

SPECIALLY INTERESTING TO MEN

Smartly Tailored Stylish Suits for the Young Man
The Many Merits of Society Brand Clothing

SAID THE REDOUBTABLE BOB ACRES, on his transformation from the country squire to the man-about-town—accomplished by means of a new suit of clothes and curled hair — “Dress does make a difference, Dave.” And, verily, there is never a young man of sense who will gainsay him.

That dress does indeed make a difference is a fact of practical experience to the wearers of Society Brand clothes, designed no less for men who stay young than for young men. Cut with all the very latest style features—high vest, semi-fitting coat with closely-fitting shoulders and collar, rounded corners, and 2 or 3 buttons, they also have many special features. Such, for instance, are the pencil pocket in the seam of the inside breast pocket, the extension safety pocket, which conceals and secures letters, papers, etc., and the watch pocket, within the outside breast pocket—all in the coat. The vest has a watch guard in the lower left pocket for fob or chain and a pencil or fountain pen pocket, which opens in the seam of the upper left pocket. The trousers are permanently creased, which keeps them pressed and prevents sagging at the knee. They possess a cash pocket within the right hand side pocket and an improved secret money pocket on the inside of the waistband. And, besides all this, the styles are eminently distinctive.

A three-piece Summer suit of Cambridge grey chevrot, though of light weight, is splendidly tailored and built to retain its shape. The single-breasted, 3-button coat has the fashionable rounded corners and peak-shaped lapels, with a semi-form fitting back and well built shoulders. The vest is cut high, showing a vestee, and fastens with six buttons. The trousers are obtainable with plain or cuff bottoms. Sizes 33 to 39. Price, \$20.00.

Many other models, single breasted and with 2 or 3 buttons, may be seen in this brand, the materials including worsteds, fine cassimeres, fancy weaves and thread stripes in the latest Summer colorings. Prices, \$18.00, \$22.50, \$24.00 and \$25.00.

Norfolk Suits Are Very Fashionable

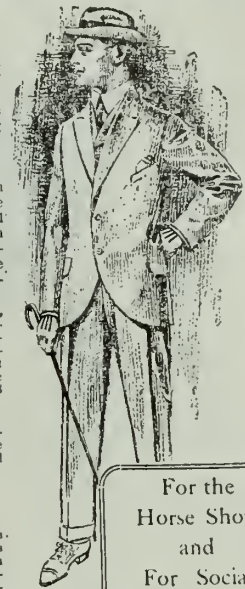
So popular now, not only for the young man who plays golf and who indulges in various sports, the Norfolk coat was much in evidence at the baseball opening. Here they are in great variety and splendidly tailored, in worsted finished chevrots, in greys, fawns and browns. The waist belt passes under box pleats, front and back, and the coats are also distinguished by long lapels. Sizes 34 to 42. Prices, \$18.00, \$20.00, \$22.50

EATON-made Suits for Young

In accordance with our custom, the suits made in our own factories are lines and reveal excellent workmanship, while the tickets tell a tale of modern, lowing brief description of suits taken from our immense stock will give some idea of the variety of styles available. In a remarkably neat model is a striped worsted in a medium shade of grey ed tweed in a dark brown mixture with golden thread stripes. The single-breasted rounded corners, is cut well into the waistline at the back, and the collars fit vestee gives the necessary touch of white, and the vest closes with six buttons with cuff bottoms, belt loops and side straps. Sizes 33 to 37. Price, \$22.50.

The same smart single-breasted styles are seen in pencil-striped suits of fine cassimere-finished material, also in light grey and herringbone-finished.

Very neat, attractive suits in the fashionable light brown with a gold in pin checks with a thread stripe at intervals of 1 1/2 inches. Coats are single breasted, the high vest with white vestee and the trousers made with extremely stylish suit for the smart young man, and is \$16.00.



For the Horse Show and For Social Events



Silk Hats, \$6 and \$8.
Opera Hats, \$8.
Coach Silk Hats, \$5.



Christy's Hats, \$2.50 & \$3.
Scott Hats, \$4.
Heath Hats, \$5.

The R. J. Devlin Co. Limited

Wear Your Colors in a "Blazer" Coat

The Correct Coat for the Camp, the Playing Field, the Outing and the Summer Resort

ON THE THAMES they make a vivid splash of color, not only on Boat Race Day and at the time of the Henley Regatta, but during the whole boating season — these brightly striped flannel blazers. And the seaside resorts, the country lawns, the playing fields of Eton and Harrow and the hundreds of schools, colleges and clubs where men and boys most do congregate, are gay with them.



They are made in England of all wool fabrics, in single-breasted style, with patch pockets, are smartly tailored and well finished. The stripes are obtainable in various widths and in the following colors — Light blue and navy, red and black, crimson and white, green and white, navy and white, black and white, Royal and black, orange and black, rifle green and red. Sizes 34 to 41. Prices, \$3.00, \$3.50 and \$4.00.

Navy Blue Blazers, with corded edges, in various colors, including white, red, orange and pale blue, are also made with patch pockets, and are obtainable in sizes 34 to 44, at \$2.00.

Blazers for Boys

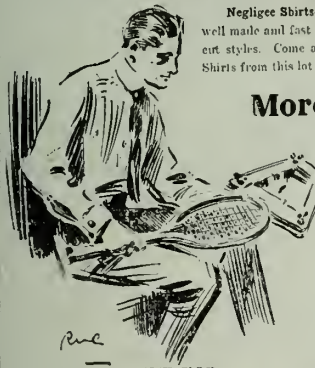
There are blazers to delight the heart of any boy, in red and black, white and navy, Royal blue and black, stripes of medium width. These also have patch pockets, and are very neatly made. Sizes, 24 to 27, are \$1.75; sizes 28 to 30, \$2.00, and sizes 31 to 34, \$2.25.

Useful, cool blazers, in navy blue, with cord-trimmed edges, in red, orange, pale blue or white, with 3 patch pockets, in sizes 24 to 34, are \$1.50.

—Male Floor, Queen Street.

Men's Fancy Shirts, 75c

Negligee Shirts—New patterns in zephyrs and prints, well made and fast colors; all sizes in the coat or regular cut styles. Come and select your new Summer Shirts from this lot while we have them on sale at 75c



More Bargains

Work Shirts—Strong serviceable materials in tans, grey, black and stripes; all sizes. On sale at 50c

Silk and Knitted Ties—50c a dozen, all colors, on sale, for \$1.

Excelsior Handkerchiefs—No. 1 extra silk finished. Regular 1 each. On sale, 6 for 2

Men's Fancy Sox—A very pretty lot at the sale price of 3 pair for 50c

Underwear Clean-Up at 75c

MEN! Here's your opportunity. Come now and buy! Our first Spring clean-up of all broken lines of men's Wool, Wood Mixed Silk and Washable Mesh Garments. Worth \$2.00, \$3.00 and some up as high as \$4.50. On sale now at per garment 75c

Men's Coats
From Old Bond Street
New Chesterfield Suits in Irish hand-woven home-spuns, with or without cuffs, one-quarter silk-lined. No two patterns are alike.
\$25 to \$35
Men's Silk Hats, Derbies, Soft Hats, Gloves, Bags, Canes and Umbrellas.
Fairweathers Limited
84-86 York Street
Montreal Toronto Winnipeg

You have no idea what \$22 in clothes money can do for you until you have seen the New Spring Models from "SOCIETY BRAND"
We have made special preparation for all of you old men, and new men making men, of the kind of clothes you like. Here's a three-button young man's model.
You can get some very excellent suits at \$10, \$12 and \$15. These are not Society Brand clothes.
See the new Soft Hats and Panama's Banquets and more.
Ralick & Co.
and 15 N. James St.



Some samples of advertisements and sections from ads. dealing with men's clothing.

Join the bo

Thirty-Three Va



Handsomely Engraved
Silver Loving Cup.

10 Gold and Silver
Medals.

Cash Awards.

2nd Annual Contest
1913

OPEN TO WINDOW TRIMMERS,
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.

s this year

uable 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

43 University Ave.

Toronto

DO you know of any dry goods dealer, anywhere in Canada, who does not subscribe to the Dry Goods Review?

If so, you will be doing him a good turn by giving us his name and address, so that we may send him a sample copy and an order blank.

DRY GOODS REVIEW

Canada's Only Semi-Monthly Dry Goods Paper

MONTREAL TORONTO WINNIPEG

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.

Manufacturers and Jobbers

Should bear in mind this important fact, if they desire to approach the retailer who himself practices and believes in advertising, it is obvious that an appeal to him through advertising in "The Review" (the paper he reads) would most likely meet with greater success than any other method.

yond the range of probabilities and the public regard the announcement with skepticism. If Blouhard and Co. accept the figures as a challenge and go out to beat them by fixing their prices to read \$32.50 regular for \$15.00, then the public refuses to put any credence in the reputed value of the suit, and the advertisement, as a result, is worthless. In cases such as this both firms are changing their figures for the same article, boosting the original value of the article, a few dollars for every dollar clipped from the selling price. This system of playing it at

both ends to attain a statement of unprecedented bargain offering is so thin that people accept it for exactly what it is—just "bunk."

As stated before there is a distinct agitation on at the present time against this ridiculous (the only word that applies) custom. Merchants are being urged to stick to facts as closely as possible and to avoid exaggeration of values. The movement has been inaugurated through the fear that buncombe advertising will undermine public confidence in advertising in general.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

GOES TO EUROPE.

A. Germain, of Germain, Smith & Birks, Ltd., Montreal, importers of millinery, lingerie, ladies garments, etc., left last week for Europe on his semi-annual buying trip.

REMOVALS OF MONTREAL FIRMS.

The Wertheim Export Co., Ltd., of Berlin, Germany, dry goods importers, have moved from the Caron Building to the fifth floor of the new Unity Building, 46 St. Alexander St.

Steffens & Nolle, Ltd., importers of woollens, have moved from the Beardmore Building to the new Shaughnessy Building, McGill St.

Michael F. Phelan, agent for manufacturers of house furnishings, has moved from the Lindsay Building to the new Unity Building.

Reynier Freres, glove manufacturers, have moved from the Victoria Building to the new Unity Building.

Fownes Bros. & Co., glove manufacturers, have moved from the Coristine Building to the new Unity Building.

Tootal Broadhurst Lee Co., Ltd., of Manchester, Eng., manufacturers of cotton goods, have opened a Canadian office in the Read Building, St. Alexander St., Montreal, in charge of Robert Hulme.

HAT TIP WITH NAME ON FREE OF CHARGE.

The attention of the milliner who is up-to-date in seeking to save time, and yet increase the neatness and finish of the hats she turns out, is directed to a ready-made head lining put on the market by Burnett & Temple, London, England. These linings are of good material, and well and neatly made, and, moreover, are finished with a handsome gold-printed tip. Last, but not least, the milliner who purchases one gross can have her name printed in gold letters on the tip free of extra charge.

The agent for Canada is R. H. Cosbie, 30 Wellington West, Toronto.

Condensed Advertisements

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.

OPPORTUNITY IS NOW OFFERED TO purchase the stock and goodwill of G. L. MacKay, Limited, ladies' costumers, Regina. Excellent stand, and one the best equipped stores in the West. Good lease and reasonable rent. Apply to G. L. MacKay, Ltd., 495 Yonge St., Toronto.

ENGLISH FIRM OF MANUFACTURERS OF Hair, Hair Goods, Hair Nets, as used by high-class hair-dressers and stores, desire to arrange a Canadian agency on commission with established sound house who has a good connection in the trade for Toronto, Montreal and district. Arrangement for stock to be kept in Canada would be made. For further particulars, write to Box 97, Dry Goods Review, 88 Fleet Street, London, England.

FRESH, CLEAN, STOCK OF SHOES AND Men's Clothing and Furnishings in growing village of Courtright on St. Clair River. Write J. T. Locke, The Ark, Corunna, Ont., for information.

FOR SALE—CLEAN STOCK OF GENERAL dry goods; cash business, doing \$70,000 yearly, net profits \$45,000 in six years. Good live manufacturing town in one of the finest agricultural districts. Address Box 7, Dry Goods Review.

ADVERTISING INDEX

A	D	Pim Bros.	79
Arlington Co. of Canada, Ltd.	Deacon Shirt Co.	R	
65	Dominion Suspender Co.	Rumpp, C. F., & Sons	87
B	J	S	
Berlin Suspender Co.	Jackson Mfg. Co.	Smith D'Entremont Co.	81
Burritt, A., & Co.	65	T	
Burnley, Thos. & Sons, Ltd.	83	Turnbull, C., Co.	63
C	K	V	
Canadian Converters (Success Col- lars) .Outside back cover Men's Wear	Kingston Hosiery Co.	Van Allen Co.	63
Clatworthy & Son, Ltd.	67	W	
Canadian Suspender Mfg. Co.	Miller Mfg. Co.	Waterhouse, T., & Co.	79 85
83	50	Wreyford & Co.	81
Crescent Mfg. Co.	P	Williams, Trow Knitting Co.	81
67 101	Parsons & Parsons Canadian Co. ...		
Craftana	61		
67	Porter, S. E., & Co.		
	65		

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW

143 UNIVERSITY AVENUE

TORONTO

For Subscribers

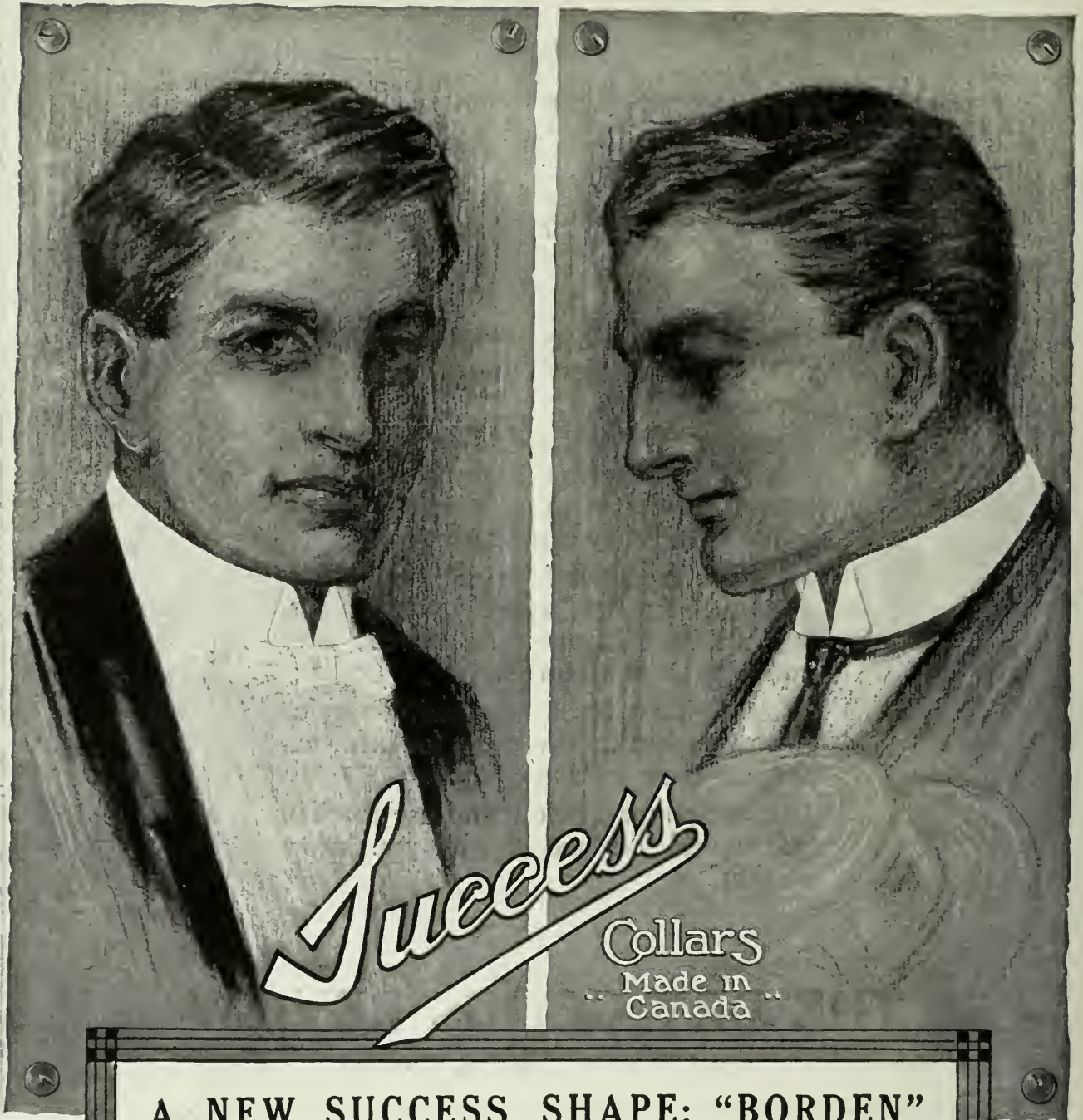
INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

NAME _____

ADDRESS _____



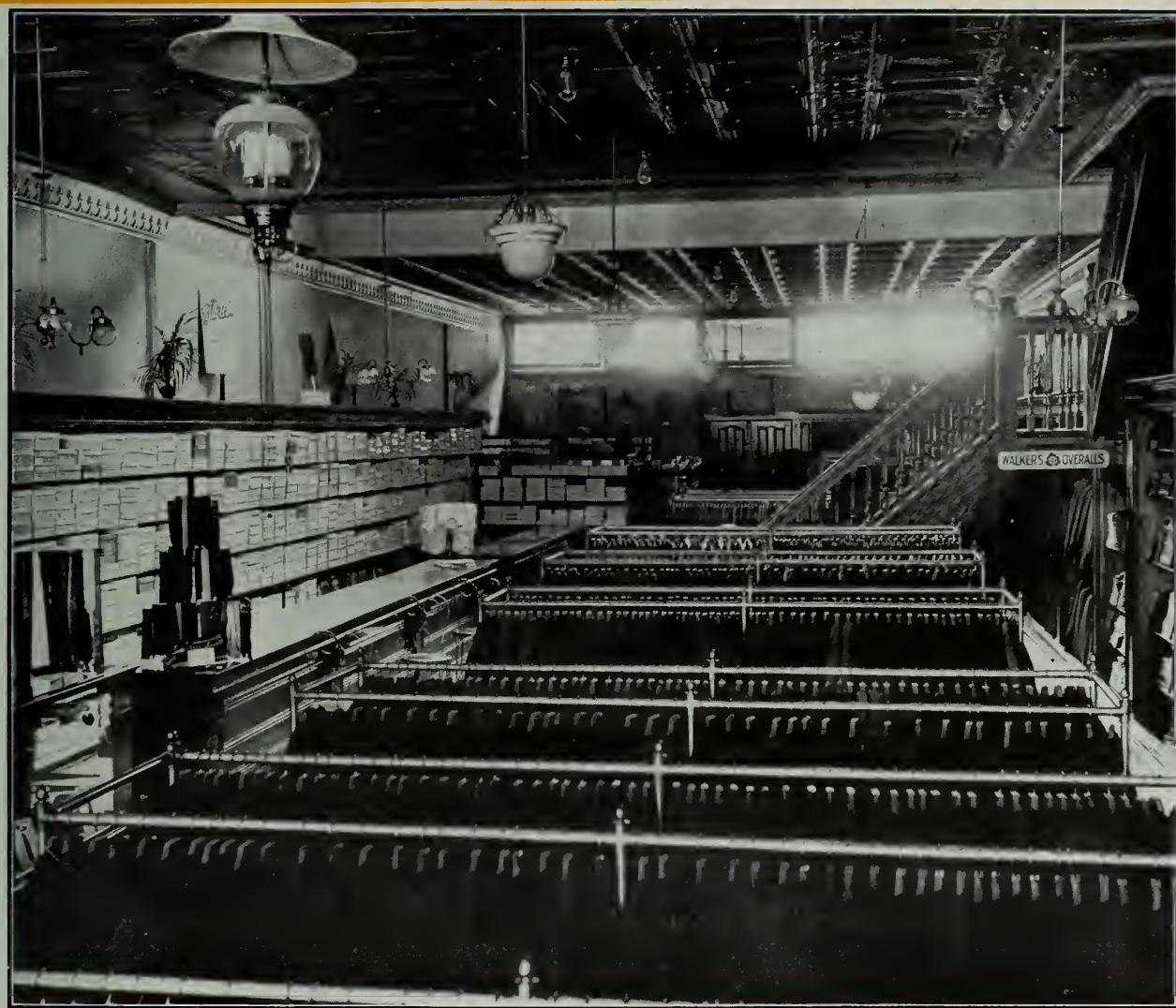
A NEW SUCCESS SHAPE: "BORDEN"

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 $2\frac{1}{4}$ 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.



JUNE : : 1913

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



THE simple fact that a suit has been made to order does not place it above criticism. It is the quality of the tailoring, designing and fabric which safeguards the agent and his customers.

ART CLOTHES meet all the requirements of those who demand and desire high quality. They go a step farther than fitting perfectly, for they touch the hundred per cent. mark in every particular.

Fall and Winter equipments ready July 1. After providing for a waiting list of over fifty applications that could not be supplied last season, we will have a very limited number of outfits, so immediate application will be necessary.

Applications from reliable mens' wear stores or departments only considered—positively no cleaning or pressing stores or canvassers.

The Art Tailoring Company
 Toronto Limited Canada

NOTE.—On July 1st, the corporate name of company will be changed to Cook Bros. & Allen, Limited.

What Limit to Special Sales?

In view of the discussion which has been carried in recent issues of The Review, in regard to the expediency and the effect of bargain sales, a point arises on which the opinions of readers are solicited.

What limit should be put on the number of bargain sales, to prevent the loss of quality business?

How should this branch of the business be regulated to secure the desired result in the way of increased turnover without at the same time hurting the quality connection of the store?

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

All replies must be in by July 12th. Address Editor, Dry Goods Review, 143 University Avenue, Toronto.

Furnishing Store Designed on Original Lines

THE STORE of Andrew MacFarland, men's furnisher, Brantford, Ont., is one fitted out with original ideas to display goods, to prevent all clothing from becoming dusty and shop worn, and also to allow of splendid lighting facilities throughout. To prevent clothing from becoming dusty and shop-worn, all suits are kept on specially provided racks, coats being hung on hangers, and trousers being carefully laid on spacious wall shelves. Both racks and wall fixtures are provided with coverings, which, considered of insufficient service in themselves, are lined so as to render them absolutely dust proof. On wall fixtures the coverings take the form of curtains which slide along a brass rod. For preventing these curtains from showing in the day time, Mr MacFarland has worked out a rather novel idea in the form of a wide face moulding set out a small distance from the shelving. Thus the whole curtain can be slid along to one end of the section of shelving and concealed during hours when goods are on display.

Spacious stock rooms are fitted out on the second floor, and in these are kept all surplus stocks, so that when a suit is moved out from the racks on the main floor, its place can be immediately filled from the stock on the second.

One striking feature of the MacFarland store is that no goods of any kind are shown above wall fixtures. Commenting upon this, Mr. MacFarland stated: "We don't show any goods above wall fixtures. That is a part of the store where cleaning is often neglected, and owing to it being a difficult part to clean anyway, stocks rapidly become dusty, and thus incline to detract from the general appearance. We do not neglect this space, however, but use it for displaying all latest styles, display cards, and instructive cards of all kinds."

Throughout, the store is admirably well lighted. A large skylight and ventilator runs right across the centre of the store and diffuses a volume of light to all parts of the store through prism glass. The store front is also well arranged for lighting purposes. Space above the window is fitted with prism glass and as this shows a depth of about three feet, it also admits much light. Then, too, in the top of the display window proper is fitted a row of pebbled glass in depth about 18 inches. This has a double advantage. In the daytime it admits the light of the sun, and at night admits light from the electric lights in the window, which are arranged at the top of the win-

Andrew McFarland, Brantford, has admirably arranged establishment — Clothing is stocked in manner that prevents depreciation—Lighting facilities of store are exceptionally good.

bar of light right across the store. This brightens up the appearance of the whole store front, and shows especially well as one leaves the store. In the rear of the store, above the stock room, there is also a long window extending across, so that lighting facilities throughout are of the best.

The store front from the exterior is so arranged as to permit of excellent displays of goods. Each window measures 8½ feet in depth by 11 feet in width, at front. As the entrance tapers towards the door rather more width is given in the back of the window.

Amongst other window fixtures, a heavy brass pole running along the back and end of windows at the top is used. This, Mr. MacFarland finds very useful in displaying trousers, or any goods which can be hung over a bar to show to advantage. Placed well up in the window, it also helps to build up a display and do away with a flat, low appearance.

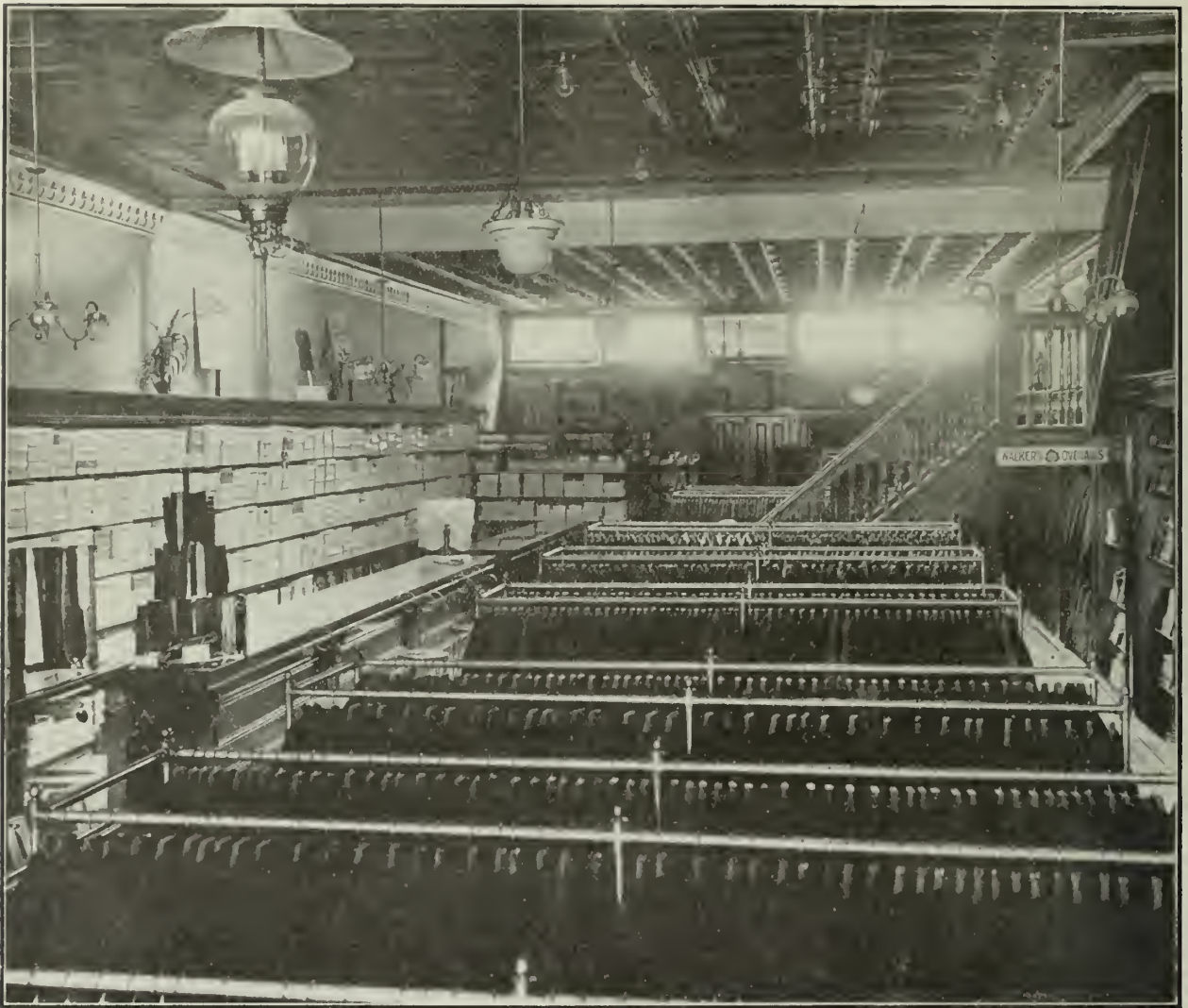
Special provision is also made for preventing frost formations on the inside of windows. As well as having metal frames for that purpose, Mr. MacFarland has arranged frames so as to let in an extra volume of air and permits this to circulate through the window by means of ½ inch holes placed at intervals of six inches all along the edge of the window floor just inside the glass. Thus, free circulation is allowed, making the temperature on the inside the same as the temperature on the outside and in this way preventing formations of frost from interfering with window displays.

Two stock rooms are provided and for two distinct purposes. The one, on the second floor, as already stated, serves as a stock room for suits and heavier good as overcoats, raincoats, dressing gowns, etc. Just off this stock room is the alteration department which is placed close to the centre skylight and thus is provided with a full volume of light at all times. Here, clothing receives all alterations necessary to insure satisfaction in style and fit.

The stock room in the rear, which measures 20 x 30, is devoted to smaller lines as shirts, collars, underwear, and all goods which are being continually required and which are wanted in a hurry. It is Mr. MacFarland's intention to lay off a definite portion of this stock room for hats, which, up to the present time, have been kept in the same section with all



A view of the exterior of the store of Andrew McFarland,
Brantford.



A view of the interior of the store of A. McFarland Brantford. This gives an excellent impression of the system used for showing goods.

other goods. This stock room also serves as a receiving room, goods being delivered from a lane running along the rear of the store.

Another point in connection with interior arrangement is the use made of space just behind windows. As the back in both windows is solid it serves as so much wall space. Here are located racks for hats, and on these are hung dust curtains similar to those on other wall fixtures.

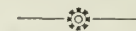
Throughout the whole store originality prevails. Building to meet his own needs, Mr. McFarland has arranged everything to suit his own desires, and has worked out many schemes which are original and effective. Display and light he considered two of the most striking features, and for this purpose the whole store is especially arranged.



The Need for Novelty Lines

THERE is much talk heard of the money stringency but it is not affecting the sale of men's clothing

and furnishings to any appreciable extent. In some quarters complaints are heard of poor business but that is due to local conditions or to the decidedly unfavorable weather which has prevailed. The effect is being felt in one respect, however. It is bringing out lines of distinct novelty. Manufacturers have felt that, in view of the money conditions, it will be necessary to have something out of the ordinary to bring men to the point of buying with the readiness they display when money is freer. They have, in consequence, devoted their energies to securing distinctly new ideas and styles. Mention of some of the most important of these novelties will be found in this issue.



Calgary, Alta.—MacLeod Bros. have opened their new clothing store.

Kingston, Ont.—D. M. Spence is retiring from business.

Saskatoon, Sask.—S. J. Sheridan has moved into his new store.

New Display Features of Palatial Store



The above illustration shows the mens' wear store of Blairs', Limited, Ottawa, as it now appears. Two additional display features were recently added in the large electric sign above and the showcase in the centre of the doorway. As now constituted, the store has maximum display facilities for the frontage. The use of the space above the regular windows for showing goods adds very considerably to the space at the disposal of the firm for showing goods. Placing the showcase in the centre of the entrance has provided an exceptionally good place for the display of seasonable lines. In the photograph, it is occupied by the first stock of straw hats public'y displayed this season.

The Blair store is rightly considered one of the most palatial mens' wear stores in America. The fixtures and store furnishings cost in the neighborhood of \$12,000, it is said. The store was opened in March, 1912, and a very satisfactory volume of business is being done.

Relative Value of Display and Store Space

"ATTEMPTING to make hat sales is almost sure to be met with failure unless hats can be extensively displayed," appears to be the principle upon which L. J. Applegath & Sons, hatters, Yonge St., Toronto, work.

When making ready their new Yonge Street premises a novel feature was worked out in show windows. As the street frontage was only 13 feet, and from that had to be deducted the width of an entrance, little frontage remained for window display. Accordingly the firm made a wide entrance to their store, allowed only 3½ feet frontage for each window, but ran each window back to a depth of 24 feet. Thus a narrow, deep window was produced which provided practically every opportunity for displaying hats that would have been derived from a store with greater frontage.

Speaking of the window thus formed, Mr. Applegath stated: "We couldn't display hats here if we hadn't a window of this depth. The long, narrow window allows for the same principles of window dressing being worked out, as would be used had greater frontage been secured. Though the window is in reality very narrow, from the street the appearance of a big window is presented. This is aided very materially by part of a third side of one of the windows being of glass, which is permitted owing to the entrance to the stairway which leads up over the store."

The question as to whether such a window would

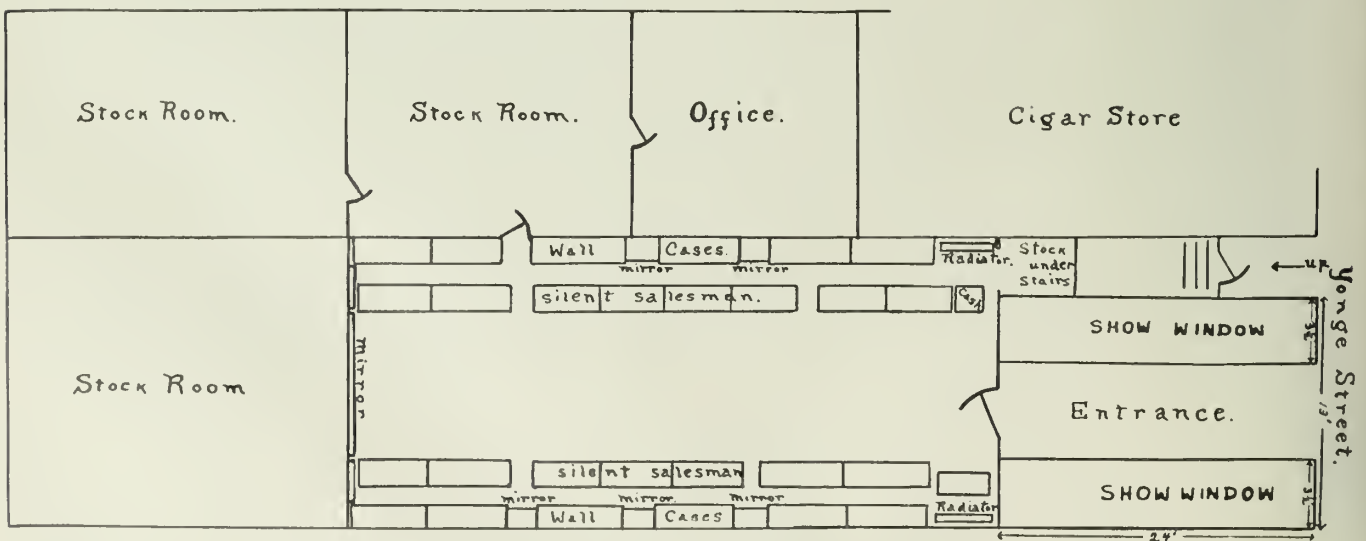
Interesting problem arises in considering lay-out of store—Unusual depth given to display windows by L. J. Applegath & Son, hatters, Yonge St., Toronto — A description of their store.

be practical for anything but hats, or some similar article, naturally arises. Mr. Applegath claims that it would, and sees no reason why displays of any other line of goods

should not be arranged as successfully and produce as good results.

From the inside as well as from the outside, the store presents the appearance of space being used to greatest advantage but without conveying the idea of anything being crowded. Both walls are fitted with wall cases provided with glass doors. These doors are hung with weights so that they can readily be raised up or lowered in order to get at the hats arranged inside. Mirrors also are hung with weights and set out from the wall to a distance almost even with the fronts of the wall cases. The space thus provided behind the mirrors is used for stocking silk hats, (which are left in boxes) hat bands, brushes, etc. Every arrangement tends to greatest display in neatest and cleanest form and in least space. Thus the idea in the window is worked out throughout the store interior also. All silent salesmen are especially made for hats, being 18 inches wide, and 40 inches high. The lower 10 inches, or base is formed of a marble slab. All woodwork is of bird-eye maple and in so far as possible a reproduction of the Yonge and Richmond store. As the floor is covered with linoleum, and the ceiling metallic, painted a cream color, the appearance of cleanliness prevails throughout.

(Continued on page 64.)



A ground plan of the store of L. J. Applegath & Sons, Toronto.



