to be filled with values to make a noise in finishing the season.



Originality is a good feature of ad. writing. But you can always get too much of a good thing.

### Condensation in Extremis

Mills Bros., Sarnia, have accomplished marvels of condensation in the accompanying advertisement. A really remarkable amount of matter has been introduced into the space and with the best of effect. The arrangement is particularly effective with respect to the centre panel in which are grouped a list of extra special values. The grouping is good in most respects. Panels are effective at sides of the space devoted at top to the heading, but in the present instance, with the body so solidly set, it would probably have been better to run the heading right across.

### The Buyer's Guide

W. H. Scroggie, Ltd., Montreal, present an original form of advertising with cuts of the buyers in the various departments. The idea might have been carried out a little further by giving signed statements from each buyer. Owing to the varying sizes of each department, the cuts are not arranged with any degree of uniformity and the general appearance of the advertisement suffers for that reason. An improvement would also have been effected had the firm's name been centered at the foot.

This ad. is original and striking. The descriptions are tersely worded, right to the point. sales-making in the first degree.

**Mills Brothers Invite You to Their Seventh Anniversary Sale**

**Anniversary Sale**

**7th Great Anniversary Sale**

**The Mills Brothers Store**

Opens Saturday, February 1st, at 8:30 a. m. and Ends Saturday, March 1st, 1913

**Special Values Secured in This Great Sale**

Don't hesitate. Every item a Money Saver. Every item will please.

*Mills Bros. Sarnia*

**Millinery Opening Ad.**

The John White Co., Woodstock, have an attractive-looking announcement, although the lay-out

**SCROGGIE'S BUYERS' SALE**

**THE SUPREME GARMENT EVENT OF THE YEAR**

**THE MILLINERY**

**THE WHITEWEAR STORE**

**W.H. Scroggie**

**GLOVES**

**A Great Home Sale**

**BARGAINS that will Establish NEW RECORD**

**Cotton, Flannels, Wash Goods**

**History and Underwear**

**Hardware and Crockery**

**Floor Coverings**

**NOTIONS**

**THE WALL PAPER STORE**

**From the Housewarming Buyer**

**GROCERY MAN**

**THAT'S SOMETHING YOU HAVE NEVER HAD BEFORE**

**3.98**

Anniversary sale ad. of Mills Bros.

Original ad. of Scroggie's, Montreal.

might have been improved in a number of respects. The strength of the top line is detracted from by the use of the line. Blocking out the cuts with lines has given the advertisement a cut up appearance and has marred the general ensemble. The body of the advertisement is too condensed to be fully effective. On the whole, however, the advertisement presents both a striking and attractive appearance and it is not at all lacking in selling force.

Loss of Space

Geddes Bros., Sarnia, have lost the value of a good deal of space in the ad. herewith presented. The upper half of the space is devoted to a dissertation on the growth of Sarnia which at first glance has no

**1913 Is it to be Sarnia's GREATEST YEAR? 1913**

**Expansion - Prosperity - Development**

These are in the air they are everybody's lips. Sarnia's growing time has arrived. The old town is coming into her own. Her progressive forces are lining up. Their slogan is "Sarnia All the Time." They are after a bigger, better, heavier town—a city in the making. That sort of spirit has the right to expect to demand—that the business man keep step. "Show me your stores and I'll tell you what kind of a town you have," says a noted authority. SARNIA'S GREATEST STORE meets that optimistic spirit more than half way. It enters what promises to be SARNIA'S GREATEST YEAR with

**The Greatest Merchandising Event** In the Annals of Either the Store or the Town

On the first day of February we adopt the most modern departmental system and add several new up-to-the-moment attractive features that will keep Sarnia's Greatest Store in line with Sarnia's present-day progressive spirit. That our twenty new departments may start unhampered with a single dollar's worth of surplus stock this

**Greater Sarnia Greatest Sale is Featured Right Now**

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**The Greater Sarnia Sale Opens Friday, Jan. 3, 1913, at 9 a.m.**

<b>9 to 10 Only</b>	<b>COATS, SKIRTS, DRESSES, FURS, UNDERSKIRTS</b> Prices—linked to quality—here quoted, are record breakers	<b>9 to 11 Only</b>
<b>Cashmere and Wool Hosiery</b>	<b>Women's Coats</b> The Greater Sarnia Fur Sale Silk Waists	<b>Carpets, Rugs, Curtains</b>
<b>Men's Home Knit Sox</b>	<b>The Greater Sarnia Dress Goods Sale</b>	<b>LINOLEUMS</b>
<b>UNDERWEAR</b> Men's, Women's, Children's	<b>Velvet, Velveteen, Corduroy</b>	<b>9 to 10 Only</b>
	<b>Mantle Cloths and Chintilles</b>	<b>Ladies' Gloves</b>
	<b>Flannel, Flannellettes, Prints</b>	
	<b>White, Pink and Striped Flannellettes</b>	
	<b>Wrapperettes</b>	

**The Greater Sarnia Sale** **GEDDES BROS.** **Sarnia's Greatest Store**

Special sale ad. of Geddes Bros.

son, used caps for some and upper and lower for others. The result is not pleasing from a typographical standpoint.

**Autumn Millinery Opening Announcement**

The John White Co., Ltd., invite you to their **GRAND FORMAL DISPLAY** of **AUTUMN MILLINERY** Tuesday, September Tenth and following days

A complete and authentic display of the most approved styles, as shown by renowned fashion experts, at home and abroad, awaits your inspection, and in conjunction with the millinery, is our first complete showing of this season's accepted styles in ready to wear garments, furs, dress goods and silks.

**Every Dept. Has its Quota of the New! Come and Enjoy the Entire Display**  
MUSIC FURNISHED BY THE ORCHESTRA FROM 2 TO 5 P.M.

<b>The New Suits and Separate Coats</b>	<b>The New Fur Neck Pieces and Muffs</b>	<b>The New Suitings, Silks and Linings</b>
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**Hints of Other New Goods in the Most Approved Autumn Styles:**  
NEW CARPETS AND RUGS  
NEW CURTAINS AND WALL PAPER  
NEW FUR BLOUSES  
NEW SATIN AND SILK PETTICOATS  
NEW KID GLOVES  
NEW PICOT EDGE RIBBONS  
NEW NECKWEAR  
NEW CORSETS  
and MEN'S CLOTHING and FURNISHINGS

Hall Borchert's adjustable dress forms and Standard Patterns always in stock. Fall Fashion Book now on sale in pattern dept., 2nd floor

**THE JOHN WHITE CO., LIMITED**

Opening announcement advertisement.

direct connection with the advertising matter below. Unfortunately, many persons give no more than the first glance unless they find something to immediately arrest their attention. One cannot help but think that the space could have been used to much better advantage with direct advertising matter.

The lower half of the advertisement contains good selling talks but there is little evidence of uniformity in the arrangement. Three sections are headed "9 to 10 only." These might have been grouped together in a single panel. In setting the headings, the printer has, without any apparent rea-

**The Robert Simpson Company, Limited**

The Robert Simpson Company, Limited  
invite  
You and Your Friends to attend  
The Spring Opening Displays of  
Millinery, Cloaks and Suits  
Dress Goods, Hats and Trimmings  
on Monday, February the twenty fourth,  
nineteen hundred and thirteen

Millinery  
Silks and Dress Goods  
Hosiery, Fur  
Cloaks and Suits  
2110 FLOOR

**The Robert Simpson Company, Limited**

An original special advertisement of the Robert Simpson Co.

**A Neat Advertisement**

Moore and Armstrong have a neat advertisement. The layout is splendidly balanced except in one respect. The only two illustrations are both placed on the one side. It would have been better if either had



A neat and well laid out ad.

been placed on the opposite side to preserve the balance. The selling talks are effectively worded. A good ad, all around.

**Large Departmental Store**

Regina, Sask.—The first work in connection with actual building on the monster Departmental Store at the corner of Albert and Victoria was done this morning.

The monster building will be one hundred feet by one hundred and sixty-two feet and five stories high.

The cost of the building alone will be above \$400,000.

One of the members of the Albert Improvement Company when interviewed this morning, stated that it might be possible to erect the building for this amount but it was more likely that it would reach the \$450,000 before it was completed.

The building will be reinforced concrete throughout, fireproof, and will present a handsome exterior. The plans are practically completed by the architects, Brown and Vallance, of Montreal.



Portage la Prairie, Man.—George Murton, men's wear and clothing merchant, one of the pioneers of Portage la Prairie, died suddenly at his home on Garland street of heart failure.



Wardrobe unit showing high-class dress requisites for men. A novel arrangement carried out in the smallest detail. Courtesy T. Eaton 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**

# The Art of Selling Clearly Expounded

All phases of the problem of salesmanship touched upon in course of address before the Illinois Clothiers' Association—Will power and won't power—The proper training of retail salesmen.

**T**HE following interesting and comprehensive address was delivered by Otto Buchmann before the Illinois Retail Clothiers' Convention recently held at Chicago:

The volume of business of the house is developed and determined by three factors: The merchandise, the policy of the house, the salesmen. And the selling art demands that each be right, to insure success. It is indispensable that the goods be bought, as experience only will be able to dictate, to suit the trade in every detail; that they be new and attractive, for no man can sell "carried overs" to everybody all the time, and to expect it, and to criticise the salesman for not selling "stickers" is illustrated by this story.

## WILL POWER VS. WON'T POWER.

Old Uncle Zeke and his wife Dinah had attended a lecture on "Will Power," and were very much impressed with the efficacy of this, to them, new force, and its use was invoked in season and out, according to their comprehension. Uncle Zeke had gone out to hitch the old mule to the rickety wagon, and time and again had failed to make him "back up" into the shafts. Aunt Dinah, watching him, had become provoked at the delay, and shrilly called out: "You, Zeke! Is you gwine ter let dat mule do as he please? Wha' is yo' will powah?" "Huh!" he answered. "Ma' will powah is all right; I got plenty will powah; but you just want ter come out hyar and measure dis here mule's won't powah!" And the "won't" power of the customer spoils many sales of "carried overs," or poorly bought stock.

Buy to sell; not to keep. The fact that a firm has money to pay for all it buys is no valid or good reason why it should buy a single suit more than it can sell, and the selling is so often defeated, through mistakes of overbuying, that the trade accepts it as a natural evil.

Over-buying indicates the most profound ignorance of the capacity of the house to distribute the purchases, for we will not suppose that a buyer knowingly buys in quantity, style or material that which he cannot sell. Enthusiasm often leads him astray, but when he has the well prepared memorandum to govern him he is safe from persuasion; and he is in a position to make his purchases to advantage, and thereby promote the selling.

Every one of us knows the difficulty in moving the merchandise from last season. It may be "as good as it ever was," but as a buyer no merchant would consider it for an instant. True, it may be "worked off," a piece at a time, at a price, but the

time lost in making the effort would bring a handsome profit if employed in selling new goods.

Small and frequent buying is the secret of handling the stock profitably, and thereby selling frequently, and this is one reason why the "book business" has obtained such a hold on the trade. The stock is turned as often as the order is taken, and in this "turn over" is the profit in any business. Profits are all in the future, as long as the goods are on the shelves; they are imaginary, and selling only causes them to become a reality.

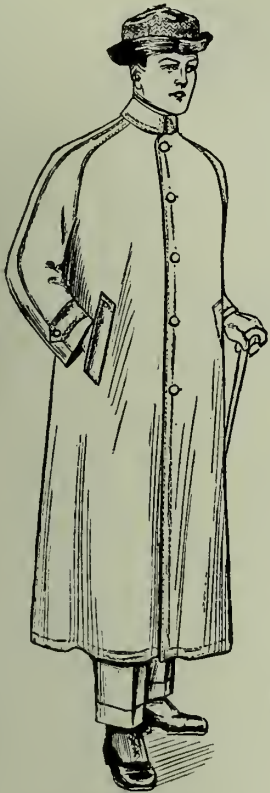
## THE POLICY OF THE HOUSE.

Next, the policy of the house generally determines beforehand the kind of objections usually voiced by the customers. In some clothing stores the statement of the salesman is accepted at its face value, for the reputation of the house for correct service is unquestioned, as against exaggerations used by other concerns, and the one idea to make the present sale at the expense of any future patronage of the buyer. As an illustration: A merchant was telling me of his inability to draw trade through his advertisements. Said he: "We have been in the town for twenty years, and the people have grown so stale and suspicious that they will not respond to any of our advertising." A blind man would be able to see the fault, as well as to determine the policy of the house.

An ex-merchant said: "We were as honest as the average," when the suggestion was offered that his failure was due to wrong policy.

The policy of the house is told in this terse sentence: "The customer is always right," as practiced by Marshall Field & Co., of Chicago. The "Hub" has an equally sound policy. Some clothiers will say: "These are all big houses, and are no criterion for a smaller clothing store." It was the policy of these concerns which caused them to grow to their present size and importance. When the "customer is right," as against the personal opinion of the dealer anywhere; big or little, then the clothier will sell his goods, instead of having them on the shelves to look at.

The customer will always pay a profit when he knows he is getting value received, but when, through poor buying, mistakes are made, ask the customer "why" they are mistakes, and he will tell you in a hurry. Merchandise does not have the same value in the eyes of the buyer that it does in the estimation of the seller, but allowing for this difference, the cus-



1006—Leader Raglan  
\$7.50

Double texture Paramatta,  
in fawn, brown and reseda.

# YOU DON'T KNOW

What Quality Really Means Until You  
Have Seen

The **"QUALITY"** Brand

# Waterproofs

BIGGEST BUSINESS BUILDERS IN  
A DECADE

The Only Guaranteed Waterproof

SEND FOR SAMPLES

Toronto Waterproof Mfg.  
Company

30 Wellington Street West  
TORONTO



717—Motor  
\$5.50

Single texture Paramatta,  
in fawn and reseda.

# TURNBULL'S MAKERS OF THE FAMOUS "CEETEE" PURE WOOL UNDERWEAR

Enterprising and Alert Dealers  
who are forging to the front ranks always stock

Our  
Slogan  
is :

Worn by the  
Best People.

Sold by the Best  
Dealers.

## CEETEE PURE WOOL UNDERWEAR

They sell "CEETEE" because they know  
and have proved that its guaranteed qual-  
ity brings substantial sales and satisfied  
customers and their customers want it.

They also know that "CEETEE" Under-  
wear is widely and strongly advertised.  
We create the demand—they fill it.

*Our travellers are now out showing full  
lines.*

We are also manu-  
facturers of

Turnbull's High-  
class Ribbed Under-  
wear for Ladies and  
Children.

Turnbull's "M"  
Bands for infants,  
and "CEETEE"  
Shaker Knit Sweat-  
er Coats.

The C. TURNBULL CO. of GALT, Limited  
GALT, - ONTARIO.

toner, as a rule, is always right, therefore take his judgment.

Why did Jones, who came to town with a little stock, in a little store, go right up? It was his policy of doing business. He did not try to fool himself or the people by telling them he was the "only pebble on the beach," but gave them new, bright merchandise, at the time they wanted to buy, and cheerfully took back goods when the customer wanted to return them.

NOW FOR THE SALESMAN.

We now come to the salesman; and here we have the "reason why" the volume of business, in eight out of every ten clothing stores, is not over half of what it would be if the salesmen were as efficient and capable as they might be.

All merchants recognize that in the selling of the goods depends the entire success of their business, and yet so few—hardly any—give it the attention they do the bookkeeping or the stock-keeping, and I purpose to make an effort to impress the merchants here present with the necessity of creating and buying a selling service, on the same basis they would buy merchandise, never taking for granted that usage makes any established habit correct, or that age makes aught else but wine good.

HOW DO YOU SELECT YOUR MEN?

When a man is engaged to sell in a store, the first question asked is relating to his experience, this not without reasonable justice, for no man can sell without experience; and he is taken on because he has occupied his last position for a time, long or short, and because he "looks good" to the manager or proprietor.

In all candor, I ask you how many of you here present would take a doctor or a lawyer on the mere fact that he "looks good?" No. You would want to know his alma mater and see or know from good authority that he is qualified to give the proper service. On the other side of the water the applicant for a position must show his papers of apprenticeship and discharge, and these will give an idea of his ability; but we take on men on their good looks, their shape, if you please.

When he is added to the force, thirty minutes possibly are given to the new man to tell him the "Don't" usually promulgated by the house, and which are supposed to be as unalterable as the law of the Persians and Medes. But these "Don'ts" are, in so many cases, more honored in the breach than in the observance. The policy of the house, the essential element of any successful firm, as it involves the service to the customer, he is left to learn in random bits, at odd times, from his fellow-salesmen or the errand boy. The manager or proprietor is too busy to talk to him about such trivial things, and says: "He is a bright-looking man, he will pick them up all right." An investment in an

automobile or the beautifully engraved bonds of the "Sunshine Gold Mine" of Umpty Umpty County, State of Nowhere, is given more thought and careful attention than the live flesh and blood salesman through which the very life of the business is sustained. No wonder the average life of a business house is but seven years, when there is no little attention paid to the first course of the entire foundation.

The salesmen are active representatives of the firm to every customer whom they serve; they are the "House" to the buyer, not the person or persons whose name in gold letters is blazoned over the door.

Napoleon made a success of his military efforts through his wisdom and the choice of his lieutenants. He knew his work and he said: "If there was no one to make the gunpowder, I could do it. If there was no one else to cast the cannon, I could do it, as well as to make the gun carriages. As to the financial policy of this administration, it was mine and mine alone." He was Napoleon. But there are many Napoleons in the grind of everyday work, if they but only be developed, by learning all about their work, from the sweeping of the floor of the clothing store to the successful selling of the cranky customer.

THE OLD-FASHIONED WAY.

In all almost all stores the education of the salesmen is an accidental catch-as-catch-can sort of process. He is expected to pick up the art of selling by making mistakes first, for which he is brought upon the carpet to be reprimanded. Why not use the means and take the trouble to provide him with a course of instruction, practical and thorough, which will prevent the expected and common mistakes always occurring, and which are the cause of the loss of many customers and so much present and future profit?

If the same time were spent in telling the salesman the "Do's" instead of the "Don'ts" with good common sense "reasons why" he should do thus and so, there would be an entirely different tone in the store. The reason given why this is not done more frequently is that "It is not the habit. Who ever heard of a proprietor starting a kindergarten? I hire my men to do my selling, and I expect them to do it; I have other things to do. When they make mistakes I call them down, and if they show no inclination to improve, I fire them."

Yes, that is the old and established manner of handling help, but some few merchants are beginning to find out that it is cheaper to educate their salesmen than to fire them; for the make-up of the newly-engaged help is exactly like that of the one who has been fired, and the problem is, therefore, a little more complicated with every new man engaged.

Why not build them up instead of tearing them down? I hear answers such as: "They take no in-





**SHIRTS**  
Are Made for Particular People

What preparation are you making for the assured big increase in sales of

## FLANNEL SHIRTS for FALL

? There is very persistent gossip among shirt authorities that next Fall will be the biggest Flannel shirt season yet. All present indications point that way very strongly, and we have prepared a showing such as has never been offered the trade since we began putting "Stars" in shirts.

Our range is full of life and variety, style and value. Every shirt is built for the smart trade—the trade that is shirt-particular—the trade that appreciates. We are showing the latest styles in cut, fabric and finish. See our 1913-14 fine Flannel Shirts before placing your orders.

**Van Allen Co., Ltd.**  
HAMILTON, ONT.



### The Fire Test

of underwear consists of its ability to stand up against the wool underwear experienced Canadian trade. Since 1905 Maple Leaf Underwear has stood the fire test and come out with laurels. It is the fulfillment of our one aim—satisfaction to merchant, wearer and ourselves. Maple Leaf Underwear wears because it is made to wear, satisfies because it is made to satisfy.

See our Fall samples.

**THOS. WATERHOUSE & CO., Ltd.**  
INGERSOLL ONTARIO  
HAROLD F. WATSON, WELDON & CO., Selling Agents  
Coristine Bldg., Montreal.

## Wreyford & Co., Toronto

Wholesale Men's Furnishers

Agents for following Manufacturers:

**Young & Rochester, LONDON AND LONDONDERRY**

Finest Taffetas and Silk Shirts, Collars, Latest Neckwear, Dressing Gowns, Etc.

New Spring Designs of their noted "Wyanar" Zephyr Shirts—now in stock in Toronto. Prices \$12.00\*and \$13.50.

## Tress & Co., London and Luton

High-Class Hats and Caps

Patentees of the "Mascot," and other select shapes—



Own designs in Homespuns and Donegal Tweeds.

Good selection of Caps stocked in Toronto, and Straws May 1st.



## Cohen & Wilks, Manchester

"Aquatite" Raincoats in Yarnproof Gabardine, Handspun Tweeds, etc.

Reversible Ulsters and Motor Coats for Gentlemen and Ladies.

terest in their work?" Why? Because they have had no leader who devotes a part of each day to instilling an ambitious interest in his men. "All they think about is the money," says another proprietor. They have never been told, time and again, in a friendly, human way, that to increase their pay envelope they must increase their efficiency.

Have they ever been instructed in the formation of a proper character? "No; that is preaching, and they won't stand for preaching?" Will the banker lend money to the man who has no character? "That is business, isn't it?" Equally so is the development of character. "When our salesmen make mistakes we tell them about it," says another proprietor. Why wait for the salesman to make mistakes before you tell him how to avoid them? Why wait until the horse has been stolen before you lock the stable door? This would be an equally logical reason.

After the applicant is engaged for the position, insure him against mistakes by beginning a common sense course of training.

As the subconscious mind does not act on a negative, this explains why "Don'ts" are so ineffective in producing results in training, or reprimanding the salesman. Negatives have no place in the art of selling. The positive only produces results. Then begin a system of training in the positive. In other words, tell the salesman what to do, and why, and see that he does it.

Drill him in all the different experiences in selling. Let the drill follow the lesson, as would the blackboard exercises in school the recitation from the arithmetic.

"It costs us about \$20 to find out if we have been mistaken in our judgment in hiring a man," said the head of a big clothing store. "But when we find he is capable or susceptible of being developed, we set about doing it in our house school." As the development of a salesman is such a purely personal matter, it can be done with two men in a small clothing store, or the several hundred salesmen who attend the lectures in classes of from twenty to thirty at a time. True, numbers have a stimulating effect on the students, but against this the personal contact with the few, of the proprietor or the teacher, will equalize this difference.

#### EDUCATE YOUR SALESMEN.

In order to begin this development of the salesman, have him first study the principles of a sale, for any man who has the brains to sell has the brains to understand why he can sell. If he be a salesman, fair or good, he will want to know why at times he cannot make the sale and at others it is no trouble at all.

To build a sale is a material undertaking as easily comprehended as the building of a house. Few of the clothiers here present could build a house accord-

ing to the well-known and established laws of architecture; many could build a shack of upright boards. So can many salesmen make some sort of a sale, but to build a five-story house, to meet the requirements of the building ordinances, and be safe to life and property, the builder must be a master workman, and to build a series of sales, like the stories of the house, the one resting on the other, he must be a master salesman. And this knowledge only comes from training and study, and the school which can give him this knowledge in the least time is best for him, for experience is a long and hard teacher, not always thorough when the principles are not thoroughly understood, and much can be avoided by learning the theory of selling, as applied to the practice, from someone who has specialized in this direction. For this is a day of specializing, to secure efficiency, save time, and to insure profitable returns on the investment of capital and brains.

In all efforts to improve the efficiency of a salesman, the "House" gets next to the salesman on the broad ground of human interest, and as humanity is recognized as a prime factor in increasing the efficiency of any organization, it will be found to be an impelling cause in promoting the selling ability of the salesman.

#### DON'T DO IT WITH A CLUB.

To do as one firm had a habit of doing, i. e., rubbing men down in the morning with a wire brush to wake them up, is to antagonize every man on the floor and encourage disloyalty on every side. Did these salesmen have the interest of the "House" at heart after the rubbing down? The answer I leave to each proprietor here present.

On the other hand, "Come, boys, let us take up the question of how to sell the 'Looker,'" sets every brain in active motion in the interest of the selling art, and petty personal grievances are lost in the ambition to excel.

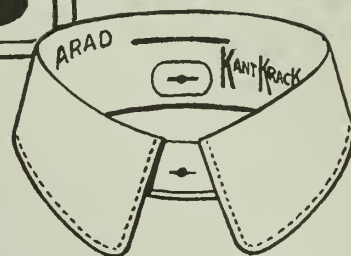
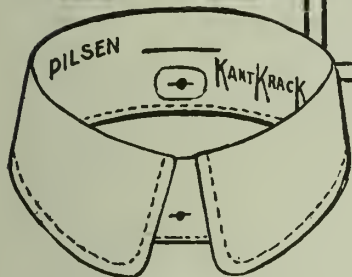
One day at the beginning of my work at the "Hub" in Chicago, one of the men in my class came in, and when asked by a fellow-salesman what the subject of the lesson would be, said: "Some calling down, I suppose." I jumped at the chance to make plain the object of my instructions, and told him "I never call my men down, I always boost them up; try to point out to them the way up to the results they would attain, and in this way stimulate their ambition to be something more than mere machines; to be men who have the interest of the house at heart, and to know that when they discharged their full duty the results would be found in the pay envelope." These, and many other suggestions in the same key, to induce them to look up, not down.

Make a mental note of this. In the most successful houses there is a *corp d'esprit*, a working together which makes the customer feel at home and insures

(Continued on page 81.)

# KANTKRACK

COATED LINEN  
COLLARS



"KANTKRACK" means  
much to you

If you have a call for waterproof collars. **KANTKRACK** coated linen collars are real water proofed linen collars, pliable and wear-resisting. Wear-resisting because the usual weak points of other collars are reinforced in **KANTKRACK** attached lips, long slit back which prevents breaking when being attached. Laundered with soap, water and sponge.

"One grade only and that the best."

(Made in Canada)

The Parsons and Parsons Canadian Co.  
HAMILTON ONTARIO

## "Craftana"

THE HALL-MARK OF Registered No. 282,005

Maximum Comfort and Durability  
at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the **GRADUATED PRINCIPLE**, and starting with **TWO THREADS** in the **TOP**, it increases in **WEAR-RESISTING PROPERTIES** as it descends. Thus **THE LEG HAS THREE THREADS**, **THE INSTEP AND FOOT FOUR**, and the **HEEL and TOE FIVE**. By this process the **WEIGHT and STRENGTH** of the Sock are where they are most needed **IN THE FEET**, making it essentially

**A HALF HOSE  
FOR HARD WEAR**

Absolutely Seamless.  
Perfect In Fit.  
Guaranteed Unshrinkable



THE ACME OF PERFECTION IN  
FOOTWEAR

To be had from any of the Leading  
Wholesale Dry Goods Houses

## Tailor Your Stickers

So often goods by the yard are sacrificed to the "bargain knife" just because they are not ready sellers. This is where we come in.

Send us your stickers and we will tailor them into quick selling garments which will bring profit instead of loss.

Our styles are strictly correct and we use the best trimmings throughout.

Write to-day for estimates.



"We use the label."

Suits cut, made and trimmed, \$5.00 up.

## Evans Tailoring Co.

WHOLESALE TAILORS

342 and 344 Queen St. W., Toronto

Ring Us Up—Main 5290

# A Forecast of Fall Shirt Ranges

Slight depreciation of textiles likely to affect average of retail profit—Manufacturers are assembling broad showings—All requirements met in broad selection of ranges.

**F**ALL shirt ranges in course of preparation are to be interesting for several reasons. Manufacturers are assembling broad showings, which include dress and a full array of colored shirts in percales, Oxfords, Madrasses, soisettes and fine flannels with Summer negligees for repeat delivery. A general knowledge of shirt samples and the relative standing of the ranges is necessary to secure the best values. The reputation of different firms on the basis of value, size, style and finish is not changed. But values in some instances are not likely to be as good. Any changes noted apply to only one or two numbers, but these include the volume of the shirt business at the prices. Customers are not apt to question the quality of the material of these lines at fair retail prices. However, the trade is sure to notice the difference in the texture of the fabrics and the effect on selling prices.

Leader values, which are offered, depend on quantities. The enormous yardage handled by some mills has kept value up to their standard. A slight advance was noted last season and a similar depreciation of the fabric is reported again. The recognized best \$9 dozen shirts will still be turned out by the same mills. These manufacturers admit they cannot repeat as good a cloth as heretofore. On account of advances the sample lots of cloths already received are not up to last season's quality. If value is changed on such shirts, competing values are correspondingly so. Representatives are speculating on the outcome of this difference on opposition lines for Fall.

The trade are not going to change their counter standard because of the change in qualities. The bulk of business done on the leading lines suggests that the retail prices will require a slightly higher average profit to offset the difference in quality in the garments as asserted. Travellers intend to count on this practice and in the demand for better goods. Merchants are getting higher prices. The change of value on the staple selling lines is not expected to result in any less volume of sales. Any loss of sales on cheaper numbers is overcome in the increase at the next higher prices.

This is a question for buyers themselves to decide. Different opinions are heard as to whether the clothes this year are too light to stand the extra percentage merchants have been getting for the best patterns. Representatives, who have compared the two season's cloth are deciding that the cambrie is not good enough to stand more than 33 1-3 per cent. on cost. As a matter of profits, departments are exactly as they were before merchants advanced their average to meet the extra costs of doing business.

Merchants have the advantage in one thing. Their attitude has helped to sell better shirts or the same value shirts at higher prices. With the latter depreciation in the quality of material, which has been maintained in \$9 shirts up till the present, two options remain. The result of these will effect placing and is to be seen during the Fall selling season. Whether the change is sufficient to make \$10.50 dozen the quantity price is to be the issue. At any rate \$1.50 each will become the leading retail price. Some furnishers have been obtaining as high as this for \$9 value. Shirts costing \$10.50 sell at this; 50c, 75c and \$1 on \$12 shirts is a high average. With the demand for better makes \$2 and \$2.25 garments are selling in larger proportion. The average is satisfactory on \$15 and \$16.50 a dozen. Merchants can readily see that if the outside profits on the regular quantity line falls off their opportunity is evident on \$10.50 and better qualities.

The trend of new designs and styles is not expected to change so much in the samples being prepared as from the influence of style. Favorite cloths are only changed in design and contain the same neat and effective line stripes or highly mercerised plain cloths and fine flannels. One of the highest class novelties of the season, in men's shirtings is now being offered. It is included in the range of fancy weave Soisettes, (piece dyed) and consists of a ratine yarn stripe on a figured cloth. The stripes are shown in varying widths from a very fine pin stripe to nearly one-quarter inch wide. A jacquard figure is used between the stripes, and a remarkably neat effect is produced.

Flannels are expected to have an unusual demand in better grade shirts. Values start at \$18 a dozen, but the designs and their clearness of color make values from \$36 to \$45 a dozen especially attractive buying. The designs are neat and favor the usual colors on cream or soft greys in varied stripes. French cuff and band collar styles are preferred, of course.

Plain, single pleat front negligees are selling well. Pleated styles are falling off. This is a manufacturer's advantage, but the trade are satisfied to meet the demands of their customers in this respect. Buyers are taking single pleat fronts and soft cuffs for a reason. The extra sale of collars with straight neckband shirts is in keeping with high class trade and for business rather than negligee wear. This will effect Fall samples.

Merchants can depend on finish, full size and novelties if they are willing to pay for these as they virtually do in any case. For instance in laundering and

(Continued on page 81.)



Style. No 4675

## Right with the young men's ideas



Do you appreciate the fact that the young man's trade of your town is one worth going after? Do you realize that the younger generation are less conservative about their selection than their elders and are drawn to your store by offering them, not alone real value, but real smart styles? Beaver Brand Sweater Coats embody both style and value, which makes it possible to get all classes of good trade—the young man, the older man, the woman, the girl, the child. Our 1913-14 range will interest you. See it now.

### R. M. BALLANTYNE, LTD.

Manufacturers of Beaver Brand Knit Goods  
STRATFORD, ONTARIO



### Notice To The Trade WHOLESALE AND RETAIL

Mr. Dealer:

Did you ever compare "Arlington" Collars with any other lines which you may have in your store for

- (1) Weight of materials?
- (2) Strength of buttonholes?
- (3) Proper balance of Collar?
- (4) Space for adjustment of tie?
- (5) General appearance of same?
- (6) For satisfaction to your customers?

We have:

Challenge Brand .....@ \$2.00 per dozen.  
Rubber Brand .....@ .1.80 per dozen.  
Pyralin Brand .....@ .1.50 per dozen.

All 33 1-3% heavier material than other lines offered to you. Examine and see who is giving you the best value, for your customer, before you buy any other than

"ARLINGTON COLLARS"

## 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





An "April Shower" Window in Selfridge Store, London, England.

## Arranging "April Shower" Display

How effect of a downpour of rain in window can be secured—The idea could be carried out effectively at the present time in men's wear stores.

**W**INDOW display work has been put on such a high standard that it is becoming increasingly more difficult for a window trimmer, no matter how clever and resourceful he may be, to make his work "stand up." The opposition that a display man meets nowadays is infinitely superior to what he met with a few years ago.

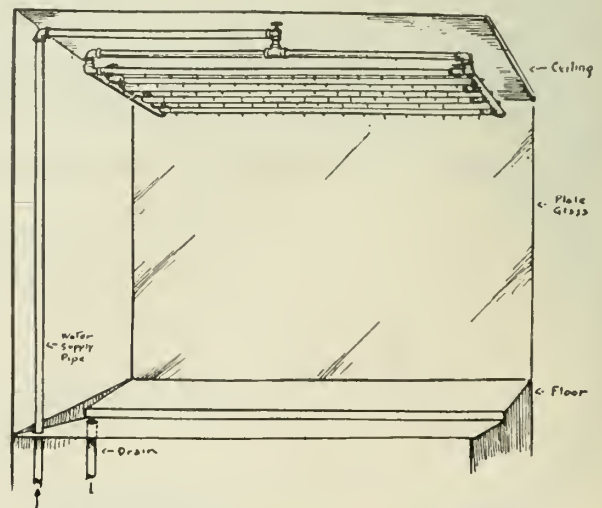
Where neatness in arrangement and artistic handling of detail have been brought to so high a standard, it is necessary for the display man who desires to get ahead of his competitors, to find original ideas. Originality is becoming one of the most important qualities in the art of window trimming.

A distinctly original method of securing an original effect was devised last year by Selfridge, London, England. By roofing the window with perforated galvanized iron or tin and running a flow of water over it, a very realistic representation of a shower was given. The accompanying cut shows the window as it appeared when the water was turned on. It was impossible, of course, to show the effect of falling water in the photograph which does not, on that account, do full justice to the idea.

The other illustrations show exactly how the

idea was worked out. As will be seen, the mechanism was fairly simple.

This display was designed for wet weather wear. The idea could be utilized by men's wear stores with splendid effect at the present time. A shower effect, used in conjunction with a showing of raincoats and umbrellas would be found a sure means of attracting wide-spread attention.



Showing plan of window after sprinkling apparatus has been installed.

**The Art of Selling Expounded**

(Continued from page 76.)

the "come back" spirit. Scrapping of any sort or kind, between any persons in the store, generally results in driving the customer away.

The proprietor is the "Boss," but he is not supreme authority to the customer, and what he says, and how he says it, has much to do with future business, for he it is who shapes the policy of the house, which includes the training of the salesmen.

**BUILD UP FOR THE FUTURE.**

In all successful clothing stores, the future is considered in making the sale of to-day, and a policy to insure this result is made a part and parcel of the practice of each man on the floor. Sharp practices but defeat the end of successful selling, for they will be discovered and used against the firm which permits them.

Take the customer into the confidence of the house; regard him as a silent partner in the business, who will come back because his interests are carefully considered at all times and under all circumstances, for he is better served here than elsewhere. When I hear a proprietor complaining of the inattention and carelessness of his salesmen, I involuntarily think of the ill-mannered child, of whom the parent says, "I cannot control him." Each reflect the lack of care and exercise of good judgment in the bringing up.

The proprietor is but a single man, who has but two eyes and but two hands, which he may have trained ever so well, but it is the eyes and hands, as well as the brains of his salesmen, on which he must depend to sell his goods.

The act of delivering the merchandise to the customer and taking in the money is but the result of

many contributing causes, and is the climax to the effort of the merchant to sell his goods, and if the salesman be not duly qualified for the work and sustained by the houses he will unmake the success of the business.

When you have bought poorly, not sold as you should have done; when you have, through not knowing, established a poor policy, neglected to drill and instruct your salesmen; in each case you will need to make a special effort to relieve the congestion. But it is far more profitable to have someone come to you in the capacity of a business counselor and a developer of your salesmen.



**A Forecast of Fall Shirt Ranges**

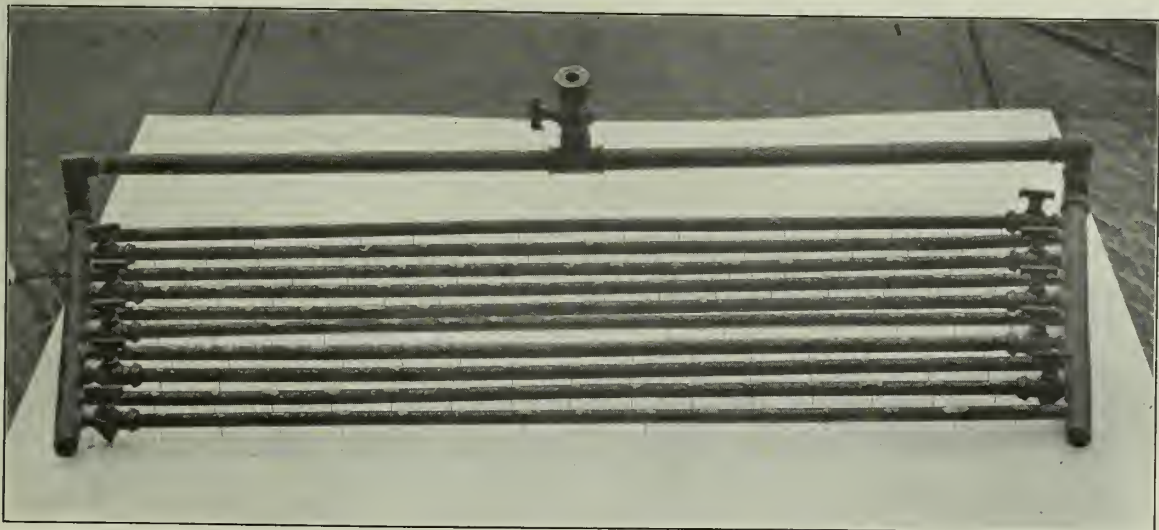
(Continued from page 78.)

special sizes or labelling. The garments offered can be turned out equal to any in competition. Manufacturers do not encourage these extras on the regular range, but with a satisfactory order are prepared to meet any conditions. In the past merchants have been offered extra finish at a minimum ratio of 50c a dozen. But buyers are not interested because they think the charge is extra. In the case of labels each furnisher can have his own monogram by supplying the labels. This is done without extra charge where placing orders are large or fairly representative of the turnover.



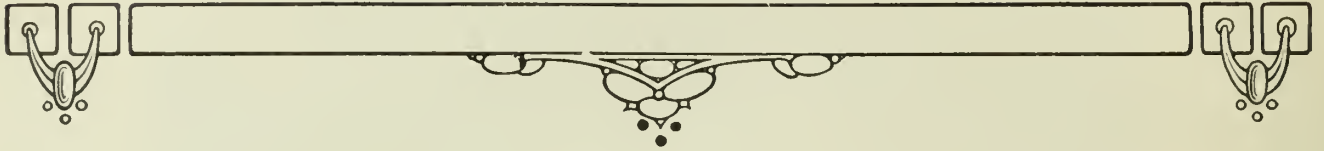
Claresholm, Alta.—Geo. Buck, of Buck & Howson, High River, has purchased the ladies' clothing stock of W. D. Annable.

Lindsay, Ont.—Ed. C. Armstrong has opened a new clothing and furnishing store.



Pipes above window used in securing shower effect.

# Review's Information Bureau



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

Editor of Dry Goods Review: "We notice in last Dry Goods Review that in reply to an inquiry the address of the firm making time recording clocks is not given. Kindly have them send catalogue and prices."

The International Time Recording Co. of Canada, Limited, 19 Alice St., Toronto, is the correct address. B. L. Monkhouse, McKinnon Bldg., Toronto, has German imported time clocks. We have advised both firms to send catalogues and prices.



Editor Dry Goods Review, Montreal. "Will you kindly give us the names and addresses of firms, who handle presses or balers for waste paper. Please them to mail catalogue and price list and oblige."

The following firms handle paper balers: Toronto Type Foundry Co., of Toronto and Montreal; Page Wire Fence Co., Walkerville, Toronto.



Editor Dry Goods Review. "Kindly furnish us with the address of "Peabody's", manufacturers of men's overalls."

Peabody Co., Ltd., Walkerville, Ont.



Editor of Dry Goods Review. "Will you kindly inform us as to the makers of the best tennis shoes to be had in Canada."

The Gutta Percha & Rubber Mfg. Co., Miner Rubber Co., Ltd., and Consolidated Rubber Co. all handle tennis shoes. Write their Toronto offices.



"Who manufacture a very low-priced line of sheets and pillow slips? We want something suitable for summer cottages."

Diamond Whitewear Co., Montreal. Any of the jobbing houses have lines suitable for this trade. Write the Canadian Converters Co., Ltd., Montreal.



Editor Dry Goods Review. "Kindly send us the addresses of some good houses who tailor ladies' made-to-measure suits.

Very few firms are anxious for special order business in women's ready-to-wear. We understand that several manufacturers provide their clients with measurement charts, samples of materials, and prices for their models. A half dozen or a dozen styles are stocked by the merchant, and these samples augment the service. Write the following firms: M. Pullan & Sons, Toronto; Robinson Fashion Co., London, and Bloor Ladies' Tailoring Co., Toronto.



Editor of Dry Goods Review. "Please tell us where we can sell baled waste paper."

To the Northumberland Paper and Electric Co., Campbellford, and The Trent River Paper Co., Glen Millar, Ont. We understand they pay from \$9 to \$10 a ton f.o.b. destination.



Editor Dry Goods Review. "Kindly tell me, where I can buy children's pongee silk rompers; women's tennis dresses in white flannel and yachting suits. Who makes the line of waists shown on page 22 in the January 15th number? also women's and children's parasols?"

Princess Garment Co., Toronto, make pongee silk rompers. Ladies tennis dresses in white flannel or serge, and yachting suits are shown by H. C. Boulter Co., Toronto. Similar waists to those in January *Dry Goods Review* are supplied by Doherty Manufacturing Co., and Ladies Novelty Co., Toronto. Irving Umbrella Co., Toronto, have a full range of women's and children's parasols.



*Wm. H. Leishman & Co.*  
*Limited*

Ready for Service Clothes require no apologies from your salesman to your customer. The reliable quality of fabrics and materials, the correctness of style and fit in our garments gives you the confidence required to make selling easy.