A view of the store of L. J. Applegath & Sons, Toronto. Note unusual depth of windows.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

Clothing Prices Advance

A HIGHER price standard is being set in men's clothing, due to the increased cost of the material and the advance in the cost of doing business. The last named item is by long odds the more serious. Business costs have been careening madly upward for a long time back until they have now reached the point where the retailer must advance his prices to the public or go out of business.

The advance in the price of clothing is more marked in the United States than in Canada. A glance over the advertisements of prominent American clothing houses shows that the advance has been marked. One might even term it radical. The minimum price set by them is quite a few dollars higher than in past years.

* * *

Keeping Up a Good Front

UNDER most circumstances a man is judged by the "front" he puts up. If he looks prosperous, healthy, and alert, he wins immediate esteem. It is the same with the retail store. The store is judged by its front. The customer seeking a store wherein to make certain purchases appraises each store of the right kind until one is reached which seems to suit. Many points enter into the appraisal—the style of the store front, its cleanliness or otherwise, the size of the windows and the displays shown therein, the method of displaying the firm name, and the lighting appliances. When a store presents an up-to-date appearance in all the respects named, it is certain to draw a large share of the trade. No matter how good the stock carried or how efficient the service, the business done will fall far short of what it should be if the appearance of the store from the

front is not inviting; just as a man who wears poor fitting clothes and presents a general appearance of "seediness" will fail to win respect, no matter how brainy he may be.

In this issue a view is presented of the recently improved store front of Blairs', Limited, Ottawa. This is typical of the best modern mens' wear stores, possessing the qualities required to draw trade to the store.

* * *

Keep Cards Up-to-date

THE STORE must always keep up with the seasons, and this is quite as necessary in the matter of cards as in anything else. The card writer can make his work doubly interesting by keeping them seasonable, and taking advantage of all current events. Thus when the baseball season starts, cards with drawings or cut-outs of ball players will have an undoubted interest. Every passing event of national or strictly local interest can be utilized by the card writer to give his work an additional interest for the passing throng of men.

* * *

Salvation to Smaller Trades

THE *TORONTO GLOBE* criticizes the Parcel Post Bill on the grounds that "the restricted zone will discourage the sending of farm products from the producer to the consumer in the cities." The *Globe* overlooks the point that the zone system will tend to prevent the mail order houses from draining the money from the country districts and centralizing it in the large cities.

If *The Globe* and other ardent admirers of parcel post would but stop to consider this point, they

would see that as money is drained from the country districts and brought to the large centres, never to return again, so much will those communities be weakened. We are continually reading in all these papers about country districts becoming impoverished, yet in the very next breath they advocate measures that tend to still further impoverish them. Did anyone ever hear of the large dailies criticizing the mail order business for weakening country communities? Yet there is all kinds of evidence that they have done so, and there is no good reason why further power should be put into their hands by the Government.

Neither *The Globe*, nor any other paper, can show that the original advocates of parcel post were the working men or farmers. The scheme is one apparently worked up by catalogue houses, backed by large daily papers.

The restricted zone system—if the postage for the second zone is great enough—is going to be the salvation of the small, aggressive trader. He should be in a position to sell more goods to the farmer and at the same time would not be further harassed by the distant big houses.

* * *

Paying Accounts Promptly

IT IS good business for the merchant to always keep the decks clear as far as paying accounts due is concerned. If he includes this among his policies he is going to make himself a better merchant. Every good merchant insists on paying his bills when they fall due, and because of his policy in this respect he insists on getting his own money promptly. This keeps the business on a good, sound basis always, improves his credit standing, and gives him a reputation for straight business dealings among all his associates.

But the strongest argument for the payment of accounts promptly is that it keeps the dealer on the move getting in his own money, thus cutting down outstanding accounts to a minimum.

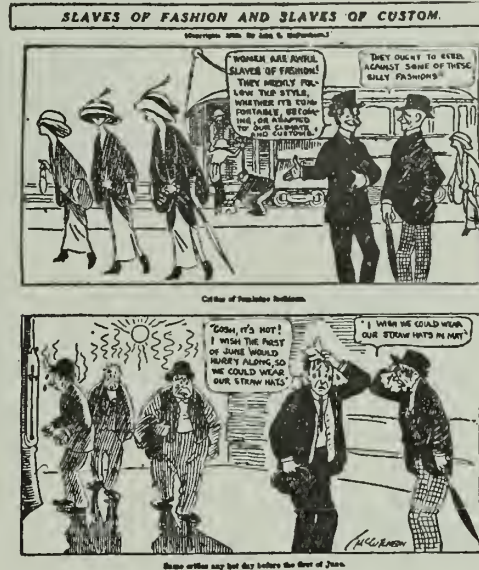
* * *

Man and Sensible Dress

MAN IS contradictory in the matter of dress. In some respects, he is a sensible dresser; in others he shows a singular lack of common sense. The lack is displayed most prominently during the warm

months, when he appears in heavy coat and vest, with high collar and, sometimes, a heavy hat. It is not intended to say that all men do this, but a sufficient number do to create proof for the charge that common sense does not always enter into masculine sartorial arrangements.

Men were worse offenders in this respect than they are now. Time was when no self-respecting man of any importance whatever would, no matter



how high the temperature might be, appear without heavy coat, waistcoat and top hat. There has been a great reformation since that time, but there is still much room for improvement.

* * *

The men's furnisher should do his utmost to teach customers to dress properly in the summer weather. This he can do by featuring the proper articles, such as light underwear, negligees, belts, and so on, and by talking strongly along this line to customers. Not only is it in the best interests of the customer himself to show him how to dress comfortably and attractively, but it is also good for business.



Guelph, Ont.—The death is announced of Purvis E. Laurason who was formerly employed here with D. E. Macdonald & Bros., and later with Kelelur & Hendley



Ferdinand Barbier, Canadian representative of Charles Perrin & Cie, Grenoble, France, glove manufacturers, left last month for a trip to Europe. He will be away about three months.

Plainer Cloths in Quiet Patterns the Rule

PLAINER CLOTHS

in quieter patterns, and styles of cut to correspond, would appear the keynote of the men's clothing situation for next Fall and Winter. The tendency with

some firms is still strongly towards making styles look smaller in keeping with women's clothing at the present time. Thus the tall slender or English effect will again be good. Other firms, however, are breaking away from this to some extent, and, though they continue to make the shoulders unpadded and narrow, still give the coat a more loose fitting appearance. These firms follow American rather than English styles, or in other words, attempt to get away from the cut of suit which follows directly along individual lines. This difference, however, is not developed to a great extent, and in most particulars both parties are following out the same principles.

That everything will be soft is probably one of the most striking features about the coat most popular for next Fall. Long soft rolls, but with a few coming high again, soft fronts, some short collars, high gorge, and plain seams, these with a total absence of over-padding, which would render an out-of-proportion effect, and modesty in pattern, constitute the plainness and quietness in effect so desirable for the coming season.

Tendency, too, is towards narrow shoulders. With some firms sleeves and body of coat will be tight in proportion, but with others styles will tend more to loose-fitting effects. Backs shown are with or without vent, but the majority strongly favor vents.

Single breasted coats will again be the favorite, but after Norfolks being introduced so strongly this season and after the leaning which American houses show to double breasted styles, it would appear that double breasted coats are likely to be worn rather more extensively than for some time. One firm predicts the rounded front, three button such as the coat most popular for young men.

Trousers are for the most part straight and narrow to correspond with the cut of coat. Some measurements in the States are reported as 18½ inch knee and 16½ inch bottom, but the conservative Canadian tastes have not taken up with these extremes and prefer measurements running 20 inch to 21 inch and even to 22 inch at knee, and wide at the bottom in proportion. Cuffed bottoms will be worn almost exclusively, as during present season. Peg tops are almost totally absent in new showings,

The keynote of men's clothing for next Fall and Winter—English effect will prevail largely in cut—Unpadded shoulders the rule—Some firms are making coats more loose fitting—Overcoating styles.

the up-to-date trouser being ordinary hanging, and producing a tall slim effect.

The six buttoned vest, buttoned high, will again be popular, showing, if anything,

a rather higher effect. To set it off a little edge trimming in many cases will again be used.

Though tweeds have had a heavy run for the past two or three seasons, it is now thought that worsteds will have the foremost place. All stuff is of modest pattern. Hair lines and fine shepherds' plaids are very popular on the other side. These latter are being worn quite extensively by both men and women, but as they are about ⅛ inch check and with no particular pattern, quite a plain effect is produced. It is thought, however, that Canada will favor a plain, narrow stripe, or probably a small check, stripes in most cases being on the straight rather than on the diagonal. This is noted especially in better quality goods.

Colorings are somewhat a matter of opinion, but greys and browns in dark shades with some blue-greys, will be most popular. Quite a pleasing effect is produced by a plain narrow stripe of blue and grey tint on a background of brown. Mixtures especially involving blues and greys, too, will be quite popular, but in all tendency is towards modesty in colorings and appearance.

* * *

Ulster Overcoat Styles

The predominating feature in styles of ulster overcoats for next Fall and Winter will be the shawl roll collar. Both neatness and efficiency were proved to be marked characteristics of this collar last Winter so that during the coming season even greater popularity than ever is likely to be met with.

Double breasted styles are again being prepared for the Canadian trade, although in the States there is a strong tendency towards single breasted coats, buttoned through. Some of these latter are also likely to be worn in Canada, but more particularly in the larger cities of Ontario. A single breasted fly coat front coat with shawl roll collar is also being introduced, but as yet this is merely an experiment and it is not known how the trade will take it up. But of all, the double breasted is likely to be most popular. In these, backs will be cut full, and belted, so as to gather in a lot of the fullness. Some firms tend to make coats in shorter lengths, but others finding

(Continued on page 62.)



“Black Prince”

A Shirt with Selling Features

“BLACK PRINCE” is made from a fleece-back black serge, absolutely fast, and fully guaranteed to stand the wear and wash.

This cloth is confined to us and made specially for BLACK PRINCE Shirts. BLACK PRINCE is cut full in body and long in the sleeves, and every seam is double stitched.

Merchants can urge the sale of this shirt to any customer, with the assurance that it will give satisfaction. You will have no trouble about the size we make.

Write to your wholesaler to-day for sample and price.

Stocked by most wholesalers; made and guaranteed by

The Canadian Converters Co. Limited
Montreal

KNIT GOODS NEWS

Mackinaws are Finding Much Popularity

AS PREDICTED in a recent issue of *The Review*, the mackinaw is coming into great favor. Already the manufacturers are experiencing a heavy demand; in fact, in some cases they are sold up or are not in a position to promise delivery until a late date.

Retailers who are showing the line report that they are finding the demand both substantial and insistent. The mackinaw apparently has "caught on" with the public. It is picturesque as well as comfortable and most men do not object in the least to wearing something which draws attention their way, provided it does not too far transgress the laws of sane apparel. And so the mackinaw has found a handy and useful garment. It makes an ideal golfing jacket and is suitable for all outing and athletic purposes. The baseball player has shown a particular fondness for the Norfolk and they are now used to a great extent by players when on the bench. This undoubtedly has helped the vogue among amateur sportsmen who, consciously or unconsciously, imitate the professional even in mannerisms of dress.

The Norfolk is the favored style though other varieties are also reported to be selling well.

The popularity of the mackinaw is due to the fact that it serves the same purpose as a sweater coat, but has the additional attraction of novelty.

It must not be assumed, however, that the mackinaw vogue is affecting the sale of sweater coats to any appreciable extent. The sweater coat has become a necessity. It is worn everywhere and is adapted to every purpose. Men wear sweater coats at work, during recreation and around the house. They have come to fill such an important part in man's sartorial requirements that he could not now do without one. He often wonders, in fact, how he ever got along without such an article before. The mackinaw is a novelty which fulfills some of the functions of the sweater coat, but which will hardly be used for all purposes. Therefore, it is not and never will hurt the sale of the staple article.

The sale of sweater coats has not suffered, however—Sweater coats for Fall, 1914, will be modeled on plain, straight lines, but will be decidedly brighter in point of colorings.

STRAIGHT LINES FAVOR-
ED.

The sweater coat for Fall 1914 will be on plain, mannish lines. All indications point so unmistakably in that direction that it can be

stated positively.

This applies both to coats for women and for men. The tendency has been to bring the styles so closely together that there will be practically no divergence or radical difference. This has been accomplished to the extent that some styles are sold for both men and women.

Everything points to a complete surrender to the demand for straight mannish lines. Fancy racks will not be sold as much, favor being shown rather to brushed knit and plain rack finishes. The result will be the advent of garments of undoubted utility and highly attractive from their very simplicity.

This tendency will be so strong that it will almost certainly prevent any distinct surrender in women's styles to the general trend in garments toward the cutaway style. The straight lines will in practically all staple numbers be adhered to.

The influence of dress fashions will be manifested in another direction, however—in colorings. *The Review* has already given a forecast of the popular shades but a recapitulation will be in order.

The colors of the yarns selected will include all the staple shades and about 20 more. For women's garments, the following will be found: straw, primrose, cerise, light grays, light and dark blues, saxe, deep red tones, tans, browns, and varying shades of olive, apple green and purple. For men the shades will naturally enough be darker and will include soft browns and tans, grays of a silver and greenish tinge.

The general effect will be brighter and more striking. It is, therefore, safe to expect some unusual and vivid combinations. The straight and quiet design of the garments will in many respects be offset by the brilliance of the colorings and the ranges will, therefore, have an appeal for all classes.



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

Larger Ties in Gay and Rich Effects

THAT GAY, rich and showy effects will form a great feature in the neckwear business during the Fall and probably on into the Winter is now becoming apparent. Silks for the coming season have been ordered, and in some cases have already been received from the factories. To describe all in a word would be difficult. No particular fad will be uppermost, but larger ties in gay rich effects, and with strong favor shown towards bordered ends, probably sizes up the situation.

Ramchundas and foulard silks which are now running, while not totally absent in Fall, will not be nearly so popular. Tendency is all towards a rich, showy silk with bright striking borders, which, no matter whether pleasing or displeasing to the sense of harmony and taste, cannot fail to attract attention. Borders will be plain and in colors either to match or to show a striking contrast. Tendency, however, will be towards brighter and bolder novelties with regard to design printed than have appeared for some time.

As to the design itself, several manufacturers are showing samples with a strong tendency towards floral designs both in medium and large effects and with bright colored shootings. Some silks show floral designs worked in so as to produce a striped effect, while others show all-over floral effects, but in all one of the striking features will be the rich deep border either to match the color of the background of the rest of the scarf or to bring out both by contrast.

Regarding shape and size, all manufacturers appear to agree on larger scarfs. One goes so far as to state: "Scarfs will most decidedly be made in large full shapes, cut on the bias, and with open ends." Straight ties although not in great demand, will undoubtedly sell to some extent but probably more particularly amongst cheaper goods, as tendency in better silks is to run a large full scarf.

THE COLOR SCHEMES.

Color schemes in silks will be many and various, blues, cardinals, and golds probably still predominating. One manufacturer has ordered silk in the proportion of two yards of blues, cardinals and golds, to one yard of greens and purples. This shows in a concrete way what this firm look forward to regarding demand for the various colors. Grey, of course, which has always been a staple in the past, will continue to be strong, and will be worn extensively by those who will avoid the rich showy effects in other

This sums up the situation with regard to neckwear—A strong tendency is noted toward bordered ends—Manufacturers appear to agree on larger scarfs.

colors.

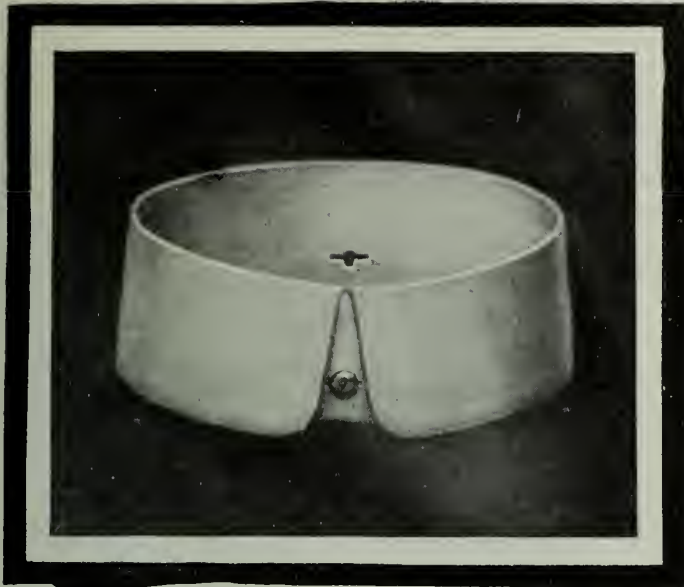
Regarding knitted neckwear, American houses appear to be ordering as heavily if not even more extensively than ever. Here, too, gay effects showing striking combinations will be most popular. All kinds of fancy mottled colors will be found, but probably best selling effects will be made up of



Samples of neckwear for Fall, 1913, showing heavy bordered ends. Colors in these are rich to gayness, borders making a striking contrast with the other colors in the scarf. Scarf on left shows underknot effect, which is meeting with much favor. Floral designs in stripe effects will also be popular. Courtesy of E. & S. Currie, Ltd., Toronto.

heather combinations and stripes. These stripes, it is claimed, will be very gay, producing a gay even to a gaudy effect in some. To suit the American desires, some houses claim they can't get gay enough

(Continued on page 62.)



*A Tonic For
Your Collar Trade—*
**CHALLENGE
COLLARS**

The stimulation of your collar trade lies in the showing of collars that have exclusive features—collars that give better and more satisfactory wear. The Challenge Waterproof Collars are made in four grades of coated cloth and two grades of solid stock each superior to any other make at the same price. They are as dressy as ordinary linen collars, but require no laundering other than soap, water and sponge.

SEND FOR SAMPLES

**The Arlington Company
of Canada, Limited**

54-56 Fraser Avenue,

Toronto

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



“Craftana”

THE HALL-MARK OF Registered No. 262,005

**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

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



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

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

Cut-away Collars are Finding Popularity

THE STYLE of collar now being introduced which appears most likely to be good for Summer and Fall wear is the cut-away collar which meets at the top and begins to cut-away right therefrom. This, through being a comfortable collar, and at the same time a neat, dressy style, allowing of a good display of neck scarf, would appear likely to have a good run well on into Fall, and will be worn extensively by all who are particular about their dress.

While the close-fitting collar will still be sold, and worn extensively owing to past popularity, for fashionable dressers it will cut little figure as compared with the cut-away style.

Another low collar for Summer is one with long outside square points. This is supposed to be worn with a high cut vest and with the points out over the vest. The inside band is low so that in style it is largely a Summer collar, but owing to its extreme nature, is not being taken up to any great extent by the conservative Canadian trade. One of the largest buyers of collars in Toronto has bought only in dozens. This fact shows the way in which the collar is here regarded. In New York, however, demand for it is picking up.

Another collar appearing and gaining greater popularity has a low inside band, and outside band similar to the one just mentioned, only not nearly so extreme. While the band is low, and causes the collar to fit low, still the whole presents the appearance of a high collar, and for this reason is likely to gain some recognition for Summer wear.

For dress purposes the collar likely to be used exclusively by fashionable dressers is a wing collar with small round wing. Even now this style is giving the straight band collar a good run for popularity for dress purposes, and is said to be likely to increase very greatly before the Summer is over. In a larger wing this is also likely to be worn on the street.

An effort has been made to revive the collar with inner band cut-away, leaving an opening at the top. This was worn extensively with bat wings for a time, but owing to discomfort resulting through the collar pinching the neck, this style had never become very popular.

In shirts, sorting season has scarcely opened up yet, owing to heavy orders placed last Spring and it is even predicted by some manufacturers that sorting orders will not cut much of a figure this year. At any rate opinion seems to be general that orders will be more markedly for staple lines, or what is commonly termed bread and butter stuff. Probably

The best seller is the collar which meets at top and cuts away at wide angle, showing the neck scarf to best possible advantage—Big demand for pointed collars but extremes are not selling very extensively at present.

hair lines in blue and black will be best. At any rate there seems to be a tendency to avoid everything fancy, and to cling to plain styles in a fairly inexpensive shirt.

For Spring manufacturers are only now working on the cloths, so that it will be some little time before any lines are shown to any extent.



Plainer Cloths in Quiet Patterns the Rule (Continued from page 56.)

a demand, especially from the West, for even longer lengths are preparing to meet that requirement. Probably a common length in single breasted will be 50 inches, and in double 52 inches.

With the introduction of a great number of fancy backs again this year pockets will have to be either patch or outside or bellows on inside. All will be cut straight as during last season.

As to material, Chinchillas in blues and greys, and naps in browns, are likely to be most popular. Of these perhaps blues will have the greatest run.

For a more dressy coat the plain box-back regular Chesterfield is again likely to be most popular. These will run in lengths about 44 or 46 inches, and in style will be much the same as during last season.

In all there appears a tendency towards lighter weight coats. Claiming that there was no necessity for such heavy coats as were worn in some sections of Ontario last year, manufacturers are turning out a lighter coat for milder climates, and reserving their heavy materials for their northern and western trade. But taken as a whole no great change in weight will be made from last year.



Larger Ties in Gay and Rich Effects (Continued from page 60.)

effects. In New York, combinations showing a bright shade of pink have been seen.

Most of these scarfs will be high in price, large, and with flowing ends. Stripes will be both straight bar and fancy bar and show contrast rather than a match. These, in many cases will be woven well up in the scarf so that, when tied, they will appear slightly below the knot.

While some manufacturers are of the opinion that knitted neckwear will be better for Spring, 1914, others are inclined to push these right ahead now, introducing them fairly strongly for Fall, 1913, and quite strongly for the Winter and Spring to follow.

Hat Manufacturers Make Marked Departures

Distinctly new styles are needed to win attention to hats—Rolled brims and wide bands are features—Bows on stiff hats are being shown at side, quarter and back—The popularity of the cap.



Two views of hat with rolled rim and buckle on bow; latest features mentioned in accompanying article. Shown by courtesy Chas. C. Punchard & Co.

MORE THAN ever has the aim in the hat business this year been to get something decidedly new and out of the ordinary. Business has been dull, and in order to attract attention a marked departure has been made. Various conditions have caused unrest in the trade. Among these are the recent change in administration in the States, the proposed change in tariff, and general financial stringency. The outcome of all of these is uncertain, but probably more particularly of the first two, so that amongst the trade much uneasiness at present prevails. Then, too, dullness in hats is attributed to the unusual popularity this season of caps. Many more caps have been made this year than usual, and demand for them has run high. Against all these opposing factors, then, hat manufacturers are endeavoring to introduce such a line as will force attention and build up a demand, regardless of all trade dullness.

In both soft and stiff hats the tendency is towards a slightly higher, fuller crown, with a trifle narrower brim, and away from low crowns and wide brims, which in the past have been popular.

In the stiff hat the newest feature will be a heavy rolled brim, which, after the flat brims, up till now so popular, will be a decided change. Crowns, too, are higher, popular measurements being $4\frac{3}{4}$ inches x 2 inches or $2\frac{7}{8}$ inches, with some 5 inches x 2 inches or $2\frac{1}{8}$ inches, and $5\frac{1}{4}$ inches x $2\frac{3}{4}$ inches or $2\frac{1}{2}$ inches. But in all a heavy rolled brim will be the feature.

In trimming the tendency will be strongly to wider ribbed bands, with heavier ribs. Some run as deep as 26 or 27 lines, an equivalent of about $2\frac{1}{4}$ inches. Bows will be worn either at the side or on the quarter, with some even at the back, and will be ornamented with plain metal buckles or buttons. Aim is entirely to get something new, and while

bows were worn on the quarter or at the back in soft hats last season, this is a decided change in stiff hat styles.

In soft hats, too, deeper crowns will prevail. Measurements in crowns run 5 inches, $5\frac{1}{2}$ inches and 6 inches, and in brims 2 inches, $2\frac{1}{4}$ inches and $2\frac{1}{2}$ inches. Crowns will, of course, be indented, which will tend to minimize the height. Tendency is towards a fuller crown, some even bordering on the square.

Call in New York has been strong for both green and navy. After the run green had last season it was thought that this color would go out, and in buying trimmings, manufacturers considered it rather a risky proposition to buy green bands; but now these have come back strong, and with navy will be most popular for another season. Taffeta bands will have greatest call, and will be shown in greater depth with heavier ribs.

Of all soft hats probably velours will have the greatest run. More of these are now being made than any other kind, both in men's and women's hats, so that marked popularity is expected. There is also a demand outside velours for hats rough in finish. Anything bordering on the velour in imitation will be preferred, however, to the smoother felts. Apart from velours and imitation velours, plain felts will be seen slightly, and in these, finish will be fairly smooth.

Trimmings during fall season show a tendency to revert to the old style with bows at the side. Some are still shown with bows at the back, but tendency is rather away from that style and towards the more staple fashion. Whether caps will be as popular for fall as they are at present is a question which has not yet been decided. One manufacturer who returned only recently from New York claims that he saw no caps shown save what are now being worn—namely, a silk cap after the pocket style. It is thought, however, that the cap will still hold popular, and be worn extensively during the coming fall season.

R. M. A. Notes

St. Thomas Merchants Re-organization

On Thursday night, June 5, the Retail Merchants turned out for the election of Officers, meeting in the board room of the City Hall. The meeting was started, but it was soon found that the room was not capable of holding them, so it was moved to the large council chamber.

The meeting was alive from start to finish. There was keen competition for the election of officers, and ballots had to be taken each time.

A merchants' picnic was discussed and it is most likely one will be held this summer.

The following officers were elected:—

President—B. Brick, of Mickleborough, dry goods.

1st. Vice-President—P. L. Egan, grocer.

2nd. Vice-President—G. E. Hill, baker.

Treasurer—N. C. Johnston, coal and wood.

Secretary—S. L. Graham, men's wear.

* * *

Newmarket Officers

Several branches of the Retail Merchants' Association have been formed in the last few weeks, and nearly all merchants in the various places have enrolled as members, making good strong branches of the Association.

The following officers elected in Newmarket are:—

President—C. S. McAuley, grocer.

1st. Vice-President—J. S. Osborne, butcher.

2nd. Vice-President—C. Willis, tailor.

Treasurer—W. S. Bosworth, grocer.

Secretary—H. B. Marshall, grocer.

* * *

St. Mary's Officers

President—A. H. Loft, dry goods.

1st. Vice-President—W. R. Butcher, grocer.

2nd. Vice-President—J. D. Martin, coal and wood.

Treasurer—J. Ready, boots and shoes.

Secretary—B. L. Lancaster, general store.

* * *

Aylmer Officers

President—J. M. Wrong, dry goods.

1st. Vice-President—J. M. Farthing, dry goods.

2nd. Vice-President—J. G. Heiter, grocer.

Treasurer—L. T. Young, grocer.

Secretary—H. L. Charlton, grocer.

Hudson's Bay May Dividend

London.—The Hudson Bay Company announce a final dividend of thirty per cent., plus a bonus of ten per cent., making the total fifty per cent. for the past twelve months. The Standard points out the company has made a new departure in regard to announcing the dividend, preferring now to make it "in percentage form," rather than on the actual amount of dividend.

"On this occasion," says the paper, "management don't announce the balance forward, which makes it impossible to gauge closely how company has done as compared with last year. Twenty per cent. of the dividend is derived from trading and thirty per cent. from land sales.



Saskatoon, Sask.—A clothing factory which will employ at the start eighty hands, and which shortly is expected to give employment to 150, is the latest industry to be signed up by the Industrial League, after negotiations lasting for three weeks. The deal was completed yesterday. The head of the new concern is S. Selcer, formerly of the Alaska Fur Company, Minneapolis, who had about fifteen years' experience in the clothing manufacturing business in Minneapolis and Chicago. He has organized a concern to be known as The Saskatoon Garment Manufacturing Company, Limited, capitalized at \$50,000, which will manufacture overalls, workmen's shirts and mackinaw clothing.



Relative Value of Display and Floor Space (Continued from page 52.)

From the accompanying illustration it will be noticed that stock rooms are quite extensive. Here stock for both the Applegath stores are kept and as there is also space in the basement, no lack of room is felt.

The store proper, it will be noticed, terminates about 25 feet from the rear of the building. This was done providing space in plenty for the present, but left in such a way that it would be a simple matter to extend the store right to the rear of the building if necessary, and confine all stock to basement, and side stock rooms.

But of the whole store, the windows are the main feature. Providing two 24 ft. windows with a frontage of only 13 feet, and in such a way as to allow of successful window trimming is the strong point of the store. Mr. Applegath claims it should work just as well with anything else, as with hats. In a similar manner, then, could many of the small frontage difficulties be overcome.

It is interesting to note that the depth of the windows runs close to the total depth of the store. An interesting problem arises as to the relative value of display and store space.

Novelties Predominate in Men's Clothing

THE FOLLOWING interesting commentary on New York styles in men's clothing is reproduced from the Reporter:

As the season advances the sales of men's apparel increase, and right now the clothing departments and exclusive shops are busy distributing merchandise to the consumer.

This condition is noticeable in the large stores, but it surely reflects similar conditions elsewhere. Consumers have the same opportunities to see the season's best styles in the stores in smaller centres which to-day are more thoroughly recognized than ever as important distributors. More attention is being paid to this trade than ever before. Manufacturers see to it that the country merchant is carefully looked after, and that he has the proper merchandise to display.

There's a reason.

The men and young men to-day study styles in fashion magazines and in the advertisements. They observe styles worn on the streets of the cities they may visit. The old "foggy" retailer, who cannot supply the demand, cannot compete with the modern merchant, who can and does supply it.

DEMAND FOR NOVELTIES AND CHECKS.

Black-and-white checks have been greatly in evidence, particularly in the very small broken effects, or crow-foot checks, as they are called, and the shepherd checks. In the earliest showings these were taken well, and now the retailers are "cashing in" on the liberal demand which continues for them. It is important to mention that the tendency to-day is toward novelties rather than plain cloths. Cheviots, rough worsteds and the like in colors and two-tone effects are selling well with the retailers. The hair line blue and black cheviots and worsted are preferred to the plain colors in serges and hard-finished worsteds.

For Fall the situation is similar. The strong combinations of black-and-white checks cannot be said to be so desirable for the coming season, but various fancies are in good position in all lines, including boys' and young men's lines. Norfolk styles are popular in the Spring showings, and they promise well for the coming season. In boys' suits the knickerbocker trousers are still in evidence, and the style in general effect will be practically the same as it has been for a long time.

SHOWING CLOTHES TO GOOD EFFECT.

Glass-front hanger cases have come into such

New York paper comments on style tendencies there—Checks in black and white have sold well — Fancies are reported to be in a strong position for the Fall demand — Other features.

live and up-to-date dealer to take precedence over his ancient "brother" across the street. A good stock of merchandise deserves good treatment, and since better methods of merchandising are possible, it should have this treatment. The crushed and wrinkled appearance of a coat as it is pulled from a pile will often discourage the customer who knows that the stock of another merchant is kept in a smoother and better condition.

Such care as is made possible by modern equipment increases the efficiency of the salesman, and at the same time gives the store a greater amount of prestige. The amount of sales are not only directly increased but the stock is incidentally kept in a cleaner and better condition. It is worth one hundred cents on the dollar for a longer time than it would otherwise be.

SILK SHIRTS GROW MORE POPULAR.

Silk shirts and the imitations have never been in a stronger position than they occupy to-day. The light weight feature of them is greatly in their favor, and their dressiness when worn without a coat also makes a strong appeal. The only thing that stands in the way of the all-silk shirt is the price. It sells from \$4 to \$7 at retail. This is a little too high for the average customer.

A more popular price is to be obtained in the silk and linen mixtures in the same effects and in the mercerized cloths. These are to be had at about \$2 to \$3.50. Most of this class of shirts are made with the soft double turn cuffs, and many of them have the soft collars of the same material as the shirt.

LATE STYLES IN MEN'S NECKWEAR.

The latest note in neckwear is that of the Bulgarian and the Cubist styles which have been raging in silks for a few weeks. The Bulgarians furnished some attractive patterns for our neckwear manufacturers, and the modern Cubist influence has lent some novel ideas which have been adopted and have proven very satisfactory. These have sold well to the trade, and in turn have been received very favorably by the consumer. The popular price in these is fifty cents, although better grades have met with good sale in the better class of trade.

Prince of Wales Has His Own Ideas on Dress

THE PRINCE of Wales is yet too young to be "arbiter elegantiarum," but the time may come. At present London's fashionable youths are much perturbed because they do

not find that the Prince sets the seal of his approval on their taste in elegant attire. While they are specially punctilious in the observance of certain modes, the Prince makes a point, it might almost be said, of ignoring these customs. For example, he invariably wears his gloves buttoned and never leaves the ends open and tucked down over the wrist, as is the custom of the young "swell."

He wears a stand-up-turned-down collar with a frock or morning coat, simply because that sort of collar is more comfortable than the plain stand-up collar.

AS TO THE COLLAR.

Several members in the royal household, it may be mentioned, have lately followed the young Prince's example in this matter and have discarded the stand-up collar altogether except in the evening; by general consent a stand up collar with small wings looks smarter in the evening than a turned down collar—and such a collar is always worn by the Prince.

The taste of the Prince in the matter of socks, however, delights the heart of the youth of fashion, for he frankly confesses to a taste for gaily patterned socks. These socks are made to order from designs that are submitted to the Prince, who has two or three pairs made to go with each of his suits. The dress bills of the Prince are naturally beginning to rise, but nevertheless, he does not throw money away on clothes. He generally orders half a dozen suits at a time, and does this at most three times a year. Though the Prince is "fitted" at his tailor's when necessary, his tailors have an accurate model of his figure and one fitting is the most that is necessary.

WEARS SOFT SHIRTS.

The heir apparent has a great liking for soft shirts and wears ordinary white shirts as seldom as possible.

His favorite day attire is a knicker suit and soft shirt and collar, and directly he gets out of London he gets into such a suit as early as possible.

In the matter of walking sticks the Prince bids fair to exceed his grandfather's famous collection in number and interest, but of the thirty walking sticks he possesses the Prince rarely carries any but a large crooked gold mounted stick given him by the Kaiser when he came over to attend King Edward's funeral.

He is inclined to disregard rules or to make them to suit himself—He may prove a sartorial dictator in later years—Some of his present ideas explained.

This particular stick at Oxford is known as the "Prince's Crook," a designation that when it reached the ears of the Princess Mary, she at once gave to the stick.

Cotton Goods Sell in Canada

Imports have increased very rapidly in the last twelve years—Consumption here has grown to a marked degree.

Washington, D.C.—The Bureau of Foreign and Domestic Commerce, Department of Commerce, in a report on the cotton goods trade and industry of Canada just completed, shows that the United States is second only to Great Britain in supplying cotton goods to Canada.

The import of manufactures of cotton comes almost entirely from England and the United States, the former usually supplying about two-thirds and

CANADIAN COTTON IMPORTS

Countries—	1900	1905.
United Kingdom ..	\$4,649,690	\$6,004,492
United States	1,694,379	2,062,062
Switzerland	227,899	341,889
Germany	184,074	224,810
France	80,572	100,712
All other	38,668	58,888
Total	\$6,875,282	\$8,792,853
Countries—	1910	1912.
United Kingdom ..	\$18,591,299	\$22,757,633
United States	3,462,335	5,974,016
Switzerland	982,468	1,097,991
Germany	577,975	717,843
France	270,769	432,116
All other	183,158	162,003
Total	\$18,591,299	\$22,757,633

the latter about one-fourth of the total. Switzerland ships embroidery and lace; Germany, hosiery and embroidered lace, and France, some lace, embroidery, velveteens and women's clothing, but outside of these specialties the market for foreign cottons is dominated by England and the United States.

The following table of the imports of cotton into Canada in 1900, 1905, 1910 and 1912 gives a good

(Continued on page 78.)

Rapid Changes Favored in Window Displays

NO 'PROBLEM submitted by The Review in some time has created as much interest as that of last month. The large number of replies received testified to the general interest taken.

The problem reads as follows:—

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 merchandising 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?

From the replies received, it is quite apparent that display men are agreed on one point—viz., that variety is the spice of window trimming, and that quick changes are the thing. The length of time allowed for trim is different, according to the locality, but it is pretty generally agreed that three days is the longest period advisable. Some assert that the windows should be trimmed every day, but others point out obvious objections to this plan. Consensus of opinion is that two days at least are needed to gain fullest benefit from a display.

Some of the replies received are appended:

ONCE A DAY.