Our Special Order Department is rapidly growing in favor and we are receiving hundreds of orders weekly from the best merchants throughout the country. If you have not already inspected our range of samples drop a line to

*Wm. H. Leishman & Co., Limited*

*Wholesale Custom Tailors*

*119 Adelaide St. W. - - Toronto*

**Makers of the best tailored Garments for Men**

Join the bo  
**Thirty-Three Va**



**Handsomely Engraved  
Silver Loving Cup.**

**10 Gold and Silver  
Medals.**

**Cash Awards.**

**2nd Annual Contest  
1913**

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**OPEN TO WINDOW TRIM-  
MERS, CARD-WRITERS  
AND ADVERTISERS**

---

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

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**C. W. T. A. Window Decorating  
Contest.**

**Classification of Prizes:**

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

**ORIGINAL WINDOWS.**

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

**1st Prize—C.W.T.A. Gold Medal.  
2nd Prize—C.W.T.A. Silver Medal.**

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

**MERCHANDISING WINDOWS.**

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

**1st Prize—C.W.T.A. Gold Medal.  
2nd Prize—C.W.T.A. Silver Medal.**

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

**HOLIDAY OR OPENING WINDOWS.**

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

**1st Prize—C.W.T.A. Gold Medal.  
2nd Prize—C.W.T.A. Silver Medal.**

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

**MEN'S WEAR WINDOWS.**

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

**1st Prize—C.W.T.A. Gold Medal.  
2nd Prize—C.W.T.A. Silver Medal.**

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

...s this year

# Valuable Prizes

## FLORAL DECORATIONS.

Class 6—  
 1st Prize - - - - \$10  
 2nd Prize - - - - \$ 5  
 For the best window or interior decoration, artificial flowers being used.

## BEST COUNTER OR LEDGE TRIM.

Class 8—  
 1st Prize - - - - \$ 5  
 For the best arranged overhead or counter trim of merchandise from any department.

## BEST GROUPING OR DRAPES.

Class 7—  
 1st Prize - - - - \$ 5  
 For the best display of drapes or ready-to-wear grouping arranged in the department windows or cases.

## BEST BACKGROUNDS.

Class 9—  
 1st Prize - - - - \$ 5  
 For the best background setting used during the year, for anniversary, opening or sale.

### TERMS OF CONTEST:

- (a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.
- (b) Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.
- (c) Photographs must be of this year's work, since August 1st, 1912, and must not have been submitted in any other contest.
- (d) All photographs to be forwarded to the secretary by August 1st, 1913. Pictures will be returned to contestants after the Convention, if requested.
- (e) Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.
- (f) All windows to be judged under numbers, any identifying marks must be removed.

## C. W. T. A. Cardwriting Contest

### CLASS 1—FANCY WINDOW CARDS (General).

First Prize—C.W.T.A. Gold Medal.  
 Second Prize—C.W.T.A. Silver Medal.

### CLASS 2—AIRBRUSH CARDS.

First Prize - - - - Cash \$5.00  
 Second Prize - - - - Cash \$3.00

### CLASS 3—ORIGINAL HOLIDAY CARDS (Christmas, Easter, Thanksgiving).

First Prize - - - - Cash \$5.00  
 Second Prize - - - - Cash \$3.00  
 Third Prize - - - - Cash \$2.00

### CLASS 4—PLAIN SALE CARDS (General).

First Prize - - - - Cash \$3.00

Second Prize - - - - Cash \$2.00  
 Third Prize - - - - Cash \$1.00

### CLASS 5—ALL PEN LETTERED CARDS.

First Prize - - - - Cash \$3.00  
 Second Prize - - - - Cash \$2.00  
 Third Prize - - - - Cash \$1.00

### CLASS 6—PEN LETTERED PRICE TICKETS. (In groups of six)

First Prize - - - - Cash \$2.00  
 Second Prize - - - - Cash \$1.00

### CLASS 7—AIR BRUSH PRICE TICKETS.

First Prize - - - - Cash \$2.00  
 Second Prize - - - - Cash \$1.00

### TERMS OF CONTEST:

- (a) Cards entered must be first used in merchandise displays.
- (b) Not more than two cards to be entered in class 2, and 4. Not more than three cards to be entered in class 3, and not more than six cards in classes 1, 5, 6, and 7.
- (c) No air brush cards to be entered in any class except 2 and 7.
- (d) No contestant can enter more than three classes.
- (e) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet 22in.x28in.
- (f) No card to be entered in more than one class.
- (g) Each card must bear the number of class in which it is to be entered, but not the contestant's name and must be sent not later than August 1st, 1913.

## C. W. T. A. Advertising Contest

### CLASS 1—GOOD ADVERTISING.

First Prize - - - C.W.T.A. Gold Medal      Second Prize - - - C.W.T.A. Silver Medal

Awarded for the best all-round advertising, including general publicity opening and sale announcements.

### TERMS OF CONTEST:—

- (a) Announcements must have appeared this year.
- (b) All copy must be original.
- (c) Not more than six examples to be entered in contest.
- (d) All ads. to be judged on points: 1—Editorial and descriptive text; 2—Layout; 3—Typographical effect; 4—Originality of ideas.

Contestants must be members of the C.W.T.A. and staff employees in Canadian stores.

Contests close August 1st, 1913. The award committee decisions to be final.

All photographs, show cards and advertisements to be available for publication in Dry Goods Review.

## Canadian Window Trimmers' Association

143 University Ave.

Toronto

# How Stout Men Should Dress

Some rules which should be observed in the selection of material and color as well as fit—Size can be “toned down” in many ways successfully.

**A**N interesting article on the proper garb for men of ample proportions has been written by the Editor of Tailor and Cutter. It reads as follows:

‘Fat, fair, and forty’ is the description given of many a lady who has passed the half-way milestone of life. The first and last adjectives apply with equal force to the sterner sex, for, owing to certain physiological changes, there is a decided tendency with both sexes to put on flesh when the fourth decade has been passed.

The active athlete has to realize that, as a rule, he is ‘too old at forty’ for the arena, and most men are content to slow down at that age and take life easier. As a general rule, too, men have made their mark and achieved some degree of success by that time, so that they are able to indulge themselves in the pleasures of the table, and, as they also refrain from the more active exercises, it is not surprising if occasionally they develop those aldermanic proportions which entitle them to be called ‘stout.’

Whilst realizing all this, we fully recognize there are freaks in whom the adipose tissues develop unduly in childhood and youth—as, for instance, the fat boy of Peekham—but these are the exceptions, just as it is unusual for a man to retain the same waist circumference at forty-five that he had at twenty-five.

The tailor knows that the majority of his customers who have reached their prime develop a certain degree of stoutness, when attention to the art of dressing becomes of the utmost importance.

No gentleman of modern times realized this to a greater extent than His Majesty King Edward VII., and certainly no one has set a better example of how a stout man should dress than he did, for he was not only known as the first gentleman of Europe, but he richly deserved that title.

It is a very great mistake for a stout man to go to a cheap tailoring establishment. There are so many arts and devices that can be brought to bear by skilled workmen in the making up of a stout man’s clothes that are not otherwise obtainable.

## BEST MATERIALS.

The materials selected should have the following qualifications:

1. They should be dark, because the darker the color the more it absorbs the light which falls on it, and so reduces the apparent size. Consequently, black, dark blue, dark grey, are the most suitable shades.

2. They should be of a dull surface rather than a shiny or glossy one, for the same reason—namely,

that it absorbs the light; but the dull surface should not be too rough, or it will counteract this and impart to the wearer that size which every effort is being made to apparently reduce.

3. It should be of the neatest possible description, for anything obtrusive would call attention to the wearer, and that is not wanted, his bulk being quite enough for this.

This feature applies to the pattern of the clothes and also to the finish of the collar. For instance, broad braiding should not be employed, but if binding is used it should be of the narrowest description, and even this should be avoided if the wearer is very stout, in which case the edges should be made up as neatly as possible.

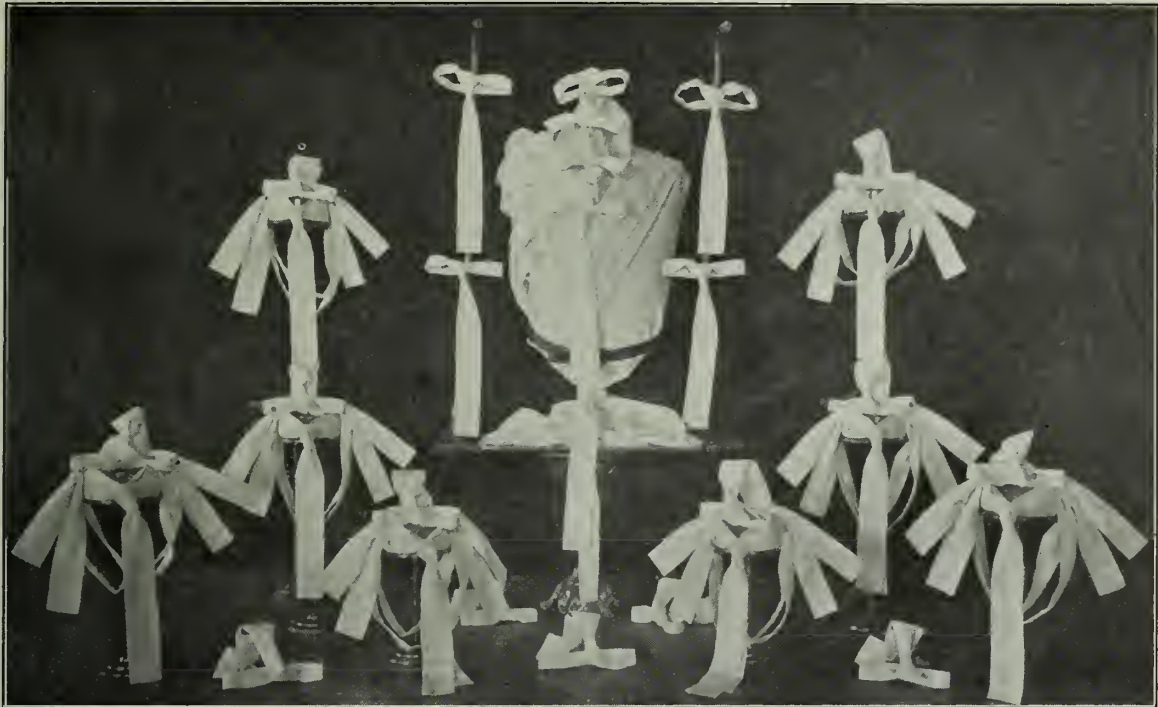
If they desire any pattern in the cloth they select, then all kinds of checks must be scrupulously avoided, for, however neat it may be, their tendency is to add to the appearance of width, without adding proportionately to the wearer’s height, the principle involved being that lines add to the length or width of the figure according to the direction in which they run; and realizing this, then, if there is any pattern at all, it should be of the nature of a very subdued and indistinct vertical stripe, but even here it cannot be too strongly emphasized that the quieter and more unobtrusive the clothes are the more becoming they will be for this class of figure.

## PLACEMENT OF THE SEAMS.

A very great deal may also be done by the placement of the seams, and this is where the skilled tailor is able to exercise his art. If the garment is a lounge, the side-seam is carried high up; if it is a body coat, this is done still more, and the side body is also kept on the narrow side, and, in extreme cases, an extra seam is introduced under the arms and also a short one in the front, which not only improves the fit, but also tends to give the appearance of more height to the wearer.

Another plan that should be adopted by all stout men is to direct attention to the extremities of the limbs by wearing something that reflects the light. In this way the late King improved his appearance considerably. He wore white spats, which showed the least possible amount below the bottom of his trousers (he never wore his trousers turned up). He wore a white slip round the neck of his vest, and allowed a sufficiency of white cuff to show below his coat sleeve to give the utmost appearance of length to his arms. In addition to this, he wore a silk hat or a white felt “topper,” either of which added to his apparent height, the result being that, although he was 45 in. chest, he did not appear anything like that size.

## Smart Units for Seasonable Trims



The early showings of the midsummer season are anticipated by this grouping. Each of the smaller units is practically the same. The material in the neckwear and suggested shirt are alike. The combination of wing collars and larger shapes in wash ties is unique. The idea can be featured in bringing out the style trend as represented in the store merchandise as an exclusive setting. Such an arrangement is built up indefinitely as long as the centre unit is introduced to relieve the monotony. A simple contrast of color is added by using men's belts either on unit in centre or separate stands. The display stands in brass and glass complete a smart showing.

## SUITABLE STYLES.

As a general rule, it is well for stout men to avoid double-breasted garments, for the over-lap and the two rows of buttons tend to add to the appearance of the bulk; and in order to obviate this and still retain the smartness of the double-breasted style of fronts they are often cut no larger than a single-breasted one, so that, although they are finished with the usual set of buttons and button-holes up each front, as for a d.-b., yet they are only held together by the shanks, or they may be of a special make. For instance, King Edward's onyx links were famous, and were invariably used by him with the grey frock coats in which he so often appeared at Epsom.

In evening dress the lapels of the coat should not be too wide, nor the fronts cut too large, and the silk on the lapels only brought to the end of the

holes, so as to introduce an extra vertical line. The vest ought certainly to be of black, and the amount of shirt-front shown should be on the small side, and if braid is employed down the side-seam of the trousers it will be an advantage.

For morning wear, one of the most appropriate styles is a dark blue serge lounge suit, with narrow stitched edges and fronts neatly rounded away at the corners.

## MORNING COATS AND OVERCOATS.

For morning dress the frock coat and morning coats worn in conjunction with a single-breasted no-collar vest of black or dark grey vicuna, and dark grey, neatly-striped trousers, are the correct thing. The coat should be of ample length, reaching at least to the bend of the knee, whilst the trousers should be of the most moderate width consistent with the

## A Dollar Stretching Sale Suggestion



Savings and the assurance of values are two of the attractive mediums for a successful event. This trim contains all the features of a clever grouping and is sales producing because of the originality. The units are balanced and the contrast can be improved by the arrangement of seasonable hats, neckwear, gloves and requisites to match. The purchasing power of a dollar can be shown in several ways and is elaborated on by carrying out the same scheme in advertising, streamers and neat window cards with prices. In this instance unique cut-out signs are used to accentuate the idea. Sales results depend on the ingenuity of the trimmer in applying the scheme to his necessities.

size of the wearer, and at the same time avoiding all suggestions of a 'horsey' character.

The most suitable overcoat is the semi-fitting Chesterfield with fly-fronts, finished in the neatest style and having single stitched edges. Particular care is needed in making a garment of this description, in order to avoid an excess of drapery at the fronts, which is very likely to exist unless skilful methods are employed to prevent it.

As a general rule, all wadding and packing should be carefully avoided, yet it may sometimes

be employed with advantage just below the front of the armhole, at which part the stout figure is often very poor, and if the breast is thus up a bit it reduces the prominence of the waist, and so improves the shape of the wearer. For this reason, too, a moderate amount of ease at the chest is permissible, though the waist should have no surplus size at any part.

Whatever inside pockets are inserted should be placed well backward and to point towards the side, so that if anything is carried in them it should not add to the appearance of bulk in the front.

# Styles Worth While

AND VALUES TOO



There is a reason behind every "Beaver Brand" style, or it would not be included in our showing. There is a distinctive style feature backing every garment, which makes this line famous throughout the Canadian Knit Goods trade, a feature which is augmented by a quality that is far removed from the ordinary values.

We make a complete range of all kinds of Knit Goods, including Sweater Coats, for men, women and children, Mufflers, Toques, Scarfs, Mittens, Gloves and Hosiery, etc. To fill your smallest order is a pleasure to us and will receive our prompt attention.



*R. M. Ballantyne, Limited*

MANUFACTURERS OF  
BEAVER BRAND KNIT GOODS

STRATFORD



## The Bloomer That Pleases The Boy

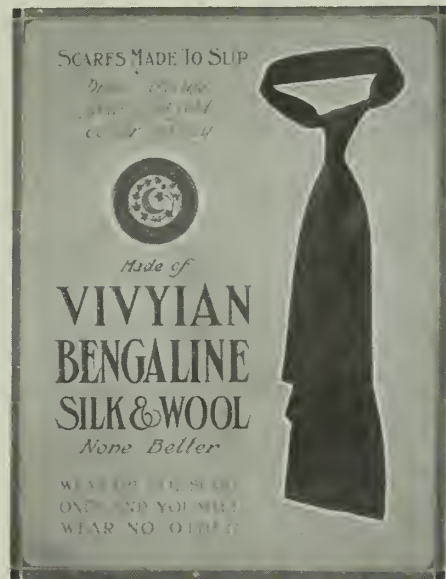
is the kind of bloomer to build up your boys' clothing business upon. The neat stylish fit of the Jackson Bloomer combined with its high grade materials, make it a most profitable line for a dealer to handle. Our new lines for Spring and Summer trade displayed in your store will take the boys' clothing business of your town by storm.

Write for catalogue and samples.

**The Jackson Mfg. Co., Clinton**

FACTORIES:

CLINTON GODERICH EXETER ZURICH



**THE HIT OF THE TRADE**

44 Shades in \$4.50, \$6.50 shapes, 7 day delivery.

Use the show card as above,  
14 x 11, 4 colors and embossed

Neckwear Department

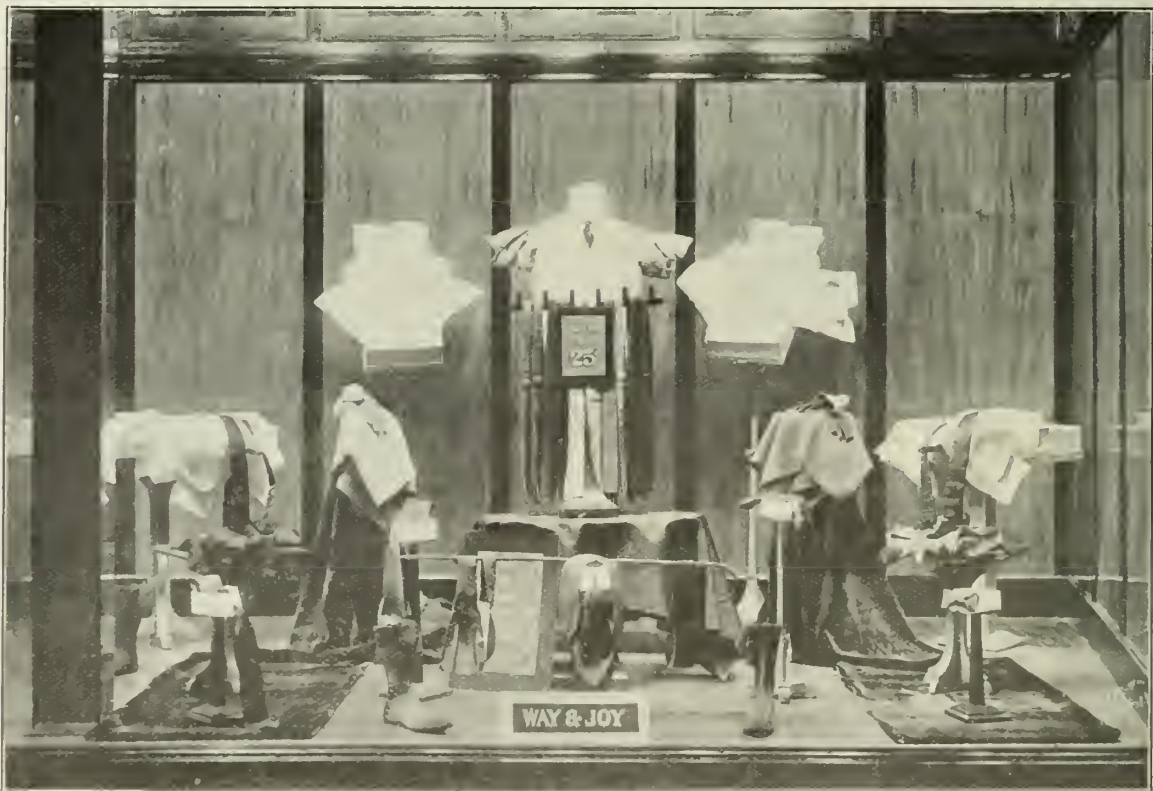
**Crescent Mfg. Co.**

Limited  
MONTREAL

## Initial Trims by New Men's Wear Shop



Combined suits, materials and accessories featuring semi-ready and made-to-measure clothing in new corner windows.



Units of shirts and neckwear in smart styles on up-to-date stands and window fixtures. The arrangement is effective before the paneled background as a permanent setting. Courtesy Way & Joy, Hamilton.



# "DEACON" Flannel Shirts For Fall

can be bought at old prices if orders are placed early. Owing to increased prices of raw material, prices have advanced, and in consequence new prices will have to prevail. Look over your stock and protect yourself for next Fall. We are showing best possible range in:—

Military Flannel Shirts, with Reversible Collars, at \$13.50 and \$15.00 per doz.

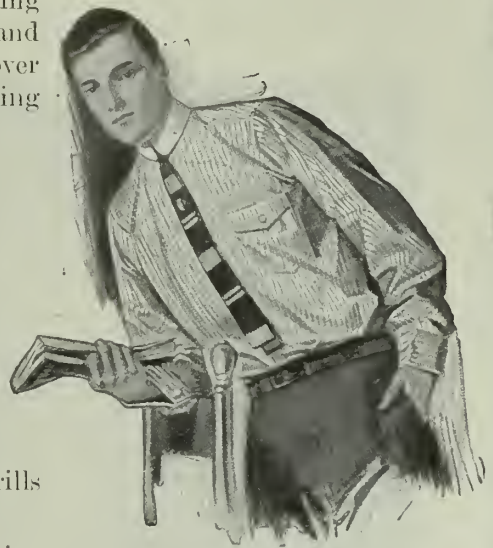
Plain Navy Blue Flannel Shirts, with Reversible Collars, at \$12.00, \$12.75, \$15.00, and \$18.00 per doz.

Plain Grey Flannel Shirts, with Reversible Collars, at \$9.00, \$10.50, \$12.00, \$13.50, and \$15.00 per doz.

Special Heavy Black Serge, with attached Collars, at \$8.50, \$9.00 and \$10.50 per doz.

Tweeds, Meltons, Serges, Drills, Sateens, Oxfords, Khaki Drills and Serges.

Travelers are now on the road. We guarantee every shirt.



*The Deacon Shirt Co.*

BELLEVILLE,

ONTARIO

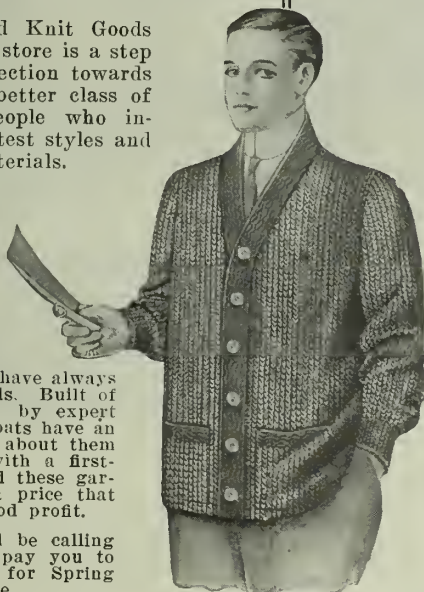
## Sweater Coats Of Distinction

Dominion Brand Knit Goods stocked in your store is a step in the right direction towards catering to a better class of trade—young people who insist upon the latest styles and best quality materials.

**Dominion  
Brand**

Sweater Coats have been on the market for many years, and have always met these demands. Built of high-grade yarns by expert workmen, these coats have an air of distinction about them that goes only with a first-class article. And these garments retail at a price that ensures you a good profit.

Our traveller will be calling on you. It will pay you to see our samples for Spring and Summer trade.



**A. BURRITT & CO.**

Dominion Mills

MITCHELL - ONTARIO

## Two New Suspenders

"THE PEERLESS" 

"THE FIT-RITE"

Comfort in these two styles of suspenders is the paramount feature. In the case of "Peerless" suspenders the comfort is derived from the automatic self-adjustment of the double sliding cord at the back. The comfort obtained by the use of the "Fit-Rite" is the result of the ability to adjust the suspender at five different points, and the eliminating of the draw from the sides which is usual with adjustable suspenders.

Price for "Peerless," \$2.10 per doz. Special price, \$2 per doz. in five box lots. "Fit-Rite," \$4.00 per doz. Special display rack with orders of 3 dozen or more.

Send to-day for sample dozen.



**The Canadian Suspender  
Manufacturing Co.**

92 PETER ST.

TORONTO



This attractive unit appeared in the store window of S. A. Horwitt, Montreal.

# "KING EDWARD" SUSPENDERS

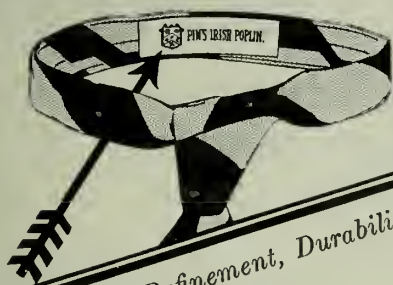
Retail **50<sup>c.</sup>** Price



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

# PIM'S IRISH POPLIN



*For Distinction, Refinement, Durability, select*

## PIM'S IRISH POPLIN TIES

*They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.*

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers,  
William Street, Dublin.  
Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg.  
Thomas Brophy & Sons, 41 Herald Bldg., Montreal.

# IMPERIAL BRAND PURE WOOL UNDERWEAR



will help you  
meet the keenest  
competition

and only the merchant in a live town or city knows the strenuousness of keen competition and what real value means to him in trying to meet it.

If you are content to go out after profit alone you will find you will have the underwear on your hands with the profit all eaten up, but if you look to your customers' interest as well as your own, no amount of opposition will affect you.

"Imperial Brand" high grade is the result of years of specializing on men's underwear. It is the result of our aim of unparalleled service and values that defy competition. Let us submit samples of men's natural wool, elastic knit and high-grade Imperial for your Fall trade. Men's double thread Balbriggan underwear for your Summer business.

## KINGSTON HOSIERY COMPANY

Established 1880  
Kingston, Ontario

# Take The Dealer Into Your Confidence

approach him, post him about your plans and your merchandise through his trade paper before you advertise to his customers. He will appreciate this action on your part and you will get his co-operation. Don't try to force him. Get his good will and you will have a selling power behind your product that you will never get by any other means.

## Remember

that many of his customers knew him even before they knew you, and they will most likely take his word as to the quality and superiority of merchandise offered. In a word, get the dealer on your sales force.

# Merchants and Buyers

*get the habit* of reading the advertisements each issue. They contain valuable information about goods you should know about.

## Clerks

get familiar with the selling points of the goods you have in stock. Many good selling arguments are found in the advertisements in the "Review" each issue.

# S. D. COLLARS



## Add Style to Service and Multiply by Comfort

The result will be the famous S. D. waterproof real lineu collars. In other words S. D. Collars give entire satisfaction to both the wearer and the merchant who sells them. They eliminate wholly the cost of laundering because being waterproof they are cleaned easily with soap, water and sponge. No breakage, no odor, three qualities.

Linolo at \$2.00 List  
Lima " 1.50 "  
Peerless " 1.25 "

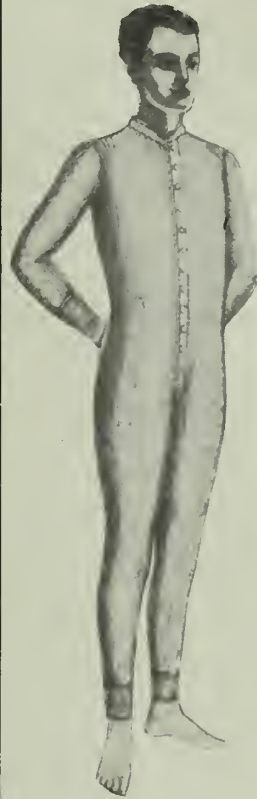
Made in linen, gloss and dull finish. Sizes, 12-18.

Write for catalog and discounts to-day.

**The Smith-D'Entremont Co., Limited**  
1475-77 Queen Street West - - Toronto

# Dr. Neff's

—the underwear you have been hearing about



**S**OFT, yet firm, close fitting, yet as comfortable as though it grew there—that's Dr. Neff's famous Underwear.

You no doubt have heard of this widely known brand of sanitary, health-promoting underwear—nothing to equal it in the underwear world. Made in two-piece and union suits. Send for samples today and plan on your next Fall's business.

**THOMAS WATERHOUSE & CO., Limited**  
Ingersoll, Ont.

Messrs. Mosey & Urquhart, Toronto, agents for Ontario; John W. Peck & Co., Winnipeg for Manitoba, Saskatchewan and Alberta, John W. Peck & Co., Vancouver for British Columbia and the Yukon.



**SUSPENDERS**

(Made in France)

Guaranteed for one year.

## S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand

at

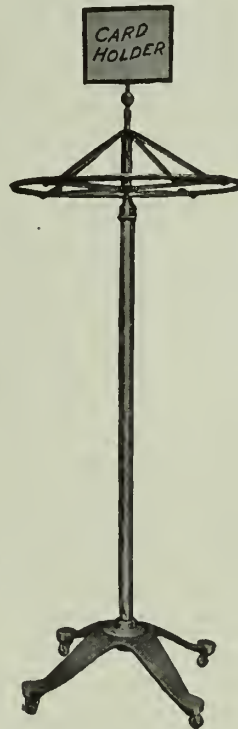
"Birks Building,"  
**MONTREAL**

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

# The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

*Write for Special Clubbing Rates*



## NO. 265 C. Revolving Mantle Rack

The most practical rack ever manufactured for Cloak, Suit or Skirt Departments.

Keep your stock in full view of your customers if you wish to sell your goods, if not shut them up in cabinets.

Most of the big stores and hundreds of small stores are using our revolving racks and would not think of changing.

Write for our catalogue

No. 265C complete with card holder .....\$13.50  
No. 265 Without card holder Price, each .....\$12.50

**Clatworthy & Son, Limited**  
161 King St. W., TORONTO

# The Importance of Prompt Collections

Dealer in railroad town recites the steps he took to protect himself from "dead beats"—Kept book debts down to the minimum—An amusing incident.

THE making of collections is a very broad question and so many factors have a direct bearing on it, that every man has to solve the question for himself. Many good pointers have been developed during this discussion that will materially assist dealers in handling this problem. I am not writing to give advice, but want to tell how I solved this problem when I started in business for myself some years ago.

About five years ago, I purchased a business in a "railroad town" of about 7,000 population. Now, any dealer who is doing business in a "railroad town" will know what I mean by that term, but to the uninitiated I will explain. It is a division point on a railroad where a large number of their employees reside. These men are paid regularly once a month and use this fact as a lever to get credit from the local dealers. Very few of them pay cash. Why this should be, was always a mystery to me, as they invariably draw good-sized salaries; but it is a case of "easy come, easy go," with the dealer very frequently getting the "go by."

The business I had just purchased was a credit business and immediately I had my problem, "Cash or Credit," to solve. Knowing the troubles of other merchants in this regard and the many failures of business men in this place, I naturally favored a strictly cash business. But on my predecessor's books were a large list of credit customers that I would surely lose if I adopted the cash system. After much thought and deliberation I adopted the following plan.

To all outward appearances I would run a cash store and endeavor to work the credit customers gradually into paying cash. I went over my predecessor's books and picked out the customers who had paid regularly, in full, each month for two years. All these, which numbered about 35 out of over 200 accounts on the books were given credit. All others were firmly refused. Knowing of the army of chronic "dead beats" in this town, I made a resolution to the effect that "No new account would be opened for three months." With these plans and resolutions the doors were opened for business, and my troubles began. I really believe that every "dead beat" in town came to deal with me. Credit was firmly but resolutely denied and the reason given that the customer was not known and anyway I had all the customers I cared to handle. In this way I kept them coming and paying cash with the idea that perhaps they would get a chance at me later on. I must say that this plan of not opening any new accounts saved me hundreds of dollars. Those 35 accounts I had culled from my predecessor's customers were ideal

ones, being paid up in full regularly each month. I never lost a penny with these.

## ADDED NEW ACCOUNTS.

At the beginning of the fourth month I added about ten new accounts. These were the very pick of my cash customers and their standing had been carefully looked up and found to be excellent. Soon as the public got the impression that it was hard work to get credit from me and that you had to go through a lot of questioning, my store developed into a kind of "credit aristocracy" store and I had the pick of all the accounts worth while in that town. My trade doubled in six months and 60 per cent. of my business was cash trade which speaks well for my system.

## LOSSES WERE SMALL.

When I sold out my business I only had accounts totalling \$997, although I had a monthly turnover of about \$3,500. I sold out in March, collecting all but \$74 within 18 days and within two months had it all but \$20 which amount was divided in small amounts that I could have easily collected but as the owners needed the money more than I did, I wrote them off the books. This proves the quality of my accounts and the efficacy of my plan of handling this problem.

Next door to me was a lumber merchant who had the reputation of being the best collector in town. His method was simply calling in person for his money the day and hour it was due. He never missed the day and never called the day before or the day after. He was always on the job the minute the money was due and by being there, got it.

## BOOKKEEPING SYSTEMS.

I received my training in a general store in the country. It was a large store and had about 600 active accounts. The collection of these accounts was a serious problem. I remember when they used the old form of bookkeeping; Day Book, Journal and Ledger. Every month the accounts had to be written out again, taking one man about all his time making these out. To get any particular account you had to put a request for it about a week ahead. At this time the accounts would total from \$6,000 to \$7,000. Shortly after I became identified with this store they changed over to the loose-leaf system. It was a great surprise to see the speed with which those accounts were gotten out at the end of the month. All the bookkeeper had to do was to add up the sheet and tear it out. He always had the accounts ready by the evening of the second day. The result was the reduction of the outstanding accounts from \$6,000

or \$7,000 to \$3,000 or \$3,500, simply by having the accounts ready when the people had the money to pay them.

AN AMUSING INSTANCE.

I recall one amusing instance that shows the attitude of the old-time farmer. During the depression of 1907 we were sorely in need of ready cash so myself and another clerk were sent out to make collections. On my list was a farmer named John White who had owed us \$25 for over a year. Although we had pushed him hard for it, we had not been able to get payment from him. I told Mr. White what I wanted, but he said he couldn't pay just then. I used every argument and persuasion to get him to loosen up, but in vain. At last, in desperation, I told him our position and said that unless we got the money from him we would have to borrow from the banks paying them 8 per cent. Say! it was funny to see that old codger's ears prick up at the mention of that 8 per cent. I saw my opening and laid low for his next move. "Would you like to borrow some money

at 8 per cent." he cautiously inquired. "Would we, well I just guess we would and would even pay 9 per cent. to get \$200 this afternoon," I eagerly replied. "Well, if you will pay that interest I will lend you \$200." And he went away to get the money. Think of that! The old fox had the money in the house and wouldn't pay up, but his greed was his undoing. He returned with a roll of bills that would choke a cow. He peeled off twenty ten dollar bills and must have had at least thirty more. I wrote out a receipt for "One Hundred and Twenty-five" dollars and handed back \$68, keeping \$7 out, for interest on our account for one year. Was that farmer mad! Well, he fumed and foamed, hummed and hawed, was going to thrash me, but I stuck to my guns, berating him for his deception, and came home with the money.

The trouble with the retailers is that they do not give their accounts individual scrutiny as is done in a wholesale house. If each account was passed upon individually the retailer would suffer less from "Bad Debts."

**HINTS TO BUYERS**

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

**ANNUAL MEETING OF PENMAN'S, LTD.**

The seventh annual meeting of Penman's Limited, was held on Mar. 3, in Montreal. The meeting was presided over by D. Morrice and directors were re-elected as follows: D. Morrice, president; C. B. Gordon, vice-president; E. B. Greenshields, V. V. E. Mitchell, R. B. Morrice, J. B. Black, J. R. Gordon, H. B. McDougall, directors, R. Thomson, a former director retired from the board and there was no election to fill the vacancy.

The feature of the annual statement was that the earnings of the company for 1912 were 10.35 per cent., as compared with 7.61 per cent. in 1911. After making the usual provision for bond interest, bad debts written off, and old machinery scrapped, net profits for the year amounted to \$287,216.11, compared with \$228,288 in 1911.

**ANNUAL MEETING OF MONTREAL COTTONS, LTD.**

The annual meeting of the Montreal Cottons, Limited, was held in Montreal, Feb. 26, when a very satisfactory statement of the years busi-

ness was presented. The report stated that in spite of the high price of raw materials, keen European competition and a further curtailment of hours of labor due to provincial legislation, the business of the company in 1912 was excellent and present indications point to a continuance of prosperous times in the cotton industry. The sales of the company in 1912 were \$180,000 in excess of those during the previous year. The manufacturing profits were \$382,933 as against \$291,277 in 1911. A surplus of \$2,031,728 was shown.

The retiring directors were re-elected as follows: S. H. Ewing, C. B. Gordon, H. S. Holt, W. C. Finley, F. W. Molson, F. Orr Lewis, Hon. R. Dandurand, J. P. Black and A. H. Gault. S. H. Ewing was re-elected president, C. B. Gordon, vice-president and J. Lowe, jr., secretary-treasurer and general manager.

**CHARLES KURZEMAN ENTERTAINS PARISIAN COUTURIERS.**

Charles Kurzeman, of Kurzeman's 5th Avenue, New York, before setting sail from France, entertained a number of the members of the newly formed Paris Dressmakers' Association at the Ritz at dinner. The dinner was given to celebrate the conclusion of the negotiations between the Parisian dressmakers and their New York customers relative to the shipping of Paris models direct so as to prevent improper copying.

Among the guests present were Mesdames Paquin and Jeanne Lauvin, M. Doeullet, President of the Association, Jacques Worth, Vice-President, Paul Poirer, M. Redfern, and Jean Worth.

**IMPORTANT BUSINESS CHANGES.**

A change of ownership in the Standard Hair Co., of Montreal, is announced. Heretofore the Canadian business was conducted as a branch of the New York company, of the same name, which in turn was controlled by an English firm. The business has now been taken over by E. Bieffer and A. Strub, formerly managers of the old company's Canadian branch.

In taking over the business they will retain their buying relations with the English company and the supply of raw materials will be secured from the same sources as in the past. Both the new owners are young and energetic and are well-known to the Canadian trade. They are desirous of meriting the continued confidence of the trade and buyers may rest assured that their orders will receive the same careful attention as in the past.

Although the new owners only assumed the direction of the company on their own account about a month ago there has already been a marked increase in sales and the outlook is particularly bright. At the present time they are supplying the trade

through the leading wholesale houses of the Dominion and by studying closely the trend of fashion they are usually the first in the field with new designs and styles of attractive hair goods. Several new designs for spring are now ready and in the hands of wholesalers throughout the Dominion.

**D. J. A. SHIRTINGS.**

In the textile world there are few firms more widely known than Messrs. David and John Anderson, Limited, of the Atlantic Mills, Bridgeton, Glasgow. Theirs is a name familiar to buyers of high-class shirtings the world over, and their "D. J. A." trade mark is regarded as the token of highest quality to the shirting trade. The firm dates back to 1822, and for certainly 60 years the firm have had an almost world-wide reputation as manufacturers of shirtings to meet the requirements of the best class trade. The "D. J. A." cotton shirtings are shown in an enormous range. This is a necessity in the best class trade where buyers look to se-

cure exclusive styles. The cloths are the finest made, and the dye is the best that art and science can produce. The quality is uniform—the highest possible. These remarks are equally true of their all-wool taffeta shirtings, and the great variety of weaves which they show in chevots, fancy mattes and ceylons.

**MONTREAL TRADE NOTES.**

Gus. Harries, recently resigned his position in the sales force of Greenshields, Limited, Montreal, to join his brother, A. Harries, in the Canada Paper Box Co. Mr. Harries had been with the firm 33 years. The directors of Greenshields, Limited, presented to Mr. Harries, a silver vase suitably inscribed and his fellow employees made him a presentation of a cabinet of silverware.

J. A. Richard, President of Fashion-Craft Manufacturers, Limited, Montreal, clothing manufacturers, gave a banquet to the officers and visiting agents of the company a few weeks ago in the St. Regis Hotel. Mr.

Richard announced, during the evening, that plans had been completed for the erection of a new factory to cope with their growing business. Addresses were also made by Eugene Richard, manager of the company; P. Belanger, Toronto; R. Weir, promotion manager; Mr. Jacques, designer; J. H. Dube, Max Beauvais, H. Irving, H. Austin, European buyer; S. Munro, secretary-treasurer, and Dr. Boulet.

**IN NEW FACTORY**

Frank W. Robinson, Ltd., are now installed in their new factory at the corner of Bathurst and Wellington Streets, Toronto. They occupy the entire 3rd floor. Several new Shaker and flat-bed knitting machines have been added. Offices, sample rooms and a large airy workroom are equipped with modern facilities both for manufacturing and showing a growing line of sweaters and knitted novelties. The firm intend to develop their range to include women's and childrens "tailored-knit" garments. This year's output is being largely increased.

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**IT WILL PAY BUYERS**

to purchase their wants from manufacturers and wholesalers advertising in the "Review." They represent the good houses in their particular line.

Progressive manufacturers usually have the best values. Progressive manufacturers advertise.



# KEEP OUT!

“KEEP OUT!” used to hang as a sign on every factory door. The old idea of secrecy in business made it seem a crime to show outsiders processes, materials, and methods of manufacture.

Now the white light of publicity is being let in by those who depend on public favor for business profits and business growth. The “Keep out” sign is disappearing from the factory doors and the “welcome” sign is taking its place.

Candor and honesty form the backbone of modern Advertising. Men tell the truth, and it pays. Modern selling relies more and more on the confidence and good will of the buyer.

To-day, eyes are too sharp and intelligences too keen to make deceit possible. Absolute frankness in Advertising is the straight road to confidence. The public demands the light; it abominates and fears darkness.

To-day, many canning factories, packing houses, bakeshops and public kitchens welcome visitors, concealing nothing.

To-day, many public service companies use the publications to tell the truth about themselves.

To-day many big industrial enterprises are open without hindrance to the inspection of an interested public.

To-morrow, many more companies, depending for their success and prosperity on public confidence, will lift the curtains that veil their board and work-rooms—they, too, will come to printing candid advertisements.

The public may overlook, but does not forgive, a lie or an abuse of its confidence. The public regards with suspicion those who attempt to serve it in secrecy and silence. The public is repelled by juggled facts or befogging words. The public rewards with its favor and money those who tell the truth. It walks and shops where the light shines and where the paths are straight.

Throw on the light!

*Advice regarding your advertising problem is available through any recognized Canadian advertising agency or the Secretary of the Canadian Press Association, Room 503 Lumsden Bldg., Toronto. Enquiry involves no obligation on your part—so write, if interested.*



**A NEW SUCCESS SHAPE: "BORDEN"**

THIS is the latest addition to the Success range—a very smart, clean-cut shape with small "wing."