We change our windows every day, week in and week out. Of course, the store is in a peculiarly strategic position, which makes it possible for us to change our displays more frequently than would be possible or advisable in the majority of stores. We are located on a central corner of one of the main streets, and thousands of people pass every day. We are certain that every display we put in will be seen by at least ten thousand people, approximately speaking. By changing daily, we offer the public something new to look at every day, and people have got into the habit of always inspecting our windows as they walk past. This happy result could have been obtained only in the one way—offering a fresh attraction every day.

Only in very rare cases has any one window been left unchanged for longer than twenty-four hours.

Display men agree that three days is the longest time that a window should be left in—In smaller places, a longer time can be allowed—One day before special sale is long enough for accompanying displays.

In cases of special trims for horse show, national holiday or some such event, we have left trims in for two days, on one occasion for three. ;This is done very rarely,

however, as we feel it necessary to maintain our reputation for daily novelty.

WINDOW TRIMMER.

Complete System Explained

One of the first things to consider in answering this question is the value of your window space.

A store having only two windows naturally values its window space in the highest proportion and to keep every department before the public eye displays must be quickly and carefully made and as often as possible so keeping an ever changing and attractive scene. On the other hand a store having several windows need not hurry the changes, being able to display for every department for a longer term than they could otherwise do.

There is no doubt whatever that a store (whether with two or more windows) whose policy is to keep an ever changing display before the public eye will attract more notice per day than another firm would in a week.

We have no better advertisement than to hear people say "Lets go down and see what so and so are showing to-day," or "I like to walk down to so and so's. They always have something new in their windows."

Under the first head, "How long should regular merchandizing displays be left in?" I would divide this up into four sections:

- (1) Silks and dress goods, wash goods; (2) ready-to-wear and millinery, neckwear, etc.; (3) hosiery, underwear (4) staples, linens, curtains, etc.

At the commencement of a season the main displays are of silks, dress goods, ready-to-wear and millinery.

Now with regard to silks and dress goods: I consider at the earliest part of season that three days should be the longest for any display and even then some one or two units should be continually being changed and so give an added attraction to a window. For instance, in making a display of above goods say on Monday, the window will stand as first trimmed until Tuesday when I would entirely change one unit in the morning and one in the afternoon and same on Wednesday. This practice prevents any length having chance to fade and also attracts the people every day. The same applies to ready-to-wear and millinery with the exception

of continually changing suits and coats whenever I have a few moments to spare. On Thursday I would make an entire change in both windows perhaps putting in a more popular line for Saturday trade. With regard to hosiery, underwear and corsets, as a general rule I give the last four days of each week to an especially good display of these three combined. Once a season we give an entire display of hosiery

The same applies to staples, linens, etc. These departments, of course, get their big displays after the new season's goods have had a good start and then for three days at a time showing perhaps table-linens for first three days and last three days with bed spreads, etc. We try if possible to give each department a full week's display but changed at least twice a week. This, of course, means giving the preference to dress fabrics and ready-to-wear in the proper season. This system, I think, competes favorably with the store which has more windows for I notice that I put in as many windows per week.

No. 2. How long before a special sale should displays relating thereto be put in?

In working out this problem I have come to the conclusion that two days is the best and most profitable length of time previous to any special sale.

This gives you two clear evening displays and given fine weather the evening is the time when your displays are most attractive. For special sales we as a rule decide on Wednesday as the sale day, trimming the window Monday morning and advertising in Monday evening paper and also Tuesday evening. By this time every one is interested and excited over the bargains, and, the time being short, the sale is not forgotten. The window space is not wasted for a longer time.

3. How long should special trims, back-grounds, etc., be used?

Only so long as they are adapted to the class of merchandise being shown. Trims made specially for openings are as a rule capable of being used for a month or so afterwards while you are showing novelty fabrics, etc. But when you begin to drop to the regular routine of season's business, you need a more business-like fixture, one that is adapted for displaying any class of goods. Special trims such as used for Victoria Day, July 1st, etc., should be removed directly after the holiday and put in about one week previous.

J. J. THOMPSON.

Regular Changes Needed

Editor, Dry Goods Review.—Replying to your query in your issue of May 21, as to how often displays should be left in windows to obtain best results, let me submit the following under the three heads you suggest:

(1) Displays of regular merchandise should be left, in my opinion, never for more than one week.

Furthermore, I would advocate regular changing of windows in so far as it is possible and practical. After a window trim has been on display for a few days in the average town it loses its force, or rather it ceases to arouse curiosity and produce attraction. With a new arrangement coming at the end of some stated period, which for practical purposes I should make three days, people come to look regularly to that window for something new and attractive and often are found to go out of their way to see what is "in" to-day.

(2) In preparing for a special sale the length of time a trim relating thereto should be on display before the commencement of the sale, should be guided by the size of the town or city and by the advertising mediums of that city. Where there is a daily newspaper one full day with the aid of the newspaper should be sufficient. In other cases I should set the limit at two days, but always making an effort to call the attention of the public to the sale by other means in addition to the window itself, before the sale begins.

(3) Special trims and backgrounds are something which may be rearranged and changed over and over again in such a way as to be used a number of times. Where a special background is gotten up for, say, an Easter window or a Thanksgiving window, it is likely to be suitable to the season to an extent that it may be repeated with little or no change, and used for several weeks. But where a background applies only to one holiday, and not to a season, it should not be repeated in a way to be easily recognized, unless held over to the corresponding season the following year. A little ingenuity can change a background or trim so as to produce quite a different effect and permit its being used for several weeks at once, but I would not advocate using one background without change for more than a couple of weeks handrunning.

DISPLAY MAN.

Short Periods Recommended

(1) If not displayed for any special event such as Horse Shows, Race Week, Easter or Christmas displays, I think 3 days at the outside in a city and four in a town. If your display is at all attractive and has any "catchy" ideas, the people of your town will soon hear of it from those who have seen it.

(2) Depends largely on what you are featuring. If you are putting on a special sale of one particular article and your supply is limited, I think one day is ample in a city and 2 in a town. It is better to let half the people see it and serve them than it is to let every one see it and have to turn away disappointed customers. Even if they don't share in this particular special you are featuring, they will hear of it and watch your windows. But if it is goods that you have plenty of or can procure readily, I would say 2 days in a city and 3 days in a town. If cloaks,

suits or dresses are displayed for special sale, I suggest changing the windows daily as long as the sale lasts. No lady wants to purchase a dress that has been in a shop window with a ticket on naming Sale Price \$8.49. The garment may be worth equally \$15.00 or \$20.00, yet no lady wants her associates to know she is wearing a dress or gown purchased at Bargain Sale at \$8.49. I think a merchant (in a suit or dress sale) hurts his business by putting price tickets on garments displayed in windows. Other ways equally as "catchy" for window displays can be used.

(3) If the background represents a Spring or Autumn scene with leaves or flowers, same can be left for a week in a city and two in a town providing you were featuring Spring or Fall wearing apparel as the case may be. A background of this nature should be used for nothing but wearing apparel. If it is a plain scenery background which would be suitable for any line of goods, I think it is optional how you use it providing it is not too showy to show stronger than your window displays. At the outside, two weeks is long enough for any plain background. A good strong and attractive background built to represent familiar scenes is half of your window display. At the first glance the passer-by does not always notice your goods. He sees something familiar in the background.

G. E. HAGERMAN.

Every Three Days

Your question in The Review of May 21 on "How often do you change your windows?" is one of surpassing importance; not only in the larger cities, but to every business man in Canada—because as "the eyes are the window of the soul," so also, the window is the eye which reveals the store's innermost soul; by displaying the best of its merchandise in the most appropriate setting.

You may have heard the auld saying: "A braw clean windy makes a braw clean hoose," so also, a window that is *not braw* and clean will make a store seem dull and ancient, like the proverbial lazy man.

(1) Therefore windows should be changed every three days: first, to keep them fresh; second, because the same people pass your windows every day; third, you can display twice as many goods as you can if you only change the window once a week.

Of course you will say, "then why not change them every day?"

Because a window requires more than one day to convince and impress a casual passer, with the desirability of your goods.

The first day the goods strike one with their newness and beauty: and each succeeding day is the "follow up"—the convincing end of the business.

But after three days, its power begins to wane;

not only because the novelty has worn off, but because, in some subtle way, the charm and freshness of the goods themselves begin to pall. The window is like a charge of petrol gas. It has got to have time to do its work; but immediately the charge is exhausted put in another charge, or the business won't get full benefit.

Therefore, a window has no pulling power after three days.

(2) The same rule applies to the second part of the question. A window should not be trimmed for a special display any more than three days before the event, for the reasons given above.

(3) Trims, decorations and backgrounds should be changed each week, excepting when they demonstrate some special event, when they must remain for the whole period of the special show or sale. But there is absolutely no kind of decoration or background that is of any value after one month's continuous use. Put it away for a while; turn it outside in, or up-side down, or anything for a change. If you don't want to change your backgrounds regularly, employ a dignified and fairly permanent wood background, in brown or golden finish.

One or two mirrors are in order, but they must be good and clean.

This last—cleanliness—is the first, last and all the time principle of the progressive store. How many times is this first principle not forgotten in many of our little country stores?

ROBERT McCREDEN.

Three Days the Limit

Question 1. Three days under ordinary conditions. If goods continue to sell after that period and the display manager feels that all that pass his windows have not noticed the displays and that he has not given them time to decide whether they want any of the articles on display or not, keep them in a day or two longer.

The one in charge of displays should use the clerks of the store as "newsgeters" of public opinion regarding the display in question.

2. About as long before as the display manager is accustomed to keep his ordinary displays before the public.

Sale goods when once shown should never be withdrawn from publicity before the sale.

A good time to commence the display—if there are two market days in one week—is on the first of these days. Then start the sale on the second.

3. *Special trims* may be kept in not more than 4 or 5 days. The remaining 1 or 2 days must be ordinary so as to make the next "special" more emphatic. Some *backgrounds* may be used in many consecutive displays because they, in many instances, act as the fixed background of the windows.

Forms and figures may be used at most times so

long as their positions are changed. Ability to totally change the appearance of a window by changing the positions of the stands can be acquired by little more than common observation.

F. D. WELLINGTON.

From Men's Wear Standpoint

1. How long should regular merchandizing displays be left in?

This depends a great deal on the size of the town, and the location of the store. If in a large city, and in a prominent location, displays should be changed often, and for this class of trim 3 or 4 days should be sufficient, in smaller cities, displays are often left in for a week at a time, one reason for this is that in the smaller cities everybody does not get uptown as often as in the larger cities, so that there is a different crowd to view your windows nearly every day. Also in most of the stores in the smaller cities the window trimmer and card-writer has usually another department to care for, and cannot spare the time to change the displays much oftener than once a week. In making a change it is, of course, most important to make the display of something different so that it will attract attention because it is entirely different.

2. How long before a special sale should displays relating thereto be put in.

Two or three days at the least. This applies to clothing, more particularly, it has been proven that displays two days ahead of the special sale with the right kind of advertising at the same time have created an interest almost impossible otherwise. Of course a lot of interest can be created in a day's display, but the two or three days display gives the people a chance to talk about it, and in this way often some people are brought in touch with the event, that otherwise would have heard nothing till it was all over. This is often the case with the young men as lots of them never read ads. in the papers. Some might raise the point that this gives your competitor a chance to see what your special values are and also arrange to make a special sale of something along the same line, but the modern merchant to-day runs his own business, and while keeping an eye on his competitors he lets them run theirs.

3. How long should special trims and back-grounds be used.

This is where the trimmer will have to use his own judgment, as it depends a great deal what the special trims consists of. Some goods, it is advisable to give a good show, others have to be changed oftener on account of their delicate shades, etc. There is a decided trend at the present time to change window displays oftener than has been the custom in recent years. This is noticeable in almost every line of business, window displays are becoming stronger factors in the advertising of the modern merchants, a better class of displays are being used. The windows

are getting more attention than ever. Therefore, if the trims are neatly and attractively arranged, and changed as often as possible interest is bound to be worked up on account of it. "Early and Often" is certainly a good motto for the window trimmer.

P. CURZON.

Believes in Novelty

I change my windows every Monday morning and Thursday night and sometimes put in specials during the week.

I find by trimming my windows on Monday morning it gives a newness from the previous week and seems to bring good results.

I think it depends a great deal on the kind of a trim you have in and the results you are getting from it, to decide just how long it should stay in. But displays should never be allowed to stay in long enough to get old to the public.

QUESTION NO. 2.

As to a window trim for a special sale, I think the window trim should be put in the same evening following the advertisement in the morning paper, something like two days before the sale begins. That would enable the public to acquaint themselves with the real value advertised, through the showings in the display, and yet the display would not become common and lose the desired effect.

QUESTION NO. 3. SPECIAL TRIMS.

A back-ground will, I think, derive the full value in one window trim and if left in longer will add too much of a sameness to the whole of the window. The public soon grows tired of one thing and you can attract the attention of the public better by continually showing them something new. They will form the habit, I think, of walking a block out of their way to look at your windows if they know you have something new to show them.

J. W. CUMMINGS.

Favors Longer Term

No. 1. How long should regular merchandising displays be left in?

In the smaller towns, where a big part of the trade is derived from the country, a regular merchandising display should be left about two weeks. Only a small part of the country people would come into town during one week; but a shorter time would be better if it could bring the desired result. All colored dry goods left open to the strong daylight are apt to become disfigured. Dry goods left in the window too long are apt to get soiled from the dust that has settled on, unless good care is taken to dust before laying a hand on the stock to take it out.

In the bigger towns and cities one week's display would produce better results than two weeks in a

small country town, because people are continually passing by from 6 o'clock in the morning till 11 at night.

The cities or the big towns having electric lights have a big advantage over the small towns.

No. 2. How long before a special sale should displays relating thereto be put in?

Special sale goods should be displayed not later than the day before the ad. or bills appear before the public. We will say an ad. appears before the public Saturday, June 7, and the sale dated for Monday, June 15, for one day only. That gives the people ample time to inspect the goods.

No. 3. How long should special trims, backgrounds, etc., be used?

A background is a big factor in a window trim. First, it keeps customers from upsetting displays. It takes the bareness off, and shows the goods up better. It helps to keep out flies and dust in properly fixed window.

In dressing with dry goods or ready to wear, the main object of the trimmer is to catch the attention of the passing public by arranging the goods to the best advantage.

A special trim background should only be used for one sitting. The goods used for trims can always be sold for cost if handled properly.

J. S. BJORNSON.



Robert Gallagher Retired

It came as rather a surprise to the wholesale trade of Winnipeg a few days ago to learn that Robert R. Gallagher had retired from the big wholesale dry goods house of Stobart, Sons & Co., Ltd., Winnipeg. Mr. Gallagher is undoubtedly one of the most capable and best known dry goods men in western Canada. He has spent many years in the business, although he is still a young man.

He has been about 30 years in the dry goods business, and in that time has served in many important positions, and has learned the trade from the ground up. He served his apprenticeship in a country store at Newboro', Ont., from where he went to Montreal and entered the old firm of J. G. MacKenzie & Co., wholesale merchants, and one of the leading houses in Canada at that time. In a short time Mr. Gallagher's ability as a salesman was recognized by his principals, and he was sent on the road. At the close of his first trip the general manager of the firm said his success was phenomenal, and he remained travelling for two years, or until the Fall of 1897, when the firm decided to pick up trade in Western Canada. Mr. Gallagher was therefore transferred to the western end of the business, and at that

time he was congratulated on having been chosen, although the youngest member of the travelling staff, to assume such a responsible post.

He remained with the MacKenzie Company until 1893, or until Mr. MacKenzie's death, when there was an impression that the business was to be wound up. He accepted a tempting offer from S. Greenshields & Company. Under his supervision the business of the Greenshields Company in the west grew tremendously in a comparatively short time, and traveller after traveller had to be added to the staff to cater to the rapidly growing trade.

Trade became so great that in 1902 it was decided to open a warehouse in Winnipeg. Consequently a warehouse was built here, Mr. Gallagher supervising it, and he was taken into the new organization, known as Greenshields Western, Ltd., and was made managing director. Later on there was some misunderstanding, and he decided to withdraw from the firm. He was offered an interest in the business of Stobart, Sons & Co., in 1905, and was made a director and warehouse and sales manager. Under his organization and efforts the business grew at an enviable rate.

It is well-known among the western trade that the rapid strides made by this house in the last few years were largely due to the ability and experience that Mr. Gallagher brought into it. Although now retiring, the impression is general among his many friends in the trade that he will not remain long from active business. There is no failing in his energies, and it is considered that he is too young a man to be lost to the dry goods trade. Local wholesalers would not be surprised to find him before long in a field that will still give scope to his executive ability.

R. R. Gallagher has always been appreciated by employees and the trade generally on account of his fairness and justice to all at all times. He has given many a young man a second chance and led them from apparent failure to assured success.



Appointed Assistant General Manager

"Apropos of the recent changes at Messrs. Pryce, Jones (Canada) Limited, Calgary, Mr. H. Curtis, the general manager has appointed Mr. James J. Hills as assistant general manager. Mr. Hills is the son of Mr. W. W. Hills, and a nephew of Mr. H. G. Hills, woolen merchants, 13 Union Street, Birmingham. Mr. Hills has had 13 years' experience in the Canadian dry goods trade, and should prove a valuable assistant in the management of Messrs. Pryce, Jones (Canada) Limited. The board have appointed Mr. A. E. Myatt, F.A.A., A.C.I.S. (England) as chief accountant, and he will have the control of the counting house"—Drapery Record.

Speeding Up the Collection of Accounts

THE COLLECTION of accounts is not always a pleasant duty but it is a necessary one. A business cannot go on for long unless the money that is due it, is forthcoming.

The allowing of debts to continue until they come within the "no good" class is the downfall of many a merchant. A man should go strongly after that which belongs to him. He knows that when his own bills come due, he has to meet them promptly and in a judicious method, he should give his customers to understand the same thing.

When a bill becomes past due and still remains unpaid, it generally takes more than one attempt to collect it. Some merchants have a follow-up system of letters for this purpose. The first one leads off mildly, but gives the debtor to understand that the amount is wanted. Gradually the letters are made stronger.

The system of one merchant who claims he gets good results—Has four standing letters beginning with a mild one and gradually becoming stronger—A duty which must never be shirked.

Some have a series of as many as ten letters, leading from the first mild request up to the climax. One merchant reports quite good results from a series of four letters of the

same nature. These are reproduced herewith, and as they have proven quite successful by the merchant who drew them up, they ought to help others.

Just at present money is tight and many people are trying to hold on to what they have. No better time could be selected for a strong aggressive collecting campaign. By getting after money systematically, the dealer is bound to make greater headway. Spasmodic attempts are never very successful.

The question of collections has become one of deepest moment since the money stringency developed. Ever since the first of the year there has been much talk about tightness of money and difficulty in making collections.

(1)

_____ 19__

M _____

DEAR _____

Requiring to use a large amount of money right now it is found necessary to collect in some ready cash, and this request is being made of you, along with others. What you can do in the way of assistance at the earliest possible date will be highly appreciated. Please do what you can and oblige.

Yours truly,

Amount Due, \$ _____

(2)

_____ 19__

M _____

DEAR _____

If requests for settlement are sometime expressed more plainly and vigorously than at other times, it is because business requirements prevent the prolonging of credits. Your indebtedness is past due. You have been given a long time, much longer than was agreed upon, and present circumstances are such that your acceptance is much needed. Please give this your immediate attention and oblige.

Yours truly,

Amount Due, \$ _____

(3)

_____ 19__

M _____

DEAR _____

In further reference to the matter of your indebtedness it has become necessary to remind you that it is still unpaid. There is no wish to make you any cost, but it must be insisted upon that this claim be settled at once. It is not desired to crowd you and nothing more is asked of you than necessity demands. Please be prompt.

Yours truly,

Amount Due, \$ _____

Because money happens to be a little tight is no reason why the merchant should lag in his collecting campaign. In fact, the opposite is true. He should go after his own with greater energy, because it is harder to get, and he needs it to settle his own accounts. In periods of financial stringency, the larger corporations who have established first-class collection systems suffer the least. They get after their money with tact, precision, and, if need be, force. The retailer is entitled to his own, and he should get after it systematically.

(4)

_____ 19__

M _____

DEAR _____

You have been repeatedly asked for a settlement, but seem to have given these requests no attention. If the amount is not paid or in some way adjusted in the next 10 days, you can blame yourself if such proceedings are entered as will collect it. Please save any trouble.

Yours truly,

Amount Due, \$ _____

Herewith are reproduced a series of four letters that have been tried and found useful by one merchant in collecting accounts. These are numbered 1, 2, 3, 4, in the order sent out. If the first does not produce results, the second is sent out. If this is ineffectual, it is followed by the third and fourth, but in only a few instances is such the case. The majority of fairly well-to-do people will see the justice of the first two appeals, making the third and fourth unnecessary. In cases where a merchant has a large outstanding indebtedness, some such system should prove beneficial.

VANGUARD KNITTING WOOLS



Established 1752.



Scotch
Fingerings,
Vanguard,
15's, 12's,
Fine.

Hosiery
Yarns,
& o., & o.



Soft
Knittings,
B, Imperial,
Soft Spun,
Vanguard,
Fine.

0½ and 00
Worstedes,
& c., & c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

THE "CONCAVE" SUIT HANGER



For wardrobe or
rack use. Made
of Hardwood nicely
finished.

Price per 100 . . \$12.50

Special price in large quanti-
ties to manufacturers and whole-
sale clothing houses.

Write for our catalog—we make every-
thing in store fixtures.

CLATWORTHY & SON, LTD.
161 King St. West, TORONTO

DOMINION BRAND

Stands for Highest
Quality in Coats

Style, fit and wear sums up the DOMINION BRAND line of Sweater Coats. Made in the most approved designs that at once appeal to the tastes of the young man; shaped to the figure with enough elasticity to guarantee comfort; and made of only pure worsted yarns, these elegant coats certainly meet the demands of your best customers.

Why not put your knit goods department on a good, paying foundation by stocking DOMINION BRAND Sweater Coats. A sample order will convince you.



A. BURRITT & COMPANY
DOMINION MILLS
MITCHELL, ONTARIO

Salient Pointers for the Clothing Salesman

IN AN address before the furnishing goods salesmen of the firm of Brill Bros., New York, the following forceful remarks were made by M. D. Brill, a member of the firm:

The three words, observe, remember and suggest, are necessary for the success of every salesman or merchant. You must remember, you must observe, and you must suggest in order to be successful. The fact that the salesman is the firm's personal representative should make it clear to him that it is his duty above all other things to adhere strictly to the firm's policy. If this is done it will help to get the confidence of the customer the minute he approaches you. For example:

Greet your customer with a smile.

Introduce merchandise intelligently.

Put your customer's name on the check.

We have asked this so often of our men, and in one of our stores it is next to impossible to have this done. In this particular store we have one or two men who invariably make out their application for charge accounts incorrectly. We tell them plainly to get the customer's name and address, his occupation, his place of business, his references. All these questions are printed on the application, and still these few men insist upon making errors that are almost inexcusable on account of their simplicity. They do this because they don't observe and they don't remember, and the ideas that have been given them have not suggested themselves to the salesman.

Ask your customer to call again; at the same time give him your personal card. It will have a great effect and a tendency to bring him back. When you ask him to call again, say, "Thank you; call again," as they do in England everywhere you go. If you go into a store and ask the time of the day, a gentleman will say, "10.30, thank you." They do the same thing in France, and, in fact all over Europe. Our salesmen do not make a practice of it, and they really should. It is a habit that will grow upon them and they will find it a most agreeable one if they practice it.

Ask your customer to whom you give your card to send his friends to you; that you will give them your personal attention. Then, again, I say the salesman should sell what they have in stock and not be too ready to take special orders. Too much stress cannot be laid on this. You have got to keep plodding and live up to the firm's policy.

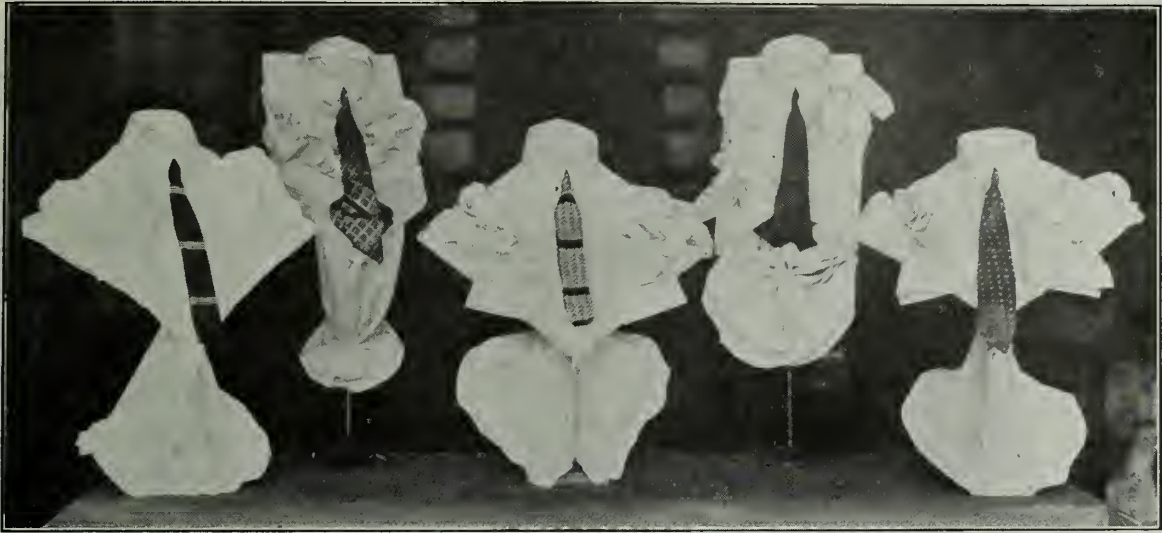
Observe, remember and suggest—Some good advice given in address by M. D. Brill, New York—Memory and courtesy are great assets—Roughhouse tactics should never be adopted under any circumstances.

Don't complain; leave that to the firm. The struggle of the salesman should harmonize with his employer's needs; bring out his talent energies and discover for him untapped

capabilities. I know it to be a fact that men's fears are the things which retard their progress. Put the meekest man in the world where he has to fight to get out, and he will show the strength and cleverness which even he himself did not know he possessed. The thing which holds men back is the fear that they cannot do what is asked of them. It is not their inability to do it; of course, no salesman can sell goods through the use of roughhouse tactics such as I have had occasion to call certain men in our employ to task for. It is bad business to be brazen. The particular case to which I refer occurred at one of our stores. A very unsightly looking individual, with a week's growth on his face, undersized and looking like a Russian, was buying a pair of gloves. The salesman, having two or three customers, became very impatient with this customer, and I heard him say, "This is size 7¾ and this is size 8. You have had this one on, and you have had this one on. Now, which one do you want?" (this spoken in a very rough manner). The customer just turned his head to the salesman and said in a very mild tone, "Take it easy; you are getting excited. Don't get excited?" About this time the salesman turned around and saw me standing behind him, and said, "I am not excited." In this particular instance the salesman did not observe that the customer was doing his best to spend his dollar in a legitimate way. He did not remember it was his duty to be a gentleman and serve this customer in a proper manner. He did not suggest to the customer that he could try on another pair that would be more satisfactory to him, but tried in a very rough manner to force this individual to buy.

The feeling that the firm's ideas, policies and rules must be carried out adds tremendous strength to a salesman's results, and at the end of the year at our annual meeting he will find, if he makes the correct effort, a good size balance to his credit.

He who never made a mistake is a mistake. God bless the man with an idea! It may be visionary, but it starts something. A wild dream always has something in it worth thinking about. The fellow who just plods and plods, never asking a why or a wherefore, is doomed to disappointment some time, somewhere. Facts are facts. Experiences are experiences. (Continued on page 78.)



Attractive Patterns *from our* Fall Showing

The above cut illustrates five of our new Fall patterns in Wool, Taffetas and Fancy Silks, and suggests a very neat arrangement for your interior or window trims.

We are specialists in shirts for the outing man, the business man, and the working man; in fact, our range covers all the latest styles and best lines for all classes of trade, both boys and men.

Let us serve you.

Send for Samples.

The Deacon Shirt Co., *Belleville, Ont.*

SCARFS MADE TO SLIP
*Draws through
 your tight fold
 collar easily*



Made of
**VIVYIAN
 BENGALINE
 SILK & WOOL**
None Better

WEAR THE SLIP-SCARF
 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

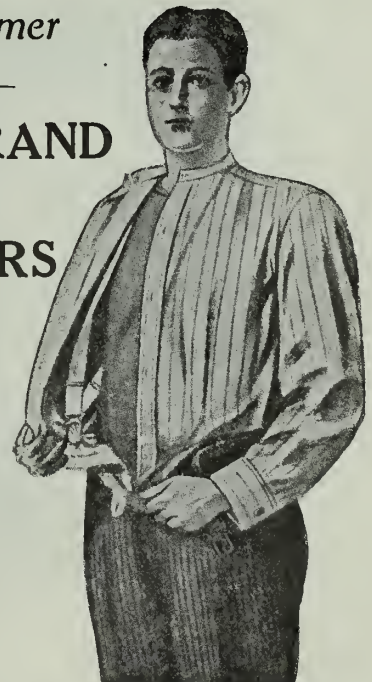
Crescent Mfg. Co.
 Limited
 MONTREAL

Men's Summer Comfort— **ROYAL BRAND Coatless SUSPENDERS**

A natty shirt—no matter how smart it is, loses its smartness, its fresh laundered crispness, and becomes bedraggled looking in no time if the old-time visible suspenders are used. The Royal Brand Coatless overcomes the usual objections to the invisible suspenders. It is easily attached, stays fastened, gives comfort, freedom of movement.

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.



Manufactures of
 "Peerless" and "Fit Rite" Braces

The Canadian Suspender Mfg. Company
 92 Peter St., Toronto

Maintaining a Strict Censorship of Credits

IT IS acknowledged that the ideal way to conduct a business is to run it on the cash plan. Even those who are most skeptical as to the feasibility of the cash principle acknowledge that, if practical, it would be the proper system to adopt. It follows that, where a merchant does not see that it would be safe or expedient for him to refuse to give any credit, the next best thing is to most rigidly supervise the credit end of the business so that the amount carried on the books will be kept within reasonable limits and losses from bad debts reduced to the minimum.

This again will be accepted as a theory against which no objection can be urged. The trouble is that too many retail merchants accept it as a theory, but fail utterly to apply it in actual practice.

One merchant who has put the theory into practice in a most practical way is J. L. S. Hutchinson, of Saskatoon, Sask. For over two years, he has used a blank form for filling in particulars about every customer who applied for credit. Complete information was taken down about the applicant, such as the



J. L. S. Hutchinson.

amount of property owned, references, bankers, how long in town, place of previous residence, etc. These forms were always kept, and if the same person applied again, the fresh amount was entered on the old slip. By this system, it was always possible to tell at a glance how much each person owed to the

The system followed by a Saskatoon merchant to avoid loss from bad debts—Every applicant for credit must give information, which is entered on slip, and carefully retained—Association adopts the system for members' use.

company and to regulate the matter of further credit from that basis.

Judging the worth of each applicant thus given, Mr. Hutchinson was in a position to set a credit limit, beyond which he would never go. This figure was entered on the slip. Subsequent events might cause him to alter the amount, perhaps to

Retail Merchants Association of Canada, Inc. SASKATCHEWAN BRANCH.

Received fromMember's No.....
.....Town
Date.....
Name of Firm.....
Business.....
Address.....

Member's Name	Address	Married or Single	Owner or Tenant	Remarks
.....
.....
.....
.....

Property Owned
References:
.....
BankersCredit Limit.....
Goods to be used on Lot.....Block.....Plan.....
How long resided in (town).....
Previously resided at.....
Credit Granted by
Remarks:
.....
.....

SECRETARY'S REPORT.

.....
.....
.....
.....
.....

RATING				
A	B	C	D	E
.....

Cards used for the entering of all credit accounts.

allow a little more latitude to some customers who had proven honorable and worthy—more likely, however, to contract the latitude allowed in cases which had proven slow pay.

The system proved eminently successful, result-

IMPERIAL



BRAND

PURE

WOOL

UNDERWEAR

An Iron Clad Grip on Your Underwear Trade

The one surest way to hold what underwear business you have and to get more is to grip it firm by selling or offering for sale only the lines that have an untarnished reputation for honest value. We have been building a reputation like this for over thirty years and never once have we dropped back an inch, but have climbed steadily. We lead the wool underwear industry of Canada for perfect garments and honest values.

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.

Write for samples to-day.

KINGSTON HOSIERY COMPANY

KINGSTON

Established 1880

ONTARIO



The Brand That Meets All Demands

How are you meeting the demands of the youth of your town for stylish, serviceable clothing? A brand that always appeals to the boys is the famous LION BRAND Boys' Clothing. Made in the nattiest styles from good, wear-resisting materials, these garments prove a most profitable, rapid-selling line.

A sample order will convince you.

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

ing in a smaller total of book debts. It also helped to facilitate the work of making collections.

The results obtained therefrom were so satisfactory that the Saskatchewan branch of the Retail Merchants' Association decided to adopt the idea for the use of all its members. Mr. Hutchinson prepared the blank forms now in use by the association, adopting the ideas that he had been using, but improving on them considerably. The form herewith shown is that used by the association.

The advantages derived from the system when used by a body of merchants will be apparent. A person cannot go from one store to another securing credit from them all. The system serves as a check and each merchant knows what customers owe to other stores in town. This enables them to judge whether it would be safe to extend credit in every case.

"This is a form that should be introduced in the entire Dominion of Canada and be used by all retail merchants. If they will see that it is used every time a new account is opened they will find that they will reduce their bad debts to a minimum and help collections. They would have the full details any person should know in opening a new account.



Edmonton, Alta.—Brown and Hunter, men's wear dealers, are dissolving partnership, Mr. Hunter withdrawing from the firm.

Lindsay, Ont.—Wm. Dundas has severed his connection with the old firm of Dundas and Flavelle's, Limited, having purchased the ladies' ready-to-wear business of Miss McDonald in St. Thomas. He was presented with a diamond stick pin by the members of the firm and the employees of Dundas and Flavelle's.



Salient Pointers for the Clothing Salesman (Continued from page 74.)

iences, but ideas are guides. Ideas always lead to something. Unless a man suggests something to someone else he has not started to grow. It is that unfolding of our thoughts to others that makes us realize how good or bad we are, and in each case benefits must follow. To the man who really wants to succeed, and he is of the majority, there is as much knowing his ideas are wrong as to knowing they are right; at least, almost as much. The fool things we do in this world are mostly due to the fact that we thought they were wise before we did them. Don't be afraid to come out with it if you have an idea. One good one in fifty may make your fortune. Ideas that are good are as scarce as friends that are good. You must try fifty to find one good.

Goes to Western Firm

Montreal, Que.—E. Dunn, for some years with W. H. Scroggie Limited, lately in the capacity of dry goods buyer has been appointed dry goods manager and buyer for the two-million dollar store of C. W. Sherwood Co., Limited, at Regina. Mr. Dunn



E. Dunn.

was presented with a handsome gold ring by his selling force just prior to leaving W. H. Scroggie, Limited.



Cotton Goods in Canada

(Continued from page 66.)

idea of the amounts supplied by the various nations:

Canadian imports of cotton goods have more than trebled in the last 12 years, and they have about quadrupled in the last 15 years. During the period from 1900 to 1912 the total imports of cottons increased by 231 per cent., while English cottons increased by 209.13 per cent., American by 252.58 per cent. and those from other countries by 353.17 per cent. The latter figure, however, is larger than it should actually be, as embroidery and lace were formerly stated separately from the cotton schedule, but now white and cream colored cotton embroideries are included under that schedule.

Of the total imports of cottons in 1900, England is listed as supplying 67.49 per cent., the United States 23.18 per cent., and all other countries 9.33 per cent. Of the total imports of cottons in 1912, England supplied 63.16 per cent., the United States 26.26 per cent. and all other countries 10.58 per cent. Allowing for the usual fluctuations from year to year, England and the United States seem to be maintaining their relative positions in the increasing trade.

KANTKRACK

COATED LINEN
COLLARS



The Man's Choice

His choice because their features are distinctly in his favor. The "long slit" in the back over the button hole ensures easy insertion of the button without breaking button hole.

The "riveted flap" acts as a reinforcement of a vulnerable spot. These features ensure long wear of **KANTKRACK** collars and make them much in demand. They look like linen and wear better. They wash easily—just wash off with soap, water and sponge.

"One grade only, and that the best"

(Made in Canada)

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

WREYFORD & CO.

TORONTO

Wholesale Men's Furnishers

WE HAVE

Complete Ranges

OF

Summer Underwear

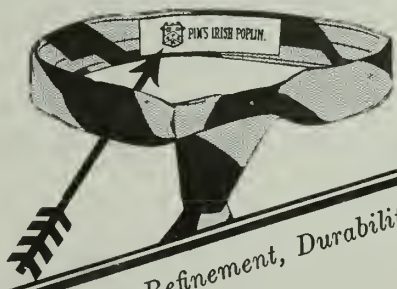


LISLE THREAD
POROUS KNIT
NAINSOOK
and
THE POPULAR
"AERTEX"

Separate
Garments
or
Union
Suits
any
Style

PROMPT AND CAREFUL ATTENTION
GIVEN TO SORTING ORDERS.

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.

Some Suggestions for Cards

The Latest in Straw Hats
also the Lightest

\$ _____ \$ _____

\$15.50

Look at the Goods.
Then consider the
Price and

WALK IN

These They are Right
in Color, Pattern
and PRICE.
Ties are
50c. Right

Solid Comfort

These Sweater Coats are
warm and suitable for all
Outing Purposes. They
wear like iron.

\$ _____

Short Lengths
for Warm Days

We are Clearing Out our
Stock of Summer Underwear
at Prices which you cannot
pass by. Only \$ _____

Why Bake

For Appearances Sake?

Only Be sensible and wear
a Shirt Waist these hot
summer days. Be com-
fortable.
\$ _____

Make Your
Personality
Impressive

You know a man
by the collar he
wears. Let every-
one recognize you
as live and up-to-
date. Wear the
right collar.

Two for 25c.

The two-piece summer
suits are light and dur-
able and are guaranteed
to keep their shape. The
quality is there, and the
price is right.

\$ _____ to \$ _____

CEETEE
UNSHRINKABLE
UNDERCLOTHING
PURE WOOL ONLY
The C. Turnbull Co. of Galt, Limited
Galt, Ontario

*Worn by the Best People
Sold by the Best Dealers.*

Mrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, "CEETEE" Shaker Knit Sweater Coats.



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

CEETEE
UNSHRINKABLE
UNDERCLOTHING
PUREST WOOL ONLY
The C. Turnbull Co. of Galt, Limited
Galt, Ontario

*Worn by the Best People
Sold by the Best Dealers.*

Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

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. 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

272 Pages Bound in Cloth



The Shirt-Sleeve Man Again

The warm June weather brings out the smartly dressed shirt-sleeve man, the man who casts aside conventionalities and seeks comfort in the discarding of his heavy padded coats, and who knows and appreciates the marred effect of the vest and visible suspenders.

"STAR BRAND" SHIRTS



SHIRTS
Are Made for Particular People

Can you suggest more real Summer comfort for the man than a natty "Star Brand" shirt with a nice low collar and "Star Brand" Tie. We are booking special rush orders now for outing shirts. See our Fall line of shirt samples.

Van Allen Co., Limited
Hamilton, Ontario

The Latest Methods of Show Case Lighting

IT SEEMS to be the prevailing practice of many merchants to flood the exterior show windows with light, and put little thought if any, to a proper system of show case lighting. It is quite true, that prior to the last few years, the methods available for this purpose were very meagre and unsatisfactory.

The show case problem is big—almost the biggest of the equipment. The average metropolitan department store has 3,000 feet of aisle and wall cases,

How goods in cases can be brought out to best advantage by scientific lighting facilities—A description of system used in large American store—Splendid results are obtained by proper facilities.

Written for The Review by William S. Kilmer

paper and car. When reputation, show windows and advertising have done their work, your store is full of the great buying public. The more merchandise you can show in a short

space of time—the greater your sales. A customer may come to your store for a paper of pins. A well lighter leather or lingerie goods case attracts, and the sale increases by \$5.00 or \$25.00. Another feature is: Well lighted goods sell more rapidly without handling, as a closer selection is made possible without removing them from the case, as it stands to reason, that if a piece of merchandise is shown in its true color and perspective, it will look the same when removed from the case. Thousands of dollars are lost by the continual handling of delicate and perishable goods unnecessarily, and many a first installation cost of a show case lighting system is saved by this single feature. While on the other hand, a poorly lighted case is often worse than one without any form of artificial lighting, because the light rays are often of such a color as to completely change the color of the goods, and a poor distribution of light may entirely alter the form.

In selecting any form of a show case lighting system, the following vital points must be considered by the progressive merchant:

First: The system must give an illumination in the interior of the case, which is approximately double that of the general illumination of the store interior.

Second: The light must be of such a quantity and quality that the goods are shown in their true color and style.



Fig. 4.—Perfume cases lighted by Lamps, Store of Lipman Wolfe & Co., Inc., Portland, Ore.

while the frontage for show windows will not average more than 300 feet, or 10 per cent. of the show case equipment.

The merchant dresses and lights his windows to attract the interested and disinterested public. As an advertising medium, it ranks even with the news-

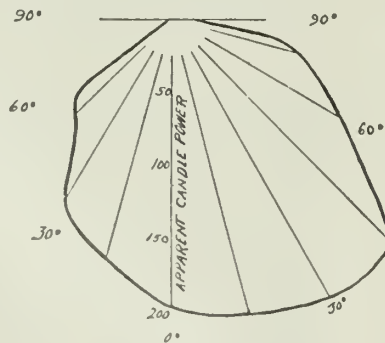


Fig. 3.—Candle power diagram, showing diffusion of light.

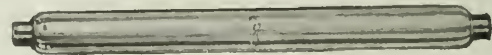


Fig. 1.—Lamp used in lighting show cases, etc., in store of Lipman Wolfe & Co., Inc.

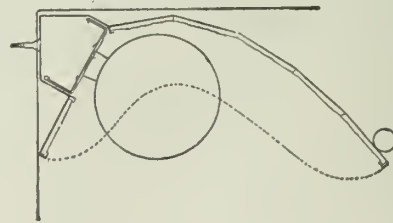


Fig. 6.—Trough Reflector used in show windows of Lipman Wolfe & Co., Inc.



Fig. 2.—Show Case Reflector, 2 in. wide by 2½ in. deep. Type used in Lipman Wolfe & Co., Inc., store.

Third: The interior temperature of the case must not be raised to any appreciable extent, and any increase, however small, must be evenly distributed, as a glass case which is warm in spots is very liable to crack with the first cold draft which strikes the exterior.

temperature, and long life, and on account of its peculiar shape, it adapts itself to a very small reflector.

Fig. 2 shows the reflector 2½ inches deep and 2 inches high. It is scientifically designed, and throws a powerful and correct distribution of light as is shown in the candle power diagram.

Fig. 3. The following views are all time exposures, and show the practical application of over 3,000 feet of this system in the new palatial store of Lipman Wolfe and Company, Portland, Oregon.

Fig. 4. Perfume cases surrounding the \$20,000 Italian marble and bronze staircase leading from the first floor to the balcony. These cases are 18 inches deep and 3 feet high with a glass door for the front and rear. All cases are finished in Circassian walnut. Four 25 watt lamps are used to each one.



Fig. 5.—Illumination of corner aisle and show cases and shelving. Lipman Wolfe & Co., Inc., Portland, Ore.

Fourth: The unit of light must be neat and inconspicuous, and permit an easy and thorough cleaning of the case.

Fifth: General efficiency.

The lamp shown in figure 1 is approximately one foot long and one inch in diameter. The tungsten



Fig. 8.—The "Colonnade" marble statuary in store of Lipman Wolfe & Co., Inc.

Fig. 5. Corner aisle cases—30 inches deep and 38 inches high. The even illumination over small irregular merchandise is very noticeable. Four 25 watt lamps are used for every 8 feet of frontage. This method is also followed for the display cases and shelving shown in the rear of the aisle case.

Fig. 7. Aisle and wall cases—Corset Department. The aisle cases are 30 inches deep and 32 inches high, finished in mahogany with four lamps per 8 feet frontage. The wall cases are two feet deep and 3 feet wide with 3 lamps to each case.

Fig 8. Sixth Floor—Art Department: Known as the "Colonnade." The display shelving is built of Philippine mahogany—from the posts to the back of the cases are 3 feet 6 inches deep, and from the ceiling to the counter 5 feet 6 inches. The 35 watt lamp is used here in a special design of wall case reflector.



Fig. 7.—Corset Department, Lipman Wolfe & Co., Inc.,

metal filament runs parallel to the tube through the entire length of the lamp—the electric current passing through from end to end. The interior glass area of this lamp is 31 square inches against 17 square inches of the ordinary "Bung Hole" type, and 24 square inches of the ordinary bulb lamp of the same wattage. This large glass area insures low

Worn by the
Best People

Sold by
the Best
Dealers.

"CEETEE"

UNDERCLOTHING

PUREST WOOL ONLY — UNSHRINKABLE

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

Manufacturers of
Turnbull's High-class
Ribbed Underwear
for Ladies and
Children, Turn-
bull's "M" Bands
for Infants, and
"CEETEE"
Shaker Knit
Sweater Coats.

Cards to Help Midsummer Clothing Sales

WHAT WILL midsummer bring in the way of special advertising? It is wise to begin advertising for the men who are interested in outdoor sports. There are suits for the baseball fans, lacrosse enthusiasts, for the cricket admirers and all the other ball games. Then there are suits for the water sports, motor boats, yachting, canoeing, etc., outing caps, shirts, collars, ties and other lines of furnishings. It is not one day too early to start to push these lines. Constantly remind the public the time is right at the door when they will need these goods. This will keep them alive to your preparedness to serve them in every Summer need.

This is also a splendid month to offer special inducements for boys' wear. As the Summer vacation opens the mind of the youngsters naturally turns to their ball paraphernalia. Some merchants find that giving a bat or mitt with certain priced suits is a strong attraction. It should not be forgotten that children are good advertisers. Get them talking and they will usually loosen the parents' purse strings. Offer one each to the first 50 or 100 or 200 customers with a certain brand or line of suits at a certain price. Talk the price and quality of the brand. Keep it uppermost in your advertising; then you can offer the bat or mitt as an extra inducement. fill your window two or three days before the sale starts, with these suits and the prizes. Have the sale start on a Monday at 4 o'clock. Note how the boys will get talking around the town about it.

Of course specials are all right to keep before your customers, but you must not forget your regular lines. Do not let the specials drive the regular stock too far into

This is an active time of year for business in boys' lines—Some methods of getting the youngsters talking—Suitable cards and how they should be done.

Written for The Review by Paul O'Neal

regular lines for this should be a good month for men's wear.

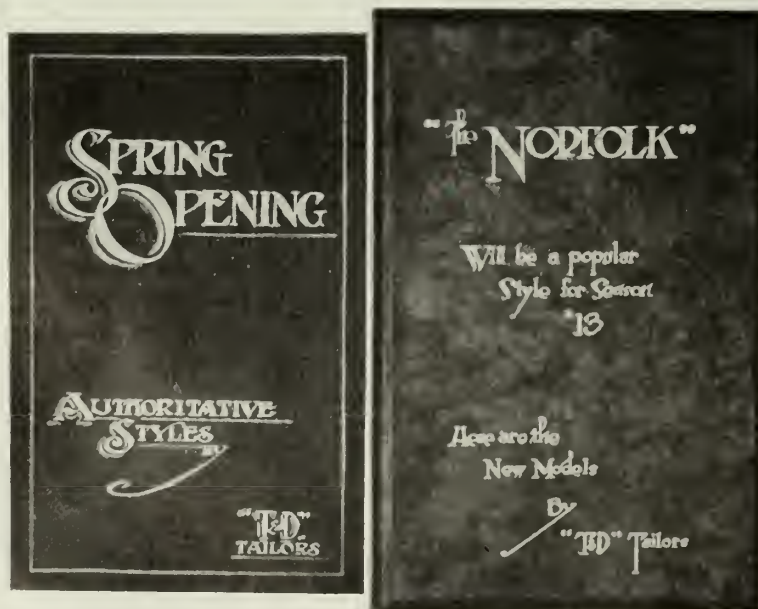
TREATMENT OF CARDS.

The \$4.95 card is to be used in your window display of the boys' suits with mitts to be given as prizes. The ball player is decidedly in keeping with the advertising, and in no way out of place so far as the season is concerned. The suit of the player should be in the same color as your favorite local ball team. You will find a window like this will start the boys talking about your store more than anything you have had for a long time. The lettering should be in black and the figures in red shaded with some subdued color.

The \$15 card is a pleasing little water scene that may be done in colors. Make the sky blue or grey and the water in similar hue. The boat and sails in a natural color. The figures in red and the lettering in black.

The Golf card is similar in character to the boating scene in that it suggests sporting or outing suits. You may make the clothing in any attractive colors you wish so the card will arrest attention. The lettering should be in black or a dark brown and the figures may be in red or black or brown and shaded with some tint.

The \$18 card is one of those attractive styles of cards that are good advertising. In this one you may paint or color the billboard some soft color and the lettering done over it. If the



Neat cards by Edwin E. Bell, manager Thornton & Douglas Co., Guelph.



Suggestions for seasonable cards prepared by Paul O'Neal.

board is a cream or yellow color the small letters may be in black and the figures in some strong or bright color and shaded with the same color weakened. The figure can be in all kinds of flashy colors. Red trousers and yellow coat and blue hat or these colors changed around to suit your own liking. You will find this card is a very attractive one.



Endorsed Legislation

At a dinner held by the Canadian Credit Men's Association in Montreal, June 11, Henry Detchon, the general manager, expressed himself as greatly pleased with the amendment to the criminal code whereby a person who makes a false statement to a third party, such as a mercantile agency, for the purpose of obtaining goods, renders himself liable to prosecution on a charge of false pretences.

Mr. Detchon, who lives in Winnipeg, told of the development of the Association and its work. It now has between eight and nine hundred members. Among the activities of the last three years, he men-

tioned the enactment of the Bulk Sales Act, now operative in the four Western Provinces as well as in Quebec and Nova Scotia. The Assignments Act had been modified in Saskatchewan so that assignments could only be made to Trust Companies. As the Credit Men's Association thought they could best handle assignments, it was proposed to change the name of the Association to give them that scope.

Other speakers were Thomas Leary, secretary for Toronto; Paul Valentine, secretary of the Montreal Branch, and T. H. Somerville, St. John, N.B.



Card Suggestions

On page eighty will be found a number of suggestions for cards to be used in the mens' wear store at the present season. They were prepared by a card man employed in one of the largest stores in Canada, and are presented as suggestions for the wording of the next lot turned out by the young cardwriter. If any of the ideas are valuable to you, use them.

Worn by the
Best People

Sold by
the Best
Dealers.

"CEETEE"

UNDERCLOTHING

PUREST WOOL ONLY — UNSHRINKABLE

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

Manufacturers of
Turnbull's High-class
Ribbed Underwear
for Ladies and
Children, Turn-
bull's "M" Bands
for Infants, and
"CEETEE"
Shaker Knit
Sweater Coats.

Advertising is Salesmanship, Plus Publicity

THE following is a summary of an interesting address on advertising delivered at a recent English convention by Charles P. Martin. Mr. Martin has dealt with the problems of publicity in a general way, but has introduced much valuable material and sound advice:

Having given a comparison of different styles of advertisement, the speaker remarked that in ready-made goods advertised in the local press the dealer's name was quite a secondary matter. It should be borne in mind that the object of advertising was to sell goods. What the public required was goods, not names, and for that reason the great truth of all advertising should be kept in mind—that the goods to be sold should be most prominently advertised, and not the name of the dealer. He knew a case in which a firm had had three advertisements running in two newspapers for nearly three months. This series had been kept up practically without a change for the whole time, after which they suddenly ceased. This particular advertiser was, no doubt, convinced that advertising was unprofitable. He (the speaker) had good reason for knowing that his large expenditure was practically unproductive.

Why did firms waste money in filling expensive space with bad advertising? The reasons were, in many cases, that they had not a right conception as to the meaning of advertising; that they had no time to prepare copy; or that they simply bought space because their competitors did so, and they wished to be "in the swim."

In considering the question, let them bear in mind that the advertising department—or "development department," it seemed to him would be a much more appropriate term—was in many respects the brains of the concern, the guiding and propelling force.

Advertising must be honest. Woe to the firm who endeavored to build upon anything but the foundation of good goods, sound value, prompt and efficient service, and common sense in advertising. Advertising linked up the trader personally with the goods and their merits or demerits. His reputation suffered or was enhanced by every sale. As he valued permanent success, he dared not risk being dishonest.

What was advertising? It was the first aid in distribution. It was salesmanship. It was more than salesmanship; it was an insurance on the con-

Concise definition given by speaker at convention — Advertising is development, and serves as insurance on the continuation of trade—Some of the first essentials of successful and resultful advertising.

tinuation of trade. It was salesmanship plus publicity. What was the best medium of publicity for the retailer? He would answer without the slightest doubt—the

commonest of all things that surrounded them—the local paper, to wit, for it was through that medium that the retailer could most readily place the goods he has for sale before his own public.

Mr. Martin remarked that he laid great stress on the value of a good heading. It was worth careful study to get a good one for each advertisement, for he believed that a heading which told a story or asked a pertinent question was very important. It should be an eye-catcher—something strong and suggestive; something that would arrest the eye and interest the reader. It should relate to the advertisement, and not be foreign to it.

Second only in importance was the ending. That should be strong. Many advertisements ended the appeal by making a direct suggestion to act. They asked their readers to send for a list, or to write, or to call. It was a sound principle. For the title he strongly advocated the use of a special name-book. He considered that most important, for it gave distinction, and in time assumed the value of a trade mark.

The advertisement having been drawn up, the position had to be decided upon. Position, of course, was important. They should make arrangements that their advertisement, if possible, should always occupy the same position. The upper half of a page was to be preferred to the lower. Position next to reading matter was good; that next the leading article he considered excellent.

Advertise regularly and persistently and results would follow. The cumulative value of the advertisement was enormous. Splash or spasmodic advertising was fatal. It never succeeded. Advertisers who indulged in this failed apparently to realize that thousands of people upon whom a favorable first impression had been made were lost to them as customers for want of a few more impressions. The thing went on like a snowball.

The first question of the retailer embarking upon an advertising campaign asked himself was what amount of money ought he to spend. A man who had the knack of advertising did not need much capital to start with. As a matter of fact, a knowledge of how to advertise, combined with enthusiasm and confidence—confidence was all-important—went further than mere capital. They should start

with a small sum set aside for the purpose, and as returns increased so increase their expenditure.

To the retail advertiser window display and window dressing were as important as his press campaign. So they should arrange both that they should tell the same story at the same time. That served a two-fold purpose, reminding those who saw the press advertisement first and those who saw the window advertisement first that they had seen something on the same lines elsewhere, thus bringing about contact and consequently interest. If the offer was right, and the opportunity favorable, the result was a sale.

After all, the only way to learn the power of advertising was to put money and brains into it, and see the results grow. Advertising offered the easiest opening for proving that they could do something on their own initiative. If their efforts proved that their ideas were practicable, the manufacturers would have a new client, and the bulk of the pleasure and profit would come to them personally.

Advertising should be considered as part only of the science of business-building. No man should expect advertising to do more than attract the buyer, and convince him that the advertised article was the thing he needed. That was the function of advertising.

Bring us your Kitchenette Cabinet Coupons

ROBINSON, MACBEAN LIMITED

We redeem your Kitchenette Cabinet Coupons

Men's Clothing and Service

The Customer Gets the Best of Both at Robinson, MacBean's

There is no hazard, no element of chance, no uncertainty of result about buying your clothing at this store. Our service—for which you pay nothing—we have endeavored to raise to a degree of strictness that eliminates all worry and speculation on your part. Our clothing salesmen are more than mere sellers of clothes. They are specialists each in his own particular line and they have mastered the idea of properly fitting your form. Our clothes, for which you pay no more, and oftentimes less than in other stores, are made for us by the House of Hobblerin, Toronto, and make a lasting and favorable impression upon the weaver's mind by reason of three things, namely: Authoritative style, dependable quality, and last but not least their comfortable and snug fit. The House of Hobblerin employs none but the best designers and workmen which positively assure you of the above. And another feature of these clothes, is that they carry an ironbound guarantee from the House of Hobblerin for satisfaction in fit, style and workmanship. If you are unacquainted with the Robinson MacBean standard of service and clothes, there is a new conception of these things awaiting you here.

Following are four of our leading lines.

Come in and look them over

Nifty "English Model" Suits made of fancy tweeds and worsteds, in colors of grey, brown and blue. These suits are tailored in the popular three button soft roll, sack style. Have hand made collars that fit close to the neck. These suits are tailored by the "House of Hobblerin," and carry their guarantee. A very stylish and high-class suit for... **\$22.50**

You will like these high-class suits, tailored by the "House of Hobblerin," and the quality workmanship and fit of these suits is guaranteed by them. They come in the two and three button, soft roll, sack style, with peaked lapels, and rounded shoulders. The collars are hand-made and fit close to the neck. Only the best of linings and trimmings are used in these suits.

They are made of fancy tweeds and worsteds, in all the popular colors and mixtures. Price..... **\$25.00**

Here is another swell line of fine suits (tailored by the "House of Hobblerin"). They are made from good quality, imported tweeds and worsteds in colors of grey and brown. These suits are tailored by expert workmen and will fit you perfectly. The materials used are all thoroughly shrunken, and are made up in the latest styles for spring and summer wear. Sizes range from 34 to 46. Price..... **\$27.50**

These fine grey and fawn suits are made from the best of imported Scotch tweeds, but the "House of Hobblerin" which name is a synonym for superior workmanship. The Coats are

In the two button style, with neat fitting collar and long lapels. Good fitting shoulders. Only the best of trimmings are used throughout. The pants are made in the newest style to conform with the coat. All sizes. These suits are creations of master craftsmen. Price..... **\$30.00**

We also cater to men who prefer their clothing made to their own individual measure. We are sole agents in Moose Jaw for the "House of Hobblerin" tailoring and have a complete line of samples of all that is new for spring and summer wear, and will guarantee you satisfaction. To these men we offer a special invitation to come in and look over these samples and let us take your measure. Prices range up from..... **\$20.00**



How Many Men Began Wearing Our Clothing as Boys

If you should ask the question of the men who came to this store you would find that a great many of them did. Not only did they begin wearing it as boys, but they are still wearing our clothing. And you will find that these men invariably impress upon their boys the absolute necessity of beginning right, by wearing Robinson MacBean Clothing. Why? Because our standard never varies. It is always the best. The designing and tailoring are done by men who confine their work exclusively to Boys' Clothing. The fabrics are all wool, thoroughly tested and the patterns well chosen, and styles are always new.

Boys' Navy Suits with two pair of bloomers. Made of blue serge, guaranteed to be the best color. Have perfect fit and will wear well. The coat has neat fitting collar and long lapels. Bloomers are extra wide, and have belt loops and watch pockets. Sizes 29 to 35. Priced..... **\$12.00**

Boys' Fine Tweed Suits in grey and brown colors. Coats are in the double breasted style with neat fitting collar and long lapels. Only the best of trimmings are used throughout. Pants are in the popular bloomer styles: roomy sizes and have belt loops, all sizes. Priced at..... **\$10.00**

Little Boys' Russian Suits in fancy Tweeds and Worsteds. Colors are grey, blue and brown. Coats have fancy belt and have embroidered design on sleeve and breast. Military and sailor collar style. These are very dandy Suits for the little man. Prices range up from..... **\$5.00**

Men's Shoes

We know that every satisfied customer is a step towards business success, and that is why we have built up such an enviable shoe trade. We select our various lines very carefully and demand first-class quality. We cannot afford to carry anything but the best and you cannot afford to buy anything but the best. Therefore we meet on an untroubled ground. We guarantee satisfaction. Here are a few of the many lines we carry.

Men's Balmoral Russian Calf Shoes—These Shoes are made upon a medium wide last, with low heel and broad shank; heavy single sole. Tan color. The style and wearing quality of this shoe leaves nothing to be desired. Very moderately priced at..... **\$6.00**

Men's Patent Leather Shoes in the popular button style with box kid tops, made on the "Pug" last with perforated vamp. Has outside back stay and 1 1/2 inch military heel. Its fitting and wearing quality will be a source of continual delight to you. Very neat and dressy. Priced at..... **\$6.00**

Men's Duff Velour Calf Blucher with box kid top, with goodyear welted single soles, made on the Varsity last. Regular heel. You will like this dressy shoe at..... **\$5.00**

Here is a fine tan calf shoe with full rounded toes and Goodyear welted soles. Button style only. An excellent wearing and smart dressy shoe for..... **\$5.00**

This Gunmetal Shoe is made on the same last as above and comes in popular button style. A very service, priced at..... **\$5.00**

Stop at the Men's Hat Section

Even as you pass through there are always some interesting things to see. We make a thorough search of the markets for new and different styles in hats and caps and whenever we wish to draw your attention to the following lines of "Batterby" brand hats.

Men's Batterby Hats in all the new blocks and some of the most approved shapes. The only hat for comfort and wear. Guaranteed for fast color and shape-retaining finished off with silk bands and Russian inner sweat band in soft and hard styles. Sizes 6 5/8 to 7 1/2. Priced up from..... **\$3.00**

Men's Caps in all the latest styles, shapes and blocks. Come in fancy tweeds, serges, worsteds and plain patterns, all silk lined. Wide and medium peaks. In our range you will find all the best makes sizes 6 5/8 to 7 1/2. Priced up from..... **\$1.00**

Men's Waterproof Coats Special \$12.50

Here is an excellent line of Paramatta Waterproof Coats in Tan and dark Green colors. These are made of the finest English All Wool Cashmere waterproof cloth, guaranteed to stand all climates, fast colors. Made in the Military Collar style with straight and side pockets. Well sewn and seams are well taped to insure good wear. All sizes. Special..... **\$12.50**

Men's Fine Waterproof Overcoats in the newest Tweeds in Brown and Grey colors. This coat makes a fine Spring Coat, and is waterproof. Made with close fitting collars, and wide shoulders. Made to wear well and fit well. All sizes. Special..... **\$17.50**

Some New Spring Shirts

For the Man of Good Taste

These shirts are made especially for men of good taste and judgment and are in all this season's most up-to-date styles and patterns. A fine range of colors from which to make your selection.

Men's fine Negligee Shirts in plain and fancy stripe goods. They come with soft collar and double cuff. Also laundered cuffs and neckband, coat style, fast colors and every shirt guaranteed for fit and wear. All sizes. Priced from..... **\$1.50**

Men's fine Shirts with collars attached, made with and without reversible collar. Breast pocket, coat style, in plain and fancy stripe patterns, big and roomy make, dandy summer shirts. All sizes. Priced up from..... **\$1.00**

A good sample of a reasonable men's wear ad.

Join the bo

Thirty-Three Va



Handsomely Engraved
Silver Loving Cup.

10 Gold and Silver
Medals.

Cash Awards.

2nd Annual Contest
1913

OPEN TO WINDOW TRIMMERS,
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

ENERGETIC CLERKS

who are willing to work after hours can add substantially to their salary by joining the MacLean Circulation Organization, the largest and most efficient in America.

There are already over 400 circulation salesmen getting subscriptions for MacLean's Magazine, but there is scope for more. If you will take up the work in your district you will find it will pay you well.

Get started now—Don't wait.

WRITE FOR PARTICULARS TO
MacLean Publishing Co., ¹⁴³⁻¹⁴⁹ University Ave., Toronto, Can.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

Condensed Advertisements

MISCELLANEOUS

ENGLISH FIRM OF MANUFACTURERS OF Hair, Hair Goods, Hair Nets, as used by high-class hair-dressers and stores, desire to arrange a Canadian agency on commission with established sound house who has a good connection in the trade for Toronto, Montreal and district. Arrangements for stock to be kept in Canada would be made. For further

particulars, write to Box 97, Dry Goods Review, 88 Fleet Street, London, England.

TURNER'S NATURAL COTTON BOLLS FOR decorations and souvenirs are unexcelled. Write for booklet and reduced prices. Samples postpaid, dozen, 40c.; half dozen, 20c.; 2 for 10c. James H. Turner, The Cotton Boll Man, Carrollton, Georgia, U.S.A.

FRESH, CLEAN, STOCK OF SHOES AND Men's Clothing and Furnishings in growing village of Courtright on St. Clair River. Write J. T. Locke, The Ark, Cornma, Ont., for information.

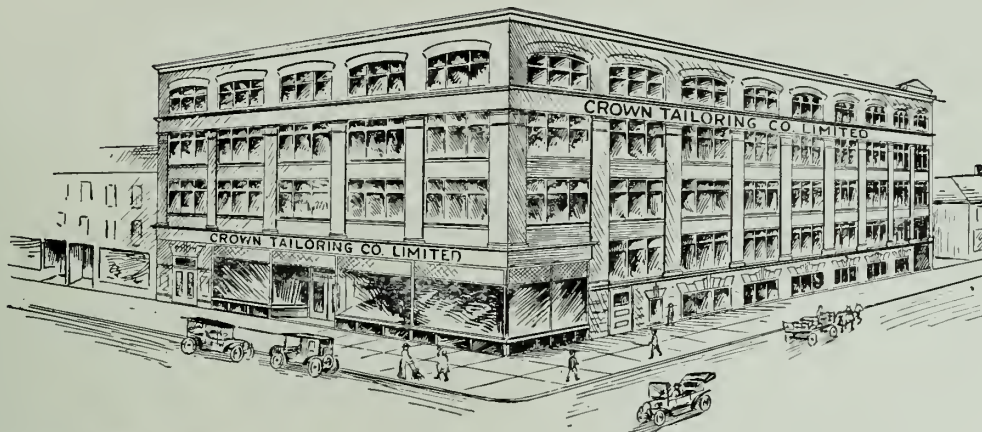
OPPORTUNITY IS NOW OFFERED TO purchase the stock and goodwill of G. L. MacKay, Limited, ladies' costumers, Regina. Excellent stand, and one of the best equipped stores in the West. Good lease and reasonable rent. Apply to G. L. MacKay, Ltd., 495 Yonge St., Toronto.

ORDERS WANTED

WANTED—ORDERS FOR FINEST HAND made Irish Crochet Laces, Insertions, Picot-edges, Beadings, Motifs, Collars, Yokes, D'Oyles, etc. M. Hughes, Scotch Street Bridge, Armagh, Ireland.

ADVERTISING INDEX

Arlington Co., of Canada, Ltd.	61	Crescent Mfg. Co.	75	Penmans, Ltd.	59
Art Tailoring Co.	46	Craftana	61	Porter, S. E., & Co.	81
Berlin Suspender Co.	61	Crown Tailoring Co.	91	Pim Bros.	79
Burritt, A., & Co.	73	Deacon Shirt Co.	75	Turnbull, C., Co.	80, 81, 83
Burnley, Thos. & Sons, Ltd.	73	Dominion Suspender Co.	77	Tooke Bros.	92
Canadian Converters	57	Jackson Mfg. Co.	77	Van Allen Co.	81
Clatworthy & Son, Ltd.	73	Kingston Hosiery Co.	77	Wreyford & Co.	79
Canadian Suspender Mfg. Co.	75	Parsons & Parsons Canadian Co. .	79		



*The Crown Tailoring
Agency is yours
for the asking*

There will be one Crown Tailoring Agency in every city and town in Canada. Is there one in yours? We want a live clothing merchant in your town to handle our proposition if we have not already secured one.

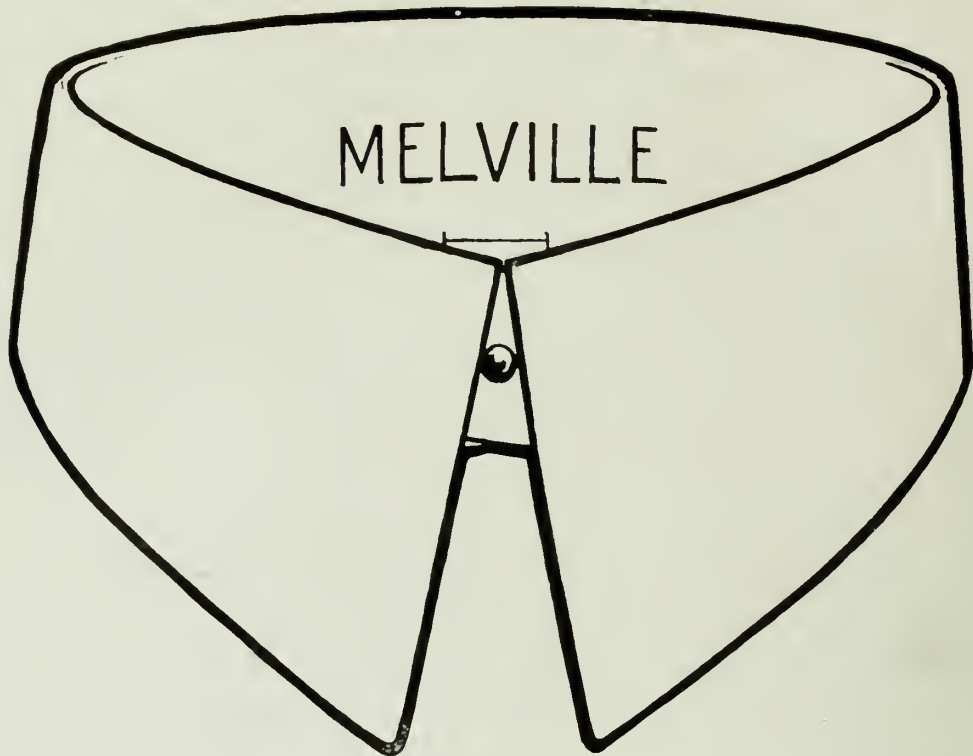
We supply our agents with a complete outfit which will enable them to cater to the trade they cannot suit with ready-to-wear clothing.

Send to-day for the outfit and start in to get the trade of the made-to-measure man—NO EXTRA EXPENSE

The above cut is a reproduction of our fine new building which is devoted to the special measure tailoring of Crown garments. With the Crown Tailoring agency you are under no added expense and can guarantee your customers perfect satisfaction. You can build up a handsome and profitable business in your town.

Send a postal to-day

The Crown Tailoring Co., Limited
38-40 Adelaide St. West, Toronto



This Is the Newest

Tooke Collar

The MELVILLE promises to be very popular this Spring and Summer. It gives the effect of a rather high collar, yet is exceptionally comfortable on account of the low inside band.

Watch for our new styles in Madras Collars, ready about June 15th.

TOOKE BROS. LIMITED

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

Toronto Warehouse, 58 Wellington St. W. Winnipeg Warehouse, 91 Albert St.

MEN'S WEAR REVIEW.

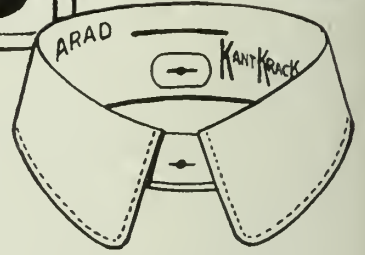
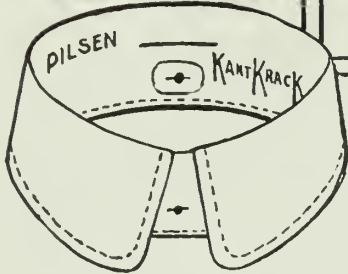


JULY : : 1913

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

KANTKRACK

COATED LINEN
COLLARS



Inside Out Again

When a man complains of the laundry-man turning his collar inside-out, sell him a **KANTKRACK**

—the kind that requires no laundering, the kind that wears and is always clean. Few men who know the advantages surrounding **KANTKRACK** collars will wear ordinary linen. These are coated linen collars (waterproof) that may be washed off with soap and water; no trouble. Made in all the leading styles for Fall, 1913. **Send for Samples.**

“One grade only, and that the best”

(Made in Canada)

The Parsons and Parsons Canadian Co.

HAMILTON



ONTARIO

To Wholesalers and Manufacturers
Just What You're Looking For A Sure Seller

FASCOL PRINTS

THE SHIRTINGS FOR SEASON 1914

Guarantees

- Fast Colors
- Smart Clothes
- British Manufacture
- Up-to-date Designs

STOCKS NOW READY

MANUFACTURERS: Geo. Tingey & Co., Ltd., 43 Mosley Street, Manchester, Eng.
CANADIAN REPRESENTATIVE: Dingman & Co., 12 Sheppard Street, Toronto
LONDON OFFICE: 15 Watling Street, E.C.

What Advertising Appropriation?

Advertising has become a very essential part of the retail business. No one doubts now that advertising can be made the direct means of increasing the turnover.