The "BORDEN" is essentially correct for formal wear—but is also a special favorite for general wear—a thoroughly comfortable collar. Made only in 2¼ in. height. Keep your collar department right up-to-date: Ask your wholesaler for "BORDEN."

*The Canadian Converters Co. Limited.*  
Montreal

# MEN'S WEAR REVIEW.



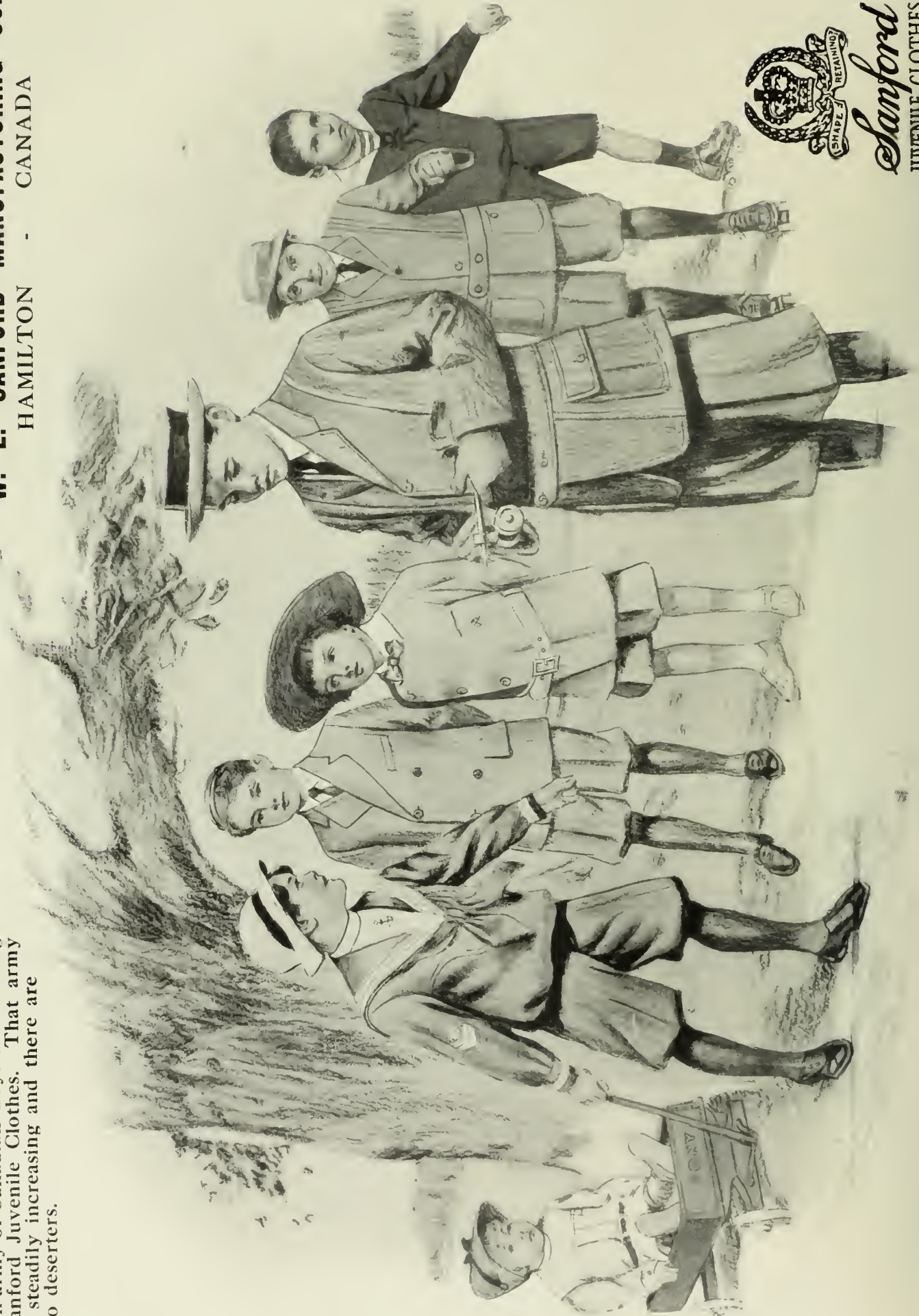
Suggestive and well arranged showcase of novelty shirts, ties and collars. Courtesy of Hickey & Pascoe, by E. K. Dallimore.

APRIL : : 1913

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

W. E. SANFORD MANUFACTURING CO.  
HAMILTON - CANADA

An army of Canadian Boys are wearing  
Sanford Juvenile Clothes. That army  
is steadily increasing and there are  
no deserters.



*Sanford*  
JUVENILE CLOTHES

## Does "bargain" advertising preclude "quality" business?

When a store maintains a continuous policy of advertising bargains, does the "quality" trade gradually go elsewhere?

What is the result of advertising bargains on the business done in the best quality lines and with people who are looking for quality only?

Is there enough quality business in the average town to make any difference?

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

All replies must be in by May 15th. Address Editor Dry Goods Review, 143 University Avenue, Toronto.



HARVEY C. HALL conducts an exclusive "Fashion Shop" at Nos. 257-259 Yonge street, which is unique in several departures from the usual haberdashery. This shop is patterned on the most approved ideas, which have been successful in U. S. and Canadian cities. Both high-class and medium trade are catered to along modern principles which leave nothing to be desired in service.

The situation of the store is a favorable one. It is in a growing locality, which might be called the new men's wear district, and which has grown during the past two years. The trend of trade, north on Yonge street and to the outlying sections of a growing city has resulted in numerous exclusive or high-class establishments. This store is one of the most prominent close to the large retail centre. A trade which appreciates specialized selection is catered to.

The policy of the firm is to buy and sell for cash. They depend on quick turnover and a thorough knowledge of the different lines, trend of style and value. The requirements of careful dressers is closely studied. Quantity buying, in which style is sacrificed for value, is not done to create business. The firm are able to buy style and value because of the splendid connections and the immense turnover which are possible in a business operated on a practical cash basis.

In the men's wear department on the first floor, stock is laid out to give the best salesmanship service in the quickest time. Unit cases and neat wall fixtures in natural oak finish provide lots of space for each line. The south of the store is devoted to shirts and underwear. This stock is kept in duplicate in box units and according to size. If a size is sold

One of the reasons why Harvey Hall, of Toronto, is building up a large business—A complete description of his new store—Ready to wear department on second floor.

out forward assortments are replenished at once from the reserve in upper fixtures. The north side is devoted to collars, gloves, handkerchiefs and selections of kindred accessories. Each

line is of departmental importance and shown as individual counters, except when the lines group to facilitate display.

#### CLOTHING ON SECOND FLOOR.

The arrangement of stock specializes clothing on the second floor. This section is reached by a wide stairway from the centre of the main store. Many of the most aggressive shops and departmental stores are finding this an ideal location. The firm are among the first, who have ventured the change in Toronto.

In speaking about the success of the departure Mr. Hall says:—"Results here fully demonstrate that the move is appreciated, as we expected. We had the courage and the practical assurance of success. This was based on experience in other large cities. It takes "nerve" to make these changes and we were satisfied to wait until our clients became conversant with the improvement of our sales system. Of course, we know that our personally selected stocks of clothing must be depended on to merit the trade as we continue to grow."

The advantages of second floor wardrobes are apparent. Customers, who may be intending to buy or who are interested enough to go upstairs, take more time. Their attention is not diverted by other peoples' ideas or passing events outside. Semi-private surroundings help the salesman to maintain the interest in stock selections. From the viewpoint of introductory or constructive salesmanship, the sale is

simply a matter of a satisfied buyer. The novelty which appeals to the purchaser rests in the stock itself and the completion of the sale in the ability of the salesman. These conditions are true in selling clothing anywhere. There is the advantage that, if a customer goes upstairs, chances of making a sale are improved.

One of the main reasons for the change is the growing number of departments and their size. Overhead expenses in the high rent districts is a factor.

Stock on this floor is arranged in unit cabinets and on combination hangers. Each garment is kept according to size, color and price. Unit tables are used for display and the equipment includes modern fixtures for fitting, alterations or completing the necessary tailoring. An expert staff has charge of this branch of the work. The showroom is not large, but room is provided for 500 suits. Assortments carried are kept sufficiently large to meet the demand at all times and permit of clean turnover as good business foresight.

Reid W. Pepper has charge of the display depart-

ment. The value of the windows as a sales medium is fully recognized. Trims are not decorative units, but a clever grouping of smart units, in which the space is utilized to show the "class" and range of goods carried. Every inch of display space is used in the interior. Goods are tastily arranged on counters, tables, in cases and on ledges to effect quick sales. Good style dictates the grouping. The selections chosen and the classiness in display show that the staff are conversant with the style trend and demands of departments. Windows and cases are continually being changed and kept "up to date" to reflect the latest for careful dressers.

Harvey J. Hall has a wide experience in men's furnishings. His connection with several of the leading stores in U.S. and large Canadian cities covers every branch of the business. He has studied the men's wear trade, as buyer, manager and display man, both in the East and West. The benefit of this experience and of the approved modern systems is intended to perfect a well-conducted and progressive establishment.



Case display of shirts, neckwear and men's wear accessories arranged by Reid W. Pepper, with Harvey C. Hall Fashion Shop.

# Men's Wear Store Run on Aggressive Lines

EARLY in October last year announcements appeared in the Montreal daily papers and in the show windows of Picard & Picard, that their entire stock of men's furnishings

would be sold at a big reduction in order to make room for new goods. These announcements were signed by S. A. Horwitt, and at first did not seem to make much impression among the men who would ordinarily be on the lookout for bargains, for it was generally accepted that the man of moderate means could not afford to indulge in the class of goods that were usually on show in the windows.

The original proprietors used the appellation "Haberdashers de Luxe" and many people got the idea that the prices as well as the haberdashery were "de Luxe." Probably for this reason the sale did not at once catch on but announcements and window displays in which prices were quoted soon dissipated this idea and there were many days during the sale, especially the weeks preceding the holidays, when the doors had to be closed for periods of time to allow clerks to straighten up the stock and prepare for the rush. The sale was a huge success and lasted until February 1st. By that time the men of the financial district (for the store is situated in the heart of "Montreal's Wall Street," in Freeman's Hotel, St. James Street, fairly surrounded by banks and trust companies, etc.) had come to know the store in a different light.

This clearance sale idea was probably the most effective way of launching the new enterprise as it served to introduce the store to many young men who had hitherto viewed it as a place where goods were mighty attractive but were for the most part beyond their means.

It was this very attitude that Mr. Horwitt set out to overcome and he has certainly succeeded. The new proprietor came to Montreal brimful of bright ideas evolved from his experience in New York haberdashery circles and he is proceeding to put them into execution. He is going after the high class trade but with the avowed intention of charging a fair profit and having a quick turnover.

"When I took over the Picard & Picard stock in October," said Mr. Horwitt, "I decided to run a re-organization sale and give the men of Montreal real bargains. This sale ended February 1st and during the life of it I sacrificed every bit of merchandise in the store to make way for new lines which are now ready and on display.

"I do not believe in sales, as a general practice,

A description of the store and the methods of S. A. Horwitt, Montreal—Advertising is carried out on distinctive lines—High class stock carried.

but will run them twice a year in order to clear the shelves for the incoming merchandise.

"I do not believe in a large profit because that means an accumulation of stock. I would

much rather sell at a small margin, so as to turn my stock over several times a year."

In answer to a query as to what he considered a fair margin of profit Mr. Horwitt replied "33 1-3 per cent."

Mr. Horwitt has a factory in connection with his store, located in the Freeman Building, and will manufacture some exclusive lines. He intends featuring neckwear and announces that he will make and sell a scarf for 50c that will be the same value as those sold in the United States at that price.

Advertisement of  
**SY. A. HORWITT**  
**A New Shirt**  
**\$1.25**  
3 for \$3.50  
In both pleated and negligee.  
The smartest looking and best  
value ever shown.  
*Sy A Horwitt*  
I buy back any article that does not  
prove satisfactory.  
190 ST JAMES ST. - Freeman's Hotel

This neat panel is always used in the advertisements of S. Horwitt.

He also has a custom shirt department which is under the supervision of an expert who has had 25 year's experience in shirt making for one of the leading houses in New York.

He has also added two new lines, ready-to-wear clothing and hats. "My clothing is as near custom-made as ready-to-wear clothing can possibly be. I am appealing to the young man who wants a snappy, good-fitting garment, without the price penalty of





An original unit which was shown recently in the store window of S. A. Horwitt. A picture of Mr. Horwitt is shown to the right.

the custom tailor. Before I had those suits on display," he added, "I sold fifteen simply by introduction."

HAS MADE CHANGES IN STORE.

Since taking charge of the business Mr. Horwitt has made extensive changes to the interior of the store. In order to make more room on the main floor he had a broad balcony built at the rear, thus providing room for the office and extra space for reserve stock.

The store is fitted with the most modern and attractive fixtures that could be secured. The entire fittings, consisting of wall cases, floor showcases and tables, are finished complete in Circassian Walnut, while the walls and lighting fixtures are in an antique shade of dark green. Large oval plate mirrors are fitted in the supporting columns and between the wall cases, while the drawers of various sizes with which the wall cases are fitted have cut-glass knobs. The whole appearance of the store breathes an air of refinement and elegance.

There is one large show window which is divided into sections for attractive trims and the entrance is at the left. Access may also be had to the store, direct from the lobby of Freeman's Hotel, through art glass doors at the rear.

SPECIAL BORDER FOR ADS.

Mr. Horwitt's advertising is in keeping with the appointments of the store. A special border design encloses all the newspaper announcements and the offerings are always attractive. Each advertisement has a special message and its appeal is usually effective. Every advertisement carries this message—"I will buy back any article that is not entirely satisfactory." This money-back guarantee is not often taken advantage of but it inspires confidence in the store. The advertisement usually deals with one or two lines and delivers a definite message concerning them. The lines advertised in the papers are featured in the window displays at the same time, thus linking these two important factors together.



# MENS CLOTHING AND FURNISHINGS



## Clothes, Methods and Men

### Waist Lines for Men

THAT men are to have waists this year is the prediction made by a London fashion writer. They will be produced, he says, by fine whale bone ribs and padding. London advance dressers, particularly the young and slenderly proportioned men, are taking the idea up eagerly. These close-fitting coats will have no buttons but will be kept in place by setting tight to the waist. Buttonholes with light silken loops will be provided, however, to keep the coat closed should a wind arise. As a natural complement, trousers will be pegtoppish and the cuff will be favored. The style will do for extreme dressers only. One cannot imagine a middle-aged man of pronounced embonpoint wearing a coat which fitted him like a glove from shoulders to hips and which had nothing to keep it in place but its adhesive qualities.

\* \* \*

### Bathing Suits Sell Slowly

AMERICAN manufacturers report that they are finding a shrinkage in the sale of bathing suits. Last year the volume of business done was not heavy, climatic conditions probably having something to do with this. At the end of the season a number of manufacturers announced their intention of going out of bathing suits entirely as the margin of profit was not large enough to make it worth their while to continue. It was felt that this season the manufacturers left in the field would find a largely increased demand, partly as a result of the slackness last year and partly as a result of the shrinkage in the competition. This has not proven to be the case, however. In Canada the demand is reported to be quite satisfactory.

### New Cut of Dress Suits

PERHAPS the most important development in the cut of dress suits in the fashionable centres is the additional width given the trousers. They are being cut quite full and only one strip of silk braid is now favored instead of two as during last season. In the matter of waistcoat, there has been little change. The V shape is still favored, perhaps the only change being that the points are not cut as long. Four buttons are used. Coats are cut to fit very closely. In fact, they fit in so snugly at the waist that they almost give a suspicion of corsets. The general effect of the new lines is excellent, neatness being a predominating characteristic.

\* \* \*

### The Belted Overcoat

AN English style authority, writing in the London Opinion predicts that belted coats are going out of style. He states: "I am inclined to think that after this winter we shall not see the belted overcoat again for some considerable time. In any case, an overcoat made in that style would not be the right kind of overcoat to have in the spring." The belted overcoat shows signs of unabated popularity still in Canada.

\* \* \*

### The Vogue of the Paletot

THE March issue of the Sartorial Gazette, London, says: "This garment is, undoubtedly, coming to the front, because it affords a welcome change from the loose coats which have so long held sway. Made up in light raincoatings and well fitted to the figure, it certainly looks extremely smart, and is a concession to the tastes of those who

consider the frock overcoat a bit too formal. The fronts are double-breasted, fastening three buttons. The waist seam extends all round the figure, and the coat hangs to two or three inches below the knee. The back skirts are cut wide enough to almost cover, and there are pleats in continuation of the side seam, from the waist downward. The pockets should be a little bit on the slant downward towards the back, and covered with flaps."

\* \* \*

Uncertainty as to Hats

THE Fall hat question is causing some uncertainty. There is nothing definite yet to indicate which styles will meet with the biggest measure of popular approval. Reports from American centres indicate that the same uncertainty is being felt there, due largely to the diversity of styles on the market. Many different varieties of felt hats are being offered. Colors have come very markedly to the front. If men keep on, they will have to cease all raillery at millinery styles, for masculine hats bid fair to outrival female creations. In New York they are wearing all variety of shades although marine colors are most prominent. An added feminine note is found in London where men are actually wearing features in their hats. We almost used the term "oigrette." For the Canadian trade, there is little probability of extremist styles coming forward prominently, but the influence will undoubtedly be felt. In stiff hats, the Fall trend will be toward higher crowns and narrower brims, although the extreme shapes worn during the past two years will still be seen to a great extent.

Color in Male Attire

THERE is no getting away from the fact that color is creeping into male attire. Not only are the neckwear styles this year distinguishedly unusual brilliance of coloring, but a tendency toward bright combinations is found in cloths and fabrics. In the matter of accessories, the color idea is "coming strong." Hats are getting away from blacks and greys. Practically every color can be found in hats nowadays. Greens, of course, have been in for a long time, but now marine shades are becoming the "go." Finally, also the color idea is coming out in colors. In London, fashionably-dressed men are coming out in collars with colored stripes, light blues being the favorite. The new Oxford collar is the shape used most often with the striped effect. Conservative dressers are beginning to wonder where the color craze will strike next. Will it soon be proper to wear red or green tones in shoe leather?

—•—

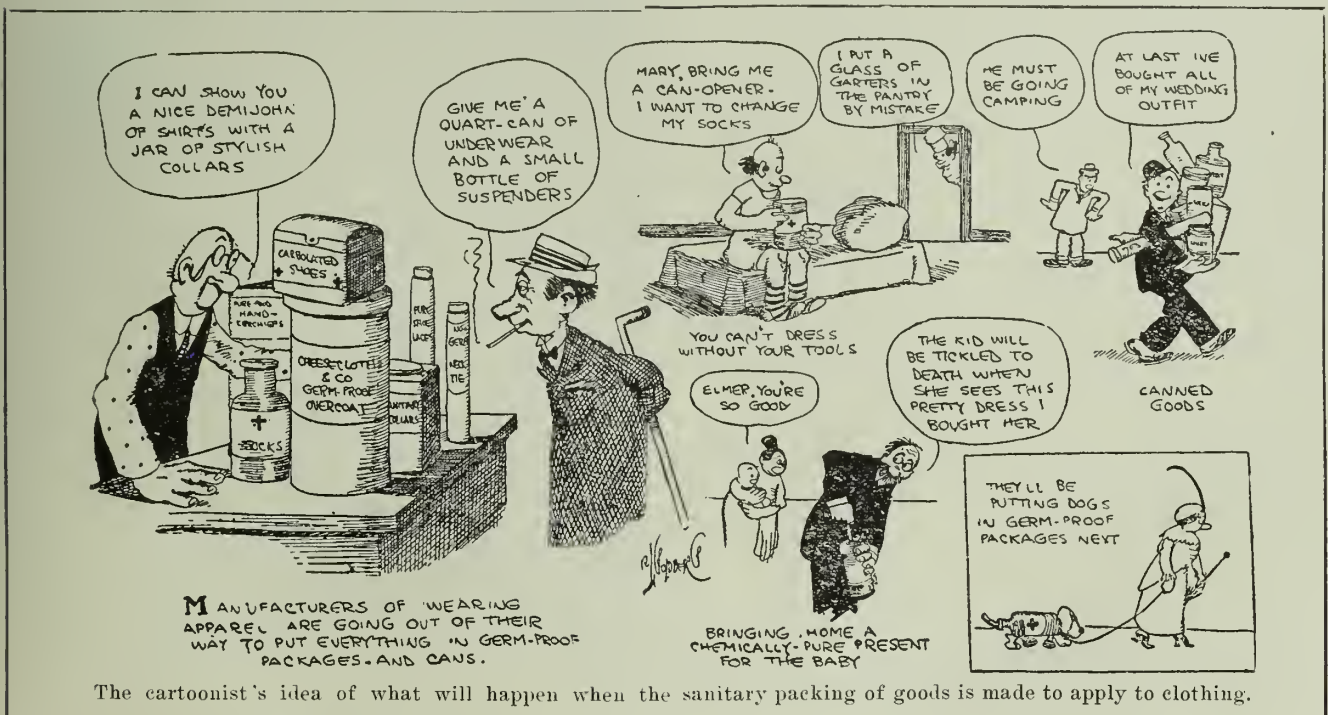
Orangeville.—J. P. Torries, men's furnisher and tailor, has moved into his new store. He is featuring ready-to-wear suits for men and boys.

\* \* \*

Fort William, Ont.—Harry P. Phillips, clothing department manager for Rutledge & Jackson the past nine years, is leaving for Toronto, where he will engage in the real estate business.

\* \* \*

Sherbrooke, Que.—The Canadian Connecticut Cottons Co. have been incorporated with a capitalization of \$1,750,000. An extensive plant will be erected here.



# Fall Shirt Ranges Present Many Novelties

SEVERAL RANGES of Fall shirts are ready and sales have started briskly. The showings are full of novelty and the trade seem disposed to break away from the set styles and patterns of last season. A few of these novelties promise to add both renewed interest and larger profit to retail showings. Selections are broader and the domestic ranges are unusual because of many new features. These tend to style, workmanship and new materials. The trade is assured assortments, which for value and choice are unsurpassed.

Buyers are reported to be satisfied with ranges as far as they have been given an opportunity of looking through sample books, which are complete. They are inclined to buy more than usual in their enthusiasm. There are three reasons for this—additional numbers, trend on some lines and high quality grades in shirts, which comprise several ranges. The outlook is promising and the season should show an increase in turnover and a general development of better goods.

Some merchants complain that they can hardly be expected to buy Fall shirts, when as yet Spring shipments are not received. This seems to be an unfortunate condition which applies to some lines and will likely make the season's buying later. However, on account of unforeseen conditions or policy of one or two manufacturers, a few ranges will not be ready until the middle of May. By this time deliveries are expected to catch up and the Fall season placing progress more favorably.

The English inspiration shown in clothing is now in the lead in shirt styles, materials, patterns, colors and cut all favor the idea. There is, however, a feature of classiness in the touch of style when properly worn. And the style has been developed to meet the demand of the careful dresser, who notes the showings because of their reasonable dictates. Just how long these influences will last is hard to say, but experts are anticipating another season. The contention is that these extremes will prove an important feature for mid-summer and negligee business in the Fall. At the same time the possibility of the style continuing depends on newer style influences, which are not evident yet. Men's furnishers also know that it is a hard matter to get away from the customers demand for staple stripes, materials and effects.

Samples are carried out in every kind of material, which is suitable for shirt manufacture. The clearness of texture is a feature and wearing qualities and colors of the cloths are guaranteed. Books of can-

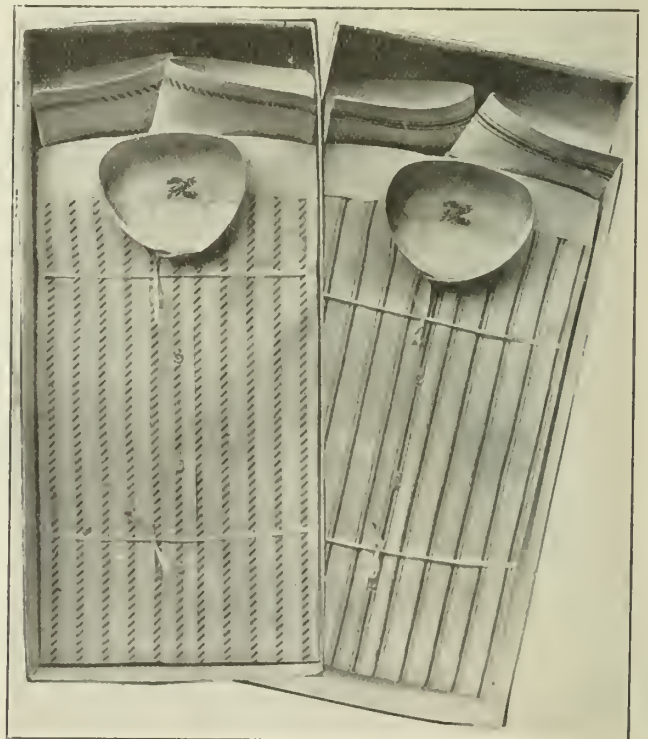
Selections are broad—English inspiration is now shown in shirts—Silks are now shown in domestic ranges—Novelties are shown in patterns—Cuffs are narrower.

rics, Oxfords, percales, zephyrs, imitation and Ceylon or other import flannels and specially named cloths of this order are growing so as to make a representative order for shirts of

larger volume. Silks are now shown in domestic ranges and their manufacture is nearer perfection than ever. Similar ranges are shown in mercerized fabrics in plain or stripe designs in monotone. Crepes are represented in one or two samples in better numbers but for Fall little interest is expected in these cloths. Many of the textiles, which are confined to white, launder or pleat to advantage or are included because of their quality reputation.

## PLEATED STYLES FALLING OFF.

Hard and soft cuff coat styles with single pleat front are selling in all these fabrics. Pleated styles seem to be falling off in demand. The ratio of pleat fronts, in colors, which are expected to sell is shown by the few samples seen. This is a style change rather than competitive result as far as domestic or import ranges are influenced. Proper pleating and appearance were more essential last season and some advantage may have favored different lines. This is a question between merchant and manufacturer, which is decided by the laundry and ultimate satisfaction of the customer. Finish and



Selected samples of exclusive designs in Fall shirts. Courtesy John Forsyth & Co., Berlin.



Men's 53



Men's Jersey



Men's 109



## Some Live Numbers From "Monarch-Knit"

The accompanying cuts give you a fair idea of the distinct style embodied in "MONARCH-KNIT" goods.

M. 53 is one of our lines of full fashioned Shaker Coats.

Men's Jersey is also made on the latest model full fashioned machinery.

M. 109—Made in fancy stitch Norfolk style.

"MONARCH-KNIT" is the Standard for Style, Quality and Workmanship.

The  
**Monarch Knitting Co., Limited**

Head Office - - DUNNVILLE, ONT.

Factories at:  
DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO



neatness are necessary in any stock of shirts but all round value rather than expert laundering is the factor this season. Wide-awake furnishers are taking advantage of both features.

Ranges are similar on staple lines. An early prediction of proportionate sales in colors says that 50 per cent. negligees or single box pleat fronts in percales, zephyrs and faucies; 25 per cent. pleats in the same cloths; 20 per cent. flannels, taffetas or imitations and 5 per cent. silk is a fair assortment for representative showings. The early call for flannels is verified. For instance, one range has six times as many faucies in these fabrics as were shown a year ago. The most marked change in the ranges is the introduction of several imitation cloths on the flannel order, which the trade will handle profitably.

Preference for patterns is changing. Although buyers are still adhering to the staple stripes, they

ered desigus, spots or inconspicuous figures woven on zephyrs or mercerized soisettes. Stripe contrasts in the better cloths are so fine as to give one color or subdued effect. Patterns in flannels comprise neat, varying width hair-lines on light grounds or ribbon stripes with narrow contrasting stripe. Some of the designs are neatly blended or used to form pleats or to outline cuffs.

Cuffs are narrower with rounded corners. French cuffs are expected to continue as the demand for flannels increases. Both shapes will sell in cotton fabrics. Each merchant has to decide the ratio according to his locality and clientele catered to. The attention which is being given to both width and detail of finish of cuffs is suggested by the success of high-class import shirts. At the present time cuffs are the most prominent part of the shirt. Besides,



Six novel stripes in exclusive flannels and taffetas from the Fall range. Van Allen Co., Hamilton.

show an inclination to include faucies for a change. There is a decided feeling for something different and the trade are trying to introduce neat designs to make their selections distinctive. Furnishers are tired of selling exactly the same desigus as their neighbors. The opportunity for a little larger profit and less competitive price-cutting is the motive.

Patterns include many novelties to appeal to this tendency. The application of the pattern is also a hint to these changes. Very few ranges show predicted cross-stripe effects in making up, although the high V waistcoat to be worn favors more striking treatment for the same reason that neckwear is brighter and more conspicuous. The nearest approach to cross stripes is seen in a pleat bosom shirt in which the inset is bias.

The trade is successfully pushing fine embroid-

the long wearing feature of double or reversible cuffs and the general comfort of the French cuff, have resulted in narrower cuffs on all lines. Widths from 2¼ to 2½ inches, in which appearance is vastly improved over the old style wide cuff, are now usual.

Colors show a continuation of the mid-summer shades, in subdued or contrasting tones, into the Fall range. Black, blue, tan, gold, mauve and a few greens on white grounds and blue and blue are the leading contrasting colors. Soft blues, grays and tans, mostly in self shades or white, black or blue on the first colors are seen in several of the heavier fabrics. In these small contrasts in the combined shades from patterns which appear not unlike flannels or taffetas in effect. Flannels are selling best in grays in three shades, light, medium, and

(Continued on page 68.)

# Two "Blue Ribbon" Numbers

## For Your Men's Department

**S**MART dressers among your men customers will appreciate the natty styles embodied in our Fall and Winter range of Knit coats—will appreciate the clearly defined character of the Beaver Brand numbers.

While the range is unusually large, it is not filled up with lines that are not intended to sell. Every number is a real sales-producer—a real live winner. There are no dead heads in the Beaver Brand range—you are safe in selecting any or all of the range for your Fall 1913 business. The complete range is now in the hands of our representatives.



**T**HE Norfolk jacket is springing into popularity very rapidly this year and will have very ready sale throughout the Fall and Winter months. Both of these lines are made of the highest quality Botany yarn and come in the most desirable shades.

Place your Fall and Winter 1913-14 order now and make sure of early delivery.

The Beaver Brand range is most interesting in style exclusiveness and novelty. Look over our full range of samples at your earliest convenience.

# R. M. BALLANTYNE, LTD.

Manufacturers of Beaver Brand Knit Goods

STRATFORD,

::

::

ONTARIO

# Distinctive Styles are Shown in Neckwear

MID SEASON styles in men's neckwear are distinctive. The trade is demanding the leading novelties, which are typical of the trend here. This is a created trend, which means profits to the merchant, who anticipates it. There are several examples this season of these money-making novelties. There is a demand which is confined by this trade. Leading neckwear houses are being taxed to meet the repeat business on selling numbers.

The claim that styles of domestic and foreign novelties are preceded by the trend in larger cities is losing its force. Furnishers are demanding styles which are exclusively for their own trade. Their wants are filled by novelties, which are representative of the ranges of the exclusive houses with which these merchants are in closest touch. Although there is similarity between the ranges here and elsewhere, the high novelty styles which take in this market are not always introduced, because they are selling in New York. Of course the general style trend is traceable to these centres. There is no indication, however, that leading numbers which have had a run there are to be followed by a similar run here.

Values which sell here and the novelties which come to the front are designed for domestic trade. This year the ranges for Spring and Easter selling created the demand for the novelties requested now. Selling numbers, which are scarce goods at the present time, are the evolution of his exclusiveness rather than foresight in offering the original samples. The trend was forecast more by the general effect of all the ranges than any individual set. It is seen that the present shortage is not the result of unforeseen demand, but of exceptional sales on natty numbers. Therefore, this novelty demand is characteristic and not the result of anticipating any style trend from advanced showings or similar demand elsewhere.

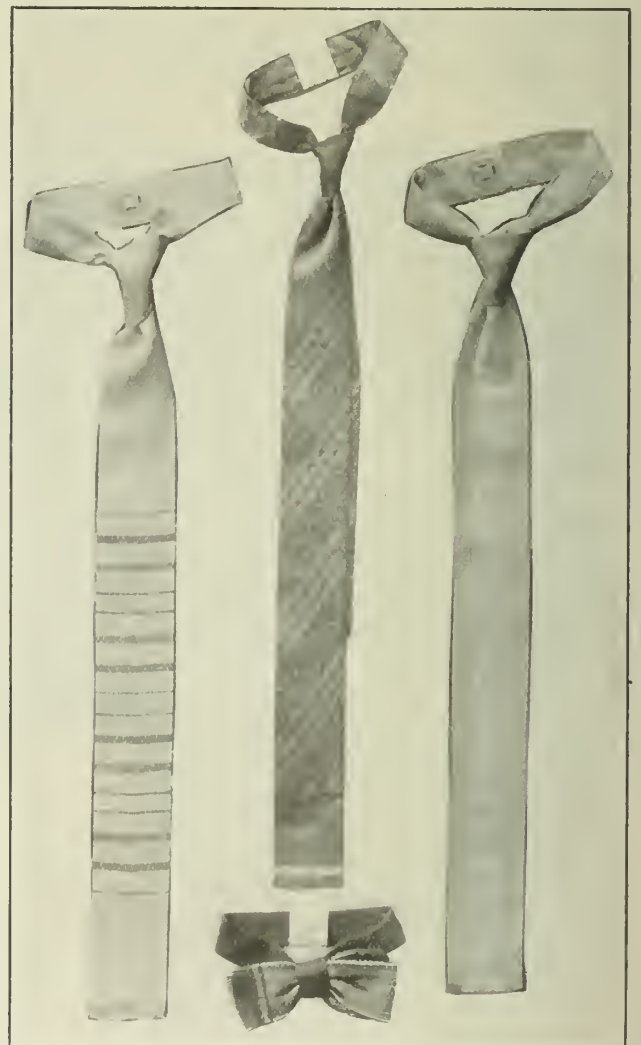
The scope of this year's ranges reached a standard, which for high-class neckwear has not been previously attained. A feature of this season's showings is seen in styles which originate in the mid-season demand in the home market. The result of close touch with the field is seen in the numerous novelties which have made a hit. Later novelties, showing the Eastern, Bulgarian and Oriental, are the best selling designs of the ranges. The demand for wash foulards, chundas or crepes for mid-season is met with a scarcity of correct colorings. The sold up market and the apparent opportunity

Canada style trend is distinct in itself, and is not absolutely governed by New York styles—Furnishers are demanding styles which are exclusive for their own trade.

for continued demand is certainly the result of style trend through the successful sale of novelties presented in the leading ranges. It is not because these materials and designs were

shown or anticipated by advance styles in other cities.

The novelties as they are known represent the pick of the ranges at large. Easter samples included, as well, shapes, styles, colorings and patterns which were held to be extreme. Brighter colors and



Midseason novelties: 1-3—Cross bar and fancy panel wash ties. 2, Bordered novelty silk in natty design and color combinations. 4, Knitted batwing with border ends. Courtesy A. T. Reid Co., Toronto.

their reception can easily be verified by any men's furnisher. Larger shapes are being taken as leaders. The same may be said of values retailing at 50c or \$1. Following quickly on the vogue comes an advance range of select wash ties, foulards, bordered silks in the best shades and several fancies in



# VANGUARD KNITTING WOOLS

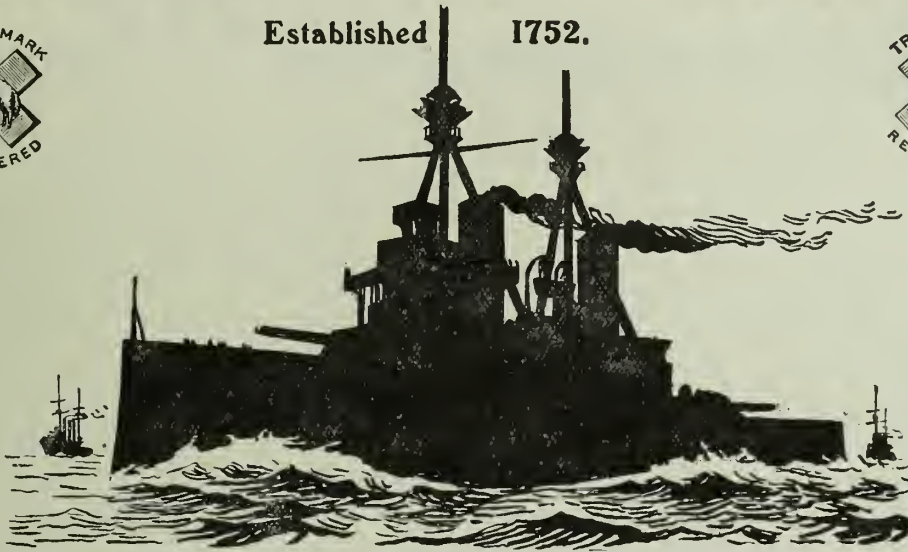


Established 1752.



Scotch  
Fingerings,  
Vanguard,  
15's, 12's,  
Fine.

Hosiery  
Yarns,  
&c., &c.



Soft  
Knittings,  
B, Imperial,  
Soft Spun,  
Vanguard,  
Fine.

0½ and 00  
Worsted,  
&c., &c.

## THOMAS BURNLEY & SONS, LTD.,

*Manufacturers of Scotch Fingering and Knitting Wools.*

**GOMERSAL MILLS, nr. LEEDS, ENGLAND.**

# "Craftana"

THE HALL-MARK OF Registered No. 282,005

**Maximum Comfort and Durability  
at Minimum Cost.**

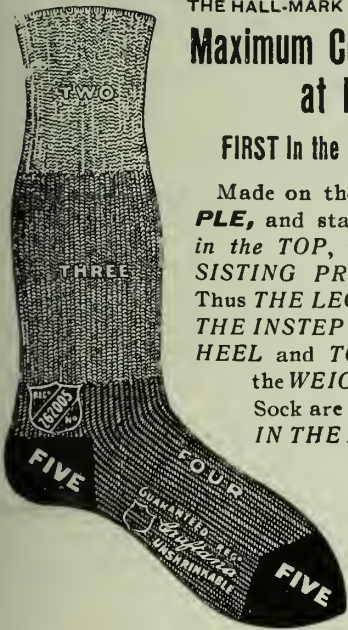
FIRST In the Field and STILL LEADING.

Made on the **GRADUATED PRINCIPLE**, and starting with **TWO THREADS** in the **TOP**, it increases in **WEAR-RESISTING PROPERTIES** as it descends. Thus **THE LEG HAS THREE THREADS**, **THE INSTEP AND FOOT FOUR**, and the **HEEL and TOE FIVE**. By this process the **WEIGHT and STRENGTH** of the Sock are where they are most needed **IN THE FEET**, making it essentially

**A HALF HOSE  
FOR HARD WEAR**

**Absolutely Seamless.  
Perfect in Fit.  
Guaranteed Unshrinkable**

**THE ACME OF PERFECTION IN  
FOOTWEAR**



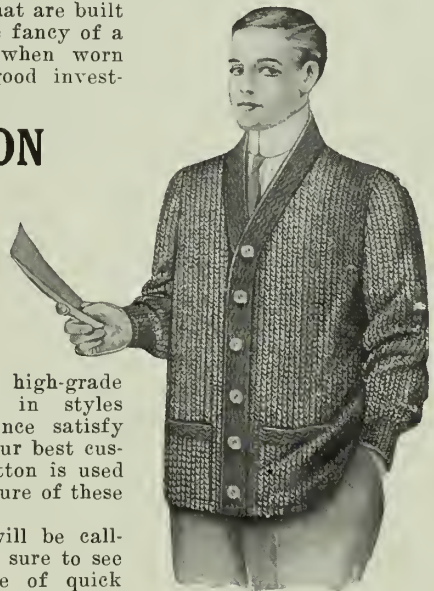
To be had from any of the Leading  
Wholesale Dry Goods Houses

## Built to Satisfy

Why not stock a line of sweater coats that are built to appeal to the fancy of a passerby, and when worn will prove a good investment?

### DOMINION BRAND KNIT COATS

are made of high-grade worsted yarns in styles that will at once satisfy the tastes of your best customers. No cotton is used in the manufacture of these garments. Our traveller will be calling on you. Be sure to see our large range of quick sellers.



## A. BURRITT & COMPANY

DOMINION MILLS  
MITCHELL    --    --    ONTARIO

knitted numbers. These are exclusive numbers, which are foremost in style.

In wash ties, panels and cross bar borders on highly mercerized fabrics are selling. These are made up in the finest materials. Crepe and matte weaves are equally good, while grounds with blue, tan, black and other leading colors and a full range of Dresden shadow and hand-embroidered designs are featured. These are equal in value to leading \$4.50 New York lines, but are quoted a special for this trade.

Although there is a scarcity of bandana and Bulgarian effects in foulards, new numbers will be ready for the trade shortly. It is early to consider these later novelties and their relation to knitted neckwear sales. There is a good season ahead on these scarce novelties.

Bulgarian patterns on five different ground shades and three bar under knot effects are seen in graduated knitted silk ties. Knitted batwings are the latest offering. These come in black with white tan, gold, or many combinations in neat border ends.

The difference between styles seen in the leading centres and selling here do not suggest a season's difference as heretofore. If there is any trend, it is anticipated so closely as to be offset by the requirements of furnishers. The selection of snappy materials, their patterns and colorings show that the same buyers are decided by good taste more than price or value. Combined with price, the designs and shapes coincide with a distinctive Canadian mode. They are equal to any in being up-to-date from all standpoints and may even be said to be in advance of imported styles in many instances. This is owing to present facilities of style, service, and an equally efficient inspiration. Mid-season samples in touch with the influences, are still further examples of distinctive style for neckwear as a brighter feature of men's apparel.

No merchant is fortunate enough to select and have sufficient quantities of all the best selling numbers for several reasons. He is fortunate in selecting one or two and getting fair repeats. Most haberdashers have been successful this year because the general style trend was cleverly met. But in the case of nearly every money-making novelty, no one has the correct goods which prove the feature at the last minute. A new novelty has arrived by the time repeats can be had. However, the samples which are ready for mid-season are in advance of the style demand, and allow for successful merchandising of the novelties, which the ranges contain. There is every indication at the present time of a continuation of brighter colors and a good selection of novelties in the wanted silks to replace the season's winners.