A question often asked is: What ratio should the amount set aside for advertising bear to the total turnover? What percentage should be allowed for this purpose?

For the best practical replies to these questions]The Review will pay from \$2 to \$5 each.

All replies must be in by August 13. Address Editor, Dry Goods Review, 143 University Avenue, Toronto.

The Importance of Good Store Fixtures

DOES THE average merchant of to-day pay enough attention to his store fixtures? Is he keeping up with the few who are always striding ahead and getting away to a lead on the rest of the field? If he is not, he is losing one of his best holds on the purchasing public.

The question which confronts many merchants and causes many to halt is, "Are fixtures worth the money"? To these let us answer by another question, Is any equipment for doing business worth the money? Are salesmen to whom a weekly salary is given worth the money? The fact of the matter is, there are many salesmen who draw a weekly salary and are not as beneficial to a firm as a few good fixtures which cost a great deal less.

The term "store fixtures" may properly be divided into three main classes, viz.: Display, stock-keeping and service, any one of which cannot be given too much consideration by the up-to-date retailer of the present day. They play a most important part in modern merchandizing. Goods to be sold must be shown and when shown it must be done to best advantage. Goods cannot be displayed to best advantage without the necessary equipment.

There is nothing that has a greater depreciating effect on the real value of goods than to be displayed in a haphazard, lifeless way. It is to be regretted that the psychological effect of a neat and effective display is undervalued by many. Goods carelessly displayed beget in the mind of a prospective purchaser the same careless sentiment.

In order that goods may appear at their best, they should be shown in their most natural form. How effective the wax figure is for displaying garments. The imaginative instinct of the public displays itself in many ways, but often plays tricks when the question of how a suit or dress will appear when donned by individuals. How often is a dress sold from the show window with almost the exact trimmings that some master in the art of display has designed and executed in good taste and originality. Little imagination is needed on the part of the purchaser and the sale is made. The public like to be shown and many people are too intellectually lazy to think things for themselves. How often this is demonstrated by, "I want a suit like so and so." The instinct of imitation begins when we are born and ends when we die. We all have it. But why is it? Simply because we are too lazy to tax our dormant imaginations.

No merchant can expect to keep his business up to the mark if he does not have his store modernly equipped — Goods do not sell unless properly displayed—Storing the clothing properly.

How useful are proper display stands in the modern store. How invaluable both for display and the keeping of stock are the large roomy showcases and "silent salesmen." One

of the greater difficulties that are met with in stores is to display goods, yet keep them clean and fresh, without subjecting them to every bit of dust that is raised and then rub it in with a brush. Goods subjected to such usage soon deteriorate in value and lose their fresh appearance that is so essential.

The wardrobe holds an equal if not more important place with showcases and "silent salesmen" for the proper care of stock. What an incomparable difference there is between a coat crushed in the shoulders, creased in many directions across the back, dusty around the edges, and the smooth, neat, clean appearance of a coat fresh from the wardrobe.

Fixtures in mahogany effects and display tables of the same material are very strongly featured in modern stores and produce a very stylish effect which of necessity should be in keeping with the goods sold.

Efficient service cannot be given too great consideration. The buying market offers equal opportunities to all merchants. What one merchant can buy another can, and the market of efficient service equipment is also open to all merchants on an equal basis. Good service is as important a factor as good goods. The public demand it. It is the factor that will hold regular trade and "clinch" the new. The time that every sales person feels like selling and every customer feels like buying is when a "rush" is on, and the system and equipment stand out prominently as the standard of measurement for what beneficial results will be obtained in the way of satisfied customers and money in the till. Which things are, in short, the goal of successful retailing.

Fixtures are equipment and no one can expect to win in any race unless he is equipped. The athlete who enters a contest will stand a poor chance if he wears his heavy boots and cumbersome clothes. He must first have an equal chance with the rest of the field, so must the merchant who could expect to win in the race for business.

Advertising will bring people to a store but appearances, value and service, will hold them. It is by the combining of all these that trade is "clinched." Good advertising backed up by good appliances for handling the business, will create the permanent trade and successfully handle the transient portion.

Views of a Palatial Store



A view of the interior of one of America's most palatial stores devoted to men's clothing, the Hub, Chicago. This shows one of the floors devoted to men's clothing and gives an idea of the methods adopted of stocking the goods. The store is fitted throughout in most complete manner.

This is another view of the interior of the Hub, Chicago, showing the section devoted to boy's clothing. This picture gives an idea of the wonderfully complete lighting arrangements in this store.



Effective Methods of Stocking Shirts

TO THE retail merchant handling men's furnishings, the systematic storing of stock becomes of supreme importance. Below are given three different systems of stocking shirts which have been worked out in three Toronto stores and each found exceedingly successful, considering the various classes of trade.

The first is that of Wilfred Stollery, corner of Bloor and Yonge streets. This system may be described most briefly as the sample system.

Here instead of showing a number of sizes in each shirt, only one size is shown and complete ranges given in every pattern. The size chosen is 15 as this is the size from which greatest sales are made. All samples are kept in drawers, and the store divided into different sections, each of which is given a number to avoid confusion afterwards. Thus the various sections or fixtures are numbered fixture 1, fixture 2, etc., which for sake of brevity is reduced to F1, F2, etc.

In keeping track of location of stock all information is marked right on the collar band of the sample shirt. Thus if a certain shirt is stocked in fixture 5, then F5, is marked on the band. The number of the shirt, stamped by the manufacturer is made use of in hunting up a shirt from stock as this is a more accurate method of locating it than by attempting to remember the exact pattern and color, after the customer has made his choice.

All information regarding sizes now in stock in the various shirt is also given on the collar band. The whole story told on the band reads A345, F5, 14½ to 16½ and in long form means "Shirt A345 is stocked in fixture 5. In this shirt we have sizes 14½ to 16½ now in stock." When lines get broken up, the sizes out of stock may also be marked on the sample shirt, thus preventing any salesclerk from hunting through a host of boxes for a size which is not there. In cases of this kind, the story is then extended to A345, F5, 14½ to 16½, out 15½, 16. Meaning that sizes 15½ and 16 have been completely sold out in this shirt.

In addition to the convenience derived from this system from the standpoint of keeping track of stock, Mr. Stollery finds it to contain many other advantages. Thus in waiting upon a customer, after finding out whether a shirt with soft French cuffs is desired or one with stiff cuffs, the salesclerk can direct the customer to the section where the style of shirt desired is sampled. Here by pulling

Toronto merchant sells from sample and has quick system for locating desired patterns and sizes—All information is marked on band of sample shirt—Other methods adopted by aggressive stores—The need for thorough system.

out two or three drawers, the complete stock in the various ranges may be set before him without the delay caused by hunting through a number of boxes, opening these, and pil-

ing up boxes and shirts in an irregular mass on the counter or display stand. Should the size desired be out of stock information to this effect is right on the sample shirt so that without delay the salesclerk can direct the customer to look at some other patterns.

Another advantage is that the customer always receives a clean shirt and not one which has been handled by salesclerks and customers alike. Samples are kept in size 15, the size in greatest demand, so that it sometimes happens that to fill a customer's wants that sample shirt has to be given out. By the time stock is thus reduced the sample shirt naturally has several markings on it but by knocking off the price of laundering there are very few customers who will raise any objections to taking this last one.

But of the whole system probably the greatest advantage derived is the overcoming of the necessity of taking down a number of boxes, throwing out the stock, and replacing unsold goods in their proper places after the customer leaves.

The other two systems are those employed in the King Street and Yonge Street stores of Dunfield and Company, Toronto, Ontario. In the King Street store the trade catered to is quite of a high-class nature. Most customers coming into the store take plenty of time to pick out what they want, and are particular about getting something really good. Here then for appearance sake much counts on the fixtures displayed. For the sake of uniformity the firm has provided special boxes, all of uniform style in which to keep hosiery, shirts, and all boxed goods. Two ranges of shirts are kept in each box. Thus a 15 shirt in two different patterns each in pink, helio, and blue, for example, are stocked in one box. As each shirt is numbered, all reserve stock is kept in the cellar and forward stock filled from that.

The particular advantage of this box system is the neatness in appearance and the benefits derived from labels on the outside of each box telling what the box contains. H. H. Fisher, manager of the King St. store states: "For a high-class trade such as we enjoy here there is nothing better than the special box system, but in a store like our Yonge

(Continued on page 57.)

How Merchants Are Using Parcels Post

SINCE THE announcement was made that a parcels post system was to be inaugurated in Canada, retailers have been taking a great interest in the working of the measure started at the first of the present year in the United States. Men's Wear dealers there are using the parcels post to good advantage in many cases. It will be interesting to quote some opinions from *Men's Wear*, New York, relating to this problem:

Leo. T. Marcoux, of Broas, Galloway & Co., Bay City, Mich., vice-president of the Michigan Retail Clothiers' Association, writes:

"The parcel post being in its infancy, there are many features of this system of Uncle Sam's that are as yet almost unknown to us as retailers, and many of which only time itself can reveal. That the parcel post will be of great benefit to every retailer, is being proven with us in our own business. We have, during the past five weeks, ordered many items to be shipped by post, and the speed and easiness with which they were handled surprised us. But, above all, the saving made, when one compares what we've paid the express company for similar service, is remarkable.

"As an example, I will take a retailer who sells, in his tailoring department, about 150 suits a year, and that his store is 300 miles from the city where these individual packages are shipped. He has been paying an average of 60 cents a package, the entire shipping cost amounting to \$90. Under the parcel post plan, he can have this same amount of goods sent to him, as a cost of not over \$55, thereby saving \$35, or nearly one-half. And, if he wishes to be more sure of their delivery, he can add \$15 for insurance, and still save \$20 a year. This is just an instance of one part of a men's wear business. I will venture to state that in small shipments of furnishings the saving in a year will be such as to surprise most every retailer.

"My firm is keeping an exact record of what 1913 will prove in featuring parcel post in preference to the express companies, and I think the result will prove interesting."

Walter Caplinger of the Marks & Benson Company, Madison, Ind., writes: "We are conducting a campaign for parcel post business, advertising our mail order department in seven counties tributary to Madison—telling the people that we stand ready to do business with them either by mail or in person. We offer to pay postage on any order of \$1 or more,

Men's wear dealers in the United States are taking advantage of new system to reach outside trade—Several describe the steps they have taken to meet new conditions—Some find parcels post an advantage with outside trade.

and will refund purchase money if goods are not entirely satisfactory.

"Time has been too short to tell what the effort will result in, but it is undoubtedly a

great convenience to the rural people, as they can send orders and have them delivered at their doors the next time the mail carrier passes. Even though the business by mail does not result in anything great, to say the least, it is good advertising, showing to the public that you are alive to the advancements and are anxious to co-operate with anything which proves a convenience to the trading public. The merchant who keeps out of the push will realize only too soon that he is not known in the commercial world."

Abe Rosen, of Rosen Bros., Muskegon, Mich., secretary of the Michigan Retail Clothiers' Association, writes: "We have used the parcel post a great deal in getting small shipments from the wholesalers and find it a great saving. The service is just prompt as express and the charges much less. It hasn't been in operation long enough for us to tell how much effect it will have on our business with our out-of-town customers."

The manager of a well-known New York department store, in discussing the new postal service, stated: "At first I was trifle chary about adopting this parcel post way of delivering goods. It looked to me at first as though I was simply going to pay Uncle Sam a good-sized share of our narrow margin of profit. The cost of delivering goods to suburban residents by our own wagons and of delivering to buyers beyond the suburban district, by express, is one of the chief items of expense in a great store like this.

"Well," he added, "I discovered that we were using two horse teams and two men to deliver packages over routes that required two days to make a delivery in order to carry small parcels to our customers. More than 50 per cent of our deliveries in the suburban district were of parcels that are within the parcel post limit of eleven pounds and six feet in length and circumference.

"After I discovered those facts it didn't take me long to see economy and good service in the parcel post. I fully believe we are saving 25 per cent. on the cost of delivery of goods sent by this system. All I want now is to have Uncle Sam adopt the C.O.D.

(Continued on page 56.)

Making Good Use of Space Above Fixtures

WHETHER consciously or unconsciously to the customer entering a store the more attractive that store is, the better it looks, and the more homelike it feels. Therefore, one of the

first essentials in arranging goods is to give out the impression that the whole store staff, right from junior man to manager, is alive, and know something about the lines they have to offer.

The accompanying photograph shows the use made in the "annex" of the T. Eaton Company's store, Toronto, of space above wall cases and fixtures for display. Here goods are continually shown, in attractive form, and in a manner suggestive of the season for which they are intended.

Speaking of these displays, A. E. Booth, manager of the furnishings and hats departments stated: "A customer always likes to purchase his furnishings in a store where things look attractive. A good display will not fail to catch his eye. Whether the articles shown suit his tastes from the standpoint of color schemes and styles or not, he is compelled to feel, 'That's nice. Quite probably they have something here which will suit me exactly,' or even, 'That's great. It should look as well on me as it does there, and if it's going to look anything like that on me I'll certainly buy it.'

"Just how many goods we sell from these displays above our wall fixtures is difficult to calculate. Certainly they give the store a finished effect, and make a very marked improvement over the appearance presented by the same space filled up with stock. That in itself is worth much.

"The ideal way, of course, would be to have that space cased off, and lighted so as to show up clearly all goods in the cases. This, while showing goods to better advantage, would also prevent furnishings on display from becoming shop worn and depreciating in value."

In the Eaton store these displays are changed every week. Much the same furnishings, or rather a set of furnishings, are used from week to week. Upon becoming soiled, goods such as shirts, collars, etc., are sent to a laundry, after which they are again quite suitable for display purposes. At the end of the season these are sold out as shop-worn goods at reduced prices, so that at least something may be realized on them, whether it count for profit or not.

Dealing with the question of display A. E. Apted, display manager in Eaton's, states: "The whole idea

Valuable space is found on ledges and above cases for display purposes—The appearance of a store can be greatly improved in this way—Many sales result from ledge displays—In the T. Eaton store.

is to present everything in most perfect lifelike form. The value of displaying a neck-scarf depends greatly on how that scarf is tied. If in the display it shows up well, an intending purchaser

looks at it from the standpoint of "That should look just as attractive on me. I'd better have it', never considering whether he can make as neat a knot but taking that part for granted.

"It's the same principle as applies to displaying furniture. If we want to sell a man a \$1,000 parlor set, we don't take him amongst our stock, but before the hour arranged for him to come down we take that set, arrange it in a suitably decorated room so that we will be in a position to say to him 'Here's exactly what you want and just as it will look in your home.'

"Power of display," continued Mr. Apted, "consists not so much in arrangement of goods in a window, though that must not be overlooked, as in making everything shown approach as near to perfection as possible.

"Another strong feature is to make everything appear seasonable. Those canes, tennis racquets, club bags, etc., add greatly not only to giving a finished effect, but also to following out the idea of summer furnishings. The same applies to those little bamboo fixtures, which are simply parts of a bamboo fishing rod. They, too, lend themselves to adding to the general effect. Flowers for all seasons are attractive, and may be used to advantage with almost any display."

When judiciously used, the space above wall fixtures may make or marr the whole general appearance of a store. A space for stock is by no means the only use to which it can be put.



How Merchants Are Using Parcel Post

(Continued from page 55.)

system of collections by carriers as they do in Germany. We are going to run a big series of advertisements announcing our scheme of the parcel post delivery, either on orders in person or by mail."

Department stores and other concerns will be aided by an order defining what class of printed matter may be inclosed with articles sent by the parcel post. Many persons, in returning articles, have compelled department stores to pay in the aggregate a large amount of money in postage because the



An interior view of the men's wear annex of the T. Eaton Co., Toronto. This photograph gives an idea of the artistic ledge decorations employed. Note also the showcase decorations. The store is one long succession of tasteful unit displays.

senders have written on the cover, thus making the matter first-class. An order just published provides:

"It is permissible to inclose with matter of the fourth class an invoice showing, in writing or printing, the name and address of the sender and of the addressee; the names and quantities of articles inclosed, together with inscriptions indicating, for purposes of description, the price, style, stock number, size and quality of the articles; the order or file number, date of order, and date and manner of shipment; the initials or name of the salesman, or of the person by whom the articles were packed or checked. When it is desired to send merchandise as first-class matter under ordinary postage stamps, the package should be sealed or otherwise closed against inspection to avoid any confusion in the mails as to their proper classification."



Effective Methods of Stocking Shirts

(Continued from page 54.)

St. store where there is a big rush demand, such a system would be an absolute hindrance.

"In our Yonge St. store we have large cases, somewhat after the wardrobe style, with glass door fronts hung on weights. Here all shirts are kept in pigeon holes, 14's right up in one vertical section from top to bottom, 14½'s in the next, 15's in

the next, and so on. This allows of carrying a heavy stock right on display, and is especially beneficial for stores having a heavy turnover. There the idea is to wait on as many customers as possible in the least possible time.

With this case system, when you show one size you show all sizes, and to show any particular line all that is necessary is to pull down all the shirts out of that pigeon hole.

"The greatest disadvantage is that with continual demand, stock is all exposed whether drawn from or not, and thus rapidly becomes dusty and shop worn. Such a system is only for the man with the big turnover, and not for the small or high-class store."



To Move to New Quarters

The firm of Chapples, Limited, dry goods merchants of Fort William, have leased the entire ground floor of the new grain exchange building now in course of construction at the corner of Victoria and Syndicate streets, and will occupy their new quarters as soon as finished. The new block will provide the finest business location in the city and will accord five times as much space to Chapples as the quarters they occupy at present. In preparation for the moving they are announcing a big sale this week.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

Time For Stock Clearance

THE TIME has come when the men's wear dealer must take steps to clear out his summer stock. Although all summer lines will continue to sell in more or less large bulk for the next month, the bulk of the business has been done. For instance, few men, comparatively speaking, will buy straw hats from now on. They have made their purchases and are likely to "get along" with what they have for the balance of the season. Shirts, collars and wash ties will continue to sell but the best of the trade in these lines has been done and any men's furnisher who faces the end of July with a heavy stock of such goods on his hands had better bestir himself if he desires to avoid a loss.

It is never advisable to carry over stock from season to season. Although masculine styles do not change, with the kladeiscopic rapidity of women's they never stand still very long. New ideas in habberdashery are quite as certain as in feminine clothes and what sells well this season may not do at all the following year. Thus, if a dealer finds a heavy demand for long pointed collars one year he cannot afford to carry any stock over because the following year may find some other novelty shape in collars usurping the market.

Quite a number of the best men's furnishers are already engaged in a wholesale effort to clear out summer stocks. It takes a certain amount of courage to clean out stocks but it pays in the long run.



Clearing Out Hats

ONE TORONTO men's wear dealer is now offering all the straw hats that he carries in stock at the fixed price of \$1.15, while all panama hats are being sold at \$4.15. This is somewhat of a heroic measure to adopt so early in the season but it is bringing a heavy demand and, as all grades are offered in together, the price averages up satisfactorily. The result will be that this dealer will start the fall with a clean hat stock.

Using Current Events

THE MERCHANTS of Hamilton, Ont., are realizing the value of taking advantage of current and popular events and making them business getters. The city of Hamilton is taking great pains to celebrate the hundredth anniversary of its first appearance on the face of the globe (although it was far from being a city at that date).

The event is a mammoth one and will flood the city with old residents who have not forgotten the place of their birth and will see great changes in their old home town.

The celebration dates have been set for August 11 to 16, and the retailers are quietly preparing for the event and, before the time arrives, will show that they have not been napping.

The value of taking advantage of current events cannot be too strongly emphasized, and there are many retailers and advertisers who do not realize the great source for business and publicity that such occasions offer.

Current events always lay open a broad pathway to the minds of the public, and the most successful publicity men grasp this fact as a drowning man will seize a plank. They clearly see through that side of human nature which we call interest. They know that, to drive home an argument, the attention of the object must first be gained, and the publicity man sees that this has already been done and it only remains for him to obey the natural law which is to follow the line of least resistance and his point is gained.

The value of being a "live wire" is very great. It is the live wire that causes our greatest conflagrations, and makes the effect of its work known throughout large areas. The live wire publicity man causes conflagrations that have wonderfully telling results. In many ways current events afford an inexpensive and very effective form of publicity. The fact that reports of current happenings are constantly appearing in the press, both paves the way and

backs up what is seen in a window or read in an advertisement.

The principle which prompts the display men in the large cities to take advantage of such events as "horse shows," "race meets," "automobile shows," etc., may well be imitated by those in smaller places as well as given more consideration in the larger centres.



Hat Styles In London

RETAIL hatters in London are advertising hats with three-inch crowns and two-inch brims. Nevertheless quite a few of the leading houses are selling straw hats with a wider brim, two and one-quarter inches being the narrowest width stocked by some of the best stores. The ribbon is invariably black except where club colors are worn.



Outing Wear For Men

IN LONDON the white socks habit for outing wear has "caught on" this summer. Belts are being sold on a wider pattern than for some time. The most favor is accorded to belts about two inches wide with covered buckle of the same color.



Melita, Man.—W. H. Grant and Co. are running a piano contest, which started on July 2.

Canada's Foreign Trade

OUR NEIGHBORS in the States measure their foreign trade by exceedingly bulky figures, exceedingly bulky as compared with those which represent the foreign trade of Canada. When, however, the per capita trade is ascertained the comparison is very encouraging to Canada. Dealing with the external trade of our neighbors, Bradstreets in a recent issue states:

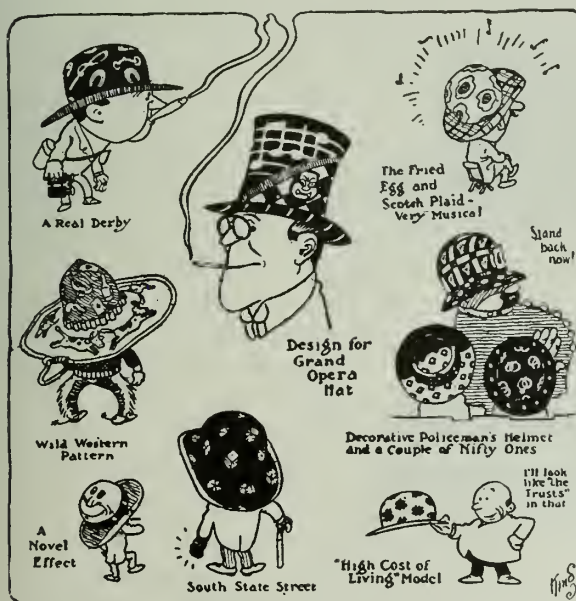
"The foreign trade of the United States aggregates \$4,250,000,000 for the fiscal year ending June 30, 1913. While this is an encouraging record compared with Canada's, it seems we have no cause for envy on this side of the line. Canada's foreign trade for the last fiscal year 1912, totalled over \$1,000,000,000. That is United States' foreign trade is to Canada's as 4½ to 1.

"Since her population is, however, to Canada's as 11 is to 1, we have a start of them per capita of about \$3 to \$1. Our trade per head is about \$11, whereas that of United States is only \$4.25. The progress of the foreign trade of the United States, however, has, like Canada's, been a steady upward sweep."



Work has been started on the additional story to be added to I. L. Matthews dry goods store in Port Arthur. The new floor will make it a three-story building and will add greatly to the space in the store. The estimated cost is \$18,000.

MEN' APPAREL AS SEEN BY THE CARTOONISTS



The parti-colored hat in its various ramifications, as seen by the Chicago Daily Tribune.



The bow has been moved from the side, so the following locations are suggested.



Early showings of hats for Spring, 1914. Shown by courtesy of Jas. Strachan, Toronto, representing E. Guillet & Sons, Ltd. Straw hat shown by courtesy of Wm. Wyndham, Toronto, representing G. F. Glasco & Co.

Style Indications Noted in Spring Hats

ALREADY HAT manufacturers have begun to get busy in order to arouse interest amongst the wholesale trade with regard to next spring's showings. While there is still plenty of time for a change in styles, it is considered that a fairly definite idea is now had as to what is to be most popular, and with this idea buying has begun.

Though strong for Fall, the heavily rolled brims would appear short lived. They will not die rapidly, however, but will see some semblance to their form in the hats for the following spring. In brief, rolled brims will again be good, but will not be followed out to such an extreme.

In crowns the tendency appears towards the tapered rather than the full, yet tapering is not marked to any great degree. With this crown a slight drooping effect is presented in back and front, thus lending harmony throughout. One stiff hat, typical of what is to be good for Spring, measures 5 inch x 2 inch. back x 1 1-4 inch side. When compared with hats typical of this Fall's showings and measuring 4 3-4 inch. x 2 inch. or 2 1-8 or even 5 inch. x 2 inch. to 2 1-2 inch., there would appear to be not so much change in height

Manufacturers are busy arousing interest—A fairly definite idea is now had as to what next season will bring forth—Changes likely to be made in trimmings—Innovations being introduced.

considerably narrower. Seventeen lines or less is likely to be a popular width. This shows a marked reduction from 24 to 27 lines, now being shown.

Still there is a strong tendency towards novelties in trimmings. Bows are again shown on the quarter as for Fall but the tendency is to get away from effects produced by bows at the back. Novelties of all kinds are being worked out in bows, some with buckles, some with buttons in diagonal arrangement, some slide bows and some plain staple effects, but the tendency is strong to keep away from these latter.

of crown as in width of brim. The main difference, however, comes in the tendency to get back to quieter forms of rolled brims.

Regarding trimmings, bands are to be considerably narrower. Seventeen lines or less is likely to be a popular width. This shows a marked reduction from 24 to 27 lines, now being shown.

When compared as a whole with the showings for Fall the tendency seem to be to produce a hat smaller in appearance, through absence of heavily rolled brim and full crown, but otherwise with only slight changes.

Newest blocks from New York for soft hats show very little change in most lines. Probably the most striking novelty is a small hat for young men as is



Some samples of straw hats which indicate the trend for next season. Note the high crown in each case.

herewith illustrated. In some of the larger cities the up-to-date retailers have already had some of these for Spring, but further than that they have not yet penetrated. One striking feature is the snap brim with welt rim, the former made on purpose for turning into various shapes, either down all round, up all round, or down in the front and up in the back. To allow of wearing with brim turned down all round quite a drooping effect is given both in front and back

This hat has a twenty-four line band with a fancy bow on the back and is finished with a fancy cord,



Two styles which indicate the trend in caps and hats. The lower is very extreme, however.

the color of the band, for decorative rather than practical purposes.

As to colors, green has now come to be regarded as a staple and is likely to be quite popular for still another Spring. Beaver, too, is strong in New York, but so far the Canadian trade has not bought heavily of this line. Smooth rather than rough effects are likely to be most popular.

In sailor hats quite a marked change is to be brought into effect generally next Summer. Already some hats with high crown and narrow brim have been worn, but only by a few more fashionable dressers. These, however, are likely to be quite commonly worn during next season. Popular measurements are 3 inches x 2 1-4 inches and 3 1-8 inches x 2 1-4 inches or 2 inches. The tendency, too, is to get to a narrower band measuring about 20 to 24 lines, which will tend to magnify the height of the crown.

Speaking of this hat, one local hatter states, "The crown is much more sensible than that worn this Summer, as practically anybody can wear it, but as a protector from the sun's rays the brim is less sensible."

Sennit straw is again likely to have the biggest run, but a number of splits will be found as well.

Regarding trimmings, even greater novelties than ever are shown. Fancy bows of all kinds, made up with buttons, or buckles for trimmings are displayed. The whole tendency seems to be to get away from the staple stuff, and add variety by a difference in trimming in something either plain or fancy.



Large Crowds at Sale

Montreal, Que.—Women have generally been credited with being the champion bargain-hunters, but to use a slang phrase, they had nothing on the men of Montreal when the Hannan Stores, of Montreal, announced a half-price sale of men's furnishings recently. The sale was announced in one of the evening papers, in full page space, and the following morning at 9 o'clock, when the stores opened, the sidewalk was blocked with a struggling mass of male bargain-hunters. It was estimated that during the first day of the sale over 8,000 men visited the store, while many others unsuccessfully tried to gain admission.

The rush at the stores was so great that the doors were only opened at intervals to allow the customers to come in or depart with their purchases. At the noon hour the store was closed from 12 to 2.30 p.m. to allow the clerks to get their meals and to rearrange the disordered stock. During the days following the rush continued as great as on the opening day and the management announced that the sale would be carried on until the stock was all disposed of.

This sale is the preface to a reorganization of the Hannan Stores. M. S. Burrows, who has conducted a men's furnishing store in Duluth for many years, has become vice-president and general manager of the business. J. J. Hannan, who founded the business in 1872, will continue as president of the company, but will take little active interest in the conduct of the business. There are two Hannan stores at present, one on St. James Street and the other on Peel Street. It is quite likely that a third store will be opened shortly on St. Catherine Street.



Textile Industry

London, July 7.—The June statement of the Board of Trade shows increases of \$38,274,500 in imports and \$39,321,000 in exports. The imports of food stuffs and raw material each increased \$15,000,000 while the principal gain in exports was in manufactured goods including \$7,500,000 in cotton textiles.

Future of Washable Neckwear Assured

THE FUTURE of washable summer neckwear would now seem fully assured. During the present season sales have been remarkably heavy, and judging both from the orders

which are still coming in, and the general favor with which these scarfs have been met during the past two seasons, there is every reason to believe that next season will see even keener inquiry than ever.

Several reasons for this are at once apparant. Colors which are attractive in themselves, and lend themselves to simple designs are now being made quite fast, so that the wash tie becomes not a thing to be worn once and discarded, but something which continues to look equally well after being laundered as before.

For appearance during the summer months nothing can come up to the washable silk neck-scarf. These while possessing the appearance of quality, have also combined with them a lightness and coolness which at once produce an effect quite desirable in the summer costume. Then there is the scarf made from mercerized cotton cloths, which have a silky appearance, and at the same time have all the advantages of being made out of a stronger, more durable cloth, as well as being less expensive.

During the past few years also, but particularly during the past season, there has been a strong tendency amongst clothing manufacturers to introduce lighter suitings, which will not only possess a neat stylish appearance but will also form a cool, light weight, and comfortable summer costume. Linen effects of all kinds, lustres, and even silks are now becoming quite strong, and manufacturers predict that before many more seasons these will be the rule rather than the exception, as at present. In the South, silk is becoming quite common, and having been given a trial which has proved it quite a success is likely to grow in favor here.

Following up the introduction of these suitings, there is a stronger call than ever for all lines of washable neck scarfs. To be in harmony with the lightness and coolness effected by such suitings, a lighter, cooler, more summery scarf is required, and to fill this requisition, the wash scarf is in keenest demand. Great developments have been made in this line of neckwear during recent years, and so confident are manufacturers of its future success that they claim that as yet developments have only begun. In colored neckwear for fall the striking feature of some lines now being introduced is a de-

Washable scarfs have met with great favor — They present an attractive appearance, and the colors are fast— Borders made up of bars of three different shades are being featured for the Fall trade with considerable success.

cidely gay, full border made up of bars of three different shades of the same color, together with two bars of contrasting colors. Thus one shown having a dark background of red

and black, has a border beginning with a deep red, working into a cerise, then a band of gold followed by a wider one of blue. Similar schemes are also worked out in purple, mauve and other colorings, the gold and blue bands holding throughout.

Another line is shown with herring bone stripes.



A sample of the flowered patterns which are becoming popular in men's neckwear. Reproduced from Men's Wear Review.

But of all, floral effects are likely to be most popular and will be worked out in fairly large designs and larger scarfs.

To such an extent have plain ties now become a staple line that all furnishing stores will almost of necessity have to carry a good range. Colorings in these run much the same as during past seasons, the only change being a variation in the size of the scarf.

Advances Expected in Men's Suitings

THAT PRICES on men's suitings during the next six months or more are likely to be high is now a fact commonly recognized by all manufacturers, agents, and buyers.

Two reasons are given for this: first, the shortness of the wool crop in Australia which is now making itself felt by causing every wool sale in London to show an advance, and second the abnormal and unlooked-for heavy demand for woollen goods in every form but probably more particularly in sweaters and suitings.

Dealing with this abnormal demand, one Toronto wholesale woollen house recently stated to The Review: "Prices are now high, and merchants can expect that when they come to buy spring goods, they will have to pay a considerable advance as most wholesalers have been holding down in spite of the fact that they have been paying an advance all the way up to 6d. per yard. Averaging up one contract on blacks and blues with another has kept prices down, but on account of the abnormal sale of these goods, big contracts which were intended to average up have been used up, and many of the houses to-day are actually using contracts made for next spring to fill orders. Consequently the advance may be a little more serious and sudden than if business of that class of stuff had not come so strong."

At present there is no outlook for lower prices for at least the next six months, although some people think that the zenith has been reached and it is only a matter of time until an easier feeling begins to make itself felt.

As to materials themselves there appears to be quite a common feeling that tweeds have reached their height and that as a natural result worsteds will come to the front. While some houses have again bought heavily in tweeds still they have a feeling that worsteds will be the stronger feature. For summer fabrics, where light weight and durability are two necessary factors, greater satisfaction can be obtained in worsteds than in tweeds. Hence there is a tendency in next spring's showings to swing to worsteds for that reason.

With a view to being different from the common herd, the fashionable dresser is quite likely to wear a twced, but so far as popularity goes, worsteds will be much in advance.

For next summer there is a tremendous showing of greys in milled finished cloths, a showing greater than for a number of years. Effects are all

The shortness of Australian wool has shoved prices up—Stiff advances within the next six months are predicted—Worsteds are coming to the front—A good demand for trouserings evidenced.

small and greatly favor fine stripes and small neat checks. Tendency is so strongly in this direction that the plainer stuff can be had, the better. This in itself is a great ad-

vantage to the average merchant as it removes the necessity of carrying a wide range, two or three covering the whole ground.

Greys and blacks and whites with a large showing of patterns such as shepherds' and gunclubs' checks in a variety of colorings after the greyish order will be most popular. In many cases a little color is sprinkled in, giving a very effective appearance.

There is a tendency to get back in some cases to Glen Urquhart checks. Up to the present time these have never been big sellers as they are suitable only for certain builds of men, but it is now quite apparent that a strong effort will be made to bring out a few patterns after this class.

The great volume of business being done to-day by manufacturers is on plain goods in blacks, blues, and greys, and appears steadily to be getting greater. For next season so far as can now be judged the outlook is that these will be more in demand than ever. This fact in itself is one of the main features tending to higher prices, as has been already referred to.

The buyer of one of the Toronto wholesale houses who has just returned from London, states: "Contrary to all expectations, in England browns are being shown very extensively for next spring and have been taken up very freely by London concerns." This is quite contrary to what was expected and predicted by Canadian manufacturers, who believed browns to be completely dead for spring 1914, and who still are featuring most strongly greys, blacks and whites, blues, and blacks.

Following in the natural course of the black and blue trade, there is every prospect of a general revival of the trousering trade. Most houses are already showing larger ranges of trouserings than have been shown for some time claiming that prospects for this class of business are extremely good. This, of course, is only natural considering the tremendous run for plain effects in blues and blacks.

The Show Card is the Salt of the Window

MOST PEOPLE eat. Some eat for the sake of eating, some eat to live. If they don't eat they're not people, they're corpses. It matters not who you are or what you eat you need a certain amount of salt in your daily diet—you require it to tone up your system. So it is with the showcard and the window. A judicious amount of showcard is necessary to the tone of a store display, no matter how high class, no matter how cheap.

It is not a question of whether a store should use showcards, but a question of what style of cards should be used. It is a matter of considerable importance to every business, whether in the infantile or the adult stage and should be thoroughly settled before any definite policy is arrived at.

HIGH CLASS MEN'S STORES AND THE CARDS.

The writer was recently plunged into an argument by a department manager of one of Toronto's leading men's stores, making the statement that high class stores were gradually banishing the window card and would ultimately discontinue its use entirely. Now this statement was not manufactured out of whole cloth, but was inspired by the stand a very limited number of high class men's wear stores had taken in one

Have merchants the right idea about the use of suitable showcards as an auxiliary to modern window display and store advertising—The printed vs. the hand-lettered card — The advantages of the latter variety demonstrated.

Written for The Review by J. C. Edwards.