## Fall Shirt Ranges Present Many Novelties (Continued from page 64.)

dark Oxford. These are assorted, but salesmen found out last season that the medium sells best, although all three sold fairly well this year.

Anything in the soft grays, blues and tans appear to be well thought of and the imitation flannels take advantage of this tendency. Champagne or a touch of gold in contrast with other colors are among the novelties. Shell pink in self shade or in contrast with white is a novelty which will be shown in mercerized cloths, crepes and silks for exclusive trade. White, in the novelties is featured in bed-fords, pique (wide and fine welts), cambrie or linen in fine pleats. Prevailing characteristics of style cut and cuffs are seen.

The ranges from \$9 to \$45 a dozen are particularly of interest to the buyer on account of the value and the variety of selection at the corresponding prices.



## Discussed Freight Rates

Toronto, Ont.—The annual meeting of the Dry Goods section of the Board of Trade was held. J. C. Douglas, who is retiring from the chairmanship, made an important address in which he touched upon a number of topics of vital interest. He dealt strongly with the question of Atlantic freight rates, claiming that unfair conditions existed.

The new officers elected are:

Chairman, Arnold M. Ivey; Vice-chairman, J. A. Catto; Executive, J. D. Allan, H. Broek, F. C. Daniel, J. C. Green, J. D. Ivey, J. C. Douglas, J. Muldrew, Jno. Macdonald, C. Marriott, D. McCall, R. A. Nisbet, C. B. Lowndes, J. Northway, A. T. Reid, A. F. Rodger, W. R. Smallpeice, J. P. Watson, J. W. Woods.



Blenheim, Ont.—T. B. Shillington has opened a new ready-to-wear department.

\* \* \*

Belleville, Ont.—Fire broke out in the basement of Milnes' dry goods store. Part of the block was destroyed.

\* \* \*

Montreal, Que.—A serious fire occurred in the dressmaking and millinery establishment of Mrs. B. Titleman.

\* \* \*

Jasper, Ont.—R. H. Cross has sold his dry goods to Omer Brown of Delta. Mr. Cross leaves shortly for Vancouver.

\* \* \*

New Liskeard, Ont.—Elliott and Ritchie, who have conducted a ladies wear store, have dissolved partnership. Mr. Elliott will continue the business under the firm name of W. J. Elliott Co.



# IMPERIAL BRAND PURE WOOL UNDERWEAR

In 1880, a full third of a century ago, when our Canadian Underwear industry was practically in its infancy, the Imperial Brand Underwear first made its appearance.

Our product then was the best of the day, but like many another line of goods would to-day be a back number. However, we have grown with the country and have kept pace with the demand by adding yearly such facilities as we deem necessary to uphold our high standard (always the best.)

To-day Imperial Pure Wool Underwear leads the woolen underwear trade. We are not content to take any other place and it is this fact that holds our customers of thirty years ago.

We are specialists in Men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan. Present delivery orders attended to promptly.

These goods can be obtained from the leading wholesale houses.

**KINGSTON  
HOSIERY  
COMPANY**

Established 1880

Kingston, Ontario

## TURNBULL'S MAKERS OF THE FAMOUS "CEETEE" PURE WOOL UNDERWEAR

### DEALER TALK

#### Something About Satisfaction

You are on the firing line—you meet your customers directly—enjoy their confidence, hear the praises of your goods or receive their complaints.

Complaints detract from business—unsatisfactory goods mean loss of customers. Therefore it is up to you to handle goods that bring your customers back time after time with the knowledge that your goods and no others will satisfy them.

## CEETEE

### PURE WOOL UNSHRINKABLE UNDERCLOTHING

has proved its worth. For sixty years, it has been on the market with satisfaction. Moreover, our strong wide-spread advertising is piling up the sales for the dealer, year by year.

The dealer who sells "CEETEE" Underwear has nothing to lose and everything to gain. Make a trial order now—Our travellers are on the road.

## THE C. TURNBULL CO. OF GALT, LIMITED

GALT,

::

::

ONTARIO

# Common Sense Rules in Masculine Styles

MEN'S CLOTHING styles this year indicate more clearly than ever that common sense prevails in the regulation of male attire. Masculine styles are tending toward the sensible

more all the time. A desire for comfort and health is found in the evolution of male clothing.

One has but to trace back the changes which have been brought about in the last three centuries, say, to realize how marked this tendency has been. Beginning with doublet and hose, which made a very handsome costume for the gallant of the Elizabethan era but which was neither warm nor comfortable, trace the gradual evolution, through the days of wig and peruke, knee breeches and befrilled coat, to the present days of warm, comfortable and sanitary clothes; and the dictates of common sense will be seen right through.

This same tendency is noted at the present time, not so much in the matter of cut and material, as in respect to man's attitude toward the clothes question. Free and easy is the rule. Once—and it's not so long ago at that—men went to business in frock coat and with silk hat. To-day, a sack coat and felt hat or derby is the garb of the business man. Executive heads dress just as simply as their employees. The lounge coat is comfortable and in every way fitted for business wear. Consequently it has come into general use—and come to stay. Once it was deemed absolutely essential to dress for theatre. The rule is much less rigid now.

A striking evidence of the rule that men aim to have comfort above all else is found in the fact that there will be a strong run in New York this summer on suits of silk, linen and alpaca. Last year a few advance dressers appeared in mohairs and silks, looking immaculate and cool in the heat of summer. Already this year some of these suits are being shown and the prediction is voiced that they will be worn a great deal.

## SPRING AND SUMMER STYLES.

Styles for Spring and Summer indicate the same tendency toward common sense lines. The padded suit with its unnaturally distended lines is distinctly a thing of the past. In its place we have neat clothing which happily does not go to the other extreme. In some quarters the pendulum has swung abruptly from one extreme edge of the

Trend is strongly toward health and comfort—Suits of silk, linen, and alpaca will be worn this Summer—Spring and Summer styles show the distinctness of Canadian style standard.

sartorial dial to the other, changing men from tailor-made Samsons to imitation beanpoles. The skin-tight fit has been adopted by some but in Canada there is no evidence of

extremes being favored.

In fact, Canadian styles are distinct. It cannot be said to-day that the market in this country is swayed absolutely by foreign style changes. At the present time, the English influence is strongly felt but the ideas are modified and adapted to suit the needs of the Canadian man.

The truth of the matter is that the average Canadian is a conservative in regard to dress. He does not favor going to extremes; and it is the recognition of this that has led to the establishment of a distinctly Canadian dress standard.

This same tendency is noted in many other ways. In fact, it manifests very directly in the matter of dress accessories, such as neckwear, collars, gloves. Mention of the distinct Canadian standard set up in these lines is found elsewhere in this issue.

The same tendency toward moderation and conservation is found in every direction. Extremists in the matter of dress are few and far between in Canada. Still there are exceptions to prove every rule. The writer has seen on the streets of a Canadian city a dandified young specimen with felt hat of a glaringly light blue and of the most extreme shape. Fancy flowered vests can be picked out here and there. In every case, however, these sartorial digressions are so different from anything usually seen that the wearer stands out most conspicuously from the mass.

The clothing outlook for Fall has already been thoroughly outlined in *The Review*. Indications bear out in every respect, the predictions already advanced in this paper.

Advance orders are stated to be indicative of a brisk demand. Manufacturers are anticipating that business for Fall will exceed all records of the past. Travelers are reporting in optimistic view.

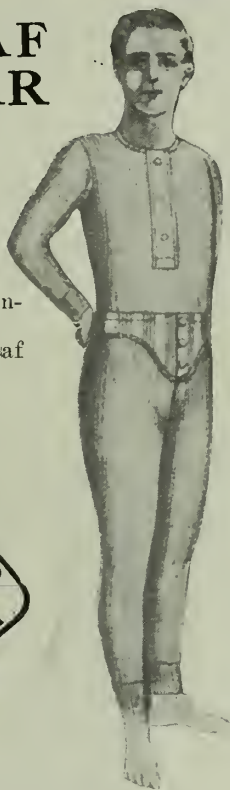


Well-known American actor reputed to be the best dressed man in the United States. Dress suit in which he is appearing in latest play.

# MAPLE LEAF UNDERWEAR

The combination of wear and comfort.

Satisfaction to both customer and merchant was the basic idea in making this underwear in 1865. It is to-day the very life blood of our business and will continue so. Build your business on Maple Leaf reputation.



**THOS. WATERHOUSE & CO., Ltd.**  
 INGERSOLL ONTARIO  
 HAROLD F. WATSON, WELDON & CO., Selling Agents  
 Coristine Bldg., Montreal.

# DENTRO

THE WEAR IS THERE

# KNIT

Mannish  
for

Styles  
Men



## The Big Business Line For Fall 1913

—the line that will appeal to the men's trade because of the manly appearance that permeates it throughout. This mannish appearance is a point strong in favor of women's Knit goods as well—a point that will promote sales and ensure you a bigger than usual business for Fall and Winter 1913.

We make everything in Knit Goods.  
See our range now.

The  
**Williams, Trow Knitting Co.**  
 Limited  
 STRATFORD, - - ONTARIO

Agents  
**J. M. ROBERTSON & COMPANY**  
 70 Bay St., Toronto.  
**GEO. A. HARRIS**  
 Hammond Bldg., Winnipeg.

## Wreyford & Co., Toronto

Wholesale Men's Furnishers

Agents for following Manufacturers:

### Young & Rochester, LONDON AND LONDONDERRY

Finest Taffetas and Silk Shirts, Collars, Latest Neckwear, Dressing Gowns, Etc.

New Spring Designs of their noted "Wyanar" Zephyr Shirts—now in stock in Toronto. Prices \$12.00 and \$13.50.

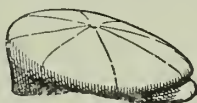
### Tress & Co., London and Luton

High-Class Hats and Caps

Patentees of the "Mascot," and other select shapes—

Own designs in Homespuns and Donegal Tweeds.

Good selection of Caps stocked in Toronto, and Straws May 1st.



THE "LOTHIAN"



THE "BANFF"

### Cohen & Wilks, Manchester

"Aquatite" Raincoats in Yarnproof Gabardine, Handspun Tweeds, etc.

Reversible Ulsters and Motor Coats for Gentlemen and Ladies.

# Extreme Collar Shapes Shown in Pointed Style

SEVERAL NEW numbers of long-pointed collars are being shown. Open front and light-weight finished or negligee collars are also forward. Some extreme shapes are shown in

pointed style. Furnishers are reported to be taking them and anticipating any style demand following the New York market. The pointed collar is a revival of a shape that sold fairly well several years ago. A correct pointed collar has points with "Spring" to them. The points are worn inside or outside the vest V. This style is in all three market sources—domestic, U.S. and Austrian manufacture.

Just how far the trade here intends to take this novelty remains to be seen. The feature is of seasonable interest and will be treated as such. Some merchants purpose showing a few numbers, because of the demand, which follows the trend of exclusive shops. The present interest in "points" is the result of the same kind of influence. The vogue is the direct return of specialization and of creating individual styles by a clever merchant. This men's wear buyer sensed the coming demand. He made the style for his locality and supplied it. Other furnishers followed and manufacturers had to meet the trade with new numbers. The story is repeated. It is vouched for by a leading representative.

A short time ago one of the leading manufacturers was stuck with a quantity of pointed collars. These were left from the stock supply of the previous demand and cleared to a Newport or Atlantic City furnisher. The price was 45¢ a dozen, take the lot. Shortly afterward, these unique collars were shown in the store windows and the merchant's business personality was sufficient to set the style. The collars were ticketed at 35¢ each and sold. Other merchants visiting the style centres and Winter resorts saw the new number. They immediately had the style copied for their trade, as a new feature. Orders have been coming in ever since. There is only one other comment. These collars are now selling generally.

Sales of Summer and negligee collars are going to increase this season. This follows the number of new smart shapes in new materials and patterns. Open front styles are already taking and are repeated in repps, piques, and madras. One of the neatest of these is made in satin stripe cloth and highly finished. These light-weight finished collars are likely to sell in preference to soft negligees and ties. Scarfs which are selling are also a refutation of soft negligees (except for outing or morning wear): New, best light-weight models are in the

Story is told that one merchant in fashionable centre created the demand for pointed collar—Open front and light weight collars are also forward—Early delivery promised.

regular approved shapes. They are a mid-season novelty for quick turnover in the Summer months and are being ordered with confidence.

Delivery of these novelties is promised for May.



A natty combination for mid-season—light weight pointed collar in a leading number. Shown by courtesy of Cluett, Peabody & Co., Toronto.

Listowel, Ont.—A. J. Smith has sold his dry goods business to M. Cain & Co., of London.

Woodstock, Ont.—The clothing and furnishing business of Fullerton & Graves has been taken over by W. E. Sanford & Co., of Hamilton.

Hamilton, Ont.—Begg & Shannon entertained their employes to the number of thirty-five at the Tudor Inn. After luncheon the members of the firm outlined plans for improving the position of both employer and employe.

# Pen-Angle Sweater Coats



Good  
Sales

The Pen-Angle line of Sweater Coats for 1913 is far superior (in real selling quality) to any line we have ever shown. It is so comprehensive, so up-to-date that YOU, Mr. Merchant, would do well to consider its trade-bringing possibilities very carefully.

This new line is designed especially to please YOUR customers—those who want something BETTER than the ordinary. It shows many new attractions in designs, color combinations and styles for every occasion.

Stock this line! It will mean "good sales" for YOU, and "solid satisfaction" to your customers.

## PENMANS LIMITED

PARIS, CANADA

### Hosiery, Sweaters, Underwear



# Brighter Colors and Straighter Lines Predicted

MEN'S FURNISHERS have a splendid opportunity in the trend of sweater coat business, coming styles and demand. Sales and styles already show that women are favoring man-

nish garments. The same style of coats are sold for both men and women. Orders for Fall placing are an assurance of the passing of many of the staple racks for this reason. Samples now being prepared for jobbers' placing for Fall, 1914, are to be brought out with this tendency in view. This change is so marked that manufacturers are adapting their machinery to meet conditions.

Some manufacturers claim they have to recognize the changed demand. Their orders from leading buyers discard many of the early numbers. Sets of machines, which were making fancy racks last November are now busy turning out plainer and heavier stitches or being used for some other purpose. It is said that in some mills expensive machines which cannot be adjusted will be idle. A gradual change is warranted and manufacturers, who are in close touch with the conditions, are satisfied to meet it. They see the demand coming sooner or later.

The general outlook is optimistic and at present, mills are busier than ever. Business has increased on those lines which are selling.

A forecast of 1914 styles, following the English and German mills and the development this season in the United States, can be safely given. There is not the slightest doubt but that the advance of demand this next season will show the same results here. A demand for brighter colors and mannish styles is almost sure to follow the indications. The style development taking place and the new colorings are important features. Brushed knit and plain rack finishes are preferred. The latter are large stitches in tailored garments. Manufacturers are preparing styles that might almost be called extreme. Norfolk and coat styles are to be equally good. Many new numbers are to be introduced.

Sweater coats for both men and women are to be in brighter colors. The colors of the yarns selected are almost similar to the predicted Fall chart and consist of at least 20 new shades. These, of course, are divided between the two makes. The shades for women's garments are straw, primrose, cerise, lighter grays, light and dark blues, saxe, deep tones in reds, tans and browns. Shades of olive and apple greens and purples. For men, the general tones are darker, but the shades include those of the castor order, soft tans and browns and silvery and greenish grays. To these can be added the staple colors of other seasons.

A forecast of Fall, 1914 styles—Brushed knit and plain rack finishes will be favored—A long list of new shades to be introduced—Furnishers can improve their business in sweater coats.

The development of brighter colors will result in a hundred striking combinations. Manufacturers are enthusiastic about the correct colorings of yarns and expect to

startle the trade with their offerings. Sales are expected to show an advance of 50 per cent. on men's styles in the colors suitable for women's wear.

Here is an opportunity for men's furnishers to obtain their share of this business. Several of the shades made up in the men's coats will sell better than those for women, in the high colorings. Several of the novelty shades can be added to the regular range to cater to both demands. If sales are to be

(Continued on Page 77.)



Novelty fine stitch men's Norfolk coat in leading shades for Fall—a highly tailored garment with convertible collar and inset pockets in approved style for better trade. Made by R. M. Ballantyne, Stratford.



Originality is a good feature of ad.-writing. But you can always get too much of a good thing.

# A GOOD ADVERTISING



## Attractive Arrangement an Essential Point

HOW OFTEN is an advertisement judged on the first glance?

This question was propounded by a prominent advertising man in the course of an address recently to other advertising men. He

went on to answer the question himself, giving it as his opinion that a large percentage of advertisements are judged by the average person on the first glance. A person picks up a newspaper or magazine, and skims through the pages. The eye travels rapidly, and the interest shown is generally of a casual nature. It requires an attractive advertisement, or something particularly striking to halt the eye and hold attention. The eye skims each advertisement. If an ad. is bright, attractive or striking, if it possesses that something intangible, something which makes a good ad., the eye stops; if not, it passes on to the next.

This applies more directly to magazine advertising, but it has a large measure of truth also as applied to newspaper work. The average person does not give minute attention to the newspaper. It is skimmed and cast aside. An advertisement requires special qualities to insure for itself a share of the short time that so many people give to the perusal of the newspaper.

All of which leads up to the point we desire to make, to wit, that the writer of an advertisement must give attention to the matter of the appearance of his copy. It is necessary for him to write ads. which will appeal at first glance. If he can do this, he can be reasonably sure that at least nine people out of ten who read the paper, will give some attention to his advertisement.

The general appearance of an advertisement depends upon many things—selection of type, layout, illustrations, heading and firm name being among the most important essentials. The appearance of many otherwise excellent advertisements is spoiled by the use of heavy, splotchy type which sprawls across the page and fills up all available space. Sometimes the fault lies in the opposite direction. In order

Many people appraise an ad. at first glance—If it does not attract, they read on—Making an ad. striking or attractive is the first duty therefore—Some safe rules to follow—Criticism of samples.

To insure attractiveness of appearance, the advertiser should insist on the use of one series of type throughout, grading the sizes according to the desire for emphasis of certain

parts of the text. To break from one series to another gives a disjointed appearance far from inviting.

## Some Canadians Don't Know How Well Off They Are!

Their view of the clothing question is like the view one gets of a distant mountain.

At 5 miles away, the whole surface of the mountain seems a soft, smooth, even green.

At 5 feet, you see the fissures, gullies and undergrowth, while the green has changed to bare, grey rocks.

We said above that some Canadians don't know when they are well off. They sigh for London fabrics and New York styles, when they should realize that they get the best of English fabrics and American tailoring in Fit-Reform Suits and Overcoats.

In Fit-Reform you get the choicest fabrics, imported expressly by Fit-Reform from the leading English mills. You get styles created by the foremost American designers. And you get workmanship of the greatest tailoring organization in Canada.

Fit-Reform is the ideal combination of high-grade imported cloth, best American tailoring and reasonable prices. Why don't you see the new spring styles in Fit-Reform Suits and Overcoats?

# Fit-Reform

J. W. FOSTER LIMITED

Two Stores: 333 Hastings Street West,  
Rogers Building, Granville Street.

An ad. with a striking headline.

The use of very large type is to be avoided unless extensive space is being utilized, and even then it is not necessary to outrival farm sale bills or the heading type on the yellow journals. A heading can be made emphatic, striking and clearly understandable without going to extremes in this respect.

It is chiefly in the matter of layouts that advertisers go astray. They try to crowd too much matter in and force the printer to arrange it the best way he can. In this way, white space (a valuable feature of an advertisement) is eliminated.

An important feature in this respect is the maintenance of balance. Where cuts or panels are used, this is particularly essential. An ad. which seems to sag at one side, or is top heavy through faulty arrangement of cuts, is too ungainly to attract favorable attention. The same is true of panels. Where

one panel may be used, it should, if at all possible be centred. Where more than one are used they should be kept of uniform size, and arranged in the ad. to give an even balance. This is not an absolute rule to apply in all cases, but unless there is some good reason to the contrary, writers of advertising should follow it out in arranging their layout.



### It Catches the Eye

Turning to the ad. of J. W. Foster, one becomes interested at once. The heading suggests something to you; it contains a statement distinctly different from the usual run of advertising matter. One pauses to think in what respect we as Canadians are enjoying an advantage, which we sometimes fail to realize; one reads on into the body of the ad. to find out—and there you are!

In lay-out, this ad. could hardly be improved upon. The indentation at each side provides a good measure and makes the reading matter "stand out."



### Improving the Layout

An attractive advertisement in practically every respect is that of C. D. Mitchner. The arrangement of the matter is not as good as could have been effected with the material in hand, however. In the accompanying sketch a revised lay-out is shown



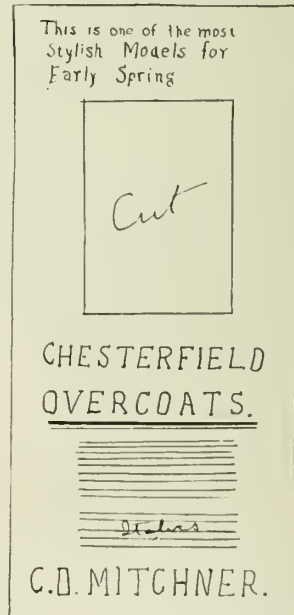
This is one of the most  
**STYLISH  
 MODELS**  
*For*———  
**EARLY  
 SPRING**

*In Men's*———  
**CHESTERFIELD  
 OVERCOATS**

Made in a variety of Styles and Colours, with fly-front or button-through effect.

*Try on a few of these coats, you are under no obligation to buy*

**C. D. MITCHNER**  
 21st Street - - - Saskatoon



Suggested layout of ad.

which would effect an improvement. The heading is placed at the top, a uniform size of type being used. The cut is centred beneath. All the reading matter is put in the same measure beneath, a comfortable margin being left on either side. With the exception of a double line beneath the word "overcoats," all cut off rules are eliminated; the ad. looks less

A neat ad. which might be improved in the matter of layout.

"broken up" as a result. The firm name should be put in smaller type than in the original, and in the same series as used in the body of the advertisement.

Attractive Layout of Ad.

A splendid layout is shown in the advertisement of Fitzpatrick & O'Connell. The balance is perfect. The three cuts used in triangular shape lend a perfect

Bright Colors and Straighter Lines Predicted  
(Continued from Page 74.)

divided in the sweater coat departments, the men's section have a good excuse for direct competition. Exclusive furnishers have the same privilege. There are good reasons for furnishers who do not handle sweater coats to investigate the conditions which style has created in their favor.

The same arguments that apply to tailoring and exclusiveness are good in selling high-grade tailored sweater coats. Women are not dictating a trend altogether. They are foreseeing it quicker than the merchant. The slower development of the sweater coat business with furnishers, accounts for their idea that only lines up to a fixed price can be sold. This accounts for a lower average of sales than the scope of the ranges suggests. The trade are sometimes hard to convince that better coats are being sold. It has taken time to do although this season it has been easier than formerly. In many cases, higher priced tailored garments have never been tried. There may be a hint to the selling price, but that is not a reason a few real sweater coats cannot be sold. If the regular stores can sell garments up to \$75 a dozen, men's furnishers, with better class trade, can handle novelty numbers up to \$120 a dozen.

Tailored and mannish styles in sweater coats for next season have a higher fitting standard. Fit in sweater coat is as important as in other clothing. Each furnisher can enthuse with as much authority as in fitting an overcoat or suit. For specialty men's wear shops, natty style, novelty and fit or any of the numerous selling features of quality are good arguments to sell better grade sweater coats to either men or women.

The advisability of going after the demand for mannish styles for women does not mean a largely increased investment. All that is necessary is the introduction of a little more novelty into stock assortments to appeal to the finer trade. The quality of the goods, salesmanship and advertising for this business will effect the results anticipated. There is no question of infringing on the legitimate field of other merchants. The demand for garments that are different and serviceable and mannish style trend in both departments is an opportunity men's furnishers cannot afford to forego. Good merchandising and necessary advertising are the only costs of this extra business.

**Better Clothes Are Not Made at the Price**

**"Stein-Bloch Smart Clothes" and "Proper Clothes" Have Them All Trimmed**

**SEE OUR NEW SPRING MODELS AT \$15.00, \$20.00, \$25.00 and \$30.00**

*"Going strong in your statements?" "Yes, we have something to be enthusiastic about, and the girls all stand more than we would care to say about them here."*

*You are to be the judge, and we will value your opinion of the style, materials and tailoring that have been put into these garments. They are made by master-craftsmen for men who value and appreciate good tailoring, smart styles and excellent materials. We have them in all sizes, and there are models to fit men of all builds.*

**SERGES AND CHEVIOTS** in navy blue, made by "Proper Clothes" tailors, are suits we are proud of. Complaints are rare and we are willing to replace garments that fail to live up to the standard of quality that we represent them to be. Examine our lines at **\$20.00 and \$25.00** and you'll agree that they are the best you have ever seen.

**IN WORSEDEDS AND OTHER NEW WEAVES** we are showing some splendid patterns and colors. In tweeds there is a very desirable range of mixtures and the materials are a suitable weight for the coming season. You'll get a good suit at **\$15.00**, but we recommend our special values at **\$20.00, \$25.00** and **\$30.00**.

SEE OUR WINDOW DISPLAY FOR SATURDAY.



**W. G. & R. Shirts**  
Are as Good as a Man Can Wish to Wear

A very wide and choice assortment of colors and patterns are ready for your inspection, and we can assure you that the colors will stand a severe wash test without fading. They are tailored with a view of giving the wearer great comfort, and in point of service, we know of no other line at the price that can give you greater satisfaction.

You can have them with the laundered or soft double cuffs at, per garment, **\$1.50, \$1.75** and **\$2.00**.



**Smart Chesterfield and Zambrene Coats for Men Who Appreciate Quality**

We have a splendid line of coats to show to the man who wants something that is light in weight, distinctive in style and serviceable.

The coats are well tailored and have the appearance of having been made specially for the man who wears them.

The prices are **\$20.00, \$25.00** and **\$30.00**, and when you see the coats you'll be ready to admit that they are well worth the price.

**Smart Tweed and Worsted Suits for Your Boys**

Clothes that will stand the wear and tear that the boy is likely to subject them to. They are tailored with the same care that is evident in the best of our men's suits and the materials have been specially chosen for their toughness, but style has not been sacrificed in the effort to get the most strength into the garments.

Go where you will, better values are not to be had. Boys will take a pride in the manly styles, and the cost is below the average for guaranteed suits for boys. Sizes for boys from 7 to 15 years old are marked at **\$3.50, \$5.00** and **\$6.00**.

**HATTER SUITS**, suitable for Sundays and special occasions, from **\$7.99** to **\$18.00**

**If You Like a Smart Hat Any of These Lines Will Certainly Give You Keen Satisfaction**

Stetson and Rockef hats are acknowledged to be the best hats made in America, and their reputation is a sufficient guarantee for quality and good service for your money.

It looks as if these manufacturers were meager for shyness. At any rate they have excelled their former records for style and value, and we are in a position to offer you some very choice styles and colors at a very moderate price. Our values in soft hats take some beating at **\$3.00, \$3.50, \$4.00** and **\$5.00**.

**HARD HATS** come in all the newer blocks and you'll be sure of finding a shape here that will give you perfect satisfaction. All the leading brands are represented in our stock. Prices from **\$2.00** to **\$5.00**



1917-1918  
Government Street  
South  
of Fort

An advertisement which has been most attractively balanced in the layout.

tion of balance which is carried out in the sizes of the reading panels. In this respect, only one detail is lacking—the headings are not uniform in size.

One criticism might be voiced in connection with this advertisement. Too much has been put into the space, leaving practically no white space whatever. There is a tendency also to say a little too much in the descriptions.

Courtesy is an asset; lack of courtesy a distinct liability.

Wilbur Holtby is now back at his store in Zealandia, Sask., having been much benefited in health by treatment in the Winnipeg hospital.

# Intensity a Necessary Quality in Salesmen

THE FOLLOWING address was delivered by Otto Buchmann at the annual convention of the Indiana Retail Clothiers' Association:

The matter of efficiency in selling is one to which the attention of the clothier is more than ever directed in this day of sharp competition; and with a view of bringing to your notice the advantages of a comprehensive understanding of the art of selling, as a science, to aid the clothing salesman in his work, I draw attention to the prime requisites demanded.

As a salesman of long and wide experience first, and afterwards a student of the laws which govern the mind action of selling, I know that all who sell will find this knowledge of the greatest value to them in their work. The laws of selling demand the highest degree of intensity, personality, mental fitness, a knowledge of the line, concentration, observation and will power to remove fear thought. Application, preserverence, industry, continuity of purpose; all these are suggested by the one word "intensity."

The ethical and moral features of these laws will be interpreted by the student as his religious views and training may suggest, but I only refer to and use them as selling force alone.

If the salesman is to become a Master of Selling, then the same time and study must be given to the work as would be required to become a Master of Law, medicine or any other of the many professions. The surgeon, for example, has to dissect the cadaver to learn the location of every nerve and muscle that is used as the agent of the brain; so must a salesman dissect styles every part, every feature, of the goods he is selling, to know just where to invoke the assistance of the brain, to make the sale.

No one can know about his business, and as so many near-salesmen know so little about what they attempt to sell, it is apparent they lack the foundation of intensity, ambition, interest and a comprehensive knowledge of what they want to sell. Selling is a definite art, and when the study be given it which such a complicated and far-reaching occupation demands there is a greater field than in any other profession.

To clearly develop the many points of a successful sale, it has been my habit to hold practice or demonstration sales, in which the members of the selling force can be drilled to an approximate degree of perfection in the art. This is the method employed in my Y. M. C. A. work in Chicago. At the "Hub," in that city, we have an open session, after the introduction of the subject of the lesson through the paper read to the class, and it has been found that when the

Well known salesman explains some of the ethical sides of salesmanship—The disastrous results of "fear thought"—Only by intense concentration can salesmen overcome this lack of confidence.

---

successful arguments were voiced, spoken aloud, in the presence of others, this has the same good results as the class training. The practical thoughts are acted upon, brought into being

as a reality, under the stimulus of the impulse, and are not lost in the "some time or other" when we expect to use the argument, but which was not fixed in the mind, not written on the tablets of memory, and was lost forever.

The selling argument, when read to oneself, and not deemed very forceful, when spoken by some other salesman present, was a much stronger selling talk than it was supposed to be. Demonstration sales are like the polishing machines, into which tons of rough iron castings are placed in the immense drums, and these caused to revolve, and, as piece rubs against piece, the friction causes each one to come out a polished bit of metal.

## NO FIXED RULES FOR SELLING.

No man has ever found any fixed rules for selling clothing. The practice develops the interest the salesman has in his work and the confidence he has in what he has to sell. As intensity dominates him he develops his own rule, from his knowledge of the mind action of the customer, and as the laws governing this mind action are well known, it implies the salesman must be familiar with them.

To illustrate: The lawyer must know the text books of his profession, and from these he goes to the statutes of the state, and then on to the reports of the court decisions, for his authority, in making his arguments or formulating his briefs. All these last conform to the first, and all selling arguments must conform to the mental laws. As the salesman knows that fundamental principles govern each sale, the same mind action is involved; he knows when to use the statutes of the states, and to make the peculiar application of these laws to the class of persons to which the customer belongs.

To the salesman we would say: Fix the "habit" of intense concentration, to drive out all other habits which take from you the natural ability of a clean and wholesome character, for mental purity is as essential as bodily cleanliness to the well-ordered salesman.

## CREATING THE OPPORTUNITY.

To create an opportunity to sell becomes the first necessary step of the undertaking, and in this initial effort of the work a pleasing personality takes first place, for, as we are judged by our dress, so are we placed by our personality, which is created by our



Queen St. entrance, main aisle of the mens' and boys' clothing departments showing the main floor decorations for Openings and Easter. The emblem of Spring and prosperity "Proserpina" with garlands of Spring flowers and holding a lighted globe is a decorative feature taken from the Greek mythology. On intervening pillars are groups of three cherubs from which are suspended bowers and festoons of flowers across the aisles. Courtesy T. Eaton Co., A. E. Apted, display manager.

mind action and mind force. Next, the never-flagging enthusiasm aroused by earnestness of intention; spurred on by a necessity, imagined or real, this never lags an instant in reminding the salesman he must, for it is imperative that he make this one sale, in order to enable him to reach the next one. For as "things thrive on what they feed on," this sale must be made *now* and *here*, to furnish a stimulus for further effort. The one sale made to-day makes two for to-morrow. A sale lost to-day means ten sales lost in the future.

The incentive underlying the work has all to do with the development of the undertaking; to have no incentive of a compelling intense necessity or strong ambition is to build on an uncertain foundation for the future.

The successful approach of a complete absorption in the work, and the necessary time must be given to training, to allow the work to "get into the system" of the clothing salesman, to use an expressive slang phrase, for unprepared action is not warranted. In some persons this complete absorption or obsession may take much longer than in others; in fact, I advance the theory that the deeper the character and thoughtfulness of mind, the longer it takes an idea or conclusion to sink into the sub-conscious mind and become assimilated, for the reason that a well-balanced mind does not take on new theories and thoughts without weighing and measuring them care-

fully, and does not receive lasting impressions like a sponge; or as a frivolous and superficial character would apparently grasp new ideas. Therefore the advantage of having a certain time and training in order to comprehend and appropriate a knowledge of the laws, through thought and attention, so necessary to success, is apparent. This is an explanation why some salesmen develop slowly, but turn out to be first-class men later.

The "selling talk" is but relating what the salesman knows of his wares, and when he knows them thoroughly he will impart his knowledge as if he felt it to be of the same interest to the customer as to himself. We do not rattle along in thought as we would repeat a nursery rhyme, deep thoughts come but one at a time, and when they are serious and intense they will be so given to the customer.

What the salesman knows about his work is the negative of the picture in his brain, and as it is clear and sharp, well composed, to make a good picture, so will be the print he makes on the mind of the customer, and as every print is far from successful—as you who have had tried to make good prints well know—it demands practice and training to make a perfect picture of what you have to sell on the mind of the customer and make it fit in with the want of the buyer, i. e., his personal requirements.

The salesman must give values as the customer knows them: he must supply the one desire which

has been aroused by the printing process—and let me add—as the perfect print must be fixed at the proper moment; watch the customer, to fix the print in his desire, and close the sale then and there. A print which has to be made over again, a sale built up again which has fallen down, indicates a poor negative, due to lack of “intensity” on the part of the salesman.

The element of time in selling is the only limitation of the efforts of the salesman. He has but so much time at his command, at most eight hours of active service in the day, and if he spends but two minutes of each hour in searching for an answer in his mind to this or that question or argument of the customer, or twenty minutes in the day “entertaining” the customer, figure out the number of days lost in the year!

All salesmen know the quicker the sale is made, in keeping with the importance of the article sold, the better the customer is satisfied. His imagination is stimulated to a higher appreciation of his purchases, and in this clothes selling business, as in all other lines; to effectively win a customer over is to be almost certain of making another sale, through the recommendation and suggestion of this satisfied customer.

There has been a great change in the last few years in the management of the salesmen on the floor. It was once the habit to “fire” a man for inefficiency; but now it is the rule to educate him, when he has the ability to understand; the theory, and as every clothing salesman knows it is better to make a sale than to lose it, he will be anxious to learn how and why he can make the sale and to increase his compensation.

Have you ever noticed in all your selling experience the complete absence of the negative in making the sale? This is but conforming to a well-known law, that the subconscious mind acts only on a positive suggestion, and answers but to the imperative command to “do thus and so,” and as this subconscious mind is the source of action, banish all negatives, for negatives cannot tell this latent force what you, as a salesman, want the customer to do. Negatives never made a sale! Don'ts to the force are ineffective, for they do not stimulate the subconscious mind to action. It is the Do's that make an impression.

Excuses are all negative; equally so explanations. The “reason why” I did not sell the customer, is negative from A to Z. Hold the positive thought in any and all sorts and kinds of work, to succeed as a salesman; this is the law of all successful mind action in selling. The will power is the means by which this force is to be kept constantly on watch, for the little demon, Fear-thought, is always perched on the shoulder of the salesman, whispering, “You cannot do it, you cannot do it; no use to try to sell this man,” and giving as many reasons “why not” as the salesman will listen to. And it is only by the

exercise of the strong and trained will power he can be dislodged.

#### BANNING THE FEAR THOUGHT.

A most interesting plan to chase this demon of “Fear-thought” away was recently given by a learned student of this profession of selling. He suggested to his class: Carry a short piece of wood in your pocket, and, as you go forward to wait on the customer, clench it as hard as possible; at the same time think of the most pleasant thing that ever happened to you; thus fortified with the recollection of pleasant thoughts and the nerves steadied by the discharge of muscular energy through clenching the bit of wood, you are in the proper frame of mind to meet the customer and sell him.

“Fear-thought is the lack of will power, and to stimulate the exercise of will power this lecture of a very learned life insurance instructor of agents is given to show that this attribute of mind can be cultivated and controlled to do the bidding of the brain. Said he: “In touring the British Islands, we came to the Isle of Man, and learning of the curious fact that a very old special privilege of coining a copper currency had been granted these Manxmen, I desired to carry away some of these new bright coins as souvenirs. I visited the Treasury, and found it closed, and, as the following day was a legal holiday, the Treasurer had gone on a visit to some friends several miles away. The attendant assured me that there was no way by which he could have the safe opened to secure the coins, other than to induce the Treasurer to come back and in person let me have them.

“This very opposition aroused the true spirit of the salesman in me,” said he, “and I determined to have these coins before I left the island. I used this argument to the custodian: ‘Here I have come thousands of miles to see your beautiful island, and I appreciate its beauties so highly that I must have some of these rare and unsullied coins to carry away with me: I want you to go and get a conveyance, at my expense, go after the Treasurer, and tell him an American gentleman begs that he will come and sell him some of these curious coins: your time will be well paid for if you succeed.’” Note this point, of enlisting a capable lieutenant in his cause, a feature not to be overlooked; he wanted to accomplish results, and he used all and every means at hand to do it.

The man brought the Treasurer, who opened the safe, sold a bagful of the singular coins, with the most ancient adaptation of the swastika on its face. In concluding the story the insurance man said to his agents, “I will give each man here present one of these coins, not as a fetish, but to carry in his pocket, to remind him of the determination and will power which secured it for him. And when he thinks he cannot sell his customer, let him feel of this coin and be equally insistent.” All clothing salesmen can practice such auto suggestion with equal force.



A simple arrangement of Spring shirts and neckwear, combining several units on up-to-date pedestals and tables with glass plates. The grouping is effective and well balanced in so large a space. Courtesy McKinnon's, Ltd., by F. L. Kickley.

Concentration, when selling, is an indispensable mind condition. With thoughts wandering hither and thither, there is no record made on the brain cells for future use. There is no good negative produced.

NO TIME TO ARGUE.

It is but the one subject in which the salesman is interested, and in order to make this subject an ideal success, all the energies of mind and body must be focused on the sale. A wonderful selling suggestion is contained in the sublime injunction of the Master: "If a man smite thee on the right cheek, turn unto him the other also." This tells the salesman he has not time to give to the matter of making a long contention, of claiming his rights, no time to demand the protection of the law, no time to argue with this or that question. He is much occupied with the pursuit of the ideal that he passes by and over all the small inconveniences and incidents of life. These are of minor importance, as compared with the grand total of results.

Auto suggestion says: Hurry! Hurry! All obstacles are but as pebbles in the way! No time for aught else but to reach the goal—the sale!

Here is a good illustration of how "Intensity" supplied the quick wit for the salesman, who, having

sent in his card to the buyer, was told: "There is nothing in your line to-day." He promptly sent the attendant back, with a request that his card be returned to him, for he had seen the buyer, through the door left ajar, tear it up. To return it was an impossibility, and the buyer sent him a nickel "to pay for the card." He sent in another one, with the message, "I give you two of my cards for a nickel." Useless to say, he had an audience with the buyer, resulting in a sale.

Sometimes the effort of the salesman is abandoned just at the turning point; he makes a good start, but he has not been in the work long enough, not absorbed it, for it to become a part and parcel of his innermost nature. The sub-conscious mind had not been surcharged with the details of his work, and Fear-thought compels him to "turn the customer over" or lose him. "Intensity" will suggest the determination to him to make the sale then and there.

A pleasing personality is developed when the body and mind are absorbed in a good work, and the intelligence developed by study is the "open sesame" to the attention and good-will of the customer.

The salesman is but a means through which the



Suggestive and well arranged showcase of novelty shirts, ties and collars. Courtesy of Hickey & Pascoe, by E. K. Dallimore.

clothing buyer can receive a benefit, and he is doing him an inestimable favor. His interests as a salesman are nothing as compared with the possession of this benefit to the customer, and he overflows with the earnestness of his line and his word. He obliterates himself. He thinks of the advantages he is bestowing on the customer. His entire argument is brought out, not aggressively, but calmly and in a low and even tone which becomes convincing and carries conviction, because he believes what he is saying, because it is true, and truth is always "Intense."

Your will power, the psychic force of an intensity beyond that of the customer, compels attention, and you chain his interest and arouse his desire to action. All this is a game. If you sell, don't be over-proud. The game is nothing. The skill is all, and success is only a game, but a noble game, and the game is worth playing for the skill.



St. Thomas, Ont.—Burglars broke into the men's furnishing store of Geo. W. Midgley and stole a quantity of clothing, showing a preference for knit ties.

Sturgeon Falls.—Miss Agnes McInnis, of Cache Bay, is opening another millinery store.

\* \* \*

Kelowna, B. C.—W. E. Tait, of Kamloops, is opening a branch store of W. E. Tait & Co., here.

\* \* \*

Davidson, Sask.—The Davidson Millinery store, for some years conducted by Miss M. M. Storey, will be managed by Loree & Co. in connection with their general dry goods business.

\* \* \*

Washington.—Removal of all tariff from raw wool has been agreed upon between President Wilson and the members of the House Committee on Ways and Means as the result of conferences that ended to-day.

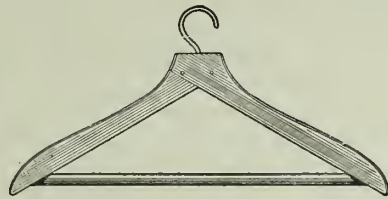
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The present plan, which will have the unanimous endorsement of the Democratic members of the committee, provides that wool shall be placed on the free list, an end for which the free wool Democrats of the House have fought for two years.