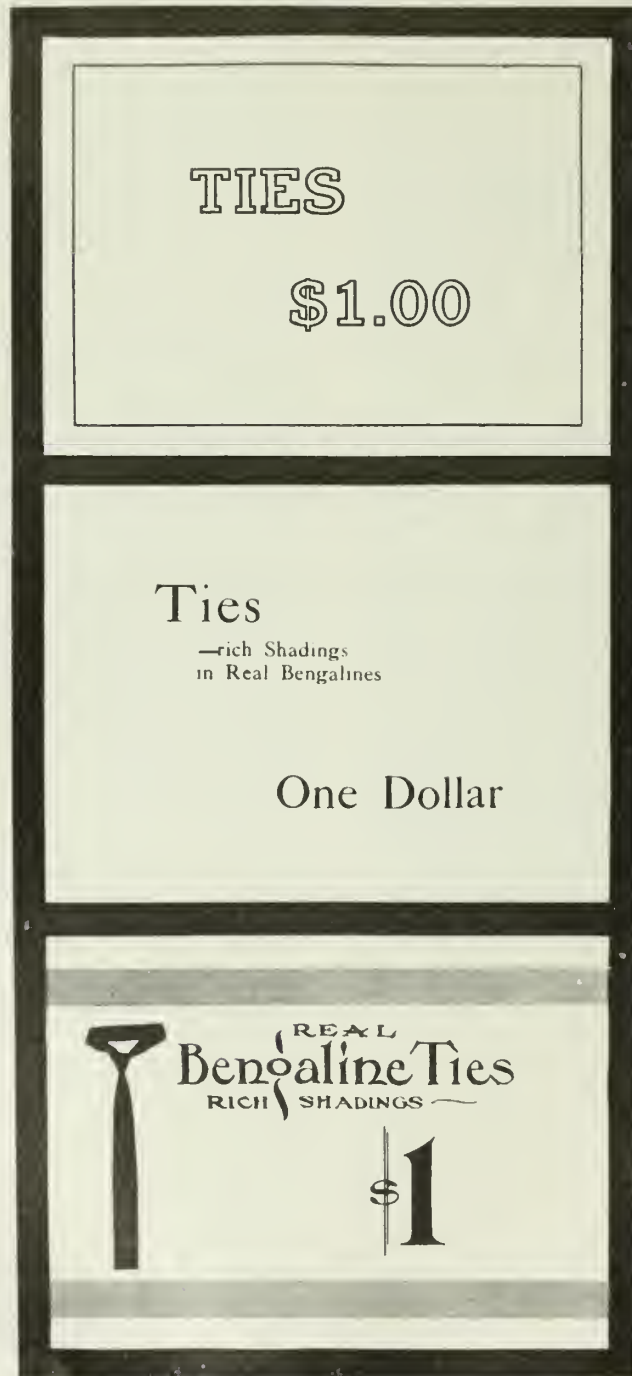
or two of the larger American cities.

It was not a matter of whether the card was of value to them, but simply a case of being different. Some people would eat better without salt in it just to be odd. The fact remains just the same that the show card is not dying out, but is growing in popularity every day.

Stores that never used cards before are advertising for young men who can handle the brush nicely. Stores that employed a salesman who could make their cards in his spare-time are now employing men who do nothing else. The card is just one spoke of the big wheel of publicity. The wheel can get along without it and not break down, but it certainly is the stronger for having this spoke.

THE STORE WITHOUT WINDOWS.

Ask the merchant or manager if, for the sake of exclusiveness, he would abandon the use of his window displays and trust to Providence to turn customers into his store. Yet it is a well known fact that there are stores in Berlin, Germany, that are so exclusive and high class that their store fronts are absolutely devoid of any semblance of a window display. They even go so far as to keep their goods securely hid in cases without glass



Three samples of cards which are dealt with in the accompanying article.



CHALLENGE COLLARS

Linen Collars minus
the laundry bills

Challenge collars are quickly replacing the ordinary, unserviceable linen or celluloid collar. Made of real linen and coated with a fine waterproof preparation that can be readily cleaned with water and soap, Challenge collars are in reality linen collars with the laundry bills cut out. There is satisfaction for the wearer of Challenge collars—satisfaction in appearance, comfort and wear. Made in six grades, each superior to any other make at the same or higher prices.

A sample order will convince you.

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue,

Toronto

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



"KING EDWARD" SUSPENDERS

Retail **50^{C.}** Price



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

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

"Craftama"

THE HALL-MARK OF Registered No. 262,005

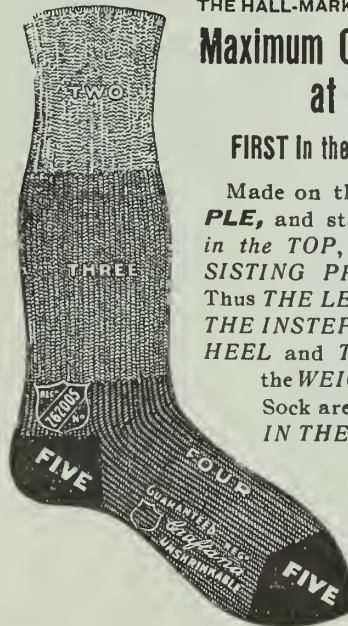
Maximum Comfort and Durability
at Minimum Cost.

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

fronts and the would-be customer sees nothing, but beautiful fittings and well groomed salespeople when he or she unwittingly breaks into this domicile of exclusiveness. The chances are everything is hermetically sealed in glass retainers and warranted anti-septic (imagine buying sox done up in sealed glass jars).

Certainly some cranks would appreciate such exclusiveness, but their business is so small that the merchant who would cater entirely to them in the average Canadian or American town or city would find the sheriff at his door before long.

THE CARD REFLECTS THE STORE'S TONE.

Who would think of seeing a small dainty plain lettered ticket in a noted "bargain shop"? Who would expect to find a glaring red lettered air brush shaded, full-sheet card in a high class furnishing store or in a window of evening gowns? Such combinations would show a mental deficiency deplorable to the last degree in the person who was responsible for the offense. Cards should be used in each and every case that befit the display, that reflect the tone of the store, and that create a good impression rather than give offense. If such cannot be obtained (and that is a circumstance very unlikely to arise), then the writer would say by all means don't use cards, for more harm than good will be done.

Don't offend the good taste of the man or woman who looks on you as an authority on the correct things to wear—and more than that don't treat them in the "cat, rat, hat" manner by labelling your goods—"This is a tie."

SHOWCARD NOT A LABEL.

Where is the man with the average amount of grey matter, who does not know a tie from a shirt? Being a wearer, more or less, of both, the normal man is quite able to distinguish one from the other without having a label placed on each stating what they are. The top card of the three here illustrated is a notable example of the label sort. It tells nothing of interest to the observer except that the articles shown are dollar ties. There is absolutely no reason given why any man should part with his hard earned "greenback" so that he might possess one of these ties. If the author of the card had even said that the ties were Real Bengaline or some other sort there would be sufficient reason for the price—ties may sell at 25c, but Real Bengaline ties are known to be much more valuable than the ordinary silk cravat.

THE SHOWCARD MUST TELL A STORY.

What story does card number one tell? Nothing but the price and to a great many, value is not apparent unless, they are told the quality which warrants the price attached. Card No. 2, or the middle one of the three tells quite a story in a very few words.—"*Ties.—Rich shadings in Real Bengalines*"

gives the prospective buyer a very clear description of the quality of the ties and draws attention to the richness of the shadings. It is more than a label it is an advertisement condensed, but concise.

Human nature is a funny thing and if you make a close study of human tendencies you will find that a man, or woman too, if they know ever so little about the article they are looking at, will be sure to let you know of this knowledge. It is a case of not wanting to appear ignorant and it is this fact that makes the use of a showcard that gives information highly commendable. If you're behind the counter just watch this demonstrated, next time you have a card in the window giving the name of something that is an attraction and see if you don't have people asking for the goods by the name. This has been tried and always proven a fact beyond a doubt.

SAVING THE SALESMAN TROUBLE.

There is more than one side to this feature of the good showcard. If a customer comes in and asks for a tie, what chance has a salesman to know the sort of tie desired. The only way he can do is to size up his customer as best he can, which is often very far out. If, however, his customer asks for a Real Bengaline tie he knows in a moment that he is prepared to buy something fairly good and does not show 50c lines when he sees a possible sale of a dollar tie. This saves time and trouble for the salesman, economizes the customer's time and creates general satisfaction throughout the whole transaction. Does that not sound logical? It is the truth.

THE PRINTED CARD.

Go to your printer and get a price from him on one card printed in black only and see what he will charge. A card such as the middle one shown here would cost at least 75c and even at that the printer cannot make much, for the time required in setting it up and putting the form on the press would run away with his profit. Were it possible to run a hundred or so all the same then the price would be very little per card, but no store requires more than one of any one window card.

Printed cards at their best look printed and always remind one of quantity not quality, therefore have the appearance of cheapness about them that prevents their use in the better stores, even disregarding the price. However if the hand lettered card is not procurable, a printed card such as No. 2 (the centre) gives a very neat appearance and stands out well in a window. The white space brings the inscription out much more prominently than if the lettering covered the card. Note the difference between the two upper samples of printed cards. The top inscription while much larger is not nearly so readable, bearing in capitals of an outline type. Lower case letters are always easier to read than all capitals.

(Continued on page 75.)



Allen's Real Bengaline

—a nifty tie for smart dressers

Talk about fads and fancies, talk about knitted effects—they're all alright, but when it comes down to catering to a man's real taste, then it's Bengaline for the smart dresser.

The Allén Bengaline ties are in a class infinitely superior to the usual lines being offered. They are worth your while investigating now.

Drop a card to-day for samples.

Van Allen Co., Limited
Hamilton, Ontario

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

A boy's a boy no matter what

Who would have a boy anything else than a romping, rollicking boyish boy? You know the parental tendency, Mr. Merchant, is to buy boy-proof clothing instead of attempting to curb the boyish spirit, and you know that if you supply such clothing you have the parents' trade assured. So why not handle



Lion Brand Bloomers

These are the strongest, nattiest boys' pants made to-day. Our values are right, too. Send to-day for our range of Fall samples.

"The Jackson Bloomer"

The Jackson Mfg. Company
CLINTON, ONT.

Factories at:— Clinton, Goderich, Exeter, Zurich

Making the Store Windows Pay a Profit

THE FOLLOWING interesting article on "making the window pay" is reprinted from *Men's Wear*, New York:

It is the attractive window display that pays best.

The unattractive window pays some dividends. Any kind of a window display that shows goods or that lets the people look at them helps some. But to get along with shiftless windows is like getting along with any kind of shiftless methods or equipment, a poor proposition at best. The first thing to be considered is the window itself, its construction, its position, its size.

The window should reach low enough so that it is easy to see into it. The floor ought not to be higher, if possible, than some 18 or 20 inches above the pavement outside. It should preferably be all one pane, at least up to the height of the displays used. If the store is on a corner, the corner ought to be given up to window space, so that the displays may be seen by people travelling either street. A window in the corner will prove more profitable than a corner door.

If the front is so narrow that to have two windows with a door between makes the windows too small for successful use, it will pay to change the door to one side and make one good-sized window. It is a mistake to think that as the windows or the front construction happens to be, so it must remain.

If there must be a post in the window anywhere, it should, of course, be the smallest iron post that will do the work, rather than a more or less cumbersome timber affair.

If it is necessary to have the window down to the level of the store floor to make it of the right height outside, it will usually pay to sacrifice two or three inches to have the floor above the store floor enough so that dirt on the floor will not as easily get into the window.

There should be no slope to a window floor. Many windows are built with a slope, and sometimes there is a reason for it. Oftener it is a handicap to the trimmer. If a slanting floor is wanted temporarily, one may easily be constructed for the occasion.

Of course the back of the window should be enclosed. This may be done with a paneled woodwork back in the natural wood or in white enamel paint, or with clear glass, ground glass, painted glass or mirrors. If the store requires all the light

An interesting review of the conditions which govern the use of store windows—Something about the size and construction of windows—How they should be lighted to show goods well.

that can possibly be let in through the windows, glass backing to the window will be much better than wood or mirrors, though painting the glass white or using a fancy

or ground glass will not keep out light.

THE WINDOW FLOORING.

While tile or parquet flooring is very pretty in a window, I believe that southern pine is better. There are often occasions when it is desirable to drive tacks or nails into the floor, and the fancy floor makes this impossible, and then in dressing the windows more often than not the window floor is covered to carry out some color schemes or other. Of course, where the window displays are always made up with some of the modern adjustable fixtures which do not have to be nailed, tacked or screwed, and where there is no desire to create novel display effects other than can be produced by such fixtures, something like a tile floor is no doubt best. It is possible, however, to have a removable floor of tiling or parquetry, or imitation, so that the advantages of both plans may thus be secured. The same thing is in a measure true of the window sides and back, where special window displays often call for nails or tacks, which would soon ruin fancy woodwork.

Should the store be deep and narrow, the top of the window front ought to be given up to some



A shirt trim shown by Youell & Wrong, Aylmer.



A stocky but well assorted display of furnishings in the store of G. B. Ryan & Co., Guelph. Arranged by Percy Curzon.

kind of prism glass for lighting the interior better, and across this glass may be placed the store's sign, in colored or fancy glass, which will not affect the lighting and yet will occupy space where it will be conspicuous and out of the way. The prism glass, even in the transom over the door, saves light bills and makes the store come nearer to being a daylight store. The best modern fronts, instead of having posts in the corners where the front and the entrance-way panes of glass come together, have the glass fastened by clamps or rivets or with a mere copper molding. This all helps to make the goods more conspicuous and plainly visible from all directions. It is well worth the difference in the cost.

DOING AWAY WITH REFLECTION.

There are some store locations where the reflections of light on the glass front are such that at certain times of the day it is practically impossible for the pedestrian to see into the windows at all. I have seen windows where one could not get a glimpse through or behind that glaring reflection, even by getting close to the glass and twisting the head this

way and that. This reflection can be avoided by having the window pane tilted a mere fraction in or out from the top. Getting rid of the reflection, too, enables one to get good photographs of the window displays in the daytime, a thing which cannot be done successfully when the window pane is a mirror of everything that is outside of it.

An old-fashioned store front may be the sign of permanence and reliability on the part of the dealer, but that is unimportant. To-day a store front must sell goods. It must pay the rent. People expect it to make them want to buy.

The man with a front that will not show the goods ought to borrow the money as soon as he can and change it. The returns from a modern front will pay a handsome dividend regularly upon the necessary investment.

In connection with the window, the doorway should, of course, be considered. If it is of the depth of the window, or more, it will allow people to stand in it and look at the goods in the windows in stormy weather. It increases the available window front at the service of the public who want to see.



A display of clothing and furnishings in the men's wear department of G. B. Ryan & Co., Guelph. Arranged by Percy Curzon.

THE IMPORTANCE OF THE DOOR.

The door itself ought to be easy to open. A single door is more desirable than a double door, unless the single door must be wide enough so that it is a distinct effort to open and close it. Under any circumstances, the door by which people come in should be built and hung so that a slight woman can turn the catch and push the door open and shut with no apparent exertion.

We have all met store doors that made us wish for an axe. The kind of a store that obliges one to climb about three steps and push open a door held in place with a spring that snaps the door shut with a bang or whizz as soon as it is released, makes the customer try another place next time. Such a door is as hard to get out of safely as it is hard to get in. It almost kicks the visitor out into the street. The door should be of glass, of course, and it should stand open whenever the season permits. An open door is a suggestion of welcome and of itself a tendency to draw in the public. It is an invitation.

THE LIGHTING OF WINDOWS.

The proper way to light windows is with hooded lamps on the sides and at the top of the window. The electric wiring should be placed under a molding beside the sash. Each lamp should be hidden by a reflector that throws the light all upon the goods in the window instead of out into the street. There is no need of lighting the street any more than it will be illuminated by the diffused light reaching it.

The idea that there should be a flood of light pouring out into the street so that people will exclaim as they pass is not considered sensible. The light is needed on the goods. The lighter they are, the more vividly they will stand out, and the darker the street outside, the brighter by contrast the window appears.

In connection with the matter of lighting it should be remembered that white paint in the woodwork will help to make the window light. A dark

(Continued on page 75)

How to Lay Out An Attractive Advertisement

ADVERTISING is as much a necessity to the growth of the modern business house as rain is to the growth of the trees and plants. A merchant has to make an annual appropriation for the advertising of his business and naturally looks for the ways and means of securing the greatest returns. There are many channels through which he can spend his money sensibly, but the most important, to the dry goods man is the newspapers, and if he sees that the advertisements which appear over his name are well written and laid out and he backs up his announcements with absolute fair dealing he will find that his money is well spent. The first feature in writing an ad. is to make it look different from those appearing on the same page or issue, let there be something about that ad. to make it stand out from the others. This difference in appearance strikes a note of inquisitiveness to the brain, through the eye of the reader and they naturally continue reading. Then if your copy is interesting to the point of containing convincing facts and arguments, as to quality, use, and price you have made a prospective customer.

In laying out "different" copy don't by any means crowd your ad.; don't try to get in to 10 inches of space what would fit half a page. You can get a good idea of how many items will go into a certain amount of space by getting your rule and studying the advertisements of some of the big stores throughout the country.

When you have chosen the item or items for your ad. think up a good phrase or sentence for introductory display—such as "Don't let your neighbors have the bet-

Pointers on the typographical phases of advertising—The value of balance and white space—Best types to be used—Give printer plenty of time to get out ads.—Do not crowd matter in ad.

Written for The Review by Wm. Owen

mentioned before; but don't overdo it with too many words in too big or heavy type. The shorter the sentence the better, and if it is set in too large or black a type it will outbalance the ad.; and balance is a big factor in display and general appearance.

If you are using cuts—and their use is advisable whenever possible—be sure they are not too large or too heavy, and thoroughly up-to-date in the styles and features they are to illustrate, as nothing makes so bad an impression as an illustration that is several seasons old, illuminating an announcement of "the latest innovations, etc." Figure cuts used in ready-to-wear, if drawn looking to either side and not full face, should always be placed facing reading matter, as though it really had something to do with the

description, and, wherever you can, balance one cut used to one side of the ad. with another on opposite side.

Balance your sub-heads as evenly as possible, as well as sub introductions, and when pressroom facilities permit insist on all display phrases, headings and sub headings being set in the same face type, in different sizes of course. This will also help the uniform appearance of your ad. For headings and display in everyday announcements of Department and Dry Goods Stores, it will be found that the Cheltenham face type is the most suitable, it being easily read and is about the most neat appearing; next in order, in the opinion of the writ-

Remember that the date of the Sale is here
February 10th, 1912
February 19th, 1912

A Carnival of Bargain Giving

This will surpass any previous event ever announced by us and such an occasion—nothing important should overlook you that it will be the largest and best Clearance Sale ever announced by any establishment in the City or Valley.

Thousands of Yards of Quality Dress Fabrics Specially Reduced

These Wool Goods are of that Grade which you are in the habit of securing at the Retail Store

Simpler Wash Fabrics—Which you can use right now—or later

The Sale lasts Ten Days from Saturday the 10th to Monday the 19th, 1912.

Wool Goods
This is the greatest opportunity for you to get the best quality of wool goods at a price that is almost unbelievable. We have secured a large quantity of the finest quality of wool goods, and we are offering them at a price that is almost unbelievable. This is a great opportunity for you to get the best quality of wool goods at a price that is almost unbelievable.

Wash Fabrics
This is the greatest opportunity for you to get the best quality of wash fabrics at a price that is almost unbelievable. We have secured a large quantity of the finest quality of wash fabrics, and we are offering them at a price that is almost unbelievable. This is a great opportunity for you to get the best quality of wash fabrics at a price that is almost unbelievable.

Specials
This is the greatest opportunity for you to get the best quality of specials at a price that is almost unbelievable. We have secured a large quantity of the finest quality of specials, and we are offering them at a price that is almost unbelievable. This is a great opportunity for you to get the best quality of specials at a price that is almost unbelievable.

SILK SALE

Considering how valuable silk is, and how difficult to come by, we are offering it at a price that is almost unbelievable. This is a great opportunity for you to get the best quality of silk at a price that is almost unbelievable.

Notions and Dressmaking Supplies in this By Winter Clearance Sale

This is the greatest opportunity for you to get the best quality of notions and dressmaking supplies at a price that is almost unbelievable. We have secured a large quantity of the finest quality of notions and dressmaking supplies, and we are offering them at a price that is almost unbelievable. This is a great opportunity for you to get the best quality of notions and dressmaking supplies at a price that is almost unbelievable.

Beautiful Lace—Embroideries and Dress Linings at Clearance Prices

This is the greatest opportunity for you to get the best quality of beautiful lace, embroideries, and dress linings at a price that is almost unbelievable. We have secured a large quantity of the finest quality of beautiful lace, embroideries, and dress linings, and we are offering them at a price that is almost unbelievable. This is a great opportunity for you to get the best quality of beautiful lace, embroideries, and dress linings at a price that is almost unbelievable.

A Real Old Fashioned Sale of Beautiful Table Linens—Made Sheets and Pillow Cases—Mylons and other Domestic Needs

This is the greatest opportunity for you to get the best quality of beautiful table linens, made sheets, pillow cases, mylons, and other domestic needs at a price that is almost unbelievable. We have secured a large quantity of the finest quality of beautiful table linens, made sheets, pillow cases, mylons, and other domestic needs, and we are offering them at a price that is almost unbelievable. This is a great opportunity for you to get the best quality of beautiful table linens, made sheets, pillow cases, mylons, and other domestic needs at a price that is almost unbelievable.

Front of the Loom, Hill and Laidable Muslin at 7 1/2c yd.

This is the greatest opportunity for you to get the best quality of front of the loom, hill and laidable muslin at a price that is almost unbelievable. We have secured a large quantity of the finest quality of front of the loom, hill and laidable muslin, and we are offering them at a price that is almost unbelievable. This is a great opportunity for you to get the best quality of front of the loom, hill and laidable muslin at a price that is almost unbelievable.

Yard Wide Muslin at 5 1/2c

This is the greatest opportunity for you to get the best quality of yard wide muslin at a price that is almost unbelievable. We have secured a large quantity of the finest quality of yard wide muslin, and we are offering them at a price that is almost unbelievable. This is a great opportunity for you to get the best quality of yard wide muslin at a price that is almost unbelievable.

These Especially High Graded Sheets and Pillow Cases, Towels, etc., now Marked at Prices that mean great savings to you.

This is the greatest opportunity for you to get the best quality of especially high graded sheets, pillow cases, towels, etc., at a price that is almost unbelievable. We have secured a large quantity of the finest quality of especially high graded sheets, pillow cases, towels, etc., and we are offering them at a price that is almost unbelievable. This is a great opportunity for you to get the best quality of especially high graded sheets, pillow cases, towels, etc., at a price that is almost unbelievable.

REYNOLDS BROS.

100 WEST THIRD ST. PHOENIX, ARIZONA

A splendidly arranged ad. prepared by Wm. Owen.



The *New* garment which is the greatest improvement in Men's wear in many years.

The Shirt *TAILS* turned into *DRAWERS*. Absolutely *CLOSED CROTCH* and *CLOSED BACK*.

This garment is made in *COAT STYLE*, as shown in the cuts, and so nicely balanced that it *FITS PERFECTLY*.

Cannot possibly work up out of the Trousers.

NO BINDING in the crotch—*NO ADJUSTING* to do—*NO BUTTONS* at the *BACK*—*NO FLAPS* to button over—Only *ONE PLY* of goods—*NO BUNCHING* of *UNNECESSARY MATERIAL* anywhere, and *PERFECT FREEDOM* for all hygienic purposes.

"OLUS" is also the perfect Combination Under Garment as all the features of the Shirt apply to the Underwear.

For the purpose of putting this Garment into the hands of dealers throughout Canada as quickly as possible, so that they may have the opportunity of confirming for themselves all we claim for it, we will ship by August 1st, by express prepaid, one dozen only fine Percale "OLUS" Shirts, assorted sizes, 14½ to 16½. Assorted Hair lines on White ground, with double Soft Cuff and Laundered Neck Band, to any dealer sending cash or money order for \$13.50.

Any goods may be returned at our expense, and money will be refunded if not satisfactory in every way.

The above offer is to expedite the introduction of "OLUS" and this will be the only occasion on which we will ship orders direct. Samples of our line of "OLUS" Shirts and Underwear will shortly be in the hands of all the leading Wholesale Houses.

The "OLUS" garment is patented in Canada, and all the rights under the patent are controlled by us.

The Canadian Converters Co. Limited.
Montreal

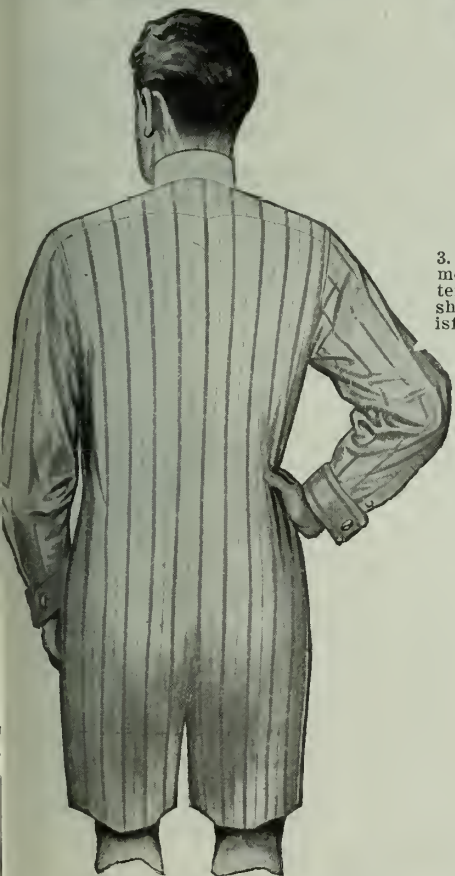


The illustration shows the first steps in putting on the "Olus" Garment. Notice the perfect adjustment of the crotch; the ample opening enabling one easily to slip the left arm into the sleeve.

2. This picture shows the "Olus" garment with both arms through the sleeves. It shows the natural hang of the front, falling perfectly into line for buttoning. Note the coat cut of the front.



3. Here we show the front of the garment entirely adjusted. We call your attention to the snappy appearance. The shirt tail now performs a useful and satisfactory function.



The rear view of the "Olus" Combination. Rather startling, isn't it? No opening the back but—



5. By unbuttoning at the leg, the tail readily swings back, leaving a clear wide opening, more satisfactory and more sanitary than any open back garment.

business. Should any reader wish for information on type, such as sizes—how many words will go into an inch space, etc., the writer would suggest asking the local printer or lay-out man at the newspaper.



Making the Store Windows Pay a Profit

(Continued from page 70)

finish or one of natural wood will absorb an immense amount of light. This is just as true of the whole interior of the store as of the windows. All of the things that help to show goods in the window help to make the window attractive. An attractive window is one that is more than merely pretty. It is possible to make a window display conspicuously pretty without making it a selling display. Window attractiveness should amount to something more than mere beauty of goods or symmetry of arrangement.

FREAK DISPLAYS.

In planning to use a window for the display of goods it should be remembered that the chief object of the window is to bring trade, to make people want to buy, so that the store will make more money.

Some men when they set out to decorate a window say to themselves, "Here is where I make the people sit up and take notice. I'll get up a window exhibit this time that will start something." And then they get a live owl or something else that has just about much to do with the clothing business and put it where it will attract attention, because no one ever saw a live owl in a window before. They make the display a freak exhibition, and think they have scored a hit because everybody stops to look, forgetting, or not noticing, that everybody goes on after looking, thinking, "Owl in a store window. How funny!" instead of, "They sell good clothing in that store." The principle is the same as that of making a show card so fancy or so freakish that everybody who sees it thinks of the beauty or the eccentricity of the card and never of what it has to say.

It ought to go without saying that no window can be attractive unless it is clean. It ought to, but evidently it does not, because every now and then we see a haberdashery window that is anything but clean. Of course the best dealers, the live wires of the business, keep their windows clean. They know that it pays them well to do it. But unfortunately there are not a few dealers who apparently are not so wise. It is thoughtlessness, carelessness, that troubles such dealers. When they stop to think about it they realize that there is nothing to be gained by the slight saving of energy represented in a postponement of the window washing. Every store has an employee who expects to have to wash

windows when the time for it comes. It is the fault of the proprietor alone if he lets the work go. People cannot help but reason that where the windows are dirty or unattractive the goods will be somewhat the same way. The reasoning is sound, too. It generally works out that way.

A window is not apt to draw passersby strongly when there are two or three people behind it looking out. On that account it is a poor plan to let employees loaf when they can stare out of the windows, or let anyone else loaf there, either. This is one reason why the backs of the windows ought to not to be transparent.

Plenty of people hesitate to stop and inspect the goods in a window if they feel that they are to be watched while doing it. They will certainly not look with the same attention to what they see that they otherwise would feel. If you doubt this, just notice how you yourself feel about stopping in front of windows that are lined inside with spectators. You will find yourself passing on without much of an idea of what the window contained.



The Show Card is the Salt of the Window

(Continued from page 66)

THE HAND LETTERED CARDS.

The lower card shows the hand lettered sign card demonstrates the grey band effect obtainable with the brush and grey paint which if printed would mean a two-color job and would represent a prohibitive price. Practically the same message is given the public in both the hand lettered and the printed cards, but the effect is much different and can be varied to suit the taste of the artist or card writer. The silhouette tie adds a touch to the card which amounts to attractiveness. The eccentric form of the lettering and the hand-made appearance of the price and dollar sign all give an individuality to the card, and this is desirable where possible.

On the whole the hand work is to be very much recommended because no effect that can be obtained by printing is too difficult for the cardwriter, but he has at his command effects that could be obtained only at prohibiting expense if printed.

NEVER THE OVER-FANCY CARD.

One thing is glaringly evident and that is the fact that there is a growing tendency toward the use of the dainty tasty card in preference to the glaring sign. The small neatly lettered card is to-day the card of the better stores and will continue to be.

The writer is very much in favor of the pen and small brush work without the use of the air-brush which has been cheapened by splashy cardwriters trying to see how much color they could get on one card. Such cards are seen in the windows of the cheap trashy stores of large cities. Avoid the over-fancy card—stick to quality effects.

The Proper Regulation of Bargain Sales

MUCH HAS been said in recent issues of "The Review" concerning the conducting of bargain sales and the relation that the bargain sales side of business should hold to "Quality Business."

In the June 18 issue of The Review the following problem was propounded:

"What limit should be put on the number of bargain sales, to prevent the loss of quality business? How should this branch of the business be regulated to secure the desired result in the way of increased turnover without at the same time hurting the quality connection of the store?"

Some of the replies received are appended:

A Definite System Needed

In regard to bargain sales, it is a delicate question to place a "limit" but it must be said that bargain sales when carried on should be carried on in accordance with some definite system. Whether they be weekly, monthly, or semi-annually, to be entirely successful they must be regular, not conducted in "fits and starts," because every customer who looks for a bargain (and it is a very small percentage who do not), soon acquire the habit of watching the papers for your offerings, and as a result you will find that customer helping to swell the crowd at the most of your bargain sales.

Bargains advertised must be bargains given or very soon your advertising expense will be spent to little or no avail. The popular saying, "You may fool some people all the time, and all people some of the time but you can't fool all the people all the time," is well applied to bargain advertising.

If your stock is large enough or you can obtain the goods without drawing on your regular stock a bargain day on one specified day each week is enough for any place no matter how large and by this means you can certainly "clinch" new customers and make them regular visitors to your store.

The "bankrupt stock" sale and "overloaded" sale have many repelling features. The unsuspecting public have been caught too many times on these. They give a store a "cheap" appearance, make people think the business is on the decline, that the heads of the firm are unable to keep their business in hand, are unreliable, and on few occasions have these proven to be permanent business getters.

The semi-annual sale should be conducted for a

The limit to be put on the number—It depends largely upon the size of the place—Quality business will not suffer if the sales are handled with proper discretion.

short time only and not "killed" and can best be conducted at a time when business is slow, January (or February) and July. To conduct a sale of this kind in April and October

as has been suggested by some is to use up window space, counter space and advertising space, which should be occupied by goods that are in demand by virtue of the time of year and is then liable to interfere with quality business.

Subscriber.

A Schedule Suggested

What limit should be put on the number of bargain sales to prevent the loss of quality business?

We are pleased to note that our position taken in former article, viz., That it is possible to hold bargain sales and yet retain quality business is now the standpoint from which the "Dry Goods Review" proposes the above question.

If bargain sales are to carry due weight, move the people and the goods, increase sales and profits, hold the people and bring them back again and again for the extra values, while the business holds and increases its turnover and profits on goods sold to people who demand quality, then we think there must be a limit to the number of bargain sales and the wise merchant will seek to so arrange his business that each class of business may prove a stimulant to the other.

People looking for bargains will be pleased to get them at a store having a reputation for good quality, while the quality trade will raise no serious objection to extra values when assured of the maintenance of the best quality.

The frequency of bargain sales will, in some measure, have to be regulated by the size of the town or city as well as by the proportion of the different classes of trade.

Occasions will come from time to time through poor buying or through extra good buying which will almost demand a special effort to be made irrespective of pre-arranged plans, but we think some definite plan for the putting on of special sales at regular times should be followed and adhered to as closely as possible in the best interests of the business. In cities and larger towns it would be an easy

VANGUARD KNITTING WOOLS

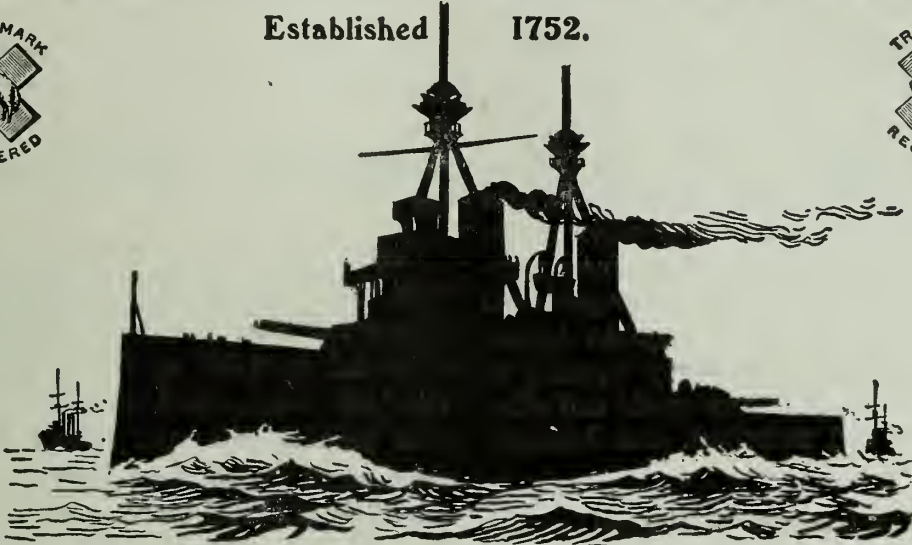


Established 1752.



Scotch
Fingerings,
Vanguard,
15's, 12's,
Fine.

Hosiery
Yarns,
&c., &c.



Soft
Knittings,
B, Imperial,
Soft Spun,
Vanguard,
Fine.



0 1/2 and 00
Worstedes,
&c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

SCARFS MADE TO SLIP
*Draws through
your wrist fold
collar easily*

Made of
**VIVYIAN
BENGALINE
SILK & WOOL**
None Better

WEAR THE SLIP-SCARF
ONCE AND YOU WILL
WEAR NO OTHER

THE HIT OF THE TRADE

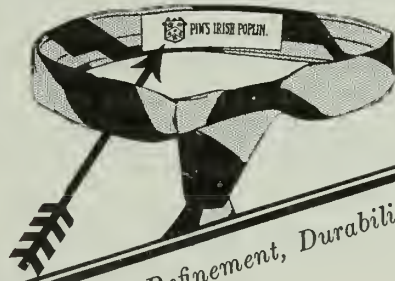
44 Shades in \$4.50, \$6.50 shapes, 7 day
delivery.

Use the show card as above,
14 x 11, 4 colors and embossed

Neckwear Department

Crescent Mfg. Co.
Limited
MONTREAL

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—Hyndm in Commission Co., 156 Lombard
St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg.,
Montreal.



matter to arrange for a special sale for every month, as well as an occasional extra sale, while in villages and smaller towns a mid-summer clearing sale and a mid-winter clearing sale might meet all requirements. It would possibly work out in the medium-sized towns that from four to nine special sales could be put on without any serious injury to the business seeking to hold its trade for quality goods.

Herewith you will find suggestions which meet with approval for medium-size gowns, some of these I would hold for a month and others only 10 days or 2 weeks: January a clearing sale of winter goods; February, a white goods sale; March, millinery opening or smallwares sale; April, spring dress goods and silks; July, a clearing sale of summer goods; August, a harvest sale; September, millinery opening or ready-to-wear; October, fall dress goods and silks; November, hosiery and underwear, and December, Christmas sale.