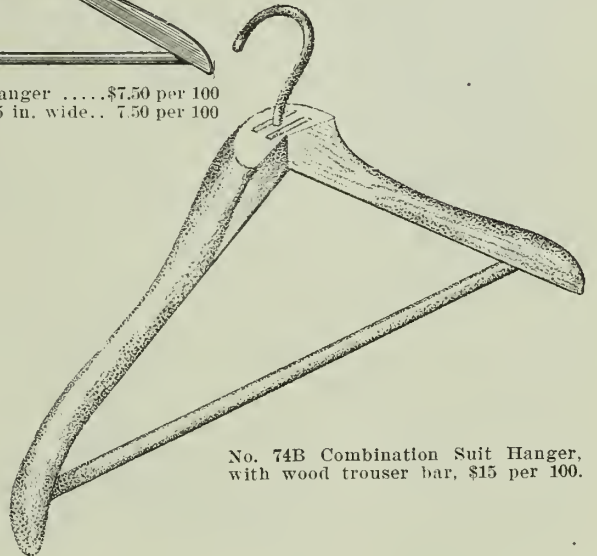




## A Clothing Store Equipped with Taylor-made Double-Bar Polished Steel Tube Racks



No. 331B. Suit Hanger . . . . \$7.50 per 100  
 No. 33B. Boys', 15 in. wide.. 7.50 per 100



No. 74B Combination Suit Hanger,  
 with wood trouser bar, \$15 per 100.

Made of Polished Steel Tubing. No paint, no rust, no tools or trouble to set up.

Shipped K.D., crated ball socket rollers.

6 feet long, 6 post .....	\$10.50
8 feet long, 6 post .....	11.50
10 feet long, 6 post .....	12.50

Made of Oxidized Steel Tubing.

6 feet long, 6 post .....	\$13.00
8 feet long, 6 post .....	14.00
10 feet long, 6 post .....	15.00

Suit Racks, 5 feet high, 26 in. wide.

Overcoat and Ladies' Garments, 6 feet high.

# TAYLOR MANUFACTURING CO.

HAMILTON

-:-

-:-

CANADA

Mail Orders Promptly Filled

# The Responsibility of Heads of Departments

THE HEAD of a department in the store is a link between the management and the employees. He directs the work of the staff in his department according to the rules laid down

by the proprietor or management of the store. It follows that, as he must interpret the rules and regulations of the establishment in the control of those under him, he is to a large extent amenable to these rules himself. At the same time, his duties are such that he cannot be restricted by hard and fast rules and a certain amount of freedom must be allowable. What then is the status of the department head: to what extent is he responsible for his own personal habits and his adherence to rules?

This is the gist of the problem submitted in the March 19 issue of *The Review*. To make the matter clear, however, it will be as well to quote the question as it was presented in that issue:

"Every store has salespeople and department heads who are not included in the observance of store rules. The latitude which these salespeople have in handling their departments leads to freedom from rules.

"Some rules are not listed. The firms are unable to define exact rules to apply to all. Some conditions cannot be covered by printed rules.

"Should department heads be held responsible as an example to fellow employees on the following:

- 1st Department.
- 2nd Financial Standing.
- 3rd Social Connection.
- 4th Traveler's Friendships.
- 5th Deference to the Firm."

Many excellent replies were received from which the best have been selected for publication. They are herewith presented.

## DEPARTMENT HEADS ARE RESPONSIBLE.

To be successfully conducted, every business must have rules for the guidance of its employees, and hold the employees accountable for the observance of the rules. There would be general rules which should apply to all employees, and in addition, special rules for the guidance of junior salespeople, buyers, and department heads in their general different services in connection with the business.

The oversight exercised over a junior and the rules to which he would be expected to conform would be very different from the rules laid down for the guidance of the head of a department and the comparative freedom under which he would serve, but each in their different positions ought to be held strictly amenable to the rules given for their guid-

Are buyers and managers supposed to conform to all the rules of the establishment?—Answers given to pertinent questions regulating relations of department head to firm and to employees.

---

ance. We think department heads should be held responsible to be an example to fellow employees, in all things which pertain to successful business, and more, we would expect

the head of a department to use his influence in directing the conduct and shaping the character of those committed to his care and to endeavor to build them up into first class men.

Are we asking too much of heads of departments? We think not and where they are men of character they will realize their position as giving them an opportunity of thus being of service to the employees under them, and to the firm.

In the department, the department head ought to be a model of correct department, or how can he expect suitable conduct on the part of those committed to his care? And we would also expect him to carry himself in a worthy manner outside of business hours in order that he might be able to retain his influence during the hours, and in the place, of business.

Financial Standing.—Some people might think the proprietor of a business had no responsibility as to the financial standing of his employees, but we would not hesitate to take an interest in the monetary position of the head of one of our departments, and we give other reasons, as well as the force of his example why he should guard his financial standing.

Social Connections. — Man is a social being, and much of success of an employee's work will depend upon the social life he leads, and those in positions of trust should look well after their standing in society, not only that they may be an example to others, but that they may further their own interests, and the interests of those whom they serve.

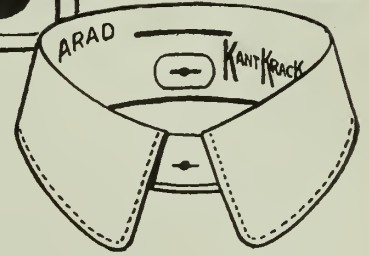
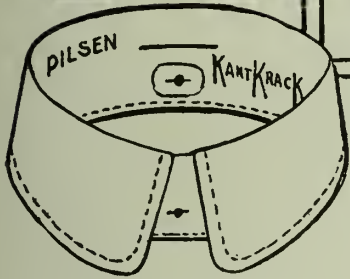
Traveler's Friendships—The head of a department may well with profit to himself and to the firm he serves, without the friendship of the travelers from whom his firm buys, for he will find many decent fellows on the road, and be able to get much information which may prove of benefit to him and his firm, and an exchange of ideas between them may serve them both but care should be exercised in the choice of such freindship, and nothing said or steps taken which would interfere with his entire independence.

Deference to the Firm—We like the word loyalty when speaking of the relationship which should exist between a firm and its employees, and we think as long as a man continues in the service of a firm he should be loyal to his employers, and in all relations between trusted employees, and their assistants, all

# KANTKRACK

COATED LINEN

## COLLARS



Not best because they are KANTKRACK but because they have the KANTKRACK features which are protected by patents

—the long slit over the back buttonhole giving the necessary spring, thus enabling the wearer to insert the button easily, ensuring long wear—the riveted flap which reinforces the usual weak spot in waterproof collars—the easily cleaned feature (water, sponge, soap). Looks like linen and wears better. "One grade only and that the best."

(Made in Canada)

**The Parsons and Parsons Canadian Co.**  
HAMILTON                      —:—                      —:—                      —:—                      ONTARIO

## The Tailoring of Excellence

SEND FOR OUR NEW SAMPLES

"We use the label."



Our made-to-measure business, having grown to such an extent, we were forced to broaden our field and extend our facilities for meeting the increased requirements.

We want an agent in every town and city in Canada to handle our line of made-to-measure clothes for men. This is a growing section of the tailoring business, and one which you cannot over-estimate.

Our samples give your patrons a very wide range to select from, and our styles are strictly right-up-to-the-second.

Write to-day for the agency for your town.

Stock Suits made up from your slow selling piece goods—cut, made and trimmed at \$5.00 up. Special \$7.50 up.

"We use the label."

**EVANS TAILORING COMPANY**                      **WHOLESALE TAILORS**  
342 & 344 Queen St. W.                      RING US UP—MAIN 5290                      **TORONTO**

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

### The Dry Goods Review

FOR YOUR DEPARTMENT  
BUYERS

*Write for Special Clubbing Rates*



(Made in France)  
Guaranteed for one year.

**S. E. Porter & Co.**

Sole Agents for Canada.

Complete Stock on Hand

at

"Birks Building,"  
**MONTREAL**

due deference should be shown to the firm in heart, speech and behavior.

W. C. Forman.



### The Influence of Heads

In all organizations, whether mercantile or otherwise, there must of necessity be a head or controlling influence. Where organizations are large, such as in a departmental store, the head or general management knows that each individual department cannot have his daily personal attention; and, therefore, appoint in each department one out of the number of employees in that department to be head of the department.

Now in appointing such person, the management believes that the head is a competent and reliable person and will oversee and conduct the business of his department to the best of his ability and thus work for the full interest of his employer.

There are certain printed rules laid down in all business houses for the restraint and guidance of its employees. There are occasions, however, which arise when the department head may find it necessary to deviate slightly from these printed rules; such as for instance, your store caters both to wholesale and retail trade. Now your firm have a fixed discount which is allowed off the retail price for wholesale — say 20 per cent. Now you, as department head, are serving a wholesale customer; there are certain lines which you are desirous of clearing out and you, therefore, allow the customer a greater discount than is laid down in the store's rules, this you do conscientiously, and it is to the advantage of your employer that you do the same, but is not as per rules of your store. A head of a department should, therefore, not be bound by hard and fast rules, but should be permitted to use his own discretion in matters pertaining to his department.

There is in all mercantile business a claim as it were, of responsibility which starts from the head or employer, and is continuous down to the parcel boy. To have successful business, this chain of responsibility must be strong. Each link must stand the strain. Heads of departments in all business form the vital link and are responsible for much and should be held responsible by their employer that they may be an example to their fellow employees.

First: In department they should be most guarded that they do not either by word or action say or do such things, vulgar or common, which would tend to lessen a junior's respect.

Second: His financial standing should be such, that for example, he will not have a collector calling upon him every now and then to make collection for some debt he owes, which must of necessity give the impression that he is either a spendthrift or does not conduct his personal business affairs in a way which is very creditable. It is most advisable that he have

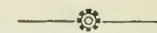
a bank account, be it ever so small, as a great many of our banks permit a check to be drawn on a savings account; and thus the payment of a debt by check is made in a more business like manner and a double receipt for money paid is obtained in this way. Further, having a bank account lends perchance a little prestige. Not long since the parcel boy in our store came to me and picked out a suit of clothes; saying, "I will take this one, but will have to draw the money from the bank to pay for it." I was somewhat surprised that the little fellow had an account, as I knew his pay was small, but on asking him about it he said: "Why each week I deposit two dollars." I told him to ask the cashier at the bank for some blanks; he did so and when he came back from the bank, wrote his first check. He was very proud to write it, but after having written, was very diffident about having it go through the office as he said the boss might think he was paying him too much wages. I assured him to the contrary, however, assuring him that Mr. ————— would but see that he was careful of what he had. A boy or man who can look after his own pecuniary affairs satisfactorily, will in all likelihood look after his employers much more satisfactorily than a person who cannot.

Thirdly: Heads of departments must look to their social connections. It is well to make all the acquaintances you can, but on no consideration make a companion of that person who has an unsavory reputation as "we are judged by the company we keep" and being judged in an unfavorable light is detrimental both to yourself and firm.

Fourthly: Whether or not the head of a department is buyer for his department, it is most advisable that he cultivate the friendship of the travellers who visit your store as the traveller may be able to make little concessions or help you in the selecting of goods and, if on friendly terms with him, he will do this much more readily than if treated as a total stranger.

Fifthly: Department heads should most assuredly be held responsible that they show at all times deference to their firm; it is from this source that their livelihood is gained and if they themselves do not show the firm respect, how can the other employees be expected to show deference to their firm and employer.

Charles D. Ross.



### Heads Need More Latitude

The men who are responsible for the successful handling of their departments, are, in the majority of cases, men who have followed the examples of those who were their instructors and employers in years gone by. A man in this position, if he is to make a success of his department, must have a certain freedom which is not allowed to the general staff. Otherwise he cannot command that respect, which is due to anyone in authority. It is the privilege which

(Continued on page 98.)

# DANIEL WEBSTER

Defined the word

# “QUALITY”

as

“Superb,” “Gentlemanly,” “Relating to the  
Excellent”

And he must have foreseen our Line when  
coining these superlatives. Anyhow, we  
have taken his definition as a foundation  
and built his very **Meaning** into our goods,  
hence our slogan

“All that the Name Implies”

is a true description of

# The “QUALITY” Brand Waterproofs

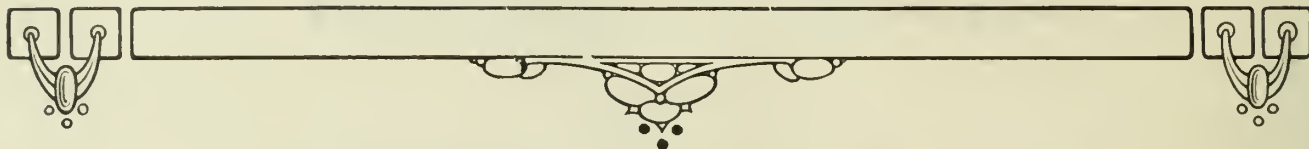
PROVE IT BY SEEING

WRITE FOR SAMPLES

## Toronto Waterproof Mfg. Co.

30 Wellington Street West

# Review's Information Bureau



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

Editor of Dry Goods Review.—"Will you give us the address of a firm or firms making wall board?"

Laidlaw Lumber Co., Toronto; The Beaver Companies, 370 Wall St., Ottawa; North-Western Compo Board Co., 4306 Lyndale Ave., Minneapolis.

\* \* \*

Editor of Dry Goods Review.—"Where can we procure stamped linens and coronation braids?"

Hambly & Wilson, Toronto.

\* \* \*

Editor of Dry Goods Review.—"Kindly give me the names of some firms who make band uniforms to order."

The following firms specialize in band uniforms: Crown Tailoring Co.; Austin Military Tailors, Toronto; Miller Manufacturing Co. make duck coats for Summer wear.

\* \* \*

Editor of Dry Goods Review.—"Where can we procure wooden curtain poles by the foot, also fittings?"

Geo. H. Hees, Son & Co., Toronto; Daly & Morin, Montreal, and Henry E. Hayhoe, Toronto, handle curtain poles and fittings.

\* \* \*

Editor of Dry Goods Review.—"Kindly give us the address of the manufacturer of adjustable display tables."

The Taylor Manufacturing Co., Hamilton; A. S. Richardson, Dale & Pearsall, Jones Bros., and Clatworthy & Son, Toronto; and Osear Onken Co., 657 4th Ave., Cincinnati, Ohio, make adjustable tables.

Editor of Dry Goods Review.—"Where can we procure a catalogue of the latest in parlor curtains?"

Any of the jobbing houses will send you circulars of lace curtain designs, and prices on request. Write Geo. H. Hees & Son, Toronto, Prime & Rankin, Toronto, and R. H. Cosbie, Toronto, for cuts or samples of novelty or higher priced lines. Special designs in arch hangings also carried by several of these firms.

\* \* \*

Editor of Dry Goods Review.—"Can you supply us with the information as to where to obtain some simple machine or plyers that will replace dome fasteners on gloves. We are continually being bothered with people bringing back gloves to have dome fasteners put on, and having to send them away is a nuisance.

If you can give us this information you will greatly oblige."

The United States Fastener Co., 95 Milk St., Boston, Mass., U.S.A., make machines for replacing dome fasteners on gloves.

\* \* \*

Editor of Dry Goods Review.—"Can you tell us the names of firms, who supply perforated and transfer patterns?"

J. H. Olmstead, 37 Galt Ave., Toronto, and Charles Walker, Church St., Toronto, will be pleased to make perforated patterns.

Write any of the pattern houses for designs of hot iron transfers. Any pattern agency can secure them to order or merchants can secure an agency and sell transfers with regular patterns.

# HOW ABOUT YOUR SORTING BUSINESS?

A few new lines coming forward every week puts new life and enthusiasm into your salespeople, and is a wonderful help in building up the sales, the profits and a reputation for always having new goods on display.

No house in Canada can be of such service to you during the Sorting Season.

No house in Canada puts forth anything like the same effort to meet your every want during the Sorting Season as we do.

**We show all that is new in**

**Ladies' Costume Cloths**

**Tweeds and Worsteds for Ladies' Tailor-made Suits**

**Men's Fine Woollens      Tailors' Trimmings**

**Silk and Satin Linings**

We have a big stock of Black and Blue Serges and Worsteds at old prices. "Buy Now."

*Nisbet & Auld, Limited*

**32-34 Wellington Street West, Toronto**





*Wholesale Custom Tailors*

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# *Wm. H. Leishman & Co.*

## *Limited*

OUR Fall, 1913, line is in the hands of our representatives, and will be presented to you at an early date.

If the line you are now handling is absolutely perfect and cannot be improved you, of course, will not be interested in our proposition.

We would, however, like to demonstrate to you the real points of the Leishman clothes that took six months of hard work and a great deal of money to perfect.


Every day brings complimentary letters from many points of the Dominion referring to the superiority of the style, fit and finish of our garments.

Arrange to have one of our representatives call on you with our Fall samples. Write to-day.

*Wm. H. Leishman & Co., Limited*  
*119 Adelaide Street West*  
*Toronto*

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*Makers of the Best  
Tailored Garments  
for Men* ❧ ❧

able in the space allotted to each and the amount of space required by those lines which depend on these changes.

MEN'S WEAR SECTION.

There is just a foot difference in the main aisle space of the front and rear stores. The men's wear section is to the left of the store and to the front because men are sometimes averse to passing other departments. It consists of hat and shirt cases and wardrobes approximately 30 feet long with ten foot cases and plenty of aisle room. The cases here are 27-30 inches wide and the wardrobes 5 feet or less deep, according to the style used. To the left of the entrance, two cases in the centre are reserved for men's neckwear, collars and accessories. Men's shoes are arranged in the space opposite the wardrobes because of the suggestiveness, when selling suits. The advantage of wider space and quieter business is also apparent in completing a sale. Shoes are provided for as, in the previous layout, they were carried.

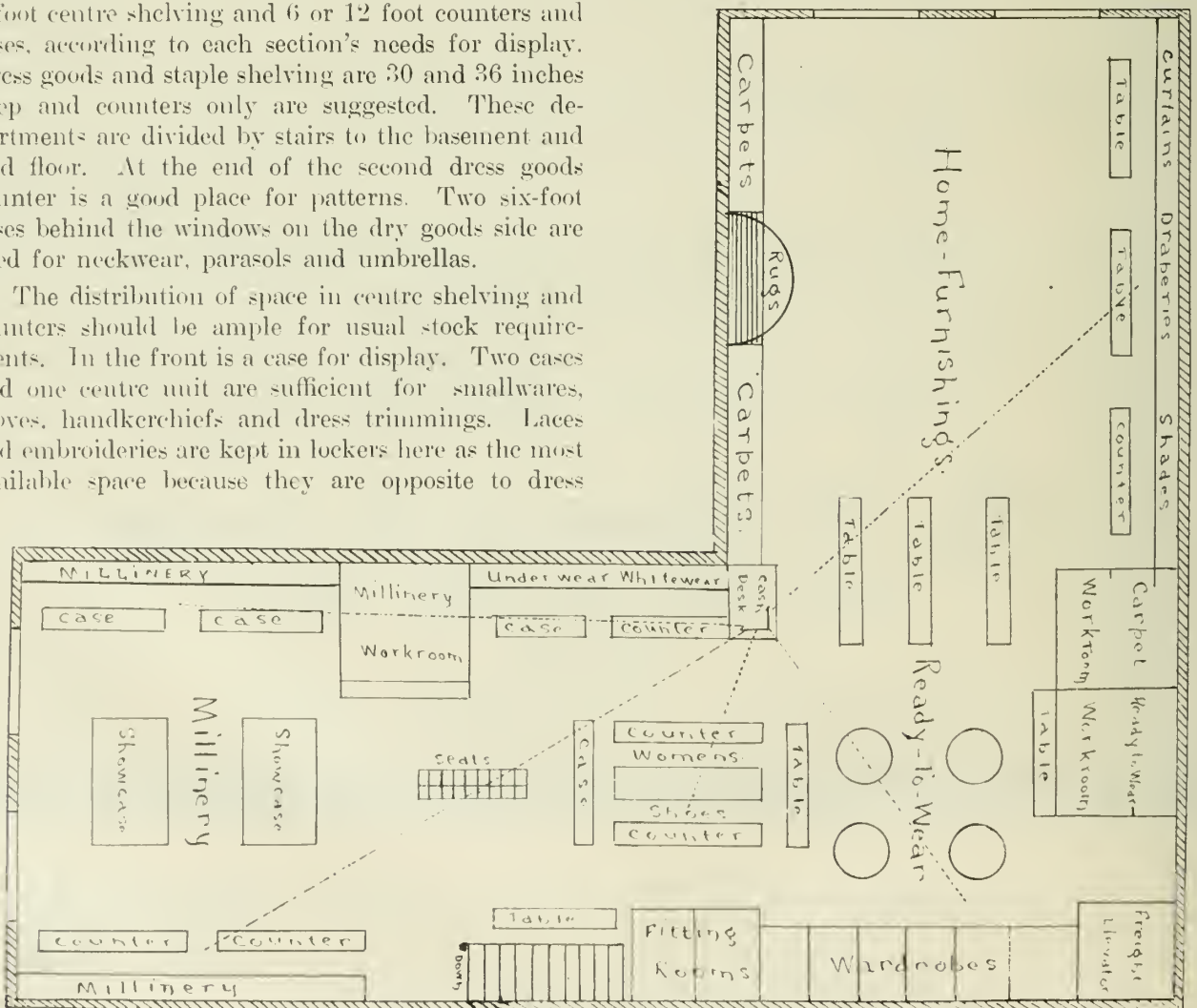
For the balance of the plan counters and cases are estimated at 30 inches deep and aisle space from 27 to 30 inches as required by different departments. The centre is laid out in squares of 12 feet with a 3 foot centre shelving and 6 or 12 foot counters and cases, according to each section's needs for display. Dress goods and staple shelving are 30 and 36 inches deep and counters only are suggested. These departments are divided by stairs to the basement and 2nd floor. At the end of the second dress goods counter is a good place for patterns. Two six-foot cases behind the windows on the dry goods side are used for neckwear, parasols and umbrellas.

The distribution of space in centre shelving and counters should be ample for usual stock requirements. In the front is a case for display. Two cases and one centre unit are sufficient for smallwares, gloves, handkerchiefs and dress trimmings. Laces and embroideries are kept in lockers here as the most available space because they are opposite to dress

goods. A centre sale circle is shown to provide for displaying goods from these sections at seasonable times. This also allows for sale goods from upstairs or for hour or special sale lots.

The same kind of arrangement is put at the rear to stock fancy goods and corsets. Drug sundries are opposite as some of the lines in the fancy goods section are kindred and both can utilize the display case to splendid advantage. This location also adjoins groceries and secures any benefit of business in both sections of the store. To the rear are lockers and tables for bedding or displays of staples at seasons when the demand necessitates the change.

Groceries are confined as a store in themselves so as not to lose any of the exclusiveness of a high class business. The location of different lines is only a matter of good stock-keeping. In the sales-section next the office, 36-inch space is available back of the counter, by putting the counters and cases in line with the front of the cash office. A smart candy department can be designed in the centre square and to this a soda fountain may be added opposite drugs. If this is not feasible, the department includes fancy groceries and confectionery. The case at the front are for feature displays of special lines.



Plan for second floor providing for Millinery, Shoes, Ready to Wear and Home-furnishings Stocks.



## PUSH

### "Arlington" Collars

They're worth the effort

for every "Arlington" sale means a satisfied customer and incidentally many sales of collars and other furnishings. The Arlington Waterproof collar is a strong link in the chain of successful business. It is the leader of all easy laundering or waterproof collars—never turns yellow. Made in six grades, 4 grades made of coated cloth and 2 grades of solid stock, each superior to any other make at the same or higher price. Send for samples. They are dressy; no linen collar looks neater.

## The Arlington Company of Canada, Limited

58 Fraser Avenue,

Toronto

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



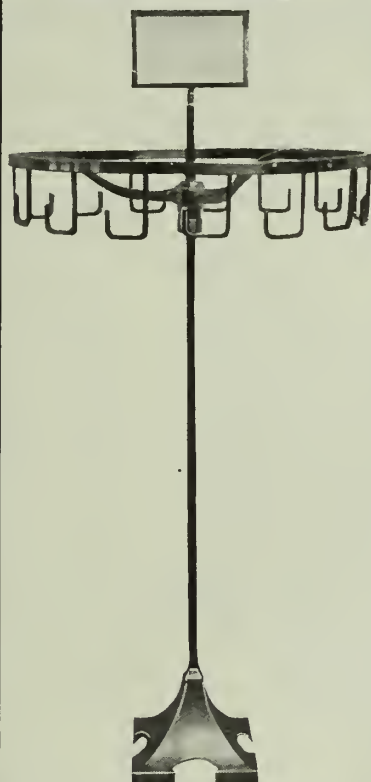
## "KING EDWARD" SUSPENDERS

Retail **50<sup>C.</sup>** 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



When  
Buying  
Fixtures

**BUY THE BEST**

They cost no more and will outlive the majority of other makes. The

**"Clatworthy"**

line is known from coast to coast, and can be relied on for quality and up-to-date design.

Send for our catalogue and see what we have to offer you.

No. 1130 tie stand is for counter display of string ties. Note the beautiful lines of the Eiffel base.

No. 1130—Eiffel Tie Stand.

**CLATWORTHY & SON, LIMITED**

The Largest Makers of Display Fixtures in Canada  
161 KING STREET W. TORONTO, ONT.

LOCATION OF OFFICES.

Private and cashiers' offices are as near the centre of business as possible. Besides a full view of the entire floor is seen. The cash desk is situated at the shortest distance from the important sales departments and 11 or 12 carriers are ample to handle all the business in a store this size. A freight elevator is placed at the back but the space is also good for a central parcel desk. In case the elevator is not installed, an extra stairway from the grocery to the housefurnishings is worth the space needed. There might be an option of reaching this department by the stairway at the rear of the bank. If any other improvement is added, three parcel desks in the centre shelving would facilitate sales and combine with a system for quick service.

Millinery, shoes, ready-to-wear and house-furnishings are arranged on the second floor so as to avoid the least friction. The first takes all the space in front in line with the top of the stairway. A good size workroom is convenient and the shelving, counters, cases and tables shown are enough for any millinery department in an average town. Shoes are stocked in the centre unit and the department has 96 feet of shelving room and 36 feet of case and counter. The fitting seats take up the room some times left between two departments. Whitewear and underwear are between the workroom and the upstairs cash-desk. Corsets are kept in this section by some stores and a duplicate stock results in sales enough to justify the space and extra fitting facilities.

EQUIPMENT FOR READY-TO-WEAR.

Two fitting rooms at least 6x6 feet are necessary to avoid confusion and the quietest place is in rear of the stairway. Coat and suit wardrobes, adjustable racks or rods from the fitting rooms to the end are needed for a growing ready-to-wear department. Circular racks are for dresses, wrappers, underskirts and children's garments. Tables are used for blouses, whitewear and sale goods.

Alteration and carpet workrooms are adjacent on account of the co-operation of these sections, with good management one room and one staff is enough to serve both. The space for piece carpets and rugs and shelving layout for draperies, curtains, shades and fittings depends on the stock more than in any other lines. The tendency is to provide more equipment for rugs are not kept on racks, the next best arrangement is to stand the rolled rugs upright and divide them at intervals by a projecting arm to keep the piles from telescoping. Carpet shelving is 30 inches deep. The bottom shelf is 38 inches high and the balance (not more than two high) are 30 inches. For draperies and curtains the tables are fitted with brass rails. A long rod from the front to the workroom is in the correct light to show these goods. These rods are bound with tape or felt to keep the materials from slipping, when shown. The balance of the stock on this floor is arranged for con-

venience and best use of the space in serving customers.

The small cash desk and carrier service on this floor is in close touch with the main offices just below. An upright basket chute or cash box and telephone meet all contingencies.

DETAILS OF FIXTURES.

Counters, cases, tables and all wood-work are finished to match and give the best service. On the main floor oak or mahogany counters and cases are preferred. Shelving is painted white or grained in light or dark oak. Fixtures upstairs are preferably mahogany or the departments done in a soft gray. The walls on both floors should be plain ingrain or small design in tan, soft grey or green or period decoration finished with a light ceiling and a neat conventional border. Hardwood floors and rugs or heavy pile carpet in green, tan or grey are usual on the millinery and ready-to-wear floors. Of course, a high-finished hardwood floors the best back-ground for carpets and rugs. The cost of putting this down is not great and the extra sales and enhanced appearance of the goods are a quick return on investment.

There are numerous lighting systems. Tungsten in different styles are mostly supplied by the electrical people. On the second floor, round globe or semi-diffusing fixtures are used with tungsten lamps. The most approved window lighting fixtures are invisible from the front and light the space in

(Continued on page 98)



—Pittsburgh Post.

An embarrassing situation.

THE ROYAL BRAND COATLESS SUSPENDER

As the days lengthen out and the thermometer registers a higher temperature, the coatless man will become a familiar sight everywhere. No man likes to be bound down by conventionalities, and the first thing he does when too hot is to remove his coat.

More men would enjoy this pleasure and comfort if they could either go without suspenders or get comfort promoting coatless suspenders—the Royal Brand Coatless Suspenders, that are easily attached, stay in place without irritation or hampering freedom of action.

They are absolutely invisible and are adjustable at front and back. They are the essence of genuine satisfaction. Made in two styles and qualities, 2 point and 4 point.

Write for prices.

We are the sole manufacturers of Peerless and Fit Rite Braces. Also garters and arm bands and leather belts.



The CANADIAN SUSPENDER MFG. CO., TORONTO  
92 Peter St.

OLD PRICES ON NEW FLANNEL SHIRTS  
PLACE ORDERS EARLY

BY placing your Fall and Winter orders for Deacon Flannel Shirts now you will be taking advantage of the old prices—later the effect of the advance on raw material will be shown in a sharp advance on the finished product.

The Flannel Shirt will be more popular this Fall than ever before. Our range of samples is at your command. Among other lines we are showing:

*Military Flannel Shirts*, with reversible collars, at \$13.50 and \$15.00 per doz.

*Plain Navy Blue Flannel Shirts*, with Reversible Collars, at \$12.00, \$12.75, \$15.00 and \$18.00 per doz.

*Plain Grey Flannel Shirts*, with Reversible Collars, at \$9.00, \$10.50, \$12.00, \$13.50 and \$15.00 per doz.

*Special Heavy Black Serge*, with attached collars, at \$8.50, \$9.00 and \$10.50 per doz.

Tweeds, Meltons, Serges, Drills, Sateens, Oxfords, Khaki Drills and Serges.

Travellers are now on the road. We guarantee every shirt.



THE DEACON SHIRT CO., BELLEVILLE, ONTARIO

# Parcels Post Bill Will be Introduced Shortly

OTTAWA. — Following his announcement made in the House some weeks ago, the Postmaster-General gave notice to-night of bills "relating to the parcels post" and "to provide for more advantageous conditions for telegraphic communications between Canada, the United Kingdom and other parts of the British Empire."

Mr. Pelletier has been studying the parcels post question and the possibilities of improving cable relations for the past year. He is not ready yet to outline the legislation which he intends to introduce, but it is known that the general plan decided upon is that of the zone system, as adopted in the United States. The system will be operated on a progressive scale, the rates being adjusted according to distances of, say, 50 miles, 150 and so on. The department is working out the details with a view to the protection of the retail merchants at home. The success of the proposed system depends to a large extent upon the arrangement to be made with the railways and other transportation companies, and this phase of the question is being worked out now between the department and the transportation companies.

## WILL ADOPT UNITED STATES SYSTEM.

The department has been closely watching the operation of the new parcels post law of the United States, and at an early date asked for a report of the working of the system. With this report in their possession, they will be in a position to adopt such features of the United States law as are applicable to the somewhat different conditions of Canada, while avoiding any mistakes which may have been made on the other side. The plan which the Minister will announce to the House will show that the whole question has been approached in a business-like way and dealt with upon a business basis. The 14,000 postmasters in Canada will become agents of the parcels post delivery, and the benefits of the system will be extended to those points not now reached by the express companies.

Since the inauguration of the United States parcels post system the Canadian department has had to handle an immense amount of parcels post matter which has come into Canada, and has had no benefits in return. With the system of Parcels Post in operation in Canada this unfavorable situation will discontinue.

The proposed change in regard to the cable service is an important one, and involves the establishment in Canada of a board similar to that in Great Britain. The board will have charge of the landing licenses, so that the landing licenses will in this way be controlled in each case within the Empire.

Notice is given in the House of Commons by the Postmaster-General—It is promised that the interests of the retailers will be protected — How the system has worked out in Australia.

---

In connection with the agitation in this country for Parcels Post, it will be interesting to note that the system in Australia is arousing strong complaints among the mer-

chants.

The great trouble in Australia seems to have been that the flat rate system was instituted. It has thus been possible to ship goods thousands of miles at extremely low rates.

In this connection we quote from the Queensland Storekeeper:

It is significant that to the first issue of the Queensland Storekeeper, several country subscribers contributed matter dealing with the mail-order system as it affected them and their business. It is still more significant that the majority of answers to our recent special campaign dealt more or less strenuously with the evil effects that the mail-order system has wrought upon country traders and their work. In this article there is no intention of attempting to set up a case for the Queensland country trader. Overwhelming evidence has already been adduced to show that certain city houses reap an undue benefit from the operation of the Postal Act, and that that undue benefit is reaped wholly at the expense of the country trader. In addition, at the Convention of Storekeepers held in Brisbane last August, not one voice was raised in favor of the mail-order business, and every trader who spoke, spoke in terms of strongest condemnation of it. Figures were quoted to show that more than half of the mail-order pay-on-delivery business of the Commonwealth comes into Queensland, the official figures roughly proving that thirty-eight seventieths of such trade is shipped to this our Northern State.

At the Conference of storekeepers, one speaker said: "It struck him that it could be of value to know what the State Government had done in its endeavor to mitigate what was looked upon as being an evil in the Federal control of the pay-on-delivery system. In connection with the railways here, he found the value of the parcels carried by the pay-on-delivery system was between £3,000 and £4,000 per annum. The number of parcels might be given roughly as somewhat about 5,000. However, it was useless to blame the 'mail-order houses' for making use of the system, but a strong case could be made out that the system pressed very unjustly on the country trader, if that case were properly presented to the proper authorities doubtless a measure of redress would be the result. The mail-order business was a growth from countries where there was no competition such as there is in Australia. It came from countries where there were towns surrounded

A detailed illustration of a man in a dark suit and white shirt, looking slightly to the right. He is holding a dark-colored collar with both hands, showing its construction. The background is a dark, textured grey.

*Success*  
COLLARS

MADE IN  
CANADA

## COLLARS

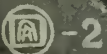
Here is the Success "Strathcona" - a good comfortable Double-band collar - well made and well finished.

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



by outlying districts, but those towns did not come into competition with each other. And so the pay-on-delivery system, as far as it affected those places, only made it easy for the people in the outlying districts to trade on the same terms as those in the heart of the city, but it brought none of the cities into competition with each other. In Australia and America the effect of the mail-order business was to bring the city trader into direct and unfair competition with the country trader. It gave the city trader a differentiation of rates which the country trader did not enjoy. It cost just as little for a retail parcel to be carried 1,000 miles as it did for two or three miles. That was considered by very many competent judges to be an advantage in the hands of the big houses in Australia, to be used detrimentally to the interests of the country traders. The State Governments should protect the small traders by giving them advantages sufficient to counteract those held by the mail-order houses, and thereby establish equal opportunity of trading. That might be partly effected by the advocacy of a system of a differentiation of rates on the railways. It was necessary that this association should make strong representations to the Commissioner for Railways in order that they could effect a means of rapid transit of wholesale orders. A man paying £20 or £30 in freightage had to wait two or three weeks for a wholesale consignment on the railways. The retail parcel, for which, perhaps, only a shilling postage was paid, was delivered by return post. That was unfair. That was the point of view from which they should fight this matter. He had read articles in the Australian Press and American magazines, pointing out that the country traders should concentrate their efforts to get into touch with their customers. It was said that, in that way, the country traders could successfully compete with the town firms. He did not think that could be effected, unless the town and the country traders could start off the same mark.



### Responsibilities of Heads of Departments (Continued from page 86)

makes the difference between them and shows to the clerks in general the advantage of becoming one day the head of a department and helps stimulate their ambitions for that end. The successful department head knows that his actions are watched, his methods of doing business taken as examples to follow. He knows that to be a first-class buyer is one thing and to be a first-class head of a department is another, for he has to use a great deal of tact in all he has to do with his clerks lest they misconstrue his actions. Thus by his examples he holds their respect. He influences their actions, and so gains a hold over any conscientious clerk that in the end brings credit to himself. His department will either attract or re-

pel those with whom he comes in contact and will directly or indirectly affect the results of his department one way or the other. If a man takes advantage of his position in any manner either by officiousness or discourteous treatment of those under him or with customers, his clerks will think nothing of doing the same in their position. There are lots of sales lost through salespeople being more or less nervous of their ability to land a sale through the overbearing manner of their superior. He certainly should be held responsible as an example of neatness, business ability, tact and courtesy in addressing a customer or clerks.

#### FINANCIAL STANDING AND SOCIAL CONNECTIONS.

There is no doubt whatever that a good financial standing and social connections have great weight with everyone, especially from a business standpoint. A man whose habits are good would naturally be a force for good and the whole tone of his business relations would be keyed by the same. On the other hand a man who has doubtful habits, not to say bad, would naturally lower the tone of a store and would react, directly and indirectly, on his subordinates.

In reference to *Travellers' Friendships*. There are legitimate friendships as well as those which are used for selfish ends. Once let a clerk get the idea that the latter is being practiced and the buyer will either fall in his estimation or the clerk will follow his example when the opportunity presents itself, believing it to be a general practice. For this reason the old adage will hold good: "Example is better than precept," and so during business hours treat all commercial men in a business-like manner.

#### DEFERENCE TO THE FIRM.

The department head is most decidedly responsible as an example in deference to the firm. Even if a man is superior in many respects to his employer, his policy should be to treat him with the respect due his position as such. One cannot be too emphatic in expressing his opinion on this subject, it being one of the main features of a successful business. An employer does not always inspire respect but whatever his faults there is no excuse for an employee, whether manager or subordinate, showing anything but absolute deference to his employer.

It is up to the head men of departments to set the example and accept the responsibility of same.



### Plans and Layout for L-Shaped Store (Continued from page 94)

indirect rays, which are diffused but not reflected by the goods on view.

Basement fittings are simple for a sales department and consist of tables and side-shelving, simply to show goods not stock them. Oilcloths and linoleums sell as well in this part of the store as in the carpet and homefurnishing departments.



# Crescent Shirts

## FALL ANNOUNCEMENT

Better than Ever

Our Fall Showing will be par excellence

Flannels and Taffetas are a very special feature in all grades and prices, \$9.00 to \$36.00. Also the famous Viyella Flannels. Superior workmanship in all garments.

Wait for our representative, it will pay you.

**Crescent Manufacturing Company, Limited**  
2 INSPECTOR STREET - - - MONTREAL

## THINK OF IT!

### S. D. COLLARS

are as Dressy as Linen Collars and need no laundering. Simply wipe with damp cloth. Every day brings new friends for the S. D. Collars, because they have every quality of the linen starched collar without the expense. For long service, style and satisfaction they are unequalled.

Made in linen, gloss and dull finish.  
Sold in half sizes 12 to 18.

Write for catalogue to-day.

**The Smith-D'Etremont Co., Ltd.**  
1475-77 Queen Street W. - Toronto



## PIM'S IRISH POPLIN

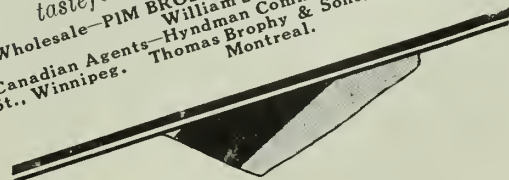


For Distinction, Refinement, Durability, select

### PIM'S IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers,  
William Street, Dublin.  
Canadian Agents—Hyndman Commission Co., 156 Lombard  
St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg.,  
Montreal.



## IT WILL PAY BUYERS

to purchase their wants from manufacturers and wholesalers advertising in the "Review." They represent the good houses in their particular line.

Progressive manufacturers usually have the best values. Progressive manufacturers advertise.



## Your Boys' Clothing Business

will be built up by stocking the line of goods that will please the boy. The neat, stylish appearance of Lion Brand Boys' Clothing catches the fancy of the youth instantly and the quality and wear of the material pleases the mother.

Capture the boys' clothing business of your town by stocking this profit-pulling line.

Write for catalogue.

**The Jackson Mfg. Co., Clinton**

FACTORIES:

CLINTON    GODERICH    EXETER    ZURICH

## Store Management—Complete

16 Full-Page Illustrations



272 Pages  
Bound in Cloth

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.

**ABSOLUTELY NEW**

**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**

# Saskatchewan's Business Men's Convention

**Regina May 5, 6, 7, 1913**

Hundreds of delegates expected. Papers on subjects of practical importance to retailers will be given by experts. Free discussion. Proposal to form Provincial Association will be submitted to the Convention. Great attractions organized for delegates, including automobile trips, banquet at Parliament Buildings, and theatrical entertainment. Delegates will obtain reduced fares by signing standard certificate at any railway station in province of Saskatchewan. A good time in store for all visitors.

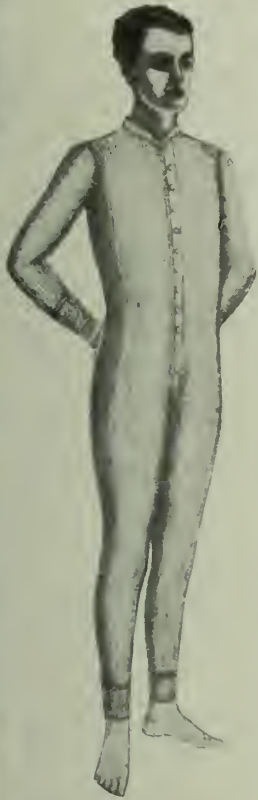
Write for full particulars, to General Secretary.

**A. M. NICOL,**

**503 New Leader Building,**

**REGINA**

*Dr. Neff's Health and  
Comfort Promoting  
Underwear*



*Strong wearing  
without harshness  
of texture.*

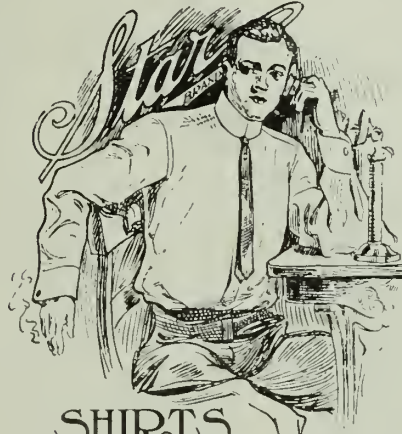
Dr. Neff's underwear comes to the Canadian trade as the harbinger of a new era in the wool underwear business. It is of a delightfully soft texture, yet firm and of great service. Next Fall should see this famous perfect fitting underwear in your stock—two-piece and union suits. Send for samples.

**THOMAS  
WATERHOUSE  
& CO., Limited**  
Ingersoll, Ont.

Messrs. Mosey & Urquhart, Toronto, agents for Ontario; John W. Peck & Co., Winnipeg for Manitoba, Saskatchewan and Alberta, John W. Peck & Co., Vancouver for British Columbia and the Yukon.