While putting on these special sales and in many cases talking price and extra values for the special lines under consideration the matter of quality should at the same time, and persistently, be presented.

W. C. Forman.

Two General Sales Only

I find that it is absolutely necessary to hold two large, general sales each year, in order to keep the stock properly cleaned up and bring the turnover up to where it ought to be. At these sales everything that is becoming a trifle old or out-of-date is marked down to a price which will sell it. These goods make good leaders and to them should be added all the special snaps that have been picked up for the sale and possibly a few items bought in large quantities and sold at about cost, although I am not so certain that the latter system pays. April and October are good months for these sales, as the public is then open to purchase in large quantities and besides turning a large percentage of the stock carried over into cash, it gives the merchant a chance to realize on some of the new stock which has just come in. Quick returns mean easy financing. Then, of course, the usual mid-summer and mid-winter sales are necessary to clean up as nearly as possible the balance of the stock for which the season is about over. Outside of these four sales each year, I should have nothing but specials in certain lines, which are necessary for various reasons and which always tend to attract people to the store, besides accomplishing the specific purpose for which they were intended, such as placing on the market extra quantities of goods specially bought or reducing an over-supply.

K. M. Stephen.

Favors Weekly Sale

I think weekly bargain sales are a great advantage and do not interfere with quality business providing they are conducted in the right manner and on staple goods not bargained as new goods; I don't mean goods just received but goods that have for the first time been put on the market in your town or city. It has come to the day now when everyone regardless of their station in life are looking more or less for bargains.

Advertising is the strong point, to know how to word same, when to put it in and the general tone of your ad. Don't put your ad headline with "Stock of so and so at 20c on the dollar," or "bankrupt sale," etc. Have a good reason for the sale and after your headline give your reasons or tell how you came about to sell these goods at bargain prices. Headlines as quoted above do not interest your quality customers. They at once run away with the idea that there is something wrong. Advertise your bargain two days ahead if you only advertise once in a while but if you are a daily advertiser advertise one day previous.

Re goods to offer at bargain prices: Say you were in the habit of keeping a certain line of prints and you find they are not satisfactory. Get rid of them without a bargain if possible and then when your new line comes in advertise it at a bargain. Price merely is an introductory offer. You know the new print is O.K. in every respect. Every merchant should try out a new article for himself. Do not leave it for your trade to find out whether the goods are faultless or not. Guarantee your goods. Nothing goes farther to-day than that, and if your bargains are as you represent them in your ad., you will always have successful sales. Say the print, for instance, has a name stamped on it. If in your introductory bargain sale, it proved as you said you don't need to bargain that again. Your trade knows the quality that is in it. They will ask for it. The same thing applies to every brand of goods that you know are O.K. In smaller towns you can hardly conduct a sale of this nature each week, but take a line of goods you find are not moving satisfactory, fault being in the color or something of that nature. Buy two or three more pieces in the colors wanted, advertise it and you will find the new will sell the old, and not hurt quality business. Get the people coming, get them satisfied, stand behind your goods and bargain sales and with the right man behind them you are bound to make a success and not hurt your quality trade.

G. E. Hagerman.

Periods of Depression and "Tight Money"

only serve to accentuate the value of Standard lines of real quality and excellence that the Public can recognize.

JAEGER PURE WOOL WEAR

has established a 30-year reputation for real value and is therefore a safe proposition for the Merchant.

He is sure of his trade, sure of his profit, and makes no bad stock.

This is a so-called bad year, but our trade is bigger than ever.

For Catalogues and Trade Terms apply:

DR. JAEGER SANITARY WOOLLEN **SYSTEM** COMPANY, LIMITED

HEAD OFFICE AND WHOLESALE WAREHOUSE

243 BLEURY ST., MONTREAL



Keep your finger on the pulse of your underwear business

Don't prescribe for it haphazardly. Have you made a habit of buying without going thoroughly into the merits of the lines you handle, or do you insist on comparison? We do not ask you to select **Imperial Brand Pure Wool Underwear**.

We ask you to compare it with the lines you already know or any others you will know. If you put it on the dollar for dollar basis you will realize the reason why we say our 30 years' experience in specializing has placed our line as the standard.

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.

Write for samples to-day

KINGSTON HOSIERY COMPANY
KINGSTON Established 1880 ONTARIO

How Retail Merchants Can Make More Money

OCCASIONALLY we find a retail merchant who is in business more as a pastime, something to take up his time, a place where he can have an office, meet the people, jolly with the traveling men, etc., writes T. H. Butcher, of Battle Creek, Mich. He does not really have to be in business and does not care particularly how much profit the business returns him. We all envy him.

But most merchants are not fixed that way. We have got to constantly keep figuring how we can make our business pay us better. Expenses keep creeping up, rents are higher, wages are higher, more expensive fixtures are demanded, etc. The many fads, fancies and freak styles force us to carry much heavier stock than a few years ago. Instead of turning our stocks oftener, as we should do, we find it is hard to turn them as often. The retail game to-day is an entirely different proposition than it was twenty years ago. The merchant of to-day must keep an "eagle eye" on his business every minute. If he does not the other fellow will, and beat him to it.

Most of the merchants of to-day watch the selling end of their business carefully, planning sales, devising selling schemes, judicious advertising, bettering their store service and equipment. But how about the buying end of it? Do they give enough time and consideration to this most important part of their business?

Ask any traveling salesman if nine-tenths of the merchants are not careless in their buying and do not do a great deal of it by guess. They know they do. I have had salesmen tell me that in many cases they really felt guilty to take the order as given to them and sometimes suggest going more carefully through the stock to see if they could not proportion the order better. The salesman and the wholesaler want the merchant to buy what sells. They do not want him to accumulate a lot of dead stuff in their line that must be closed up at a loss. No! They want to see their stuff sell, and at a profit to the retailer, then the next time they come to them they are met with a smile, not a frown. So I say again, Mr. Dealer, use more care in your buying of merchandise.

When the salesman comes for your advance order on your underwear, gloves, hosiery and other lines do you know just how many of certain sizes, colors and styles you sold during the past season, all your duplicates, special and advance orders? You should know, in order to give your advance order as nearly as possible in accordance with probable requirements.

System is needed in the buying end—Some men are natural born buyers, but they need the assistance of a system to avoid over stocking and investment in poor colors—An aid to good buying.

Buying might well be divided into two essential parts:

First. Good judgment in the selection of manufacturers, materials and styles.

Second. Buying the right proportions of sizes, colors and styles.

In the first part some seem to be "natural born buyers;" others acquire it from experience.

But the necessary knowledge in the second part cannot be "born into a buyer," nor can it be acquired by experience. This particular part of the buying, in most cases, is done more or less by "guess work." That's why most of us merchants have too much money tied up in poor-selling colors and styles.

For a long time I have been working on a way to keep such a record without too much "red tape" and extra time. I have spent much time and thought upon it and tried out many schemes until I finally hit upon a plan that is so simple, and yet so practical, that I wonder it has not been used long ago.

It has proved such a success in our own business and in the business of several of my acquaintances in the men's wear line that it occurred to me that others might wish to adopt it. I will be pleased to send sample sheet and explain the system to anyone who is interested.



Gloves For Men

GRAY SILKS for men continue to sell in gratifying large quantities, and there is a good demand for "chamois suedes," says the Glovers Review. That the increase in the popularity of men's silk gloves may be taken as another indication of the growing tendency of men to pay greater attention to gloves as an essential part of their wardrobe. It is not so long ago that the average man gave little thought to handwear other than as a means of protection against the cold and made purchases according to his bare requirements for each season. There has been, however, a gradual change from this procedure during the past few years and sales of men's gloves have grown larger in volume. Nowadays the man who would be well-groomed provides himself with correct handwear for all occasions and the keen observer of the trend of fashions can see in the more pronounced demand for men's silk gloves the further development of a custom which had made rapid strides in a comparatively short period of time. It

(Continued on page 82.)



**S. E. Porter
& Co.**

Sole Agents
for
Canada.

Complete Stock
on Hand

at
"Birks Building,"
MONTREAL

(Made in France)
Guaranteed for one
year.

"CEETEE"
UNSHRINKABLE
UNDERCLOTHING
PUREST WOOL ONLY

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

*Worn by the
Best People*
*Sold by the
Best Dealers.*

Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

Our
TRAVELLERS

Will call on you about
September 1st

Showing Complete Lines by
YOUNG & ROCHESTER
London, Eng.
Shirts, Neckwear, Gowns etc.

TRESS & CO. London, Eng.
Hats and Caps

COHEN & WILKS, Manchester, Eng.
Raincoats and Ulsters

And many other imported specialties

Wreyford & Co.
TORONTO

What Are You Doing To EARN MORE— BE MORE

The great body of those holding subordinate positions to-day are using only twenty-five per cent. of their real energy and ability, and a large number of them realize it, but do not understand how to get out of their rut.

Each month, Dr. Marden, the greatest of optimistic writers, contributes to MacLean's Magazine an inspiring, helpful article addressed to just that class of employees, ambitious young men and women workers who are anxious to get ahead, who are determined with all their might to be somebody, to do something, to become exceptional employees. The writer aims to touch the highest springs of such employees' aspirations, and no one, after reading Dr. Marden's articles will fail to put forth fresh and better-directed efforts to forge to the front. Dr. Marden's purpose, however, is by no means to make his readers dissatisfied with their lot, but rather with themselves for not getting more out of the part assigned them in life.

The reading of these articles on success may be the turning point of YOUR life. Send \$2.00 to-day to the MacLean Publishing Co., 143-149 University Ave., Toronto, and your subscription for MacLean's Magazine will be immediately entered for one year.

A Men's Store With Many Good Features

AMONG THE most flourishing of Hamilton's clothing retailers and among those that are rapidly coming to the front is the Lyon Tailoring Co. with plant and local retail branch at 114-116 James Street North.

On June 7, 1900, this firm began business as a pressing establishment and a short time later began custom tailoring. In 1904 they moved into their present premises which at that time were much smaller than the firm now occupies.

Shortly after this they added furnishings to their stock, but in 1908 owing to the enormous growth of the clothing department of the business the furnishings were discarded. These, however, were replaced in 1911 when changes gave sufficient room for replacement.

Since its inception the firm under the able management of L. Lyons, the senior member, and S. Lyons, the junior member, has met with rapid advancement until now they have six branch stores throughout Ontario, at Brantford, Chatham, Windsor, Sarnia, Guelph and St. Catherines.

The Hamilton branch deserves special mention because of the special features it exhibits. A plan of the show windows appears in this issue and upon examination will show distinct features. The value of window space has been carefully considered and the policy, "if you have to be shown, I'll show you," is well brought out. It would indeed be difficult to find another store with as much window space obtained in the same frontage.

A prosperous appearance in the front of a store will indeed do much to attract the trade of "men who care."

The interior of the store is neatly arranged. Long tables on which the web goods are displayed, fill one side, and the other is occupied with furnishings

Lyon Tailoring Co., Hamilton, have large amount of display space in ratio to frontage—How this is obtained — Stock arranged in store in a most attractive manner — Company has grown rapidly of recent years.

and web goods. The selling space has a depth of 75 feet, and behind this are the offices.

The second floor is utilized for a stock and cutting room, and on

the third floor are the spacious rooms where the fine art of tailoring is carried on. Everything in this department is productive of comfort for the employees. The place is well lighted and ventilated, insuring health to the employed.



Keeping Stock Clean

THE OAK HALL branch in Hamilton, Ont., occupies the first two floors of the building at 10 and 12 James Street North, and recently a new arrangement of the stock has been necessary to meet the growing demands of the trade.

The stock carried consists of men's and children's clothing and furnishings, the second floor being used mainly for children's goods. The space on the ground floor is required for men's wear where the suits are all displayed on hangers. This prevents creasing of the goods and breaking of the shoulders which is generally the result when clothing is piled on tables.

A novel idea is employed for brushing and cleaning the clothing. A vacuum cleaner with upholstery brush attachment is used for this purpose, and makes a very satisfactory and thorough method of keeping clothing in good shape. By this method the clothes are not rubbed glossy or the dust rubbed into the seams by a brush, but the vacuum thoroughly extracts all the dust and it is carefully gathered in the machine and not raised from one article only to settle on something else.

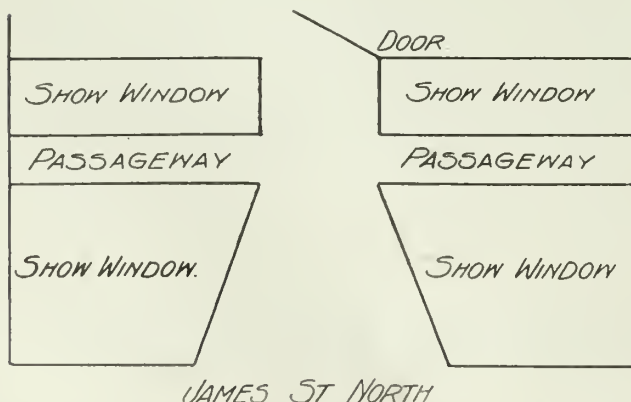
The furnishings occupy a prominent place at the front of the store and in a well-lighted section.



Gloves for Men

(Continued from page 80.)

It is apparent that the prejudice of men against the wearing of silk gloves is being overcome, at least to a considerable extent. Whatever the true reason may be for the increased demand for men's silk gloves it is approaching a magnitude that creates genuine enthusiasm among manufacturers and retailers, who see in the general adoption of the custom vastly increased business in a line which in the past has presented, at the best, but limited possibilities.



Layout of entrance to the Hamilton store of the Lyons Tailoring Co.

Who Foots the Bill for the Advertising Agent?

THE ADVERTISING agencies of the United States have rendered an inestimable service to the advertisers of the country. They have proved themselves to be advance guards of trade and industry, bringing to the manufacturers and wholesale and retail merchants splendid ideas and promotion plans which have built fortunes for men who had the courage and foresight to adopt such plans, but they have always been placed in the unfortunate and unfair position of having to collect all or the major part of their remuneration from the publishers.

GETTING SOMETHING FOR NOTHING.

Short-sighted advertisers, thinking they were getting something for nothing, accepted that situation gleefully, and through the custom of years, the practice has become almost universal, carrying with it unfortunately abuses which have stood in the way of real development of the art and the business of advertising.

It is said that in China the judges take their pay from the client whose favor they decide and that as a consequence the judicial decision goes to the client who offers the judge the largest fee.

It is said that there are some architects who look to the contractors and supply men for the major portion of their reward, charging a very nominal fee to the thickheaded client who thinks that he is getting something for nothing.

It is said that there are physicians who accept pay for specifying this or that brand of pill or powder, and others who collect fees from the local druggists to whom they send their patients with prescriptions.

The advertising agency acts as the advertiser's purchasing agent: In what other line is the purchasing agent permitted to collect fees from the people from whom he buys?

It is not necessary for me to say to you or to any man that such wrong practices do injury to the calling or profession in which they exist.

On the other hand, the fact that the advertising agencies in the main have had the courage to recommend media impartially with the ultimate end in view of giving that client the largest money value for the space bought, reflects credit upon the personal honesty of the men who control the agencies that are thus impartial.

But there is another phase to the question, and that is, what kind of an agency, honest or dishonest,

Address by R. R. Shuman, of the Shuman-Booth Co., Chicago, delivered before the Trade and Technical Section of the Associated Advertising Clubs of America, at Baltimore, June 10, 1913.

when it comes to placing contracts in the trade and technical press?

To begin with, no man can ask another to work for nothing, and to end with the stronger

and better trade and technical journals have found it necessary to refuse to give commission to advertising agencies.

Here is the same old story or what will happen when an irresistible force meets an immovable object—an impossible condition which results in innumerable ills, which are as lamentable as they are unnecessary. Two great forces, the advertising agency and the trade and technical publisher, instead of working in the same direction for the common good of the advertiser, meet with locked horns, while the innocent bystander, who has the money to spend, is deprived of the benefit which should come to him through the intelligent use of good copy in trade and technical media.

LOW RATES A BARRIER.

Even when publishers do offer commissions to agencies on business which those agencies create, the rates charged by this class of journals are so small that 10 or 15 per cent commission is wholly inadequate to cover the cost to that agency of writing the specialized copy that is necessary for the client in such media.

The result of this condition is that the larger agencies who employ high priced copy men ignore trade and technical journals altogether, whether they offer a commission or not, and that the smaller agencies who work on a cheap basis throw out of court all journals that offer no commission and some: times cannot resist the temptation of giving preference to the journals, usually the weaker ones, which offer the highest commissions, in the hope of being able to make enough in the aggregate to pay them at least something on the deal.

INJURY TO THE WHOLE FIELD.

If the client happens to be ignorant of relative values of media, he soon discovers that his campaign is unproductive of results and condemns all trade and technical journals out of hand as being poor advertising media, and in reaching this conclusion he is given every possible help by every advertising agent with whom he talks.

EDUCATION NECESSARY.

There is only one way out of this difficulty, gentlemen, and that is an educational campaign

which shall make it incontestably clear to ever present and prospective buyer of space in trade and technical journals that if he wishes the services and advice of advertising agencies in the preparation of his copy or in the strategy of his campaign, he must expect to pay for it as he would for any other professional or business service rendered. To this end, in protection of the advertisers from their own mistaken folly of expecting to get something for nothing, I recommend that all the publishers of worthy trade and technical journals get together and agree absolutely to offer no commission to any agency whatever even when that agency apparently creates the business; but on the other hand, to make it known to the advertising world that they are willing and desirous of accepting business through advertising agencies and that by mutual agreement the advertiser must pay the agent for the services rendered by the agent.

BASIS OF AGENCY RECOGNITION.

It is also possible and feasible for the publishers of the trade and technical journals in a spirit of protection to the advertisers, to adopt a standard of recognition of agents and to accept copy only from such agents as they have as a body agreed to recognize as being capable of handling trade and technical copy and capable of advising wisely manufacturer and merchant in his use of trade and technical journals as a wise and necessary link in his whole chain of publicity.

A WORTHY MISSION.

The privilege of setting in motion a new force which shall put advertising on a basis of impartial honesty and shall forever free it from the stigma of being a hold-up game is now presented to the publishers of trade and technical journals.

As leaders in the mercantile and industrial world, as men whose influence with the captains of trade and industry is so inexpressibly great—you publishers have a duty to perform which you only can perform; and the new order of things which you can inaugurate as no one else can—the education of the advertising world to paying for what it gets to the man by whom the service is rendered—will be welcomed by no one more heartily than by every honest advertising agency in the United States.

THE ADVERTISER THE GREATEST GAINER.

And the greatest benefit that will accrue will come to the advertiser himself; for after this new order of things is ushered in the unworthy journal will fall by the wayside, and by the great law of the survival of the fittest, each trade and each industry, each profession and each calling will have back of it journals of consummate merit and will be freed from the incubus of the grafting and begging publication which has done so much hurt through the past fifty years to the reputation and good name and

standing of journals which had rendered, as all good journals render, service far and beyond any compensation that they ever receive.



Express Rates Reduced

IN ACCORDANCE with the order of the Railway Commission, western express rates will be reduced starting on July 15. The wording of the order is so extremely technical, however, that it is found difficult to arrive at an understanding as to what the reduction will be. A complete explanation of the order appears in the current issue of the Board of Trade News, prepared by Mr. Marshall, the traffic expert of the Board of Trade. Mr. Marshall gives a number of examples to show how the new rates will compare with the old and it will be interesting to give a few of the rates he has worked out to show the way the reductions will affect transportation charges. In each case the weight of the parcel is assumed to be 100 pounds.

From Toronto to Minnedosa, Man., there is no reduction. To Brandon and Kemnay, Man., the rate drops from \$5.25 to \$5. To Briswold, Man., Moomsomin, Sask., and other points in that district the rate from Toronto is reduced 50 cents. To Yorkton, Sask., and the neighborhood the reduction is 75c—the new rate being \$5.50. Parcels consigned to Regina, Calgary or Edmonton will go for \$1 less than formerly, while the rate of \$9.25 to the coast is \$1.25 lower than before.

These reductions, while they appear small, will bulk largely in the charges paid by a merchant or shipper in the course of a year. It would pay all western merchants to secure copies of the explanation made by Mr. Marshall. Commenting on the work he is doing, the Manitoba Press says: "The work of Mr. Marshall as an official of the Board of Trade grows more and more important. He is a competent rate expert and meets the railway and express officials on an equal footing. The advantage of a traffic man of his standing and high character to merchants and shippers of this city is incalculable."

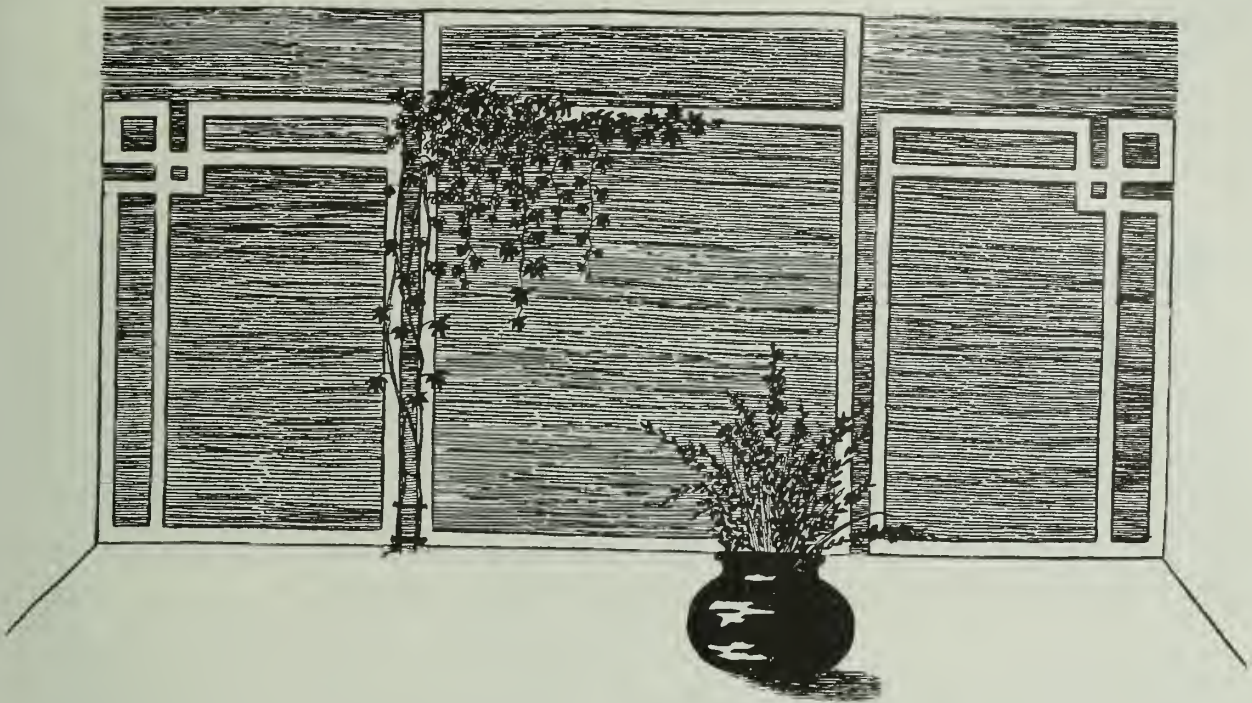


Method of Simplifying the Store System
(Continued from page 10.)

departments where measuring is an incidental, stock-taking is merely an annual event. Where so large a business is done as in the Stone store, the variation referred to is extremely slight.

So economical a system is rendered possible, however, largely by the fact that there are no credit sales to record, no retail accounts to be kept track of. The cash system has been in vogue for some four years past. At both the purchasing and the selling ends of the business, cash is the rule. The

The Value of a Distinctive Background



The display man has an especial opportunity to show originality in his backgrounds. Original effects can be secured with little effort and expense in some cases. Where a background supplies the setting for a display, it is frequently all that is required to carry out the idea that the trimmer is working upon. Thus a landscape background will serve to turn the display into an outdoor scene without much else in the way of setting.

Two drawings are shown of home-made backgrounds arranged by a Canadian window trimmer, both of which have a certain degree of originality. The top sketch has a cubist suggestion and its attractiveness is added to by the introduction of floral effects. This background requires little effort, but in appearance has the advantage of simplicity. The sketch below is of an outdoor scene. This background is of white ratine over packing case boards. It was used for spring window trims and consequently was finished in bright colors, red and green predominating.



cash system of doing business eliminates the necessity of keeping retail accounts, a bill book, and other incidentals.

"The cash system has been in operation here for about four years," said Mr. Spencer Stone, when interviewed. "Our experience is that it is immensely preferable to the credit system."

Asked if the introduction of the cash system had

affected the amount of business done, Mr. Stone replied encouragingly:

"The first year we found a slight falling off in our total sales. Once the system was firmly established, however, we speedily made up for that, and business went right on increasing. Our sales so far this year show a quite satisfactory increase over 1912."

Manufacturers and Jobbers

Should bear in mind this important fact, if they desire to approach the retailer who himself practices and believes in advertising, it is obvious that an appeal to him through advertising in "The Review" (the paper he reads) would most likely meet with greater success than any other method.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

ADVERTISING INDEX

Arlington Co., of Canada, Ltd.	65	Crown Tailoring Co.		Porter, S. E., & Co.	81
Berlin Suspender Co.	65	Outside Back Cover, Men's Wear		Pim Bros.	77
Burnley, Thos. & Sons, Ltd.	77	Dominion Suspender Co.	67	Turnbull, C., Co.	81
Canadian Converters	72, 73	Jaeger, Dr., Co.	79	Tingey, Geo. & Co.	50
Cresecent Mfg. Co.	77	Jaekson Mfg. Co.	67	Van Allen Co.	67
Craftana	65	Kingston Hosiery Co.	79	Wreyford & Co.	81
		Parsons & Parsons Canadian Co.	50		

A Message From the C.W.T.A. President

Attention, Members of the Window Trimmers Association: Don't let other plans interfere with your attending the Second Convention in August. If you don't attend, you will certainly miss a lot of valuable instruction and a general good time. No efforts have been spared to make the meeting an excellent one. The committee have secured a large hall in the heart of the business district close to Yonge street. This hall has every convenience for your comfort during your stay here. There are rest rooms, smoking rooms, checkroom, wash room, a fine stage for demonstration purposes and everything necessary to carry out our splendid programme. In connection with the convention hall is another large hall where exhibits of all kinds of fixtures, flowers, figures, card writers supplies, etc., may be seen. Requests for space are coming in and from present indications this exhibition hall will be all taken up by exhibitors.

The committee are securing Mr. Nowak who is an expert on fabric drapery and will give lectures and demonstrations in this line. Besides this we are securing the services of Mr. Cowan who last year gave us such an excellent insight into how windows are trimmed in other cities. Mr. Koerber of Philadelphia will likely be here and treat us to his splendid demonstrations and explanations. Mr. Busch and Mr. Hess and several others will also assist in making the programme interesting.

The displays of fixtures, forms, etc., will be on a big scale and in short the whole programme is to be highly interesting and instructive.

It is absolutely necessary that we have a big attendance to insure success. Come prepared to say something. If you have some new ideas bring them along. Bring along a new member if you can. We will gladly welcome any merchant or any one interested in our programme.

Look up the announcement in the D. G. Review relative to the contest. The medals are worth trying for as they are beauties. See that your photos are listed under the right headings. You have still a month to get some good pictures taken. Read over the rules governing the classes carefully. There is a big list of prizes this year and every consideration will be given you in order to secure one. If you have any suggestions along any line or if you have any ideas for bettering our association don't fail to "spiel them off" at our meetings. Make it a point to get here anyway. If you are not in good standing square matters up with the secretary when you come. A good, jolly, instructive three days attendance will put new life into you, will broaden your experience and make you more profitable to your employer. Tell him this and see that he pays your expenses here. You are entitled to this and Mr. Merchant will find it money well invested. So come along boys on the 11th August and help us make this 1913 convention a banner one.

H. HOLLINSWORTH,
Pres. C.W.T.A.

We want one reliable firm in every town to act as agents for Crown Tailoring

Write To-day



Our Proposition is Worth While No Extra Stock For You To Carry

Our complete outfit, which will enable you to take orders right away for high class tailored-to-measure men's suits, is at your command, providing we have no agency in your town.

Our proposition is one that will interest the live merchants.



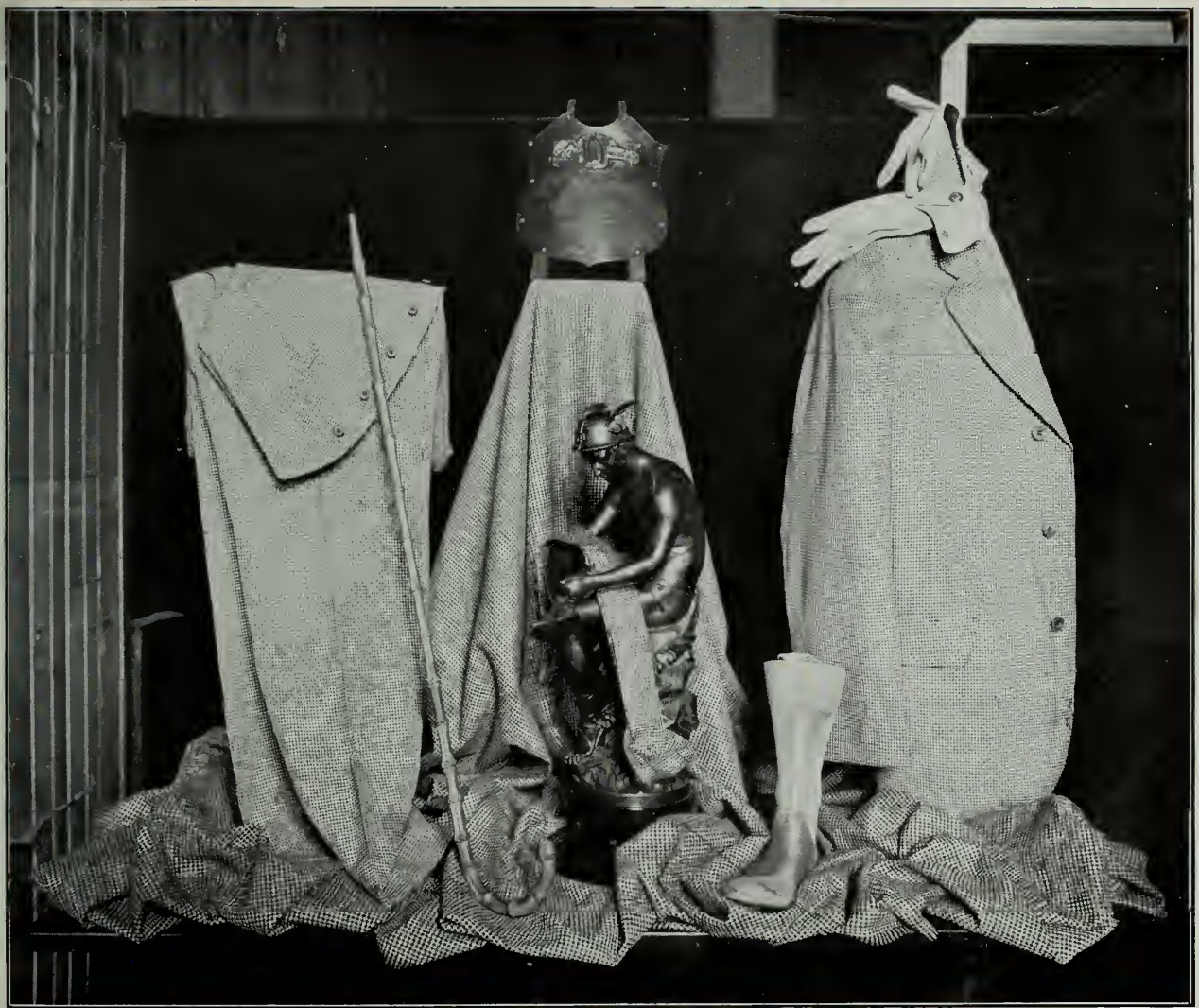
A postal to-day will bring the information you desire—write it now, for it costs **only one cent**, but may mean thousands of dollars to your bank book.

The Crown Tailoring Co., Limited

Our New Address: 533 College Street,

TORONTO

MEN'S WEAR REVIEW.



AUGUST :: :: 1913

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



Reliance Knitted Coats

These coats are somewhat different from the ordinary sweater coat. They are strictly high-class, well tailored, to suit your particular customers that wear neat, dressy clothes.

These coats are our own product, designed by experienced men who have specialized in producing coats that are well finished and handsome in design. Coats that have a style all of their own.

It will pay you to stock "Reliance" creations, the kind that brings the customers back to the store. Write for samples and prices to-day.

The Reliance Knitting Company, Ltd.
King and Bathurst Sts., Toronto

Are Canadian Men Good Dressers?

ARE CANADIAN men well dressed? Are they slow in adopting new styles? Do they take to fads? Are they willing to pay the price for a good article? Of what should the wardrobe of a well-dressed man consist?

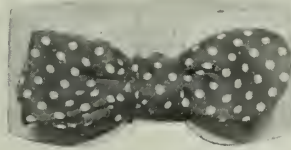
The Review has asked these questions of a number of prominent Canadian men's furnishers, tailors and haberdashers. They show a fair agreement as to the first. Yes, Canadians are dressing better every year.

Slow in taking up new styles, the most agreed. Particularly the extreme styles: those destined to existence for a single season. In this they agree that Canadian men display a pretty fair discrimination. Others were found who made a sweeping charge: it took six months' perseverance before a new style was a "go" in Canada. They were like that heroic type from a certain American state; they wanted to be "shown." The single exception, one student of men's fashions would admit, was collars. The new styles were adopted without a moment's hesitation—or never.

The last mentioned is the owner of a shop that has a good class of permanent customers, as well as a large transient trade.

"One of the best proofs of Canadians' hesitation in adopting new styles was an unusual line, perhaps, of furnishings, knitted bathing suits in a sweater style," he told *The Review*. These are becoming very popular in New York. The advantages are obvious, or at least I have thought so. They do not fit tight to the skin like the old style and are therefore more modest. Then, being of loose weave they are porous and the water runs out at once. They sell at \$2 and up but it was nearly six months before we could sell any, except to an actor who had seen them in New York.

It is generally agreed that they are—They take up innovations very slowly, however, and seldom go in for extremes—New collars are taken up most rapidly of all style changes—What Canadian men wear—A review of coming styles.



This bow of foulard with polka dot is in great demand. Courtesy of Stanley & Bosworth, "The English Shop."

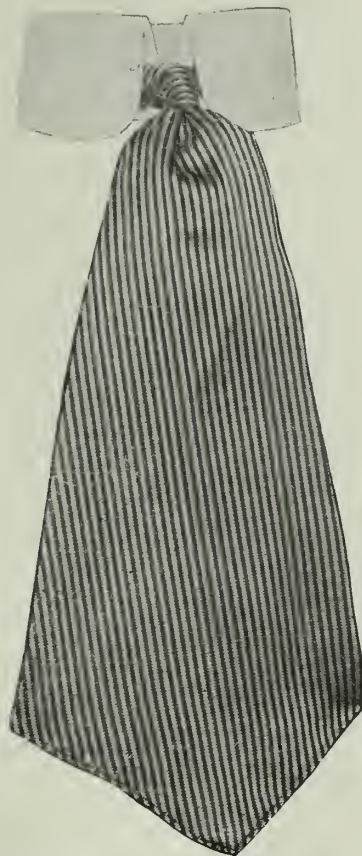
and brown, and are quite popular on the stage. "Collars seem the one exception. The public took quickly to the long 3-inch points this summer and they are also taking up those with a Madras stripe in colors. But usually we have to carry the latest stock six months before it starts moving readily."

NOVEL DIVISION OF MEN.

One downtown dealer in ready-to-wear and haberdashery makes a novel division of his steady customers: two-suit men, three-suit men and four-suit men. The latter are a somewhat rare variety and he designated them as "young men with good incomes, and unmarried." The latter addition implied that the possession of a thrifty wife would transfer them to the "three-suit" column of domestic economy.

Contrary to all principles underlying increased bulk sales, the three-suit man seemed to be the particular favorite of this merchant.

"He's the man," he told *Men's Wear Review*, "who will come in for a suit in March, one of medium weight, a grey, or a blue with a hair line, or something else that is a change from his winter suit. This does him for a couple or three months but with the hot wave in June he is back again for the summer suit—light in shade and material.