**"STAR BRAND"**

range of Fall Shirts has carried off the popularity cup of Canada.



**SHIRTS**  
Are Made for Particular People

**A GRAND  
RECEPTION  
EVERYWHERE**

Right from coast to coast, wherever it has been shown, "Star Brand" range of Fall Shirts has been tendered an unstinted reception. The best stores in the country have given it the glad hand, for never have we offered such an unlimited variety, such noteworthy value with so much really snappy style in any one range as we are showing in our Fall and Winter 1913-14 line.

Place your orders now and reap the benefit of quick, profitable sales in your Fall business. See the samples now.

**Van Allen Co., Limited**  
HAMILTON, ONT.



SCARFS MADE TO SLIP

*Draw through  
your tight fold  
collar easily*

Made of

**VIVYAN  
BENGALINE  
SILK & WOOL**

*None Better*

WEAR THE SHIPSCARI  
ONCE AND YOU WILL  
WEAR NO OTHER

**THE HIT OF THE TRADE**

44 Shades in \$4.50, \$6.50 shapes, 7 day delivery.

Use the show card as above, 14 x 11, 4 colors and embossed

Neckwear Department

**Crescent Mfg. Co.**  
Limited  
MONTREAL

# CONDENSED ADVERTISEMENTS

## FOR SALE

FOR SALE.—NICE CLEAN STOCK OF DRY goods, about Five Thousand Dollars, in good town in Alberta. Good business to be done. Good reasons for selling. Address Box 2, Dry Goods Review.

## SITUATION WANTED

FIRST CLASS CLOTHING AND FURNISHING man, seven years with present employer, wishes to make change. Age 22, single. Proficient in salesmanship, window trimming and

card writing. In charge of buying for three years. Salary wanted in Ontario, \$1,200.00 yearly or in the West \$1,600.00, with opportunity for advancement. Present salary, one thousand per year. Box 3, Men's Wear Review.

## AGENT WANTED

LACE AGENT REQUIRED BY PLAUEEN lace factory. Well introduced gentleman with experience preferred. Offers, stating full particulars, to Box 26313, T. B. Browne's Advertising Offices, 163 Queen Victoria Street, London, England.

## AGENCY WANTED

ADVERTISER NOW IN CANADA WHO IS about to establish an Agency in London, England, would like to hear from firms requiring representatives on that side. Apply Box 4, Dry Goods Review.

## MISCELLANEOUS

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

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## Watch the Advertisements

The proprietor of one of the largest stores in Western Canada told one of our representatives this week that he always reads the advertisements, and passes the "Review" on to buyers in the different departments. He finds it pays him to keep in touch with goods offered in advertisements in the "Review."

**The Review** is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in "The Review." The paper that does things.

# Reid's Kerchiefs

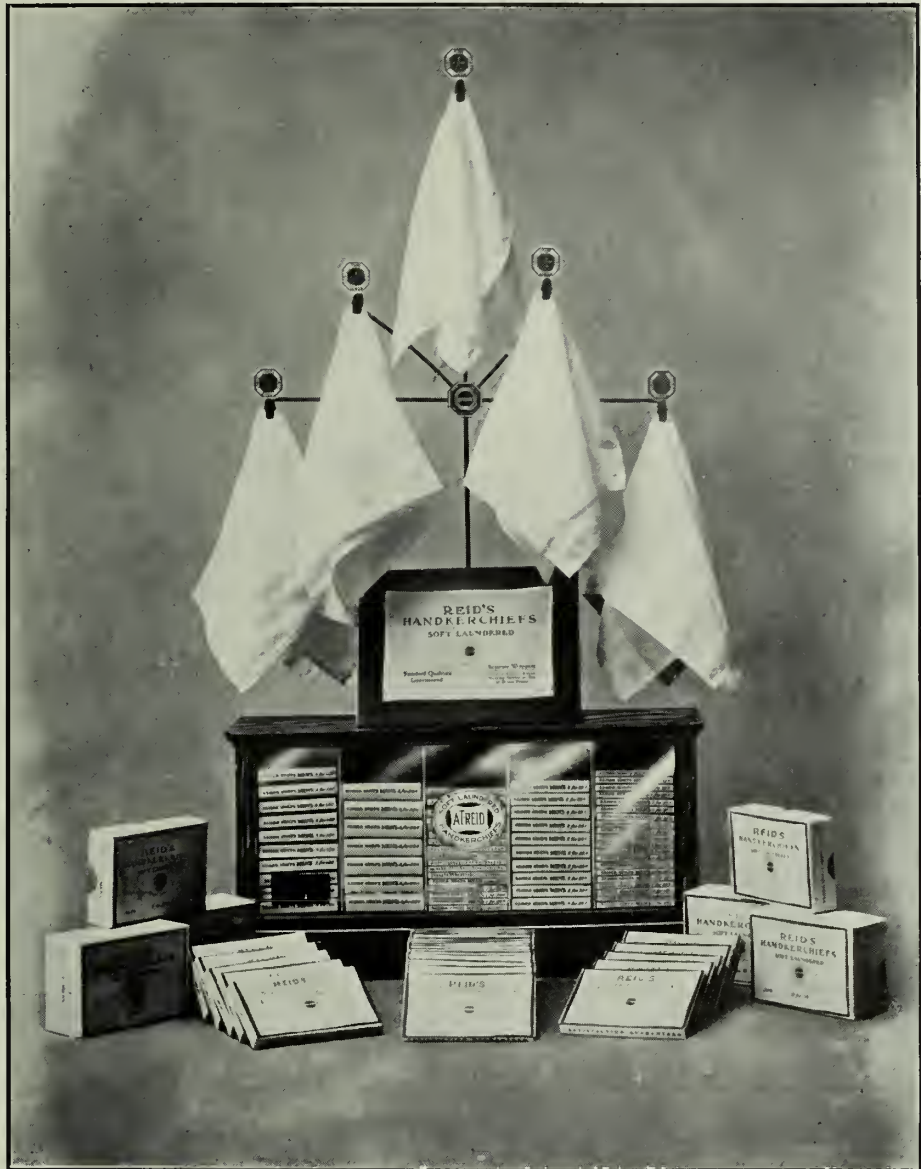
In Safety Sealed Packages

HANDKERCHIEFS  
RETAIL  
AT

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

Soft Laundered  
—ready for use.

**Qualities  
Guaranteed**



With Reid's Handkerchiefs you are furnished free a handsome case and display rack similar to that above illustrated. It has been thoroughly demonstrated that this idea is a great help in increasing sales—in many cases it has trebled sales.

The display cases are made of Mahogany or Circassian Walnut. The kerchiefs boxed according to prices in sealed packages that assure cleanliness and thus prevent stock from deterioration.

With every \$50.00 purchase a complete outfit consisting of Case Rack, Price Tickets and Signs is furnished free.

Immediate delivery. Select qualities to suit your trade requirements. Our prices allow you a very good profit.

**A. T. REID CO., Limited**  
TORONTO

Sole Makers of "REAL BENGALENE" NECKWEAR Pure  
Silk Knitted Cravats The Famous Hantide (formerly Duplex) Dress Tie



The strongest shirt-selling feature that has come out for many a year—in fact,

“The greatest thing that ever happened to a shirt” is the

## TOOKE PATENT NEK-GARD

It protects the neck in front as well as in the back—  
The collar button goes in or out with usual ease—  
The button cannot touch, cannot soil, cannot pinch your neck—

The NEK-GARD is not affected by laundering.

In your window and counter displays, and in your newspaper and circular advertising, make a strong feature of the TOOKE Patent NEK-GARD. There is business in it.

### 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.



MAY : : 1913

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

SPECIAL PROCESS  
**GUARANTEED UNSHRINKABLE**  
 PRE-SHRUNK

CUSTOM

No



MADE

SIZE

EVERY IMPROVEMENT FOR  
**COMFORT AND WEAR**  
 BEST SEA-ISLAND COTTON  
 TRIPLE STRAND-WARP WEFT



*Have you the agency in your town for  
 Miller Brand Unshrinkable Duck Coats?*

**THEY HAVE FEATURES FOUND IN NO OTHER AND WILL BE  
 HEAVILY DEMANDED BY THE BEST TRADE**

The new Miller Brand Unshrinkable Duck Garments are the only absolutely unshrinkable duck garments made—and are the only ones with which you can depend upon to satisfy your customers.

They are made from the very best duck of selected South Sea Island Cotton which has been especially pre-shrunk and tested for maximum wear. In addition it is put through our special cold water shrinking process which absolutely takes out every vestige of shrinkage and allows us to guarantee every garment absolutely unshrinkable and shape retaining.

Each garment is made by experts—thoroughly trained—and must be perfect under our rigid inspection tests or it is not passed.

Every possible feature and improvement is embodied

in their make-up—among which are those shown in the chart below, viz.:—The wide French facing, the wide military braid covering button fasteners, pearl buttons the adjustable cuff, the underarm reinforcement and deep shoulder, curtain (bearing the guarantee label), double stitched seams and well tacked pockets with pencil division—

In fact, everything that can be devised to make

**Miller Coats Best In Every Way**

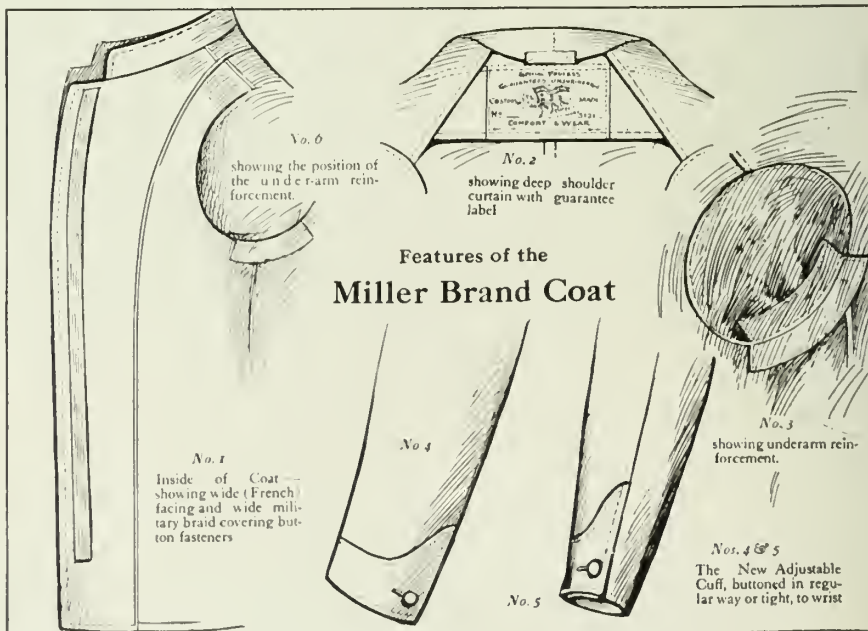
and the most comfortable and best fitting garment made. There are ten styles to select from, all to be retailed everywhere at \$2.00 each with one cost to all, \$18.00 per dozen.

Write for the agency for your town now, before someone else gets it.

**The Miller Manufacturing Co., Limited**

251-3 MUTUAL ST.,

TORONTO





## How Often Do You Change Your Windows?

Here is a problem of deep importance for the display man and for the heads of departments who must depend for results to such an extent on display publicity. How often should displays be left in the windows to get best results?

This question can best be answered under three heads:

1. How long should regular merchandizing displays be left in?
2. How long before a special sale should displays relating thereto be put in?
3. How long should special trims, backgrounds, etc. be used?

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

All replies must be in by June 14. Address Editor Dry Goods Review, 143 University Avenue, Toronto.



## Elaborate Fixtures and Devices

A description of the new store of Store is situated in a strategic spacious—Show cases installed and trying on—Other devices of

View of the furnishings department of Montreal's new store.

WITH ABOUT 100 feet of window and entrance space, a lofty ceiling, abundance of light and the most modern fixtures, the new clothing and haberdashery store of Rod. Sangster, Jr., corner of St. James and St. Francis Xavier Sts., Montreal, seems to answer all the requirements of an up-to-date men's store.

It is situated in a strategic position of the financial district, with the huge Transportation Building on one corner, the Dominion Express skyscraper on another and the remodelled General Post Office on the third. In order to better familiarize the store in the minds of the business men, Mr. Sangster has adopted the title: "The Post Office Corner," and this name appears on all advertising for the store, even the letter heads bearing this heading.

Semi-ready Clothing and R. J. Tooke shirts and furnishings are handled. Mr. Sangster gives his personal attention to the clothing department, while the furnishings section is looked after by Mr. Temple.

The store has a frontage on St. James Street of 46 feet, with a wide square entrance and windows on either side, 17 and 14 feet long respectively. These windows are about six feet in depth and afford a splendid opportunity for some attractive trims. Over the entrance is a massive steel and glass canopy of a

pleasing design. On the side of the building, along St. Francis Xavier Street, are five show windows, three about 9 feet long and two about eight feet, while a side entrance is flanked by angle show windows. The windows are all encased with a liberal allowance at the top for the free entry of light from the street.

The first impression on entering the store is the spaciousness of the place. There is plenty of room about the showcases and fixtures, the ceiling is unusually high and the goods are most attractively arranged amid fittings of solid mahogany. The entire finishing of the interior is in mahogany, while the electroliers are of antique brass, and the wall cases are fitted with cut glass knobs. One of the most striking features of the store is the manner in which the goods are displayed. Handsome plate glass silent salesman showcases occupy advantageous positions and the six columns, which support the ceiling, have been converted into shallow show cases to about half their height. These have one, two, three or four glass fronts, according to location, and they offer a splendid chance for some inviting unit trims. Above the show cases the columns are finished in mahogany with bracket lamps to match the electroliers.

Immediately on entering, across the front is a showcase containing jewelry and dress accessories—



## Give Wide Scope for Display

Rod. Sangster, Jr., Montreal—corner of the City—Interior is in columns—Six rooms for fitting a modern description installed.



View of the clothing department of the new Sangster store.

cuff links, scarf pins, collar buttons, etc. To the left is the furnishings department, collars, ties, shirts, underwear, etc. On the right is the clothing section, with Welch Cabinets for coats and trousers, the coat cabinet having a revolving floor so that every garment is readily accessible. Plain colors and staple lines are shown in this case. Along the right wall are the clothing wardrobes. These are arranged in a series of six rooms, each about 8 feet in depth by 6 feet wide. Each room is fitted with four stationary rods, holding 50 suits each, or 200 suits to a room, a total capacity of 1,200 suits or about half that number of overcoats.

The rooms are lighted automatically as the doors are opened and the salesman steps inside and selects a number of garments to be shown to the customer. In discussing the selling of clothing with Mr. Sangster, he said it was their practice to try to ascertain from a customer some idea of the kind of suit he wished to buy, as to price, color and style, and then to bring out say half a dozen suits for his inspection. This was more satisfactory than inviting the customer to look at fifty or a hundred garments, as they hung on the rods, as they usually were confused and found it harder to make a selection from so many patterns and shades. With a few carefully selected suits, after getting an idea what he wanted, sales were more easily made.

Two triplicate folding mirrors are located in the

walls of the wardrobes, and these are so arranged that they fold so as to form a panel to match the woodwork of the fixtures when not in use. It also effects an economy in space. Ledge trims and showcase displays are changed frequently, sometimes twice a day, so as to give the store a fresh inviting appearance not only to customers, but to the salesmen themselves. At the rear of the wardrobes are two fitting rooms where clothes may be tried on and necessary alterations arranged for.

At the rear of the store, on the left is the Special order room, where samples and charts for the special order department are on view. It is proposed to make room for this department elsewhere, however, and to devote the space to a hat and cap department for which it would be well suited.

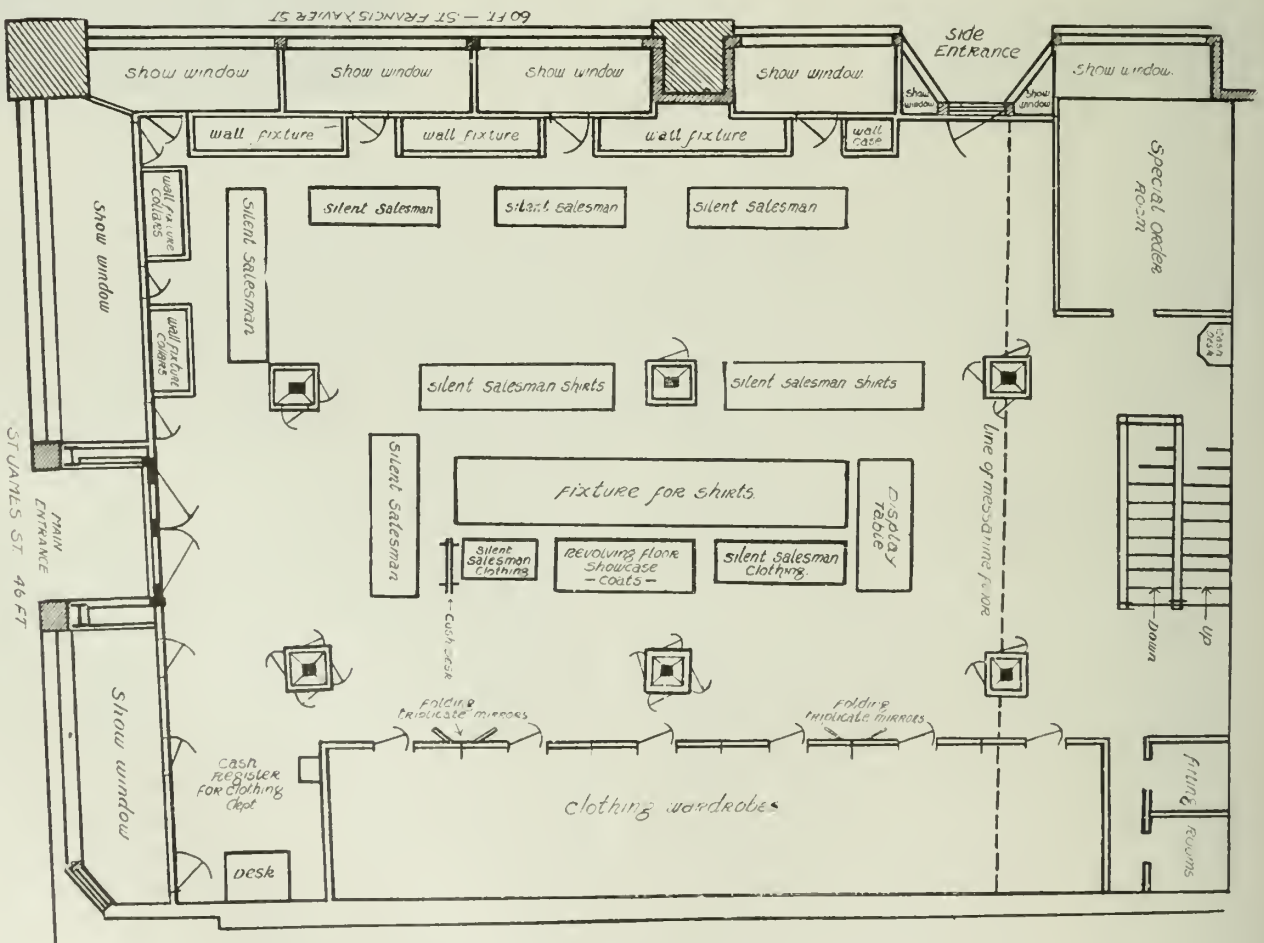
Across the rear of the store, for a depth of twelve feet, is a mezzanine balcony, fronted with showcases about two feet deep and nearly four feet high. This balcony is divided and about one-third utilized for offices and the balance for a workroom and alteration department. A gas-heated pressing machine has been installed and Mr. Sangster states that the machine is saving him about three dollars a month on his gas bill. He says he has saved the price of the machine in the year he has had it and he would not think of going back to the old system of heating the irons on a gas stove.

Continued on page 85

MEN'S WEAR REVIEW

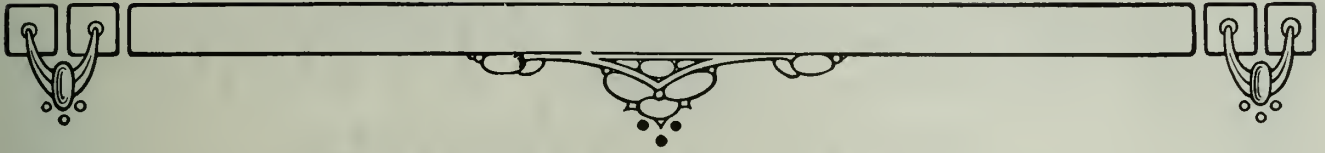


An exterior view of the new men's wear store of Rod. Sangster, jr., Montreal.



Plan of the new Sangster Store.

# Review's Information Bureau



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

Editor Dry Goods Review:—"What firm makes "Queen" coat forms.

Universal Pad Co., Berks & Howard Sts., Philadelphia, Pa.

\* \* \*

Editor of Dry Goods Review:—"Please tell me where I can procure artificial silk shawls and scarfs from German manufacturers."

Can anyone supply this information?

\* \* \*

Editor of Dry Goods Review:—"Would you kindly let me know where I can buy large umbrellas such as are used on delivery wagons?"

We have advised D. Pike Co., Limited, Toronto, to send you prices and other information about their wagon advertising umbrellas.

\* \* \*

Editor Dry Goods Review:—"Where can we procure moderate price window stands for blouses?"

We refer you to the fixture houses advertising in our Art of Display department. Any of these houses can supply you.

\* \* \*

Editor of Dry Goods Review:—"We are anxious to get hold of the best stock box made. We understand that there is a fibre box on the market. Would you be kind enough to request firms making such boxes to forward samples and price lists. The common paste-board boxes are poor affairs. We want the best box made."

We have advised Kilgour Bros., Dominion Paper Box Co., Hercules Boxes Limited, Ontario Box Co., and The Elliott Paper Box Co., all of Toronto, to send you samples and prices of cloth covered and fibre boxes. We suggest a black canvas covered box with metal ticket clasp for uniform appearance and service. A natural color fibre box cannot be improved upon for general stockkeeping.

Editor of Dry Goods Review:—"Please let us know where we may obtain the following articles. Small colored beads for women's dresses; folding screens and art silks; ball fringe for door curtains."

Weyerstall & Co., Wellington St., Toronto; Diefriez & Woodman, 64 Wellington St. W., Toronto, and Smith D'Entremont Co., 1475 Queen St. W., Toronto have beads. The Orangeville Novelty Co., Orangeville; Ferguson Bros., Hoboken N. Y., and George S. Stewart Co., Norwalk, Conn., specialize in screens, frames and grill work. For materials, any of the jobbing houses, Geo. H. Hees, Sons & Co., Toronto; Prime & Rankin, York St., Toronto, and Orinoka Mills, 18th and 4th Ave., New York, can supply the qualities of silks, silkoline, and chintzes. Ask for ball fringe from the different window shade manufacturers, Daly & Morin, Montreal; Henry E. Hayhoe, Toronto; Geo. H. Hees, Sons, Limited, Toronto, and Upholsters Supply Co., Toronto.

\* \* \*

Editor Dry Goods Review:—"Kindly inform me of a wholesale house in Canada which handles infants' clothing. We find difficulty in making good buying connections here."

Gordon Mackay & Co., Limited, Toronto, have boys' and girls' wash clothing. Home & Watts, Toronto; Princess Garment Co., Toronto; Flett, Lowndes Co., Toronto, and McRae Manufacturing Co., Toronto, have children's and infants' lawn, gingham and serge dresses and lawn layettes. Beatty Manufacturing Co., and Gale Manufacturing Co., Toronto, have infants' cashmere barrowcoats. Bearskin coats are sold import by any of the jobbing houses. L. Smythe & Co., 133 Melinda St., Toronto, have several lines of children's and infants' coats of English manufacture. Jaeger Sanitary Pure Wool System, Montreal, make flannel clothing for infants.

(Continued on page 85.)



# MENS CLOTHING AND FURNISHINGS



## Clothes, Methods and Men

### The Cape and Evening Clothes

ANOTHER evidence of the desire so often evinced to get back, as far as common sense and the limitations of present-day styles will allow, to the dress of what is perhaps best described as the "gallant ages," is the revival of capes for use with evening dress. And it is not a bad thing at that. When dressed for evening, especially in the warm weather, a man does not like to crush on a coat when going out. A cape fits his requirements exactly and, besides, gives a somewhat distinguished air. Spanish capes are now being much affected by many of the best dressers in the large capital cities. Black or dark blue vicuna is generally used for these capes.

\* \* \*

### Men Are Wearing Silk

THE INTRODUCTION of silk into men's apparel is much more marked this year than ever before; in fact, it is becoming so general as to be almost a distinct style trend. More silk shirts are being worn this Summer, men showing a desire not only to be comfortable, but to be distinctly "dressy." A silk shirt gives its wearer a sense of luxury and is much worn by those who can afford it on that account. Silk caps are also being seen to some extent. These come in the form of band caps, with a moderately large brim. Black and white checks and plaid patterns prevail. Lastly, the suit of silk has arrived and in many fashionable centres, young dandies can be seen strutting round, arrayed in soft, loosely-fitting suits of brown silks. It is not likely that the latter style will strike Canada to any extent as the

weather in this country does not become warm enough for any length of time to make clothing of heavier material unbearable. But in the other respects, there will undoubtedly be marked developments here.

\* \* \*

### Collars and the U.S. Tariff

TROY, the city made famous by its production of a very large percentage of all the collars worn in the United States, says Men's Wear (New York), is considerably stirred up over the probable result of the proposed tariff. It is believed that if enacted as proposed the tariff law will seriously affect the collar industry. It is computed that the item of labor in the manufacture of a dozen collars is thirty cents more here than in Germany. A duty of 25 cents will give only 13 $\frac{3}{4}$  cents protection. Manufacturers say that to meet foreign competition wages in this country would have to be reduced one-half. Interested persons in the industry have made and are making heroic efforts to gain a reconsideration of the proposed rates on collars. It is pointed out that foreign-made collars can be landed in New York, and the distributing cost added, and then be sold enough cheaper to the retailer to make it an object, but not enough for the retailer to divide with the consumer.

\* \* \*

### Exaggerated Color Points

A TENDENCY has been noted to exaggerate the long point vogue in collars. Not only are some collars seen of abnormal length, but a few men are wearing the points outside the vest. This is not only

bad form, but the effect is far from pleasing. It is described by a well known expert on style as a "negro minstrel effect." However, the long-pointed collar, properly worn, is bound to prove an extremely popular style this year.

\* \* \*

### Lounge Coats and Comfort

MEN ARE getting away from the inconveniences attached to rigid adherence to conventional styles more all the time. The vogue of lounge coats is becoming more pronounced all the time. Some very fancy coats are being worn by fashionable dressers at "stag" or strictly informal affairs. Some jackets of silk with a ribbed effect are seen. The collars and cuffs are of black surah silk, quilted, the front held closely by three silk braid frogs. These jackets are frequently flowered in very ornate manner.

\* \* \*

### Teaching Salesmanship

LARGE RETAIL firms are realizing more and more the value of a good salesman. The day of the order taker is over and unless a clerk displays some extra qualifications, he is not likely to grace a space in a progressive store for very long.

Many of the big department stores have recently opened schools for the education of their clerks. The T. Eaton Co. is one of these. Some time ago in Toronto classes were begun under the tutorship of an Old Country specialist in salesmanship. Twice a week for half an hour on each occasion, clerks attended the salesmanship school in sections of about fifty. How to approach a customer who is "looking around;" how to carry on the conversation until the prospect purchases; what to do in case of objections, etc., are some of the phases of the work taken up.

These classes are serving to bring to the front those clerks who are enthusiastic in their work, but who did not previously realize just what there was in approach, service and salesmanship.

Every employer can no doubt easily create a greater interest in selling by following similar lines on a smaller scale. By getting a clerk to read articles on selling, approach and service, and by conferences with the entire selling staff, a great deal can be accomplished.

To keep up its end every store must have salesmen behind the counter nowadays.

The public soon "get wise" when an ad. writer strays from the straight and narrow path of fact into the fair fields of fancy.

\* \* \*

The man who is original cannot help but "get there," if he makes any effort to have his originality tell.

\* \* \*

### A Satisfactory Showing

Montreal, May.—The annual meeting of the shareholders of Goodwins, Limited, Montreal, was held May 14th, when a very satisfactory condition of affairs was disclosed. The company's earnings after deduction of bond interest and allowance for depreciation was equal to more than 12 per cent. on the \$1,250,000 preferred stock and the surplus available for the \$1,750,000 common was about 3½ per cent. With \$60,138 carried forward out of the years, operations to the credit of surplus profits that account is now raised to \$289,657, a sum equal to about 16 per cent. on the common stock. Gross profits were \$1,194,744 and after paying all expenses, including interest on bonds, mortgages and bank loans, there was a net profit of \$162,631.

W. H. Goodwin, managing director, stated that the company has at present 42 departments which with few exceptions are on a paying basis. Owing to the magnitude of the plant, the company's problem was to get a volume of business adequate to its fixed charges. This problem, however, was rapidly nearing solution, and sales last year showed a gain of approximately 25 per cent. In wages alone the company last year paid out \$653,272. If the company's business continued to expand at the present rate, said Mr. Goodwin, greater facilities in certain directions would be required.

The officers and directors were re-elected as follows:—D. Lorne McGibbon, president; J. W. McConnell, vice-president; W. H. Goodwin, managing director; C. P. Beaubien, Dr. Milton L. Hersey, C. W. MacLean, Victor E. Mitchell, Clarence F. Smith, F. H. Ward, Lorne C. Webster; S. J. LeHuray, secretary.

\* \* \*



The first straw hat of the season—as seen by the cartoonists.

# Made-in-Canada Train Starts Second Tour

Itinerary of trip through Western Canada—Exhibits are on a more comprehensive scale than last year — Exhibits of interest to the dry goods trade.

THE MADE-IN-CANADA train proved so successful an experiment last year that a similar undertaking has been launched this year. The train will tour the West, from May to July 2, calling at practically all Western points of any size.

The tour started on May 14 at Montreal where the formal opening took place. Mayor Lavallee, accompanied by Sir Lomer Gouin and others officiated. The train then went to Ottawa for a day and to Toronto on Friday, where it remained at the North Toronto station on exhibition. The itinerary of the train is as follows:—

Saturday, May 17—Sudbury, arrive 2 p.m., departure, 11 p.m.  
 Sunday, May 18—En route to Port Arthur. Monday, May 19—Fort Arthur, arrival 6 a.m., departure 11 p.m. Tuesday, May 20—Fort William, arrival 11.15 a.m. E.T., departure 10.45 p.m. E.T.  
 Wednesday, May 21—Dryden, arrival 8.30 a.m., departure 10 a.m.; Kenora, arrival 1.30 p.m., departure 3.30 p.m.; Winnipeg, arrival 8 p.m. Thursday, May 22—Winnipeg, all day. Friday, May 23—Winnipeg, all day, until 5 p.m.; Carman, arrival 7.40 p.m., departure 6.30 a.m. Saturday, May 24—Treherne, arrival 9 a.m., departure 11 a.m.; Holland, arrival 11.30 a.m., departure 2 p.m.; Cypress River, arrival 2.30 p.m., departure 4 p.m.; Glenborough, arrival 4.30 p.m., departure 6 p.m.; Souris, arrival 8.15 p.m., departure 11 p.m. Sunday, May 25—Brandon, 12.30 a.m. Monday, May 26—Brandon, all day, departure 4.30 a.m. Tuesday, May 27—Reston, arrival 8.30 a.m., departure 10.30 a.m.; Redvers, arrival 11.55 a.m., departure 1.30 p.m.; Manor, arrival 2.20 p.m., departure 4.45 p.m.; Carlyle, arrival 5.15 p.m., departure 7.10 p.m.; Arcola, arrival 7.40 p.m., departure 7.25 a.m. Wednesday, May 28—Stoughton, arrival 8.40 a.m., departure 11 a.m.; Filimore, arrival 12.15 noon, departure 2 p.m.; Osage, arrival 2.30 p.m., departure 4 p.m.; Francis, arrival 4.55 p.m., departure 6.11 p.m.; Regina, arrival 8.20 p.m. Thursday, May 29—Regina, all day till 11 p.m. Friday, May 30—Moose Jaw, arrival 1 a.m., departure 4 a.m. Saturday, May 31—Swift Current, arrival 8.30 a.m., departure 12.30 noon; Gull Lake, arrival 2.15 p.m., departure 5.15 p.m.; Maple Creek, arrival 7.15 p.m., departure 10 p.m. Sunday, June 1—Medicine Hat, all day, departure 8.40 a.m. Monday, June 2—Redcliffe, arrival 9 a.m., departure 12 noon; Medicine Hat, arrival 12.20 p.m., departure 6 a.m. Tuesday, May 3—Bow Island, arrival 8.30 a.m., departure 10.30 a.m.; Taber, arrival 12 noon, departure 2.30 p.m.; Lethbridge, arrival 4 p.m., departure 7.30 a.m. Wednesday, June 4—Sterling, arrival 8.45 a.m., departure 10.30 p.m.; Raymond, arrival 11 a.m., departure 2.30 p.m.; Magrath, arrival 3.10 p.m., departure 6 p.m.; Cardston, arrival 7.35 p.m., departure 10 p.m. Thursday, June 5—Macleod, arrival 9 a.m., departure 12 noon; Granum, arrival 12.45 p.m., departure 2 p.m.; Claresholm, arrival 2.35 p.m., departure 4 p.m.; Nanton, arrival 5.20 p.m., departure 6.40 p.m.; High River, arrival 7.35 p.m., departure 8 a.m. Friday, June 6—Aldersyde, arrival 8.30 a.m., departure 10 a.m.; Okotoks, arrival 10.20 a.m., departure 1.40 p.m.; Calgary, arrival 3 p.m. Saturday, June 7—Calgary, all day. Sunday, June 8—Calgary, all day, departure 7 a.m. Monday, June 9—Crossfield, arrival 8.30 a.m., departure 10.30 a.m.; Oids, arrival 11.50 a.m., departure, 2.30 p.m.; Innisfail, arrival 3.30 p.m., departure 6.20 p.m.; Red Deer, arrival 7.20 p.m., departure 7.30 a.m. Tuesday, June 10—Lacombe, arrival 8.30 a.m., departure 10.50 a.m.; Ponoka, arrival 11.40 a.m., departure 2 p.m.; Wetaskiwin, arrival 3.10 p.m., departure 5.45 p.m.; Daysland, arrival 8.15 p.m., departure 8.15 a.m. Wednesday, June 11—Strome, arrival 9 a.m., departure 10.30 a.m.; Sedgewick, arrival 11.30 a.m., departure 2.30 p.m.; Hardisty, arrival 3.25 p.m., departure 5.20

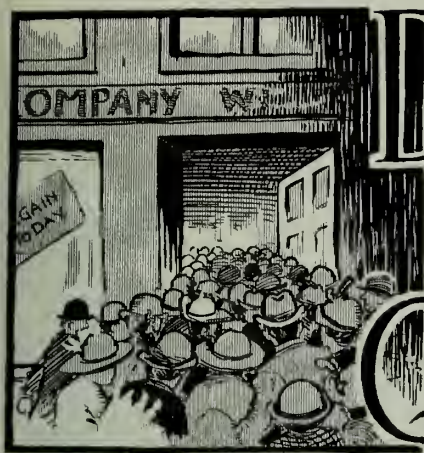
p.m.; Macklin, arrival 8.30 p.m., departure 6.30 a.m. Thursday, June 12—Luseland, arrival 8.05 a.m., departure 10.30 a.m.; Kerrobert, arrival 11.15 a.m., departure 3.30 p.m.; Plenty, arrival 4.40 p.m., departure 6.30 p.m.; Rosetown, arrival 8.15 p.m., departure 7.30 a.m. Friday, June 13—Bounty, arrival 9 a.m., departure 11 a.m.; Conquest, arrival 11.20 a.m., departure 3.50 p.m.; Outlook, arrival 4.20 p.m., departure 7.45 a.m. Saturday, June 14—Hawarden, arrival 9 a.m., departure 10.30 a.m.; Elbow, arrival 11.30 a.m., departure 2 p.m.; Tugaske, arrival 3.15 p.m., departure 4.30 p.m.; Brownlee, arrival 5.20 p.m., departure 8 p.m.; Keeler, arrival 8.30 p.m., departure 10.30 p.m.; Sunday, June 15—Regina, all day, departure 7.40 a.m. Monday, June 16—Lumsden, arrival 8.30 a.m., departure 10.30 a.m.; Craik, arrival 12.40 a.m., departure 3.20 p.m.; Davidson, arrival 4 p.m., departure 6.30 p.m.; Hanley, arrival 7.40 p.m., departure 7.45 a.m. Tuesday, June 17—Dundurn, arrival 8.30 a.m., departure 10.30 a.m.; Saskatoon, arrival 11.30 a.m., departure 7 a.m. Wednesday, June 18—Rosthern, arrival 8.40 a.m., departure 12.30 p.m.; Duck Lake, arrival, 1 p.m., departure 2.30 p.m.; Prince Albert, arrival 4 p.m., departure 5.20 a.m. Thursday, June 19—Langham, arrival 9 a.m., departure 11.30 a.m.; Radisson, arrival 12.30 p.m., departure 3 p.m.; North Battleford, arrival 4.30 p.m., departure 7.30 a.m. Friday, June 20—Battleford, arrival 8.20 a.m., departure 11.30 a.m.; Lashburn, arrival 2.10 p.m., departure 3.40 p.m.; Lloydminster, arrival 4.30 p.m., departure 6.30 p.m.; Vermillion, arrival 8 p.m., departure 6.30 a.m. Saturday, June 21—Vegreville, arrival 8.40 a.m., departure 12 noon; Hilliard, arrival 12.50 p.m., departure 2.50 p.m.; Lamont, arrival 3.30 p.m., departure 6 p.m.; Fort Saskatchewan, arrival 7 p.m., departure 10 p.m. Sunday, June 22—Edmonton, all day. Monday, June 23—Edmonton, all day till 6 a.m. Tuesday, June 24—Camrose, arrival 9 a.m., departure 12.30 noon; New Norway, arrival 1.15 p.m., departure 3 p.m.; Mirror, arrival 4.30 p.m., departure 7 p.m.; Alix, arrival, 7.30 p.m., departure 10 p.m. Wednesday, June 25—Tofield, arrival 9 a.m., departure 11.30 a.m.; Holden, arrival 12.30 p.m., departure 2 p.m.; Viking, arrival 3 p.m., departure 4.30 p.m.; Wainwright, arrival 7.30 p.m., departure 7 a.m. Thursday, June 26—Unity, arrival 9.45 a.m., departure, 11.15 a.m.; Scott, arrival 11.45 a.m., departure 2.30 p.m.; Biggar, arrival 4 p.m., departure 6.30 p.m.; Asquith, arrival, 7.30 p.m., departure 10 p.m. Friday, June 27—Watrous, arrival 1.30 a.m., departure 10.30 a.m.; Nokomis, arrival, 11.15 a.m., departure 1 p.m.; Semans, arrival 1.30 p.m., departure 3 p.m.; Kelliher, arrival 4.30 p.m., departure 6 p.m.; Melville, arrival 8 p.m., departure 7 a.m. Saturday, June 28—Yorkton, arrival 8.30 a.m., departure 12.30 p.m.; Canora, arrival 2 p.m., departure 6 p.m.; Kamsack, arrival 7 p.m. Sunday, June 29—Kamsack, all day, departure 7.40 a.m. Monday, June 30—Togo, arrival 8.30 a.m., departure 10.30 a.m.; Roblin, arrival 11.15 a.m., departure 1.30 p.m.; Grand View, arrival 2.50 p.m., departure 4.30 p.m.; Gilbert Plains, arrival 5 p.m., departure 7 p.m.; Dauphin, arrival 7.50 p.m., departure 6 a.m. Tuesday, July 1—Glendella, arrival 8 a.m., departure 10.25 a.m.; Gladstone, arrival 11.30 a.m., departure 2.30 p.m.; Portage la Prairie, arrival 4.30 p.m., departure 11 p.m. Wednesday, July 2—Winnipeg (unload).

## A MAGNIFICENT DISPLAY.

The exhibits are on a larger scale than last year and the results from an educative standpoint should be widespread.

Among the exhibits of interest to the drygoods trade are: Tooke Bros., Montreal; Montreal Cotton Co., Montreal; Canadian Cotton Co., Montreal; Dominion Textile Co., Montreal; Dominion Oilcloth Co., Montreal; Toronto Carpet Co., Toronto; Arlington Co., Toronto; Crompton Corset Co., Toronto; Penmans, Ltd., Paris.





# Do Bargain Sales Preclude Quality Business

THE PROBLEM submitted in the April 16 issue of *The Review* was one which touched perhaps the most vital question of store policy to-day. Does bargain advertising preclude quality business? The question was propounded in the following wise:

“When a store maintains a continuous policy of advertising bargains, does the ‘quality’ trade gradually go elsewhere?”

“What is the result of advertising bargains on the business done in the best quality lines and with people who are looking for quality only?”

“Is there enough quality business in the average town to make any difference?”

This is a problem which every merchant faces. With the wonderful development of retail advertising, has come an era of “bargain retailing.” Newspapers are full of advertisements featuring special sales, price reductions and unusual inducements. Every drygoods man feels that to keep his business in the forefront, he must do a certain amount of bargain advertising. Some adopt it as a continuous policy, endeavoring by means of aggressive publicity and attractive values to so increase his turnover that it is possible to make a good profit on a small margin. Others adopt the safer policy of using bargain lines as leaders only, keeping the bulk of the stock at the regular prices.

At the same time, every merchant recognizes that the “quality” trade is an important factor. It is on the high priced goods, which appeal to people who can afford to consider quality only, that the best profits are made. If a store can attract a large share

Opinions of many readers of *The Review* on a problem vitally affecting the store policy—Locality conditions play a big part in arriving at a decision on this point—Essential features.

of quality business, the profits resulting therefrom will be large and, comparatively speaking, easily obtained.

Thus the problem looms up. Can the merchant afford to

jeopardize his hold on the quality trade by reaching out for a larger turnover through the medium of bargain sales? To decide this, it is first necessary to determine if bargain sales are detrimental to the maintenance of quality connection.

Many splendid articles have been received on this subject from readers of *The Review*. They present opinions from many angles and viewpoints and, considered as a whole, give a fairly comprehensive review of the whole question. Some of the best are reproduced.

\* \* \*

## It is Detrimental

There can be no doubt that bargain sales are detrimental to quality business, but they do not preclude it entirely if kept within certain bounds. It simmers down to a question of service. In the store where bargain sales are continually being held, it is impossible to give perfect service to customers. It is a case of rush and hurry all the time. Customers rush into the store in droves, paw over the goods, jostle each other and introduce an atmosphere of confusion. The sales people cannot give anything but mechanical service on such occasions. They become mere machines for the registering of customers self decided selections and the reception of money. Not only is it impossible for them to wait on other customers properly when sales are on, but I believe that their ability to handle a customer according to the rules of efficient salesmanship is lost sooner or later.

Now the quality customer wants the best of service. She prefers to be able to take her time, to inspect the goods without interruptions and with as

# Quality Connection is More Permanent

*One contributor makes an interesting point as follows:*

*"In the larger cities, the merchant can choose between the two—big business done on a small margin or an exclusive business done on a much larger margin. Where it is possible to go after either one or the other, it is not advisable to mix them. In choosing, there is this point to be considered. The merchant who caters to quality business and an exclusive clientele, can hold his connection indefinitely by carrying quality goods and giving courteous and efficient service. He can gradually build up a reputation capable of holding and drawing exclusive patronage. The merchant who goes in for the sale of less expensive goods and handles them on a small profit can never reach the point where the reputation of part values will carry him along. He can only hold his trade by continuing to offer special inducements. Once he lets his bargain propaganda drop, the crowds will go elsewhere, and the merchant will be left with no trade whatever.*

*"In the smaller places the line is not so closely drawn and, in the opinion of the writer, it is not possible to cater solely to one or the other; that is, if it is desired to build up a large and extensive business. At the same time, they should be kept as far apart as possible. And, as a last word, the bargain idea should not be overworked."*

much privacy as is possible. She finds shopping at the store where bargain sales are continually being held more or less of a hardship and may in time transfer her patronage if she can find a place more suited.

At the same time, one must not lose sight of the fact that merchandising conditions to-day are such that a large turnover at a small margin has become the route by which the dry goods man must make his profit. Competition is keen and people have been so educated by bargain values that they buy closely. Is it advisable for the average merchant to curtail activities in the direction which leads to a large turnover, in order to keep his grip on a branch of trade which yields a large proportionate profit, but is necessarily limited?

It becomes purely and simply an individual problem for each merchant to decide according to the needs of his locality. In the larger centres, it pays to go after either one kind of trade or the other, either bargain or quality, leaving the other severely alone. In the smaller places, the question which the merchant must determine is this: Is there enough quality business here to make it profitable for me to discourage my efforts to get the popular trade?

In the opinion of the writer, the average merchant must endeavor to make the two branches "trot in double harness." There is not enough quality trade to make it worth his while to specialize on it entirely, but at the same time it would not be wise for him to let it go entirely and run his store for the bargain trade.

The essential thing is to so regulate operations that the two will clash as little as possible.

Subscriber.



## Can Get Both Classes

The majority of merchants in planning for a successful business, will decide that the people, whom they hope to serve, will be brought to their place of

business through some governing motive, and will seek to find the motives which rule and will appeal to the people in their advertising, through those motives.

There are three principal motives, one or more of which will appeal most strongly to the largest number of people in their buying, viz., desire to secure best quality, wishing for best value, or an appreciation of best service.

At once, the merchant will ask himself, "Can I so conduct my business as to win the trade of all these people? or will my appeal to one class preclude my winning the trade of either or both of the others? Can I not use such discretion in my buying of the correct goods, providing the requisite service and so conducting my advertising as to win them all? or must I select one class and make my appeal to that class only?"

The people who are looking for quality only in their buying, and demand the best irrespective of the price they may have to pay, are a comparatively small class, very much the larger class are those who wish to secure fairly good goods at a moderate price, then there is still another quite large class who wish to buy their goods at a low price, and secure as good quality as possible for the price they wish to pay. While these three classes are all pleased with the very best service they can get along with the quality and price they desire and can afford.

The "Almighty" dollar still holds strong sway, and is a large factor in winning and holding trade, and yet we believe that service provided in other ways than in securing best value to the purchaser carries with it a power which is at least equal to if not still more potent than the dollar in building up a successful business, but when the merchant is able to present to the people the combination of dollars saved along with all that best service means, he certainly holds the trump cards and must surely "win out" and win over to his business the larger class who are looking for best values along with the smaller

# 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 Form—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.

**Penmans Limited**

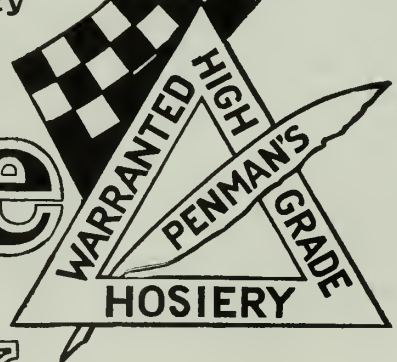
PARIS - CANADA  
Underwear, Sweaters, Hosiery

68

# Pen-Angle

Full-Fashioned  
Seamless

# Hosiery



number who appreciate quality and all who enjoy service.

There are bargains and bargains, bargains so called and bargains so proven, bargains in name only and bargains indeed truly and the wise merchant will see to it that the bargains he offers and advertising are bargains indeed and that can be proven and nothing will please him better than to have the people put him to the test through them. Many people are poor judges of values, and depend largely on the assertions and judgment of others in their buying, and an opportunity is thus given to the "shouter" of bargains to capture this trade, and to keep this trade he must keep "shouting" bargains but granted that the bargain advertiser provides the values to match the advertising, he can hold this trade and if he provides quality goods as well as do some of the large departmental stores and talks "Quality" in his advertising of them, he ought to be able to hold "Quality" business as well as the trade of those who are looking for "Bargains."

If the merchant advertises bargains and bargains only to the exclusive of advertising quality goods he will often cause the people to think that he does not carry quality goods and those looking for them will pass him by.

There is enough "Quality" business in nearly every Canadian town to make it worth while seeking to win it, and we believe it is a growing trade in Canada, and the wise merchant will seek to provide the best quality and advertise it while he will not hesitate to "talk price" on other lines and we do not think that advertising "Bargains" precludes "Quality" business when quality gets its full share of the advertising.

W. C. Forman.

\* \* \*

### They Do Not Combine

The policy of continuous bargain sales is certainly not a profitable proposition in any city. It will always be found to be detrimental to the regular season's business. One may just as well cut out the buying of stylish and exclusive goods if they intend to adopt the above policy for those customers who are looking for style and quality would never dream of finding them in a store specializing in bargain sales throughout the year. You ask "why is this?" In the first place to make a success of a sale of any article, you have to use your advertising space in your local paper and also the valuable window space before you can impress the public of the value you are offering. Now it stands to common sense that, if you are using these methods for these sales, you are losing the opportunity of displaying better grade goods for which the majority of ladies are looking and willing to pay a reasonable price, thus giving you a regular profit upon which a business can be

successfully carried on. Whereas to conduct a series of bargain sales one has to sacrifice a great amount of profit to get the business if the sale is genuine; and if not well the ladies will soon find that out. Any one in business at the present day knows for a fact that to sell best quality goods a continuous display must be kept up in the windows giving no time for bargain sales, at any rate for the greater part of each season. Again, bargain sales will attract only a certain class for any length of time and will always give a cheap and unattractive appearance to the most modern store front. It is all very well for those large stores which can devote a section right away from the general business section for this purpose, but even then it must make a big difference to the regular sales in each department. Apart from these large stores I do not think it feasible to carry on two extremes of business at same time with success. A store is known in the city by its policy, and wherever you may go a lady wanting anything of the better grade goods is going where she gets the best selection and (what is of as great importance) the best of attention, which is very certain not to be the one where everlasting sales are the rule and where the salespeople themselves are used to selling nothing else but job goods with that impressive manner of 'take it or leave it, its cheap enough.'. It is very noticeable in any store adopting this policy that the salespeople are not experienced. They are not noted for the manners and can one wonder at it? The best of clerks would never accept such a position for they want the pleasure of handling goods which are interesting. They feel above this class of trade and rightly so. This in itself is one of the main reasons for the quality trade going to rivals of the above policy.

However small a community, there is always that class of people who want exclusive and stylish goods who would rather pay a big railway fare and get what they want at some other town or city.

If the small towns would cater more to this class of people, they would keep a good deal of the quality business in their own town instead of allowing them to shop by mail order and samples from large department stores.

I would like to say that there are times through a season when a sale is necessary for a day or so. But for continuous week in and week out sales it is out of the question to try to tackle it and at same time to expect the best customers of the city to patronize you. For myself I firmly believe in keeping to two half-yearly sales, and then give them something that will do you good.

F. J. Thompson.

\* \* \*

A prominent manufacturer's advice at the present time is to "forget the money stringency and push business hard." Good advice.



**SHIRTS**  
Are Made for Particular People

*Men are too sensible to be influenced by the Balkan war into wearing freaky styles and crazy combinations of clashing colors in their attire*

## Star Brand Shirts For Fall

The average man to-day is a sane dresser—is a particular dresser, fond of good things, but not gaudy. This is the trade that pays the best, the trade that you can always be sure of, the trade that appreciates your efforts to keep your stock bright and attractive.

The "Star" shirt range for Fall is a winning line, and though not splashy, it is very attractive to the man who knows what is correct. You should see it now.

Get in touch with us for your shirt, neckwear and underwear stock.

**Van Allen Co., Limited**  
HAMILTON, ONT.

# TURNBULL'S

MAKERS OF THE FAMOUS "CEETEE" PURE WOOL

# UNDERWEAR

## Live Merchants

know that honesty is the best policy, and that it pays to give their customers the best goods. That is why they sell

# CEETEE

(All Pure Wool)

## And Ribbed UNDERWEAR

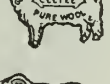
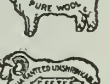
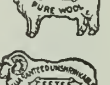
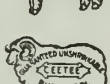
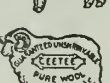
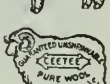
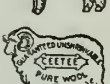
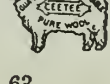
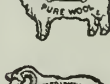
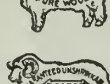
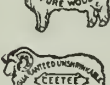
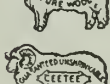
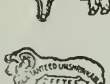
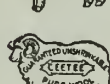
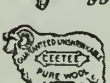
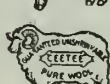
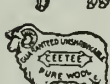
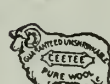
"CEETEE" Underwear is the finest pure wool underwear made—only the finest Australian Merino wool is used. Each garment is knit to fit the form of the body — all joints carefully knitted (not sewn) together.

We defy you to find a better Underwear the world over.

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

GALT, - - - ONT.

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.



# KNIT GOODS NEWS

## Mackinaw Coats Promise to be Big Sellers

MACKINAW coats are expected to be successful novelties for exclusive trade this Fall. These garments are featured by both clothing and blanket manufacturers. Sales in larger cities are reported to have been good last season. The character of these coats and their adaptabilities and style for outing wear commends them to novelty trade. The lines which are favored are natty garments.

The smartest Mackinaws which are seen are Norfolks. They are tailored on mannish lines and this feature is spoken of, especially in better grades. Several patterns are shown. The best combinations are tan and black, red and black, gray and black and navy and black. Different checks from an inch and a half square to large plaids are included. So far haberdashers prefer the larger checks or broken plaids because these are more extreme for initial showings. Much of the novelty is seen in the pattern and the matched design in the make-up.

Mackinaws with broad belt, mannish lines, yoke strap or over shoulder straps are equally classy. Large bone buttons to match are used. Most of the garments are double-breasted, button through, and have neat collar with sharp cut lapel. They are typical and the nearest to English sporting goods, now followed, yet seen. As a feature in any clothing department, these garments are simply English hunting coats modified for domestic trade and adapted for travelling or late Fall outing. Worn with a cap to match, Mackinaws are attractive and suitable either for men's or women's wear.

The source of these garments accounts for a disparity in prices quoted. They are a survival of the blanket coat. As the season advances Mackinaws will be made of imported travelling shawls and especially in fine all wool blankets so much in vogue for steamer wear or travelling. The best garments are made of the finest wool horse blankets. One enterprising manufacturer has already found the demand warrants his attention to the sale of made-up garments of the same materials he uses for quality horse coverings. Where these cloths are seen in

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New novelty feature of the market supplied by the showing of Norfolks—Sales have been good, and it is believed that repeats will be secured.

manufacturing clothiers' ranges, the fabrics are imported direct from the English and Scotch mills, for this purpose.

Tailoring is the real reason for the difference

in prices. The garments which will meet with ready sale must have sufficient novelty in style and still be popular in price. The cost varies from \$11.50 to \$4.50 each laid down.

The novelty outlook has induced exclusive retail firms to maintain the prices. Clever buyers are careful to foresee that the best selling lines of the numbers available afford him an unusual advance. The ranges shown indicate that the profit of early novelty belongs to the retailer, and that manufacturers can meet these prices. Of course, the class of trade catered to is a guide to a great extent, but the volume of business to come will be confined mostly to lines to retail at \$5, \$7.50 and \$10 each. It is another instance of better profits on novelties.

A large showing of mackinaws is not necessary for opening. Furnishers are buying ¼ dozen of a pattern in each color, size 38, 40, 42, and their orders total about two dozen coats. The result of the first placing is not satisfactory to the makers. Salesmen are hoping that the volume of business will come with repeat orders. Domestic buyers are not taking any chances and consider that the nature of the garments precludes any unusual demand. Their precaution seems justified. However, repeat business is expected with a rush as soon as people become familiar with the novelties shown in the later lines and choice patterns.

The turnover cannot be anticipated at this time. Some merchants predict that the sale of mackinaws will effect the sweater coat department. This may be so in better lines. But orders for knitted garments are well placed and a scarcity of best selling numbers is likely to be repeated for another Fall. Values in shaker and jumbo knit Norfolks are superior to any yet offered. The sales of these garments are sure to increase as soon as they are placed on the counters. They are not in direct competition with mackinaws, although more exclusive trade is looking



## "ARLINGTON" ARGUMENT

If you ask us to give an argument why you should handle Arlington Collars in preference to any other waterproof collar in the market we would simply give actual results obtained by their sale. They are

## COLLARS THAT BRING TRADE

and not spasmodically, but steadily. Arlington collars are gaining in popularity every day. They never turn yellow—require no laundering. Made in six grades, four grades made of coated cloth and 2 grades of solid stock, each superior to any make at the same or higher price. Send for samples. They are dressy: no linen collar looks neater.

### 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



## "KING EDWARD" SUSPENDERS

Retail **50<sup>C.</sup>** 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

## Dominion Brand Coats— a profitable line

If you want a line of knit goods that will ensure a quick turnover,

## DOMINION BRAND KNIT COATS

is the range to carry. These coats are made of pure worsted yarns—not one pound of cotton is used. And they are made in many new styles and color combinations that are sure to please the men of your town.

Our traveller will be calling on you. Be sure to see this profitable line.



## A. BURRITT & COMPANY

DOMINION MILLS  
MITCHELL -- -- ONTARIO

for something different. The number of blanket coats sold is not likely to make an appreciable difference in the sale of sweater coats. The newer garment is a departure and both sections will show a corresponding increase.

Sweater coats, especially in the prevailing styles for Fall are attractive garments. It will take some unusual styles or competitive values to make any change in demand. Mackinaws are a one season (or at the most two season) novelty in comparison. Values at the same prices as sweater coats are not considered a handicap to the knitted goods section.

Selling value from a staple standpoint is not to be compared. Sweater coats are a part of the daily apparel of many customers. They are worn in different styles for almost every occasion. Mackinaws are a stock attraction window feature or for select trade. While the novelty profit is possible, merchants are showing these garments with confidence that a few can be sold. But for staple, medium class business, all-round satisfaction and warmth, no garment replaces the sweater coat in public demand. The corresponding increase in the sale of sweater coats, which is looked for this Fall is the result of values; advance style, finish and number of novelties in high class garments. The demand is on new numbers which are this season's features. There is enough difference in style to warrant immediate sale. Although

the average price has been raised the garments embody value. Customers will quickly appreciate this further improvement in the standard of sweater coats and knitted novelties. There is a good season's business ahead for both mackinaws and sweater coats, if the decision of exclusive buyers is any criterion.



Alsack, Sask.—Hendry and Brinsmead will open an exclusive mens' wear store.

\* \* \*

Strassburg, Sask.—V. R. Clyde has disposed of his stock of mens' furnishings.

\* \* \*.

Niagara Falls, Ont.—J. F. Schmidt has sold his stock of mens' furnishings to M. Bingman.

\* \* \*

Iroquois, Ont.—The death occurred here of James McNulty, who had been in the dry goods, clothing, boot and shoe business for some years.

\* \* \*

Calgary, Alta.—The store of Tommy Burns, on Eighth Avenue, was broken into by burglars and \$200 in cash and a quantity of clothing stolen.

# Take The Dealer Into Your Confidence

approach him, post him about your plans and your merchandise through his trade paper before you advertise to his customers. He will appreciate this action on your part and you will get his co-operation. Don't try to force him. Get his good will and you will have a selling power behind your product that you will never get by any other means.

## Remember

that many of his customers knew him even before they knew you, and they will most likely take his word as to the quality and superiority of merchandise offered. In a word, get the dealer on your sales force.



SCARVES MADE TO SLIP  
Draws through  
your light fold  
collar easily

Made of  
**VIVYAN  
BENGALINE  
SILK & WOOL**  
None Better

WEAR THE SLIP SCARVE  
AND YOU WILL  
WEAR NO OTHER

**THE HIT OF THE TRADE**  
44 Shades in \$4.50, \$6.50 shapes, 7 day  
delivery.  
Use the show card as above,  
14 x 11, 4 colors and embossed  
Neckwear Department  
**Crescent Mfg. Co.**  
Limited  
MONTREAL

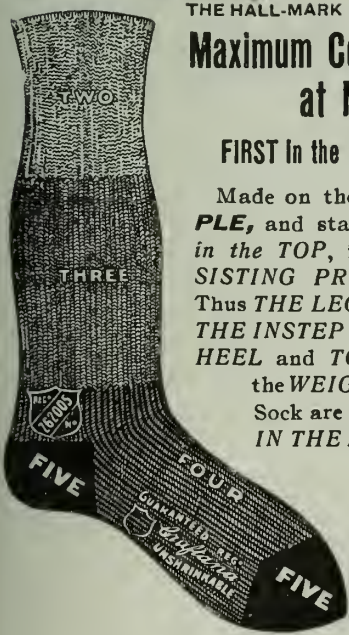
**“DEACON”  
SHIRTS**

For Outdoor Wear  
For the Man on pleasure bent.  
For the Working Man.  
We specialize on these two lines.  
Our range covers many original  
styles in the latest designs of the  
world's best mills.  
We show styles to suit the needs of  
the Boy as well as the Man.  
We are ready to serve you with  
your needs for the Summer  
months.  
Send for samples.

---

**The Deacon Shirt Co.**  
BELLEVILLE ∴ ONTARIO

**“Craftana”**



THE HALL-MARK OF Registered No. 282,005

**Maximum Comfort and Durability  
at Minimum Cost.**

**FIRST In the Field and STILL LEADING.**

Made on the **GRADUATED PRINCIPLE**, and starting with **TWO THREADS** in the **TOP**, it increases in **WEAR-RESISTING PROPERTIES** as it descends. Thus **THE LEG HAS THREE THREADS**, **THE INSTEP AND FOOT FOUR**, and the **HEEL and TOE FIVE**. By this process the **WEIGHT and STRENGTH** of the Sock are where they are most needed **IN THE FEET**, making it essentially

**A HALF HOSE  
FOR HARD WEAR**

**Absolutely Seamless.**

**Perfect in Fit.**

**Guaranteed Unshrinkable**

**THE ACME OF PERFECTION IN  
FOOTWEAR**

To be had from any of the Leading  
Wholesale Dry Goods Houses

# A Review of Midsummer Shirt Styles

MID-SUMMER ranges of fine negligee shirts have been placed and manufacturers report that deliveries will be to order. However, an exceptional repeat business is looked for in silks, flannels, taffetas and fancies in Bedfords, Madras and Zephyrs. A remarkable feature of this year's samples is the novelty of style, pattern and perfection of materials. There is a splendid range of silks and silk and wool taffeta shirts. The finish of these garments in quality and workmanship marks a new era in domestic lines. In several ranges the selection of cloths, designs and colorings are improved. Makers are paying more attention to the demand for better shirts and the vogue for flannel and finer negligés.

At present a run of finer taffetas can be expected if the patterns are any indication of their superiority or subsequent sale. The same may be said of both plain and stripe silks. Samples in plain habitaux, fine Shantung and novelty stripes, either in line effects or Bulgarian colorings are attractive. Taffetas in neutral shades and light grounds with line stripes are good. These are mostly in cream or gray with pleasing black and higher colors, including tans, gold, green, pink, and mauve.

The showing of flannels and similar effects is comprehensive. These include all grades in light; Oxford and medium; an assortment of military and heather mixes and the staple blues as well as a showing of soft effects with neat color contrast almost similar effects and patterns are shown in cloths of United States manufacture. Except for the feel and texture there is little difference. These are the lines, which furnishers are expected to take in quantities. The prices are popular and the profits larger than usual because the appearance of the finished garment merits it.

Crepes are a disappointment as far as their reception is seen. A sprinkling is taken for novelty. Buyers are afraid of the washing and look to the satisfaction of customers. A great many designs and fabrics are seen in crepe effects, mostly fine stripes in self white or cream and a few with a touch of color, but all light. Fine mercerized cloths in embroidered designs are being sorted in representative or exclusive trade. This is a tendency in the growing number of fancy patterns and neat stripe and design effects which are now sampled for mid-season selling. White broches in stripe and neat florals (the latter not too large but neat) line, Bedford cord or wall finishes are good.

In fine colored materials, both mercerized and

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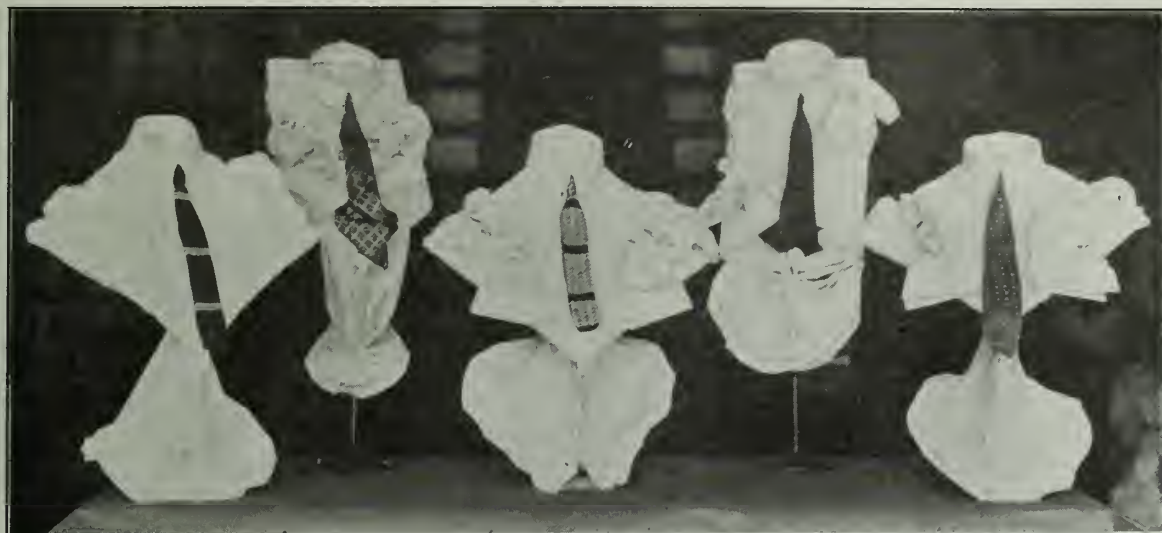
Deliveries of negligees will be to order—Novelty of style and pattern a feature—Perfection of material marks new era in domestic lines.

fancy white are the sellers. Many of the newest selected materials have self cord or line finish. In staple Oxfords and heavier shirtings, blue grounds with white, and black and white at leading values are ordered well ahead. A scarcity of all weights of Kharki materials is reported.

The question of the sale of soft collars is important to both manufacturers and furnishers. Salesmen have pointed out that light weight white collars are to have the call. Therefore, buyers can save by ordering shirts without soft collar to match. As far as domestic trade is concerned, makers still supply this collar with the shirt. When are these collars worn? It is remarked that they are never seen, except at Summer resorts or in sporting circles. Furnishers have to decide for themselves and the class of mid-summer trade catered to will dictate which method is more profitable. It looks as if, with the extra advance in novelty sales, personal selection of choice novelties and a good showing of light weight collars are apt to result in better business. If the sales advance to correspond with the wider ranges in more select goods featured for midsummer, the turnover for mid-season will be satisfactory. It is early to give an accurate idea of the factory clearances for 1st July delivery. Men's furnishers who follow the sale policy will be provided with value lots as here'tore. In finer trade merchants are paying more attention than usual to stock clean-up and keeping showings up to novelty. They find this pays. The advance in novelty in the last two seasons provides new designs and materials as required. A clean, high-class business with up to the minute showings and less stock is more profitable. This accounts for an increasing mid-summer business, which manufacturers are now catering for.

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Cobourg, Ont.—Sam Clarke, M.P.P., has sold his men's furnishings and tailoring business here to Geo. Stott and his dry goods business to Mr. Scougale of Colborne. Mr. Clarke is retiring from mercantile life after having carried on a large business here for over twenty-six years, which of late has been largely managed by his sons. Mr. Clarke is at present away on a trip to the West.



Neatly arranged display of shirts by Reid W. Pepper, with Harvey C. Hall, Toronto. Shirts shown by courtesy of Deacon Shirt Co.

## Merchants and Buyers

*get the habit* of reading the advertisements each issue. They contain valuable information about goods you should know about.

### Clerks

get familiar with the selling points of the goods you have in stock. Many good selling arguments are found in the advertisements in the "Review" each issue.

# An Attractive Group of Showcards



These cards are the work of Edwin E. Bell, manager Thornton & Douglas, Guelph.

# Men's Wear Windows With a General Appeal

THAT GOOD window displays of mens' clothing and furnishings can be made sufficiently attractive to appeal to everyone, to women as well as men, is a point which all, per-

haps, do not fully appreciate. And yet it is important that mens' wear displays should appeal to the fair sex. Strange as it may seem at first thought, sales are made through attracting the attention of women. This is manifested not only in the purchases which ladies make themselves for husbands, sons and brothers, but in the influence they can exert on the purchases made by the aforesaid husbands, sons and brothers. There are only a certain percentage of men who have what might be termed the "style sense." The rest are too busy or too indifferent to care much if they are dressed right or not. They buy a collar or select a tie which seems to look alright to them and they are not easily interested in sartorial developments or new styles in clothing and haberdashery.

Description of displays run by Thornton and Douglas store, Guelph, which were awarded first prize in the horse show contest—Some reflections on the advisability of not limiting the appeal.

What these men lack is supplied in a certain percentage of cases by the interest their women folks take in them. Their wives or sisters suggest ideas and purchases which

the men themselves would never have thought of if left to themselves. Thus: "I saw a tie in Brown's window to-day, John, which would just suit you. Let's go down and buy one"; or—"Why don't you keep in style. That shape of collar went out long ago"; or—"You need a new hat. Let me go with you when you buy it, so that you'll be sure to get the right shape."

This kind of suggestion is required for some men. Many men, who present a good appearance and generally appear to be dressed correctly, owe it to the interest taken in them by their wives and sisters. It is not intended to suggest that this occurs in a large percentage of cases, but there are more men of this class than one would be inclined to believe at first thought.



Furnishings window dressed by Edwin E. Bell, manager Thornton & Douglas, Guelph.

## MEN'S WEAR REVIEW

It follows, therefore, that the window trimmer must endeavor to make his work attractive, both for men and women, recognizing that many of the latter are an indirect buying force. Some display men are inclined to work on the assumption that they are appealing to the masculine eye only, designing their displays on stern lines and not giving a sufficient degree of attractiveness. They limit their appeal unnecessarily by so doing.

This train of reflection was brought up by a study of the two displays herewith reproduced, arranged by Edwin E. Bell, manager of the Thornton and Douglas store, Guelph. These trims were attractive to the fullest degree and calculated to win attention from everyone. They were 100 per cent. windows in this respect—representing a standard which all display men should endeavor to attain. The popularity of the two displays was such that they were awarded first prize in the Horse Show window competition in opposition with all the stores in the city. Speaking of the results obtained from them, Mr. Bell writes: "Our horse show windows proved to be the best advertising we have done for some time, creating much favorable

comment and attracting each evening in front of the windows interested groups of people."

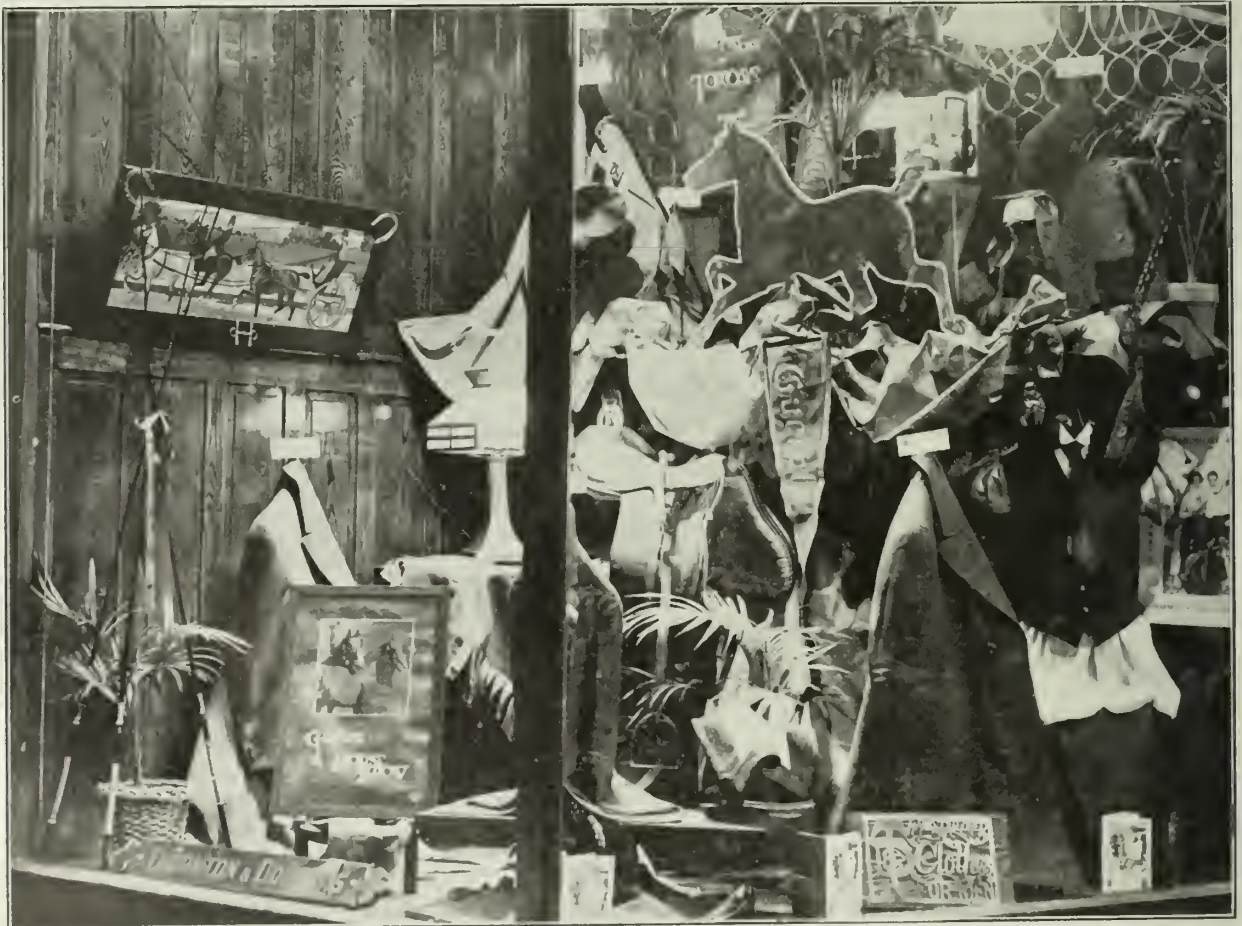
This demonstrates the value of arranging windows with appeal to every class.

### DESCRIPTION OF DISPLAYS.

The color scheme throughout was in purple and gold. Shelves were handsomely draped with material in the royal colors and the same color combination was carried out in the neckwear ribbons and pen-nants shown.

In the clothing window a Newmarket coat, silk hat, gloves and riding crop made an effective grouping on shelf. A handsome saddle with riding accessories was used for the centre of the window. Palms, riding pictures, show cards and signs were used to build up an attractive setting. A showing of top coats and suits in shades of golden browns completed this display, carrying the harmony of color throughout.

In the furnishing window a large papier mache horse shoe, with a life-size horse's head, formed the centre of the display. A thoroughly equine atmosphere was lent by an assortment of bridles, riding crops, blankets, whips, and other accessories.



Clothing window dressed by Edwin E. Bell, manager Thornton & Douglas, Guelph.

# Big Attendance Anticipated at C.W.T.A.

The second annual convention of the Canadian Association of Window Trimmers is to be held in Victoria Hall, corner of Queen St. E., and Berti Streets, Toronto on Monday, Tuesday and Wednesday, August 11, 12 and 13.

Victoria Hall is convenient. It is in the heart of the large retail district. The layout has been allotted as shown in the plan. There are two large assembly halls. The main one is a large airy auditorium 40 x 70 feet with stage and seating capacity for 400 people. Part of this room at one end, and another similar hall 30 x 60 feet are reserved for manufacturers' booths. The interior layout also consists of reception room, check and wash rooms and is especially adapted for an event of this kind. Every convenience is provided for visiting trimmers and manufacturers' exhibits. The halls are reached by elevator and main and rear stairways.

The convention hall is especially well equipped for the conduct of the proposed program. Among the main features is plenty of room for the work and demonstrations. The stage is the right height and there is enough distance to get the best results from the stereopticon views, which are to be presented. The wall decoration, artificial lighting and other facilities are all that could be desired for unit settings, drapes or exhibits. Both rooms have beautifully waxed floors and the furnishings of the different rooms conform to the needs of a gathering of aggressive display and publicity men and representative merchants.

Space is divided, according to best location and the merchandise to be displayed, in the plan of booths. A nominal charge of 25c a square foot is being asked. Manufacturers of display fixtures, store equipment, or publicity can arrange for space from 6 x 6 feet to 8 x 12 feet. Eighteen booths are shown on the plan. These will be built according to size contracted for and will be artistic in design. The shape of the hall and the arrangement of the booths avoids any chance of confusion. At the same time, particular prominence is given to the modern displays which will be made by the enterprising fixture houses. Booths are being reserved in order as applications are received from the manufacturers interested. All the leading firms have been advised by President H. Hollinsworth and the plans submitted by the secretary. At the present time there is every indication of a most successful convention.

Every member of the Association is responsible for the success of the second annual convention. The proposition from every standpoint is in their own interests. In making the announcement regarding

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Arrangements have been completed, as outlined in accompanying article—It is fully expected that convention will be a red letter event.

headquarters, the Executive Committee are confident that they have done the best that could be suggested both for themselves and the manufacturers. The plan is businesslike. It

should be appreciated that the committee in charge have foreseen difficulties. They have anticipated the importance which an event of this kind should be to display managers and publicity men. The convention in all its arrangements is sufficiently broad to comprise every possible feature to advance the art of decorating.

## GETTING THEM TOGETHER.

The best part of the C.W.T.A. program is that it brings retail store trimmers, advertisers, cardwriters and manufacturers together. They are in touch with the foremost publicity men in America. There is no other motive except the co-operation of display men to improve their own standing. The expense of visiting the convention for three days is much less than any other arrangements, which could be made to secure the same advantages. The idea is to place the best within the reach of display men, who have not the facilities or the time to go farther afield. It is a simple plan to bring the instruction and fellowship of the craft home. This is considered better than searching individually for the help which is needed. Future development or use of the information depends on the artistic ability of the individual. The size, locality or needs of the business represented will define how far the ideas can be applied to improve or make the intelligent display of merchandise easier.

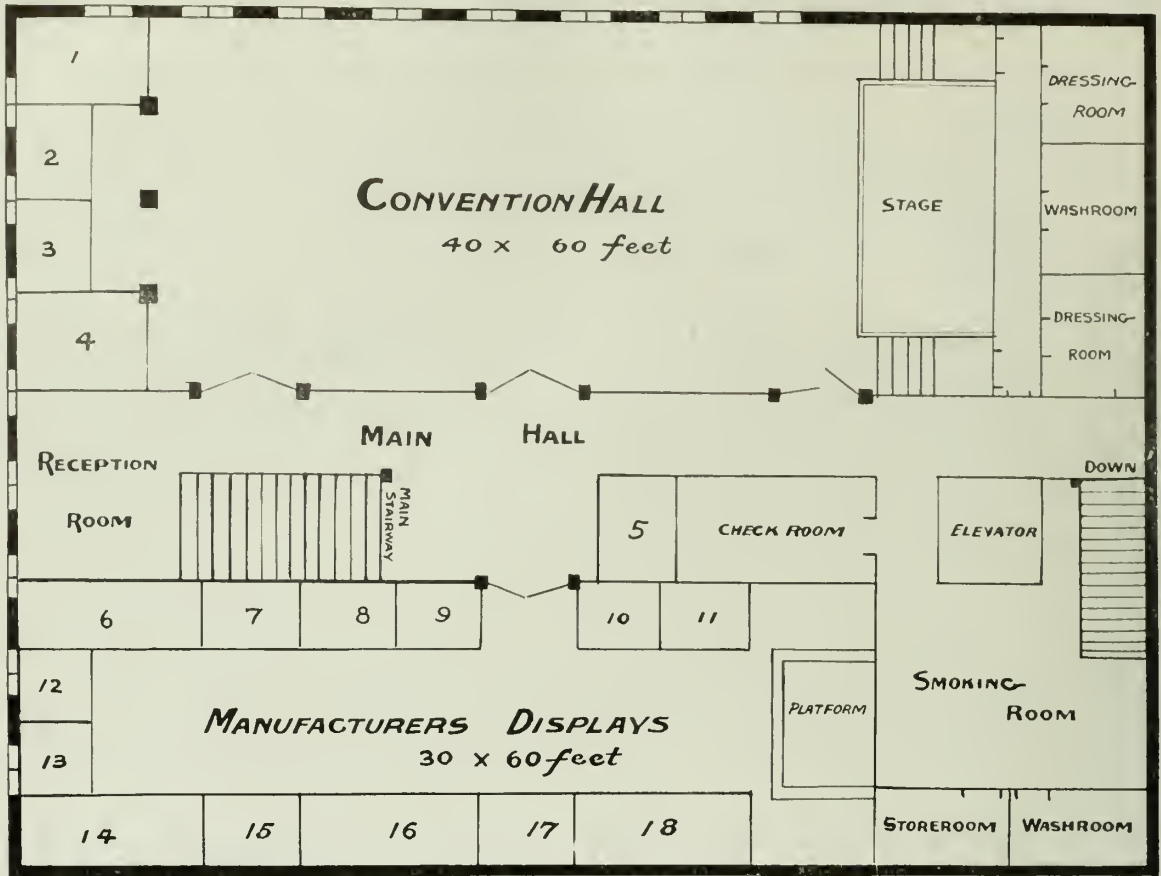
Merchants want results. The C.W.T.A. recognizes that this must be the aim of the association. In the future the movement depends on the ability of members to give results.

## BIG ATTENDANCE ANTICIPATED.

The organizing committee undertake to have 200 members present. Great things are planned by the entertaining committee. However, the officers cannot do it all. At least 200 live display men should take advantage of the second annual convention. Enough of the plans and the program have been announced to show that this event is one of the most important of its kind held in this country.

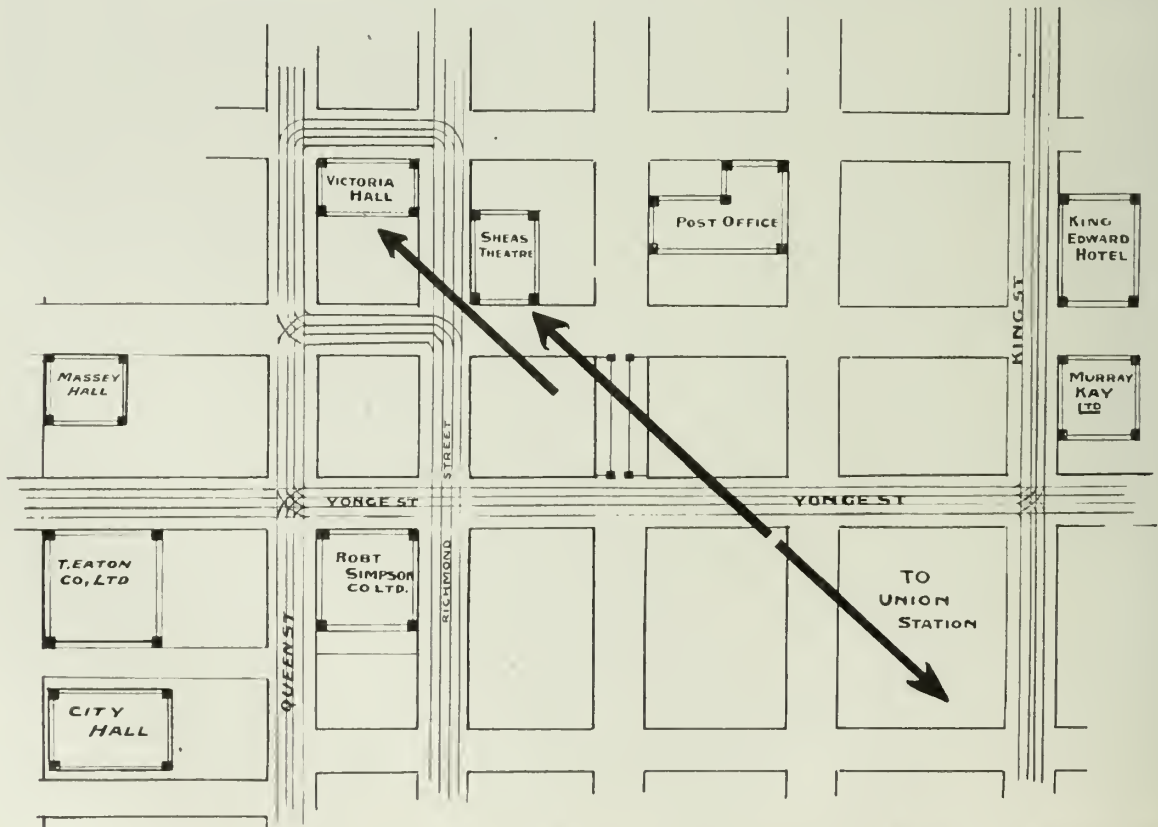
Last year over 80 members registered and attended the meetings. During the evening program over 125 people were present. It should not be a hard matter to double this next August. This is where individual members can help. Each one can interest a fellow worker in any of the branches of

MEN'S WEAR REVIEW



EXHIBITORS SPACE: 6x6 feet 8x8 feet 8x10 feet 25¢  
 6x8 " 8x9 " 8x12 feet Sq. Foot.

Interior layout of Victoria Hall, Toronto, showing manufacturers display space arrangement of booths and assembly reception and smoking rooms for the 2nd Annual Convention C.W.T.A., August 11, 12 and 13, 1913.



Toronto business centre and main thoroughfares, showing the location of Victoria Hall; 2nd Annual Convention C.W.T.A., August 11, 12 and 13, 1913.





Main assembly room in Victoria Hall, corner Queen and Berti Streets, Toronto. The 2nd Annual Convention of The Canadian Window Trimmers is to be held here Aug. 11, 12 and 13, 1913. Part of this and a similar hall is reserved for manufacturing displays as shown in diagram.

retailing. In every town there are numerous active men who have not yet been asked to join the Association. Send in their names. If every member will arrange to bring one other member, this year's convention will surpass any similar organization of the same age. The members can do it.

The attitude of leading merchants is a promising outlook for next August convention. Most of the merchants who have been asked their opinion are favorable. Several members have approached their employers with regard to expenses to the convention. This is a good idea when the store is to benefit by direct results. The neglect of trimmers in presenting the matter in this way is one of the reasons why some display or publicity men have not been interested previously. The different committees are arranging so much of importance that whether a representative is sent by the store or pays his own expenses he cannot afford to stay away. Both the merchant and representative will be asked to judge whether or not the money is well spent. If the firm cannot see their way clear to pay expenses, come any way. They are usually willing to pay for better workmanship and results.

INDIVIDUAL HELP NEEDED.

Members can do a lot of work between now and August 1. The most important is to be in good standing and boost for a larger membership. The membership fee is \$2 yearly and on this the financial welfare of the association depends to a great extent. This year the Association will be self supporting if

the members send in their dues at once. The fees pay for the prizes. Therefore more paid up members means better contest awards. Money received from the sale of booths pays the rent of the hall and any expenses in connection with the program. Manufacturers are interested by a larger guaranteed attendance. Members cannot neglect their standing and expect the committees to take all the responsibility. Do not leave this matter until August 1. A few members have not yet paid this year's dues or signified that they intend to come to the convention. It is important that they do so. Every member should also ask fellow trimmers to join now. Plan now to take advantage of the opportunity. Everybody is welcome but the association has to depend on its membership. Boost for 200 members.

Remember the Convention dates. August 11, 12 and 13.



Kelowna, B.C.—An improved store front has been put in by the Oak Hall Clothing Co.

\* \* \*

North Bay, Ont.—T. Milligan has remodelled his front and A. T. Smith, men's furnisher, will do the same.

\* \* \*

Fort William, Ont.—Henderson Bros., men's outfitters, are going out of business and are conducting a big closing out sale. The sale is being advertised heavily in double-page spreads.

# Some Style Tendencies in Masculine Attire

SOME OF the most distinct style tendencies at the Merchant Tailors' Fashion Exhibit at Chicago are given in the following report from the Tailor and Cutter:

Norfolk coats will be very popular, and the padless, close-fitting sparrow coat style will prevail among the young men.

Peaked lapels with rounded corners and long, narrow effect are to be worn extensively this season.

Polished bone buttons seem to be the correct adornment for Spring and Summer clothes.

Coats bound with narrow braid are the real thing for Summer wear. Ravelings from the braid are used for felling the braid  $\frac{1}{2}$  and  $\frac{1}{2}$ .

Blue and gray serge bound with narrow black braid will be very popular.

Trousers will average 19 inches at the knee and  $16\frac{1}{2}$  inches at the bottom.

Double-breasted sack suits made from a dark blue Scotch material, length 31 inches, were on exhibition. Closed with 3 buttons,  $4\frac{1}{2}$  inches apart. Lapels well peaked, shoulders medium width, general effect of garment snug fit.

A very pretty model seen for Summer wear was made of gray material, a two-button, soft roll style, lapels peaked and a moderate cutaway front. Length 30 inches. Vest was 6 buttons, cut high. Trousers had a slight hip fullness,  $19\frac{1}{2}$ -inch knee, 16-inch at bottom, with a  $1\frac{3}{4}$ -inch turn-up or roll bottom.

Quite a few cutaway frocks made from Roberts' chevots were on exhibition, waist length 18 inches, full length 37. Front closed with two buttons. Edges bound, lapels show the oval shape peaked, soft roll effect and the front in well cutaway.

Popular stitching for edges are 1-16 to 1-8 single-stitched, also great many were hand stitched.

Chesterfield overcoats were 40 inches in length, peaked lapels, single-stitched 1-8 of an inch.

A great many shepherd plaids were also on exhibition, length 30 inches, front closed with three buttons, soft roll and medium cutaway.

The lapels were peaked medium size, edges and seams were single-stitched.

Vest, no collar, five buttons. Trousers, roll bottom  $13\frac{1}{4}$  inches, knee 19 inches, bottom 16 inches.

For business wear a few four-button sacks were shown, length  $30\frac{1}{2}$  inches. Lapels have a short effect and are medium peaked lapels. Shoulders medium width as are the sleeves. Some were finished with a slanting vent and two buttons. Edge double-stitched.

For young men the newest effect is a double-

A summarized report of the Merchant Tailors' Fashion Exhibit held at Chicago—Ideas for summer wear, some of an extreme nature, are shown.

breasted sack suit and made up in a soft, striped suiting, two-button effect, full length of coat  $30\frac{1}{2}$  inches. The lapels have a long shapely effect. The sleeves are narrow in

width as are the shoulders, being trimmed off with four buttons at the hand. The trousers are 18 at the knee and 16 at the bottom.



One of the latest styles of lounge jackets. Reproduced from Men's Wear, New York.

Single-breasted two-button sack, straight front, made from dark blue pencil stripe. The pockets are all patched and button down. The length of coat is  $29\frac{1}{2}$  inches and edges are single-stitched as are the seams. The trousers are 19 inches at the knee, 16 inches at the bottom, and have a turned-up cuff of  $1\frac{3}{4}$  inches at the bottom.

Nelson, B.C.—Emory & Walley, men's furnishers, are making extensive changes in their store. The office has been moved to a large balcony and the space below given up entirely to the tailoring department where three men are employed regularly. By this change the store space has been increased by an area of 25 by 15 ft.

*If you're planning on bigger business for Fall* YOU SHOULD FIGURE ON "IMPERIAL" BRAND  
*—the brand that made good profits and honest values possible in Men's Pure Wool Underwear* ❁ ❁ ❁



With the "Imperial" Brand of Men's Wool Underwear lined up behind you, there is little doubt, but that you will considerably increase your business over last year.

We have been specialists in Men's Wool Underwear for the past third of a century and have built a name for our underwear that is untarnished.

Our Men's Natural Wool, Men's Elastic Knit, Men's high grade Imperial, are far above the usual in value, fit and finish. "Imperial" Brand is the standard.

"Imperial Brand" Underwear can be secured at the leading wholesale houses.

**KINGSTON HOSIERY COMPANY**  
 Kingston *Established 1880* Ontario



**The "last word" in boys' Clothing**

Lion Brand is the product of many years' experience in specializing on Boys' Clothing. This experience has taught us to use serviceable, high-grade materials in styles that will instantly appeal to the fancy of the youth.

If you have been having trouble with your boys' clothing business, give us a trial order and let us prove that Lion Brand Clothes are quick-sellers and good profit-producers.

Write for catalogue.

**The Jackson Mfg. Co.**

CLINTON FACTORIES AT ONT.  
 CLINTON, GODERICH, EXETER, ZURICH,

**THE KADY SUSPENDER**

Permits free movement of the body and shoulders. No binding, no strain anywhere, no stretching of fabric, no wear and tear on buttons.

These are the SELLING POINTS of the Kady. All that men of action demand. It's the suspender they come back for. Push it.

The **Double Crown Roller** is the Kady's great feature. A patented device so simple and perfect that duplication is impossible. Imitation has been attempted. The straps slide over the rollers obedient to every movement of the shoulders.

*Attractive signs and store cards free. Write for literature.*

DOMINION SUSPENDER CO. NIAGARA FALLS, CANADA

# Chinese Take to Despised White Styles

"THOSE OF position who call on the Chinese National Assembly will be expected to wear the Hat of Great Ceremony."

The Hat of Great Ceremony is known to the Western World as the "Silk Topper" or "Plug Hat," and the above injunction is a part of the instructions in clothing etiquette recently issued by the new Chinese Government. Every garment is labelled and its use carefully described so that there may be no mistakes to cause the foreigners' smile.

While intended for the use of Chinese officials, the chart is important in showing that China is adopting the clothing of the West. The stately robe and Mandarin's feather are to give way to an "evening coat of ordinary ceremony" crowned by a "Christie" hat.

European clothes have officially been adopted—Etiquette chart issued, prescribes the "topper" as China's "Hat of Great Ceremony"—Some sartorial incongruities.

It is not, however, Chinese officials alone who are adopting European clothes. According to an interesting article in "The Outfitter," all self-respecting Chinese men and

women make it a point of honor to wear foreign clothing.

Less than ten years ago, says one authority, the Chinese made fun of our European clothing. They did not hesitate to tell us to our face that they thought our clothes ugly, if not indecent. Now there is not a Chinese man or woman with pretensions of being "up-to-date" who has not his or her European costume.

## TWEED CAP AND BLUE GOWN.

This change of clothing has not helped to make the Chinese look more picturesque; the European is rather inclined to laugh when he sees for the first time a representative group of Europeanised Chinamen. This is mainly due to their affection for tweed caps.

One of the commonest features in the streets of places like Shanghai or Hankow is to see a man clad in a blue gown wearing a tweed cap ravisly tilted over one ear. The effect is entertaining rather than impressive.

The tweed cap, however, according to one English merchant settled in China, plays a very important part in present day Chinese life. It serves as a badge for the reformer and those who do not wear it are apt to be regarded as reactionaries and may be suspected as diligently seeking trouble.

Still more striking is the change in Chinese women's clothing. At one time they thought English women looked like "wasps ready to break off in the middle."

The modern Chinese woman, if she wishes to be thought stylish" never talks in this way. Her dress is made of foreign material and she will pay three times as much for foreign brocades as for native make, although the home-made will last ten times as long.



Ingersoll, Ont.—Borrowman & Parker, clothiers and tailors, have dissolved partnership.

New Westminster, B.C.—Reid & McDonald, clothiers, have moved to their new store, 707 Columbia Street.

Sackville, N.B.—H. Miller, who was burned out some months ago and has since been conducting a store in Amherst, will again open in business here in men's and boy's furnishings.

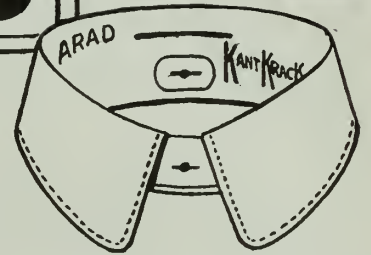


China, now that a Republic has been established, is forsaking her national dress for Western attire, as the above chart (reproduced from the Outfitter) will show. Every garment on the chart, which is intended for the use of officials, is carefully labelled in order that no mistakes may be made.

# KANTKRACK

COATED LINEN

## COLLARS



**THE LONG SLIT**  
*over the back button hole*  
**THE RIVETED FLAP**  
*reinforcing the weak spot*  
**EASILY CLEANED**  
*water, soap and sponge*

These are the main features that are embodied in the **KANTKRACK** coated linen collars which serve to make them the most popular waterproof collars on the market. These features add greatly to the life and appearance of the collar. They look like linen and wear better. **"One grade only, and that the best."**

(Made in Canada)

**The Parsons and Parsons Canadian Co.**  
 HAMILTON . . . . . ONTARIO

## DR. NEFF'S UNDERWEAR



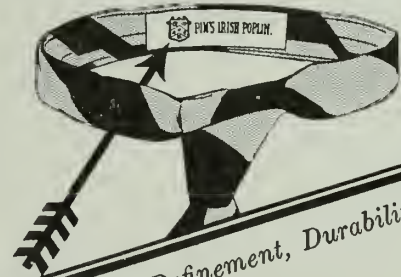
You have undoubtedly heard of it  
 ---now you can get it in Canada

Dr. Neff's Pure Wool Underwear is famous for its delightfully soft texture—its great wear—its perfect body conforming fit.  
 Comes in Union and two-piece suits.  
 Send for samples of the Fall and Winter range.

**THOMAS WATERHOUSE & CO., Limited**  
 Ingersoll, Ont.

Mr. W. R. Mosey, Toronto, agent for Ontario; John W. Peck & Co., Winnipeg, for Manitoba, Saskatchewan, and Alberta; John W. Peck & Co., Vancouver, for British Columbia and the Yukon.

## PIM'S IRISH POPLIN



For Distinction, Refinement, Durability, select

**PIM'S IRISH POPLIN TIES.**  
 They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers,  
 William Street, Dublin.  
 Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg.  
 Thomas Brophy & Sons, 41 Herald Bldg., Montreal.

# Final Proceedings at the R. M. Convention

IN THE last issue, The Review presented a report of the early proceedings at the Retail Merchants Convention. Concluding sessions are reported below.

Toronto, May 10.—

Whether or not the proposed Bulk Sales Act for Ontario would or would not be detrimental to the interests of the retail trade was one of the main subjects up for discussion on the second day of the Retail Merchants' Association Convention at Massey Hall last week.

## DISCUSSION ON BULK SALES ACT.

After the secretary's and treasurer's reports had been presented, the convention went into the further discussion of the propriety of the proposed Bulk Sales Act.

G. B. Ryan, of Guelph, again contended that the principle of the bill was correct—that there should be some law to prevent a dishonest merchant from selling out and departing with the money. He suggested that if any parts of the wording of the bill were found to be detrimental to the retailer they should be changed, but he would not be in favor of it being fought against in any form.

Secretary Trowern stated that on his recommendations the bill had been entirely thrown out, not merely laid over. It was a bill, he said, for the protection of the wholesaler and not the retailer, and, therefore, in his estimation was class legislation. Retailers were honest men, with few exceptions, and just why there should be such a bill to catch a handful of rascals to the detriment of honest men he was at a loss to see. He contended wholesalers should watch their credits closely enough, so that it would be impossible for them to lose money by the absconding of debtors.

Replying to this, Mr. Ryan said that that was all very well from a local standpoint. "Men whom I deal with are all nearby, and I know what's going on. But it's different with a wholesaler, who has to do business with customers 1,000 and 2,000 miles away.

The secretary maintained that in the Criminal Statutes at present was an Act dealing with absconding debtors. It was a criminal offence, liable to a fine and imprisonment. If power could be given Dominion authorities to go after the absconder when he crosses the line nothing more would be required.

"Stop him from selling out and defrauding his creditors before he gets across the line," declared Mr. Ryan.

"You cannot make legislation to cover every transaction," said W. H. McCordick, St. Catharines,

Bulk Sales Act further discussed, some interesting points being raised—Trading stamp schemes discussed—Election of officers for ensuing year.

who maintained that a wholesale dealer or manufacturer could prevent bad credits by securing statements on intending purchasers from mercantile agencies. "Once when I

went to Buffalo to buy coal I was asked how much I was worth. I told the man, but if I had been crooked in giving him the figures he would have found me out when he had secured a statement."

The impression of J. Staples, Lindsay, was that if he wanted to cheat his wholesaler the bill would stop him from selling. If he cheated he would be criminal, and, therefore, the law should follow him anyway. But he did not think the proposed Act would affect an honest man.

Mr. Trowern—"The bill should not go through unless it covered everybody, not simply retailers."

Mr. Ryan—"The bill prevents a wholesaler or a manufacturer from selling out without the consent of 60 per cent. of the creditors, just the same as it affects the retailers."

Mr. Trowern—"If it had stated that the seller did not have to submit the names of 60 per cent. of the creditors until after the sale it would have been a different thing, but the seller must get their consent 'before closing' the sale."

Mr. Ryan—"Yes, 'before closing' the sale, not 'before beginning' the sale. You have your contract all drawn up and the deal must go through."

"Another thing," added Mr. Ryan, "in the circular letter sent out from the association headquarters it states that the fees of the trustee, which shall not exceed 5 per cent., must be paid by the debtor. That is not true. It distinctly states in the second part of section 5 of the proposed bill that the fees with any disbursements be deducted out of the moneys to be received by the creditors and shall not be charged to the debtor."

The secretary contended that if the seller owed, say, \$4,000 to a mother-in-law, a brother, an aunt or an uncle, that person would not be content to get back only 95 per cent. of it.

A. M. Patterson, dry goods merchant, Brockville, drew an analogy between the proposed bill and the method adopted in selling a house. "You have to inform the purchaser as to the mortgagee, if any, and the amount against the property, before the sale can be consummated. There may be a few undesirable words in the bill, but in principle it is right."

R. C. Braund, asked where the bank would come in which had advanced money to the seller. "Would the bank," he asked, "be willing to accept its loan



# ARE YOU PREPARED

For the business on all kinds of Knitted Goods that will come your way this Fall?

Our travellers are now on the road and a card will bring them to you. They are showing a most complete line and worthy of your inspection.

**DENTRO**  
THE WEAR IS THERE  
**KNIT**

Sweater coats for ladies and men. Ladies', children's and men's mitts and gloves. Caps, toques, sashes and knitted neckwear.

"Bentro Knit" goods are produced by men who are long experienced in the business. The most modern equipment and a desire to give only the very best cannot fail to produce a selling line that you can ill afford to be without.

**THE WILLIAMS-TROW KNITTING CO., LIMITED**  
Stratford - - - Ontario.

J. M. ROBERTSON & CO.,  
70 Bay St.,  
Toronto, Ont.

Agents:

GEO. A. HARRIS,  
120 King St.,  
Winnipeg, Man.

## Wreyford & Co., Toronto

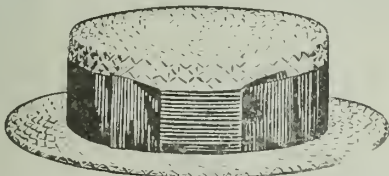
Wholesale Men's Furnishers

Dominion Agents for following Manufacturers:

**Young & Rochester, LONDON AND LONDONDERRY**

Finest Taffetas and Silk Shirts—Latest Neckwear—New Collars—Spring Designs of their celebrated "Wyanar" Shirts stocked in Toronto, at \$12.00 and \$13.50 doz.

**Tress & Co., London and Luton**



High Class Hats and Caps—Shipment of Straws just received. New Fancy Edge, Ivy band, \$15.00. Cork Lined Boater, \$12.00.

**Cohen & Wilks, Manchester**

"Aquatite" Raincoats in Yarnproof Gabardine, Handspun Tweeds, etc. Reversible Ulsters and Motor Coats for Gentlemen and Ladies.

*Linen without laundry bill  
Waterproof without odor*

THAT'S

## S. D. COLLARS

They are neat, stylish linen collars, with all the appearance of the ordinary linen collars but with the weekly laundry bill eliminated. Being waterproof they may be wiped off with a damp cloth and look as clean and fresh as a newly laundered collar.

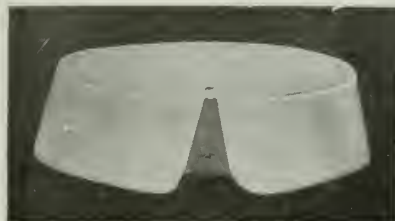
Made with or without non-corroding aluminum eyelets.

Made in linen, gloss and dull finish.  
Sold in half sizes, 12 to 18.

Write for catalogue to-day.

The

**Smith - D'Entremont Co., Ltd.**  
1475-77 Queen Street W. - Toronto



minus the 5 per cent., for the trustee because it was one of the creditors?"

Becoming involved with difficulties and because of both the opposition to the bill and the favor it found it was finally decided to leave the question over to a special committee composed of the executive, which would also request various branch associations to appoint one of their number to act on it. A conference with representatives of the Canadian Credit Men's Association was also suggested, and this will be had, no doubt, if the retailers decide that some sort of Bulk Sales Act is deemed advisable.

#### TRADING STAMP ACT VIOLATIONS.

In absence of President Wesloh for an hour or so, vice-president E. C. Matthews took the chair on Wednesday afternoon while the convention was dealing with remainder of the resolutions. The first was that, whereas some merchants are using coupon cards, prizes as awards, etc., in violation of the Trading Stamp Act, it was desirable that all cases of this character be forwarded to the executive.

B. W. Ziemann, merchant tailor, Preston, Ont., contended there was too much of this sort of thing going on, and that merchants frequently go into illegal schemes unknowingly. "We should show fellow-merchants that they are violating the Act," he said, "but when promoters attempt to launch such schemes it is a different thing; we should get right after them."

#### DELAYS IN FREIGHT CLAIMS.

At this juncture Mr. Gray, of the claims department of the Grand Trunk, who was asked to come to the convention, talked for a few minutes on some of the reasons why there were often delays in settling claims.

"Delay in settlement," he claimed, "not altogether a matter which rests with the express or freight departments of the transportation companies. We handle many claims, and a large percentage of them are due to delays caused by incomplete returns from receivers. We must have the documents filled out properly, but in many cases the claimant neglects to do this. He fails to understand the necessity of it. I have known it to take five, six and seven weeks before the documents came in properly filled, and we do not ask for anything that is unnecessary.

"Often the merchant's own employees as well as the cartage men are indifferent to his interests, simply because they know that if there is any shortage when the invoice is gone over he can get it adjusted with the shipper who comes after us. We may have good receipts to show that goods arrived in perfect condition at your station, and then comes the trouble. Retailers should assume greater responsibility in getting the goods from the depot so as to prevent any pilfering on the part of cartage men or their own employees.

"Another cause for complaint," added Mr. Gray, "is due to insufficient packing, addressing, and lack of care in making out shipping bills. No more than 70 per cent. of shipping bills are completely filled out. Address, name of county or something else is wrong or omitted.

"The transportation companies," he said, "have difficulty in the employment of labor. We are not in direct touch with our men as you are, and they are continually leaving, and, therefore, many of them are inexperienced."

#### ADDRESSES BADLY MIXED.

"Go to any freight shed and you will find 75 per cent. of return packages have no address or anywhere from one to fifteen. The wrong barrels sometimes come back, and as barrels are not of the same value there is a kick, and we have to pay the difference."

A few questions were asked Mr. Gray in reference to delays in paying claims after these had been acknowledged by the company. One man said it was his opinion that the Grand Trunk had always thousands of the people's money on which it was saving interest.

Mr. Gray replied that such was not at all the case, as 90 per cent. of the claims acknowledged were paid in 60 days.

One resolution dealt with the contention that a Department of Trade should be formed by the Government in the interests of the retail merchants. Labor had its separate department, and the convention considered the retail trade should be similarly recognized.

Objection was taken in a resolution to the indiscriminate distribution of an annual publication from the Department of Labor at Ottawa dealing with wholesale prices. This book, it was pointed out, gets into the hands of labor people and others who know nothing of business conditions, and tends to create a prejudice against the retailer.

The incoming executive was instructed to watch articles appearing in newspapers, journals, magazines, reflecting on the character and ability of retail merchants.



### Leading the Way

IN THIS issue is presented a description of the new store of Rod Sangster Jr., Montreal. It is a large and spacious establishment, fitted up in the most modern manner and with fixtures which not only give the maximum amount of display space but unusual facilities for stocking of goods as well. One has but to consider the equipment of stores such as these to realize that the men's wear store of to-day is leading the way in the matter of equipment. For adequacy of display and stock arrangements the typical men's wear store has no superior.



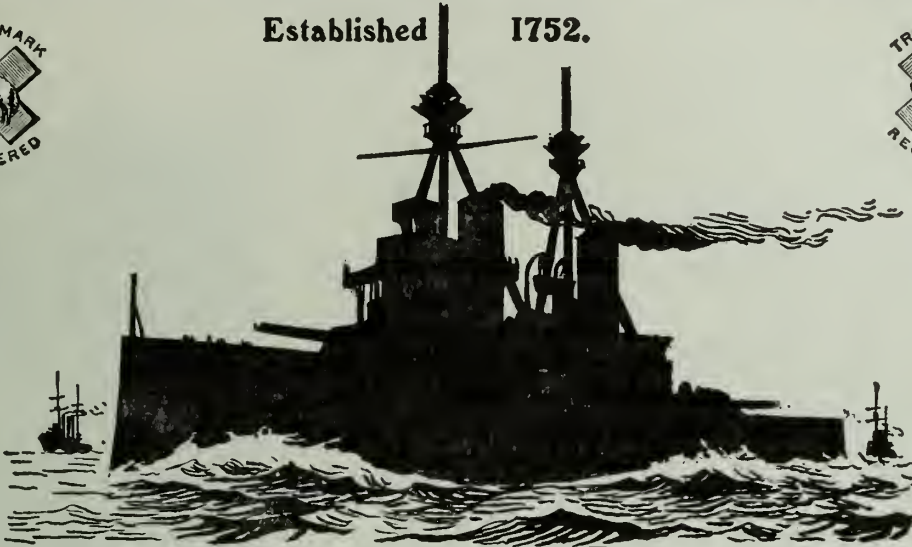
# VANGUARD KNITTING WOOLS

Established 1752.



Scotch  
Fingerings,  
Vanguard,  
15's, 12's,  
Fine.

Hosiery  
Yarns,  
&c., &c.



Soft  
Knittings,  
B, Imperial,  
Soft Spun,  
Vanguard,  
Fine.

0½ and 00  
Worstedes,  
&c., &c.

## THOMAS BURNLEY & SONS, LTD.,

*Manufacturers of Scotch Fingering and Knitting Wools.*

**GOMERSAL MILLS, nr. LEEDS, ENGLAND.**

*Prepare for the  
Belt Season*



If you are not using one of our No. 1125 improved belt stands, you are not making the most of your opportunities. This is the very best stand ever devised for the display of belts. It stands 5½ ft. high, and the prongs are numbered for the different sizes of belts. Each prong is also removable, as shown in cut; the stand revolves. We also make this stand with plain prongs, with turned up ends, for the display of suspenders. Write for our new catalogue to-day.

**Clatworthy & Son Ltd.**

161 King St. West  
TORONTO

## THE ROYAL BRAND COATLESS SUSPENDER

Comfortable,  
Invisible,  
Easily Attached

Many men spoil their happiness and comfort by suffering from the Summer's heat just because they cannot get a satisfactory invisible suspender. You know that this is true, Mr. Merchant, so why not introduce a suspender that is absolutely invisible, perfectly comfortable, easily attached. These points are all embodied in the Royal Brand Coatless Suspender. It gives the wearer perfect freedom of movement and all round satisfaction.

Made in two styles and qualities — 2 point and 4 point. We also make garters, arm bands and leather belts.

Write for prices to-day.

Manufacturers of "Peerless" and "Fit Rite" Braces

The Canadian Suspender Mfg. Company  
92 Peter St. TORONTO



# The MacLean Publishing Co. in Europe

Something about the work in Great Britain and the Continent, together with a brief description of the London offices — The MacLean Publishing Co. a factor in Imperial trade.

FOR NEARLY 25 years the MacLean Publishing Co. have maintained a branch office in London to look after their interests in the British Isles and the Continent of Europe. Till 1904 this office was at 85 Fleet Street, but, as this building was demolished with several others in the Fleet Street improvement scheme, the company took offices at No. 88 on the opposite side of the street. Here, on the second floor of the fine building owned by the "Birmingham Post"—one of the leading British dailies—and overlooking almost the entire length of Fleet Street with its continuous stream of traffic, many newspaper offices, noise and bustle, the London Staff of the company keep in touch with the latest trade developments of the whole of Europe and the outlying parts of the British Empire.

During the last few years the European business of the company has grown to such an extent that the offices and staff have had to be doubled. Amongst European houses The MacLean Publishing Co. is recognized as an authority on Canadian trade and financial conditions and is frequently consulted by firms interested in the Canadian market and those wanting to secure a foothold in the Dominion.



E. J. Dodds, manager of London office of The MacLean Publishing Co.

The offices now consist of an entire flat of four rooms. Of the front two, overlooking Fleet Street, one is Mr. Dodd's private office and the other is occupied by the stenographers. The rooms at the back which look out on to St. Bride's Church, and grounds, famed for its graceful spire, are devoted to the accounting, subscription and travelling staff.

The company's representatives cover the whole of the British Isles at frequent intervals, thus insuring the information about various industries and manufacturers which is kept on file at the office is always up-to-date. Manufacturers and traders in all parts of the Dominion constantly write London office for information and advice, whilst Canadian visitors use the offices freely and have their mail addressed there if they wish.

British manufacturers are doing an increasing trade not only in Canada but practically all other markets. A big portion of this business is done through export merchants and shippers in London who act as buying agents for foreign houses. Goods advertised in MacLean's papers are not infrequently enquired for by the London merchants who have received enquiries from their clients in various countries. The circulation of MacLean's papers amongst British Export Merchants is being cultivated and

Canadian manufacturers using publications of the firm will find this circulation of the greatest possible value if they are looking for export business.

In addition to the circulation amongst British merchants an increasing number of MacLean's papers are finding their way to British Dominions and foreign countries, including Australia, New Zealand, South Africa, India, France, Germany, Italy, Spain, and Switzerland, Russia and Turkey.

# - - THINK IT OVER - -

The advertisements appearing in this paper each issue are there because it pays the advertiser and for no other reason.

Is it not about time you investigated this proposition, and not let the other fellow do all the talking to the man you should be selling?

You can talk across Canada in full page space to live dry goods dealers for \$25 an issue if you contract for twenty-four insertions. Worth while, isn't it?

Editor of Dry Goods Review.—“Will you be kind enough to advise us best manufacturers in Canada or the States of iron beds and mattresses. We shall greatly appreciate any information.”

The following firms specialize on beds and bedding. Quality Beds, Welland; G. Gale & Sons, Waterville, Que., Toronto office, 180 Queen St. E., Alaska Feather & Down Co., Montreal; Ideal Bedding Co., Toronto; Ives Modern Bed Co., Cornwall; Standard Bedding Co., Davies Ave., Toronto; Harvey Quilting Co., Toronto; Berlin Bedding Co., Berlin; Toronto Furniture Co., Toronto; The Kindel Bed Co., Toronto; The Ball Furniture Co., Hanover, Ontario.

\* \* \*

Calgary, Ont.—W. Pickard and Son, dry good, millinery and read-to-wear, announce that they are going out of business.

\* \* \*

Nothing like the impact of brisk business conditions to jar financial tightness. That's what is happening in Canada.



## Elaborate Fixtures

Continued from page 53.

The business is run on a strictly cash basis and there is practically no expense for bookkeeping. The clothing sales are kept separate from the furnishings sales, each department having its own cash desk, so that it is possible to know at all times just what each department is doing.

The store emphatically demonstrates features for handling merchandise successfully. The departments are laid out correctly for the quick handling of the various lines. There are scarcely any packages or boxes. All goods are displayed in cases or laid out in drawers and the old-time system of unwrapping merchandise has been relegated to the graveyard. The policy of the store is exclusiveness, full value and prompt service, and it seems to fill the bill.



**O.B.**  
**SUSPENDERS**

(Made in France)  
Guaranteed for one year.

**S. E. Porter & Co.**

Sole Agents for Canada.

Complete Stock on Hand

at  
"Birks Building,"  
**MONTREAL**

*Look into the*

# Maple Leaf Underwear

*Record*

during the past six years and you will be able to solve the "reason why" of its success. It gives the maximum amount of satisfaction to wearer and retailer. See the Fall samples.





**THOS. WATERHOUSE & CO., Ltd.**  
INGERSOLL ONTARIO  
HAROLD F. WATSON, WELDON & CO., Selling Agents  
Coristine Bldg., Montreal.

## A Handsome Horse Show Window



The Horse Show window shown above was trimmed by Reid W. Pepper, for Harvey C. Hall, Yonge Street, Toronto. It is both elaborate and striking, combining selling strength with a distinct "horsey" background, lent by the use of pictures and riding accessories.

This display contains several individual unit arrangements of men's wear which have distinct merit.

ESTABLISHED  
1850

# C. F. RUMPP & SONS

INCORPORATED  
1904

Manufacturers and Exporters of

## FINE LEATHER GOODS

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Write for Circular. Correspondence Solicited.

### Philadelphia, U. S. A.

NEW YORK SALESROOM: 683 and 685 Broadway  
WESTERN CANADA: WILLIAMS & MILLER, Calgary, Alta.

# Stock Records and Store Forms are Adopted

## THE INTERSTATE

Committee of Retail Clothiers' Associations recently took up the question of stock records and office forms. A committee was appointed to go into the question fully, consisting of the president and secretary of each of the six state organizations in the Middle West. A number of other prominent association members were added to the committee. It was formed, as previously reported, at the Iowa Retail Clothiers' Association's annual convention in Dubuque, February, 1912. The idea was advanced at that time that one of the greatest needs of the average retail clothier was an efficient, practical system of keeping a careful record of stock and sales, in order to do away with over-buying, says Men's Wear.

The first work of the committee was the drafting of a combination swatch book and daily stock and sales record, as well as a sleeve ticket and a permanent stock record. These were first reproduced in this magazine on October 23, 1912. At meetings of the committee since that time the records reproduced

Committee appointed by the Interstate Retail Clothiers' Association's selected forms which are deemed best fitted for carrying on clothing store—A description of the system.

practical records that can be devised.

Number 1 is a stock record form, intended primarily for clothing, but one which can be used for almost any line or department in the store, such as odd trousers, raincoats, underwear; in fact, any merchandise that runs in sizes. This record is brought out by the committee in a bond volume of 200 pages, allowing the same book to be used for a number of different departments. It is also printed in loose leaf form.

Number 2 is a hat and cap record, bound 200 pages to the book, and this is also brought out in loose leaf. The double ruled lines in both numbers 1 and 2 represent red lines in the form. Of course it will be understood that the cuts shown in these pages are greatly reduced reproductions of the original forms.

on this and the following pages were drafted.

They were drawn up after a thorough study of hundreds of forms now in use, and, in the estimation of the committee, are the most

SALESMAN'S RECORD MONTH OF _____ 191__									
DATE	SALESMAN NO. 1		SALESMAN NO. 2		SALESMAN NO. 3		SALESMAN NO. 4		REMARKS
	CASH	CHARGE	CASH	CHARGE	CASH	CHARGE	CASH	CHARGE	
1									
2									
3									
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5									
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31									
TOTAL									

No. 6. Salesman's Monthly Record.

	SALESMAN NO. 1		SALESMAN NO. 2		SALESMAN NO. 3		SALESMAN NO. 4		REMARKS
	CASH	CHARGE	CASH	CHARGE	CASH	CHARGE	CASH	CHARGE	
JAN									
FEB									
MAR									
APR									
MAY									
JUNE									
JULY									
AUG									
SEPT									
OCT									
NOV									
DEC									
TOTAL									

No. 7. Salesman's Annual Record.

O

**JONES & COMPANY**  
ALTERATION TAG

---

NO. \_\_\_\_\_ SALESMAN \_\_\_\_\_

DATE \_\_\_\_\_ BACK NO. \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

OCCUPATION \_\_\_\_\_

CALL OR DELIVER \_\_\_\_\_

PRICE \_\_\_\_\_

PAID \_\_\_\_\_ CASHIER STAMP

DUE \_\_\_\_\_

MFG. LOT. \_\_\_\_\_ OUR LOT \_\_\_\_\_

C & V. SIZE \_\_\_\_\_ PANTS \_\_\_\_\_

ALTERATIONS \_\_\_\_\_

---

ALT. COST \_\_\_\_\_ WANTED \_\_\_\_\_

NO. \_\_\_\_\_ OFFICE CHECK SALESMAN \_\_\_\_\_

NAME \_\_\_\_\_

WANTED \_\_\_\_\_ ALT. COST \_\_\_\_\_

---

**JONES & CO.**  
100 MAIN ST  
SALESMAN \_\_\_\_\_

NO. \_\_\_\_\_

NAME \_\_\_\_\_

COAT \_\_\_\_\_ VEST \_\_\_\_\_ PANTS \_\_\_\_\_ OVERCOAT \_\_\_\_\_

PRICE \_\_\_\_\_

PAID \_\_\_\_\_ CASHIER STAMP

DUE \_\_\_\_\_

BACK NO. \_\_\_\_\_

PRESENT THIS CHECK WHEN  
YOU CALL FOR GOODS

No. 3. Alteration Tag.



# MEN'S WEAR REVIEW

DEPARTMENT										DESCRIPTION	REMARKS
OUR LOT	MAKER LOT	MANUFACTURER	DATE	COST	REMARKS	TO	BY	NO.	NO.		
00											00
01											01
02											02
03											03
04											04
05											05
06											06
07											07
08											08
09											09
10											10
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46											46
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48											48
49											49
50											50

No. 1. Stock Record for Clothing or other Stocks.

Numbers 3 and 4 are alteration tags, that need no explanation to the retail clothier. They are perforated, one part going to the customer to present when he calls for the suit or overcoat, the second part going to the office, the third part going to the alteration shop with the garment.

Records number 5, 6, 7, 8, and 9 are all of one size, printed in loose leaf form, so that one binder will answer for all. They are also brought out on cards for those who prefer this system.

No. 5 is a sheet for estimates of advance purchases.

No. 6 is the monthly and daily record of the various salesmen.

Number 7 is the salesmen's annual record.

Number 8 is a daily statement by departments.

Number 9 is a record of incoming freight and express.

Number 10 is a combined monthly statement from the various departments.

Number 11 is the annual statement by departments. It will be noticed that two year's records are shown on one page for convenience in comparison.

ANNUAL STATEMENT DECEMBER 31, 1913																		
MONTH	DEPARTMENT 1				DEPARTMENT 2				DEPARTMENT 3				EXPENSE	D.G.T.	PURCHASES			COLLECTIONS
	CASH SALES	CHEQUE SALES	COST	PROFIT	CASH SALES	CHEQUE SALES	COST	PROFIT	CASH SALES	CHEQUE SALES	COST	PROFIT			DEPT 1	DEPT 2	DEPT 3	
JAN																		
FEB																		
MAR																		
APR																		
MAY																		
JUNE																		
JULY																		
AUG																		
SEPT																		
OCT																		
NOV																		
DEC																		
TOTAL																		

ANNUAL STATEMENT DECEMBER 31, 1914																		
MONTH	DEPARTMENT 1				DEPARTMENT 2				DEPARTMENT 3				EXPENSE	D.G.T.	PURCHASES			COLLECTIONS
	CASH SALES	CHEQUE SALES	COST	PROFIT	CASH SALES	CHEQUE SALES	COST	PROFIT	CASH SALES	CHEQUE SALES	COST	PROFIT			DEPT 1	DEPT 2	DEPT 3	
JAN																		
FEB																		
MAR																		
APR																		
MAY																		
JUNE																		
JULY																		
AUG																		
SEPT																		
OCT																		
NOV																		
DEC																		
TOTAL																		

ANNUAL STATEMENT OF PROFITS				
	1913		1914	
	SALES	PROFITS	SALES	PROFITS
DEPARTMENT 1				
2				
3				
TOTAL				
DISCOUNTS FOR YEAR				
DEBIT BALANCE				
EXPENSES FOR YEAR				
NET PROFIT				

No. 11. Annual Statement, combining records of two years.





Originality is a good feature of ad.-writing. But you can always get too much of a good thing.

# THE GOOD ADVERTISING



ON THE opposite page is shown a number of advertisements of men's clothing, all of them of an unusual high degree of excellence. They are, at that, representative of the class of advertising which is being done by clothing and men's wear firms throughout the country.

At the top is shown part of a full page ad. of the T. Eaton Co., Toronto, the bulk of which was devoted to men's clothing. The lay-out of this section is an admirable one in most respects. The figures are well drawn, mannish and natural in their lines and, as placed, they stand out with a good degree of prominence, a degree which would have been heightened, however, had more white space been allowed. The same objection applies to the whole advertisement. It presents too condensed an appearance. It is too "talky." A description is one of the strongest and most essential features of a clothing ad., but it is rather an easy matter to become too descriptive. The matter contained in this ad. is exceptionally well written, in a chatty way, but how many would go through it to discover the merit of the writer's diction? Short, sharp, incisive descriptions would have served the purpose better.

Beneath is shown a panel from an advertisement of the Regina Trading Co., featuring men's fancy shirts. The lay-out is an excellent one and would, with a few changes, to include firm name, serve well for a separate advertisement. In this ad. each article is described tersely and priced in large black figures. Small space has been used to most excellent advantage.

An ad. of undoubted originality is that of Fairweathers, Limited. The sign at the top, "The House of Quality," has long been used by the firm and can be identified at first glance by residents of Toronto. It is distinctive and as such a most valuable feature of the advertisement. The reading matter is well arranged with a sufficient margin on either side to lend the strength which white space alone can give.

A neat appearing ad., barring some very noticeable typographical defects, is that of Fralick & Co.

Some good samples of men's wear advertisements—A discussion of their good points and their faults—The value of white space demonstrated.

It is aggressively worded and attractively laid out, the neat illustration adding to the effect. Had the cut off rules, distributed through the copy, been replaced by neat dashes or eliminated entirely, the appearance of the ad. would have been heightened considerably. Neater joints on the border would also have constituted a distinct improvement.

The elongated ad. of the R. J. Devlin Co. has many features which commend it highly. Its shape itself is sufficient to win attention. The use of the two cuts with prices serves to fill the space to good advantage, having plenty of white space to make them stand right out. This ad. should prove a sales winner.

\* \* \*

## Honesty in Advertising

A campaign has been started in certain quarters against dishonest advertising.

There has been of late years a distinct tendency on the part of ad. writers to drift away from the straight and narrow path of absolute truth in the preparation of copy. The transition begins with a tendency to exaggerate, to let enthusiasm run riot in descriptions. Then the habit of exaggerating values creeps in, and finally over-enthusiasm (to term it mildly) finds its way into the manipulation of figures. So far the ad. writer has not got himself into very dangerous depths, but unfortunately other influences begin to manifest themselves to force him farther afield. The competitive spirit carried to excess is one of the most potent influences toward dishonesty in advertising. The ad. writer desires to present his goods in a more favorable light than any of his competitors are doing; the spirit of emulation seizes them all, and they are soon engaged in a brisk competition of promiscuous prevarication.

For instance, Bloughard & Co. advertise a suit, regular price \$28.50 for \$18.50. The public accepts the figures as bona fide. But then H. O. Tair thinks to go his competitors one better and advertises a suit, regular \$30.00 for \$18.50. This is creeping far be-