London fashion decrees a decided flare below the knot. Courtesy of Stanley & Bosworth, "The English Shop."

Now up to this summer it would be a two-piece suit for him, but we sold more three-piece ones in this line this year than the other. Not that the vest is worn much more during the day, but most men have come to the conclusion that the cooler nights we often have call for a vest, and if their summer suit is minus one, it means a complete change to another suit.

"In the fall he is back, of course, for a blue suit or some other dark variety for the winter, and of course takes a turn at his early spring suit.

"The 'two-suit' man discards the light summer suit: his spring suit must do him in early fall as well as summer, and his choice is a medium between the dark fall and the extremely light summer..

"Our 'four-suit' man is the one who is liable to make his choice any time during the year: he buys

Then there is the class who spend \$500 a year on their clothes. These men do not discard their dress and dinner suits after a single season; they do like the great majority of mankind, make them last for two or three. They have fewer overcoats likewise, or else use one a couple of seasons. Their expenses for business suits are almost as large, however. A fair guess was made that there were some 150 men in this class in Toronto and about 600 in Canada.

But, leaving aside the struggle to make the average Canadian man dress better, and disregarding that perpetual struggle between the devotees of English fashion and American fashion, explanations in the leading stores of Canada furnish some interesting material on what will and will not be popular in men's wear this Fall.

To begin with, the edict against padded shoulders continues stronger than ever and any incipient rebellion has been crushed. Nature has triumphed against what an English novelist recently described as a projection from the shoulder, a good six inches beyond that limit set by the Creator even for the Goliaths of the Universe. No, all the shoulders hereafter will "fit the form."

The stiff collar promises to be obsolete soon, and instead the soft roll collar is growing in popularity. As to length, most will be a trifle shorter. Patch pockets on side and breast are other features of the new styles. The sleeves are narrow, and the waist line, unlike the pronounced English make, is invisible. The trousers follow the narrow fancy, although they have not reached the extreme of seven or eight years ago. "Of medium size, smaller in the leg, and with a break over the instep," is the description by one tailor, which applies to many lines of ready-to-wear as well.

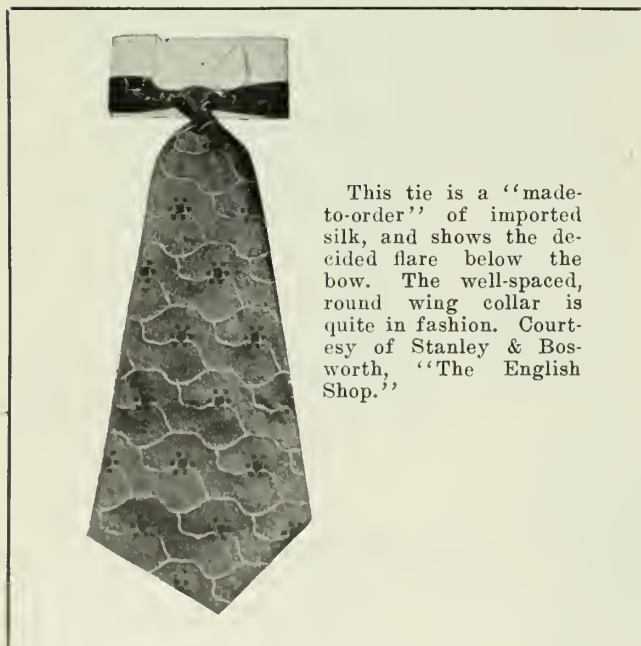
Vest—"high cut." But, as for several months the tendency has been to encroach on the cravat and the view of the shirt, the fall styles favor a slightly lower cut than the extreme. Even at that the vest will show inside the buttoned coat. Some clothing men add a narrow cuff and collar to the vest.

Tucked waistcoats in rich tints are in strong demand. For evening wear some firms are using a black piping on the white, and a white piping on the black vests.

As to shades, greys in small checks and black and white plaids will be very popular. Blue, grey and black with narrow hair lines running through are always good sellers and navy blue in serges and worsteds retain their immemorial hold. There is a decided difference of opinion as to browns: some declare them "absolutely dead"; others have stocked up, though not as heavily as a year or two ago, and declare that "brown mixtures are good for fall."

CONTROVERSY AS TO SHIRTS.

Shirt fashions will arouse keener controversy than for several years past, especially in dress lines. The



This tie is a "made-to-order" of imported silk, and shows the decided flare below the bow. The well-spaced, round wing collar is quite in fashion. Courtesy of Stanley & Bosworth, "The English Shop."

his suit on the same principle as most men their ties—any one that takes his fancy and at any time.

"Of course I do not include suits for dress or other special occasions: that is another matter."

Another reply as to Canadians and styles, placed Toronto and Ottawa in a class by themselves so far as early displays of fashions and their adoption are concerned. The men of Montreal were set behind—but that might be due to local prejudice. Detroit and Buffalo were said to be behind Toronto, and no other American city ahead except New York.

EXPENSIVE DRESSERS.

There are Canadians who are not content with less than a dozen suits a year at a cost of at least \$1,000. These would include five or six business suits, spring and fall overcoats, a winter coat, probably two, including a Chesterfield, a frock coat, a dinner suit, an evening suit, a walking coat, and several for a particular line of recreation, boating, golfing, motor-ing, etc.

What Canadian Men are Wearing

THE FOLLOWING article was written for *The Review* by one of the best known makers of men's clothes in Canada, a man who numbers among his customers more than one whose orders exceed a dozen suits a year:

Selection of Materials, Suitings—Plain tones as during the past season or two will be very popular. If selecting material with patterns one will find narrow stripes, numerous styles, in small checks, and quite a sprinkling of glen urquharts in various shades of greys, olives, reddish browns and straight browns.

All stylish overcoatings will be of soft texture either in smooth or rough finish, and the shades will be of blue mixtures, olives, greens, greys and browns in equal popularity. Ulsters will be mostly of fancy backed coatings, half-lined and without belts.

Style—While there will be no radical change there is a tendency to get away from the narrow, tight, clinging lines that the best shops have been producing this last year or two. Canadians and our friends across the line do not as a whole take kindly to the small garments, particularly for business wear.

SHOULD WEAR WALKING COATS.

Our business men should wear more walking coat suits during business hours. They give a smart appearance to a man and one does not feel overdressed by wearing them. They are harder to fit and make, consequently they give the wearer the appearance of having his clothes made to order.

Wardrobes—The average well-to-do man in Toronto has an up-to-date one consisting of

One dress suit,

One dinner suit,

One double breast frock or cutaway.

Frock suit.

Four overcoats—2 Chesterfields, 1 Ulster and 1 slip-on or raincoat.

Three fancy vests not including dress vests.

Two business suits for each season, spring and fall.

Of course there are men innumerable who buy this much or more every season, year in and year out, but the list given above is a fair average for the well-to-do class.

More Canadians go south to Florida, Bermuda or other Southern resorts each succeeding winter. They should have a special wardrobe for this trip. This would consist of lighter weights and shades than the summer clothing worn at home, viz.: very lightweight flannels and sergès in tans, greys, cream and blue shades. The best shops have been showing the last few years a cloth well adapted for wear both here and in the South. It is known by various names, such as fresno, polo cloth, poral and panama. It makes up exceptionally well and being very porous it is cool and for its weight retains its shape and looks extra fine.

NEW LEASE OF LIFE FOR FANCY VESTS.

Fancy vests will from now on take a new lease of life. The last year or two they had lost their popularity. White should always be worn with a dress suit, and made of silk or pique. Fancy woven silks in light shades should be worn with the morning coat and for dinner preferably black or dark grey.

For this age of motors, it would be well to mention that motoring is very hard on clothes, particularly for the man who drives his own car, and he should at all times, when out of the car, look just as well as his friends who probably do not use motor cars. This especially during business. The motor car owner requires more clothes and these must be looked after carefully.

pique with the French double cuff is on hand again. Many advise an unstarched cuff for dinner and a starched for evening wear but the softness of the former for most people destroys the dressiness. Linen shirts with white tucked bosoms are carried in many stores and will be pushed in opposition to the pique as the latest fashion. These will offer the double choice also of starched or unstarched French cuffs. Nor must the old line of plain linen bosom single cuffs be forgotten: this will always re-

main in fashion as an example of quiet, good taste, and most dealers agree that, with the majority of the public, this will not be superseded by any other fashion.

In shirts for everyday wear, black and white and blue and white continue as staples. Pink patterns are having a more active sale this year, and a few shades of tan.

(Continued on page 47.)



Inside view of Oak Hall, Toronto, showing the boys' department with double rows of sliding cabinets. Altogether 10,000 suits are hung up in this "keep the form" style in this store. The tables are used for displaying the goods which are returned to the cabinets instead of littering up the store. Customers appreciate the chairs for resting while they make their choice. This method of showing the goods takes up only one-third the room of the piled up counters.

Approved Methods of Handling Clothing

THIS METHOD of handling clothes adopted by Oak Hall, Toronto, will commend itself at a glance, as combining the preservation, of the goods in fine condition, ease in handling, and a saving of space. The illustration shows a view of the north side of this large establishment, running the full length of the store, ninety feet, and taking in the boys' department. A similar arrangement has been adopted for men's clothes at the south side, while in the center are three rows of grouped cabinets, somewhat different in design. But every suit is held by a "wishbone" hanger, hand made to conform as nearly as possible to the human shape. To the same hanger are attached the trousers and vests. In the case of overcoats, the cabinets are of course made to suit the length of the goods. Not only throughout the section devoted to the public, but the reserve stockroom, 40 by 32 feet, has similar equipment. No less than 10,000 suits or overcoats are thus hung up so that creases are impossible and every one, when shown to a prospective customer, retains a dressy appearance. The importance of this towards success in making sales can hardly be over-estimated.

The operation of the side-wall cabinets is obvious from this illustration and numerous others that

Some ideas embodied in the equipment of the Oak Hall store, Toronto—Five times as many customers can be accommodated as under the old counter system—No back to windows in this store.

first sight are the tables. These are provided with chairs for the customers and the salesman unhooks each suit and brings it forward for inspection. It is returned to the slide before another is brought out. There is no piling up of goods, no counters are required, inspection is simpler, and the customer is not tired out by the operation, which is made to appear a pleasant rather than a tedious task. From the point of view of a space-saver, J. C. Coombes, the manager, estimates that five times as many people can be served in the same space as under the old time system of piled-up counters.

In the centre of the cabinet will be observed a triplicate mirror which many clothing dealers—with their customers—regard as an essential.

The central cabinets are entirely of glass and work lengthwise instead of by the end, as is the case with the side cabinets.

Another point in the equipment of this commodious store, which is not shown in the illustration, is the absence of "backs" to the windows. This detail

is the especial pride of the manager who takes credit for the idea.

"One advantage of leaving the entrance to the windows open," said Mr. Coombes, "is that there is the same temperature beside them as in the rest of the store, with the result that the surfaces never freeze in winter. Another is, of course, the added light we secure for our store, which, generally, is shut off entirely by the wooden background. And a third is the fact that passers-by can see right through our store, instead of only the windows and the small strip visible through the front doors.

"A man from St. Louis who was looking for pointers was in here a day or two ago and was quite taken with this idea, and told me he was going to adapt it to his St. Louis property."



Are Canadian Men Good Dressers?

(Continued from page 45.)

A new style of shirt that some look on with confidence as a good seller has a short stiff bosom with the pattern running across. Some are pleated. The advantage of the short bosom is the lack of encumbrance or the bulging of the vest.

Taffeta shirts in quiet designs promise to become popular for business wear and some houses have been stocking heavily for the Fall.

In collars the verdict is unanimous that the close fitting double style is doomed. The whole tendency to-day is to one slightly open, starting in some cases at the top, and in a few lines half way down. The difficulty with the tie in the close-fitter probably is responsible for the innovation. One brand is slightly parted even at the top. The long three-inch points which became popular suddenly this summer are likely to disappear, temporarily, with the cooler weather.

The vogue of the double collar is face to face with a formidable rival, however, in the turn down collar with the round wing. This design appealed at once to the popular fancy and has been selling on every side. Against it the sharp points are having a hard and losing struggle and the "straight" collar that has stood so long for dress purposes is vanishing from view. The round wing is particularly well adapted to the bow tie: indeed it is probable that the dress bow established this collar for evening wear, just as vice versa the collar itself has been the reason for the renewal of the wearing of bows for business dress.

BRIGHT COLORS IN TIES.

The fall ties show an even stronger leaning than before to bright colors, and a tendency to a wide flare below the bow, and large flowing ends. Knitted ties are much fancied again. They are a trifle wider, in plain, bias and cross stripe treatments.

During the summer bow ties have after a long struggle established a hold on the public. The appearance of the rounded wing collar was partly responsible for this as the combination created a favorable impression at once. The simple navy blue polka dot design was one of the best sellers but all kinds of plain and fancy foulards were in demand.

The "single end" bow is a new idea that is already showing signs of becoming popular. The purpose is not so much to secure a curved end on one side only—that is a mere detail—as to stow away in some convenient place any surplus length that is so annoying, particularly to men who wear low sizes in collars. With the new design, as shown in the illustration, only one end is broadened, and the other is taken care of by being carried up under the collar and behind the neck band. It is specially adapted for dress purposes and where a wing collar is worn.

Elsewhere are given cuts illustrating some of the latest designs.

The summer season has witnessed the usual run on silk socks in black, tans, greys and whites, and the brighter hues with silk workings. White has had a hard fight but seems to be winning a permanent hold with the public. It will be used to a less extent this fall with light shades of grey. Black in silks, cashmeres and woolens will be the standard winter stock.

In gloves the regulation tans and greys and whites will be sold for their appropriate occasions as before. Natural chamois is gaining a hold for morning wear, with black points for dinner and evenings. A rather "thoughtful" line, from a lady's standpoint is a white kid with the palm made of net, which is designed to prevent soiling of the waist in dancing.



Featuring One-piece Suit

The idea of specializing on one-priced suits is one that appears to be growing in many places. While there are a number of such firms who make nothing but a one-priced suit, \$14, \$15, or \$18, as the cost may be, there are many others who carry almost a full assortment, but keep all except specialized suits in the shade, so to speak. Such concerns, since they know in detail what it costs to make a suit, are in a position to produce these goods at a greater profit than those who make almost equal quantities of all prices since their methods are fully systematized and no wastes in trimmings, etc., are encountered.

There is a class of trade which this system clinches firmly. They are those of limited means who decide what price of suit they want and not what kind of suit they want. Not meaning to infer that they do not obtain variety of style in these houses, because as a matter of fact they do, but the predominating idea when they start out to buy a suit is "What shall I pay?"

What Percentage for Advertising Outlay?

WE START out with the proposition that every live business concern desires to hold and increase its trade, to the utmost, and that in order to do so it must advertise, for advertising pays.

There are many kinds of advertising, and many ways of getting the advertising to the place where it will bring best results, but the production of good advertising costs money and the placing of it in the channels which will bring best results costs more money, and the questions every man must solve is: How much money can my business afford to invest in advertising? and how can I get best returns for my investment? (Notice I said invest, not spend, for we should look upon our advertising as an investment, and one that requires as well thought out consideration as any other of the investments which the business man must make, and should be, made with due regard to the returns which may be gained therefrom). This will be decided by many conditions. First: The age of the business, the initial expense for advertising in introducing a business, or an article, may well be allowed to bear a much larger proportion of cost in comparison with the amount of business done than would be thought advisable in a business which is well established. Second: When a business is established, and results may seem to have reached a satisfactory basis, the proprietors may think it wise to reduce the amount invested in advertising believing that a considerably smaller amount will hold the business at its present condition, but to me the much better ideal to plan for, and question to ask would be: How much per cent of my present receipts may I judiciously, and successfully, invest in advertising in order to keep my business growing to its full possibilities and have as little waste as possible in expenditure? In the third place, the number and class of my competitors, with the amount and quality of the advertising done by them, would require to be considered, and would have its influence in determining the amount I would require to invest in advertising. And yet further the classes of people I had to appeal to, and the means by which I could best reach them would be a factor in determining the amount I would require to invest in advertising.

My idea would be that not less than one per cent of the gross amount of

Opinions of correspondents as to the amount which the merchant should expend on advertising—Some say 2 per cent. others advise as high as 5—Conditions of each business must be considered.

business done ought to be invested in advertising every year, in conducting an established business, that oftentimes two per cent may be required to hold present business, and

provide for a steady growth, and that as high as three per cent may be wisely invested in introducing a business.

With some lines of business which carry with them an extra profit the investment may, with advantage be much larger, but each business requires to be considered by itself, carefully, the different kinds of advertising tested and the sources through which it may best reach its public tried out, and as far as possible results tabulated, comparisons made, and the appropriation wisely distributed in proportion to results obtained.

H. C. FORMAN.

Five Per Cent the Limit

To make a definite statement regarding what ratio of a store's turnover should be appropriated for advertising purposes is a problem which it is doubtful if any person can solve. If every man who advertises successfully were to prepare statistics of his advertising expense of past years, there would be such a wide diversity of opinion as to be amazing. Copper is absolutely insoluble in water but placed in nitric acid (aqua fortis, or literally, strong water) it is very soluble. Sugar or salt on the other hand is quite soluble in either.

Thus it is with business and advertising. Some businesses are like salt or sugar. Their natural combinations are such that their problems are dissolved with just enough advertising to keep them from becoming dry and crisp, while others require the administration of a powerful advertising solvent in order to eliminate the formations of metallic strength with which they meet along their path to success.

There is no doubt, however, that advertising is the aqua fortis of all business getting problems, and whatever the cost or whatever percentage of turnover is appropriated for advertising, it will be returned in ample quantities. Sometimes this return is immediate,

more often only a small portion is quickly obtained, the remainder exhibiting itself a considerable time after the advertisement has been in circulation.

No part of business expense is so well used as that spent on advertising

The Problem.

Advertising has become a very essential part of the retail business. No one doubts now that advertising can be made the direct means of increasing the turnover.

A question often asked is: What ratio should the amount set aside for advertising bear to the total turnover? What percentage should be allowed for this purpose?

The Importance of Advertising

The quality of advertising to-day is different in almost all its essentials to what it was only a few years ago.

Advertising to-day is of a vastly superior quality to what it has been at other times, and this necessitates a better man to write that advertisement. This man is not obtained at any small expense and his employer is anxious that his work will be most effective he will not be willing that his time be spent on cheap advertising.

The most successful ad. man of modern times is not the fellow who can write preposterous phrases. Advertising has had three important changes within the last two decades.

The first form was what might properly be called the pugilistic stage, when the man who would ornament his expressions with words which when articulated, would sound like the booming of an English Artillery corps was looked upon as a master of advertising.

Then came the day for the flowery gentleman. To write an ad. it was necessary for him to have a rich flow of words with many syllables. The more the better. His ad. was not finished unless he had decorated it with elongated words and phrases.

The next stage and the stage of the present day was that of the better educated advertiser. It was necessary that he have a good flow of language but it must be of the unassuming variety. Words of one, two, and sometimes three syllables (but never more) was and is the advertisement that is read by all classes of people (the best educated being among the first applauders), and this is the one which brings the first return.

There are many cases where only a small proportion of the real benefits of an advertisement are obtained after it has been put into circulation. Fully three-quarters of the returns are often delayed for a considerable time.

A thorough business man who has traveled a great deal, has visited New Zealand, Australia, Germany, France, The British Isles, and United States, in fact has been in almost all parts of the civilized world, has made the following remark,—“In all my travels I have never seen a successful business concern that is not a great advertiser.” This from such an authority speaks volumes for advertising.

It is now distinctly evident that much more money must be spent on advertising than was done a number of years ago. If a business man wishes to be in the mercantile game he must get there with both feet.

schemes, and should be considered (by those who use systems which detail every expense), as a distinctly separate account from the others which are placed under the head of advertising.

While some concerns may get along with a small amount of publicity and still do a fairly large business, yet if they are able to cope with a larger turnover, they should advertise more. But there are a few growing concerns that should spend less than four or five per cent on publicity. This, of course, takes in all forms of the publicity side of the firm.

It is difficult to follow any stereotyped form of advertising because when business is dull much advertising should be done, while when business is good the advertising should be kept full of snaps in order to keep up the boom.

SUCCESSFUL ADVERTISER.

Believes in Liberal Advertising

The question of what per cent of a merchant's turnover should be spent on advertising may be considered with the same thought as, what percentage must be spent to sell goods?

Advertising is beyond doubt the most direct means of increasing the turnover, although the advertising expense of any business is not a direct and unerring indication of that concern's turnover.

To meet with success in any venture we must be willing to pay the price of success, whether that price

be hard labor, dangerous chance, or intelligent investment of our means. We must be willing to give our time, energy or money, and these to no small degree if we wish our venture to have a successful outcome.

Conditions are changing rapidly in this respect. What policies men had years ago regarding advertising would be of no use to-day. Present requirements demand that a man advertise, and not only that he buy space in some circulating medium, or erect a mammoth sign along the wayside, but he must intelligently use that which he has so bought or erected. When he has gone a mile he must add on another mile, and still another and so on, until he no longer thinks of miles but in multiples of these. Having begun advertising, his money will come quicker and easier, and this he must invest in the same profit-paying stock which he made it in, that it may yet bring forth more talents.

When we regard advertising simply as an investment, which in short it really is, a person has no hesitation in putting into this investment all he possibly can.

A business which has a turnover of \$100,000 a year can easily afford to spend from \$3,000 to \$4,000 of this on advertising investments, and a concern with a turnover of \$200,000 should not feel that they were straining a point by spending from \$5,000 to \$7,000 on their publicity department. A. E. R.

Suiting Styles Passing Transition Stage

MEN'S SUITING styles are now passing through one of those transition points in which an almost complete revolution takes place. This branch of men's trade exhibits the

cyclic order to an even more marked degree than the greater part of male attire. Loose fitting garments follow tight-fitting and these in their turn are followed by the former. Checks follow stripes, plaids follow checks, and stripes again follow plaids, and so on with only slight modification from year to year and from radical change to radical change.

Thus we have now reached that point where the loose-fitting garments are giving way to the tighter and more form shaped variety. The stripes that have been dominant for many years are giving way to checks.

As a natural sequence to the advent of checks we will shortly see the large plaid designs. These are at bottom only, magnified checks of varied character.

The tight-fitting or half-English suit is establishing itself very strongly. While it has not met with an exceedingly great burst of popularity it has grown very rapidly, and will shortly be accepted as a matter of fact.

The demand in Canada for this newer style varies considerably with the locality. The eastern trade has accepted it definitely. The west still demands the loose-fitting garments. While again on the Pacific Coast the tight-fitting style is followed very closely.

The trade as a whole, however, has been in better quality goods. This is indeed gratifying as the manufacturer is in a position to produce better style

Tight-fitting or half-English suit is establishing itself—Stripes are giving away to checks—Plain colored goods in favor—Three-buttoned sack seen—Materials which are being most used.

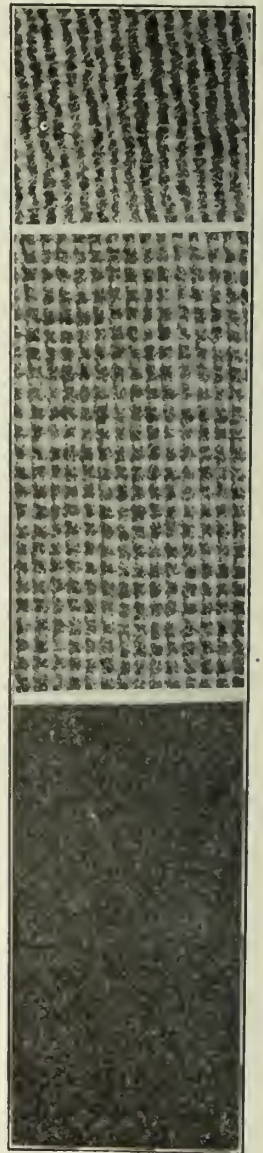
now is but will gradually soar to a much higher point. If the tariff bill in the United States carries, and there is almost certain to be some change, whether it does so or not, and free raw wool is admitted to that country, the increased demand will raise the price considerably. If on the other hand this is not placed on the free list, the tariff on woven fabric and manufactured goods will undoubtedly be lowered to a great extent and this in itself will have a wonderfully telling effect upon the price of woollen fabrics.

While the most marked pattern is the checked design yet many almost invisible effects are to be seen. The wide stripe is a thing of other days, but very fine hairline stripes, some of which can scarcely be seen are very popular indeed.

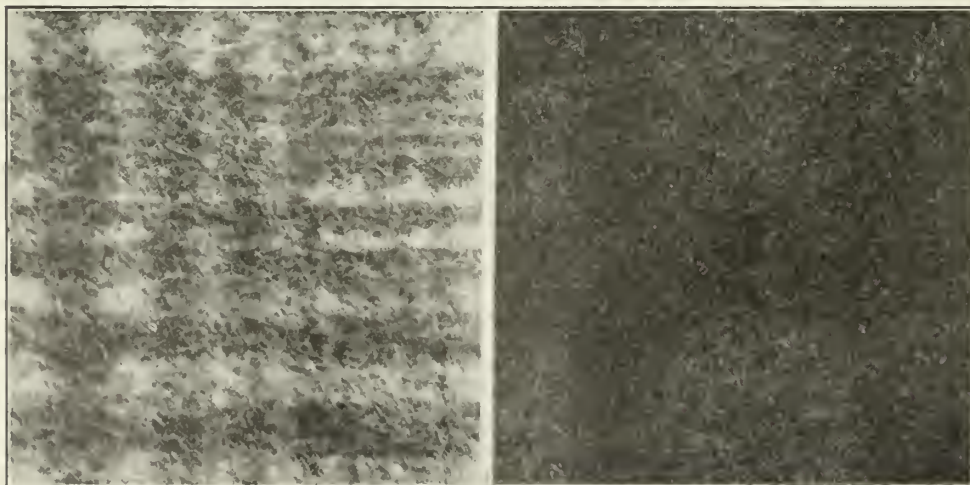
The heavy tweed effect has lost ground rapidly and its place has been taken by worsteds, many of which have a soft fin-

and fit in garments when the material is of a more reliable grade.

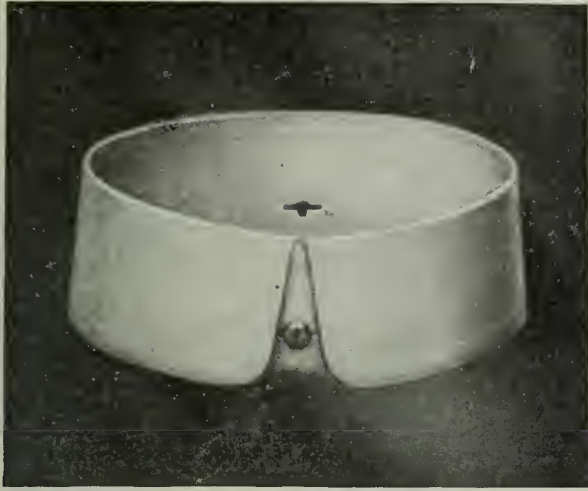
The wool market has recently experienced a decided rise in prices, and it is feared that this will not end where it



Popular suiting designs featuring the extremely small designs. Shown by McAlpine Richardson Co., Toronto.



Plaid designs for the new Norfolk jackets, described elsewhere in this issue.



Every sale of
Arlington Collars
 is a recommendation for
 your store

Men and boys who wear Arlington Challenge Collars always speak well of them. They have the appearance of a nicely laundered linen collar but have the wear of many. Challenge Water-proof collars are made in four grades of coated cloth and two grades of solid stock, each superior to any other make at the same price. No laundering—just wash off with soap water and sponge.

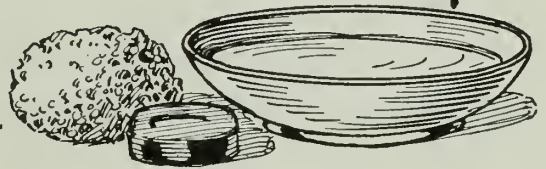
Send for samples

The Arlington Company
 of Canada, Limited

54-56 Fraser Avenue,

Toronto

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



**“KING EDWARD”
 SUSPENDERS**

Retail **50^{c.}** Price



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

Berlin Suspender Co., Ltd.
 BERLIN :: ONTARIO



THE 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

ish resembling the chevots to a considerable degree.

Plain colored goods are strong. Navy blues, since being staple lines they are always strong, will be even more so in a short time. This is no doubt mainly due to the fact that many persons who are too conservative to be attracted by the new patterns will resort to these plain fabrics until they have become thoroughly climatized to fashion's decree.

Browns are featured as something distinct in colors. The shades are of a rather medium tone with a tendency toward lighter effects.

The two buttoned sack is in reality the most popular. Many, however, are actually three-buttoned but the top button is more of the false nature, coming in the lowest extremity of the collar it is almost entirely obscured by this, while it may be used if desired.

The soft roll collar falling quite far down the front of the coat is most popular and indeed very effective. The upper extremity of the lapel forms with the main collar what is known as the pointed collar. This consists of a much closer fitting V shaped joining that has been customary for that portion of the coat.

Norfolks for spring will be exceedingly popular as a novelty, and many very stylish ideas are shown by some manufacturers.

The great quantity of these have yokes and this offers a source of considerable individuality. A novel idea is a series of three small pleats on the front of the coat, running from the yoke to the belt only, others run to the bottom of the coat. They all have vents, some of these in the form of an inverted pleat but this style will not be nearly so popular as the fully open form.

Some belts completely encircle the waist while others only extend around the back and terminate in front at the location of the pleats.

Patch pockets are going to be used considerably on both Norfolk suits and summer goods.

Vests are cut rather highly up and show at least one and in some cases two buttons above the coat.

A shawl collar will be an addition that will be well received as a trimming for the vest.

Fancy waistcoats, although always used by a small number of dressers, will be very much stronger in the near future. Light colors are gaining in favor and the darker shades will shortly follow.

Trousers will for the greater part have cuffs. These relieve the plain appearance of the tight fitting garment and also add considerably to the hang of the trouser.

Sleeves will be made comparatively plain and for the most part will have only two button trimming.

A decided novelty and a garment that is growing rapidly in popularity with our cousins across the border is the Norfolk jacket. This is made from a checked mackinaw with a brushed finish. Although

the fabric is thick yet it is by no means heavy, but of a fine grade and very warm.

The patterns are large checks and plaids in colors in scarlet, green, tan, and grey in combination mainly with black and presenting exceedingly pretty effects. These patterns are all reversible and form an internal finishing to the garment.

The coat will almost certainly prove very popular with both men and women for motoring, curling, skating, and various outing purposes. Many people will welcome the garment for these uses because, although an overgarment yet it is not cumbersome around the legs.

The Ulster overcoat with large collar which may be buttoned up closely to the neck seems to have come for permanent stay, and considering the garment from the standpoint of comfort this is not by any means an amazing fact.

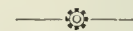
HEAVY WEAVES FOR OVERCOATS.

Overcoat fabrics in very soft yet heavy weaves are enjoying great popularity. These heavy weaves made from a very soft yarn have the advantage of making the garment rather light but decidedly warm.

Shawl collars with a long roll are by far the most popular. These are extremely dressy besides being distinct from previous styles.

The Raglan shoulder or shoulder made in one piece with the sleeve is decidedly a thing of the past. This part of the coat is now made with a wide seam, and in distinct sections.

Coat linings have recently undergone a marked change. The fancy and highly colored linings have given way to self-lined materials. These are very effective and are carried out in exceedingly tasty designs in many fabrics.



Imports of Furs

The total imports of fur skins, undressed, into the United States during the first nine months of the fiscal year 1913 were \$11,436,679 as compared with \$11,736,833 one year ago. Imports of dressed furs and manufactures were \$6,065,928 and \$6,464,890 respectively.

From various countries there were as follows:

CANADA.		
	1913	1912
Undressed	\$1,651,495	\$1,660,053
Dressed and Manufactured . .	65,428	68,252
GREAT BRITAIN.		
Undressed	2,541,123	2,138,478
Dressed	723,399	712,600
GERMANY.		
Undressed	3,230,646	4,763,959
Dressed	1,892,440	1,770,703

VANGUARD KNITTING WOOLS

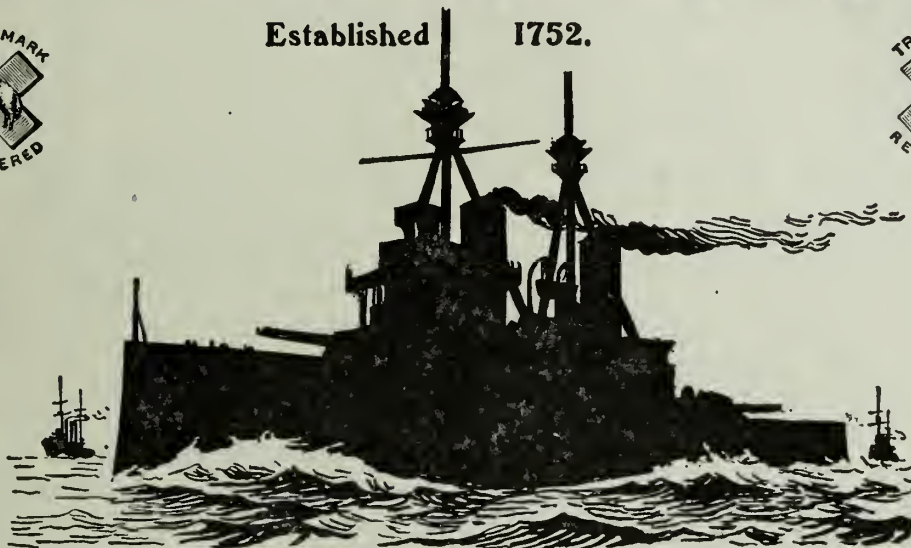


Established 1752.



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, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

Imperial Pure Wool

*—the underwear
of thirty years
standing*



*—the result of
specializing on
one line*

Underwear

When we look back over the past thirty years of phenomenal success we become stronger advocates than ever of the specialization of any line.

Especially is underwear-making benefited by specializing on one class of goods, for experience is the best teacher and devoting the entire facilities of one factory to these goods is the surest way to attain the experience.

We specialize on the manufacture of wool underwear, including: Men's natural wool, men's elastic Knit, men's high grade Imperial. We also make some excellent values in men's double thread Balbriggan.

Ask your wholesale house for Imperial Brand.

Write for samples to-day.

KINGSTON HOSIERY COMPANY
KINGSTON Established 1880 ONTARIO

Soft Hats are in Remarkable Demand

THE HAT and cap trade is one that has this year felt the tightened condition of the money market to probably a greater degree than some other branches of merchandising. While some dealers report a decided advance over last year yet there are many others who have found a marked decrease. However, by a reasonable balancing of current reports it may be inferred that there has been a fair increase.

The most marked demand for fall trade has been in soft hats. These will be particularly stylish.

There are many occasions for which the soft hat is not the correct thing, and again the hard hat holds its place with a Hercules grip for general wear, and there will be many of these sold, yet the volume of business for fall and spring will be done in soft hats.

These hats are somewhat varied in character. Although the shapes have a great deal of similarity, there is a decided difference in the material.

There is not much doubt but the better quality cloth hats will be the leader, inasmuch as they have so many things in their favor. They are much more indestructible than most other hats and, if they become crushed or soaked in a rain, they are not so liable to be completely ruined. They are made for the greater part with well stitched crowns and brims, and many excellent patterns of cloth are shown in them. The most favored of these are decided checks while many are of a somewhat indistinct design, others are in perfectly plain patterns. The colors are for the most part brown while many greys are shown. These latter tones shade into the green effects and then vary until decided colors are reached. These greens are distinctly nobby and will no doubt enjoy considerable favor.

A novelty which will meet with great approval for early fall and late spring is a soft silk hat, made from both silk and cotton mixtures and taffeta silk. The brim is quite rigid while the crown is very flexible. The hat is decidedly light and cool and will give excellent service for business men, etc.

The soft felt hat holds a strong place and has a somewhat more dressy appearance than those made from other materials. The brims are for the most part of a flat nature with a gentle curve on the sides which adds considerably to the character of the hat. A glance through a fairly representative range of these shows browns, and greys the most prominent, although greens do not by any means occupy

Best quality cloth hats are selling well—Browns, greys and greens the predominant shades—Tendency is toward higher crowns in hard hats—Much experimenting being done with the bow—Larger shapes shown in caps.

a subordinate place. A great strength is shown in some shades that can scarcely be classed as greys or greens, in fact to persons with lack of color discerning abilities the classi-

fication would be utterly impossible, the shades being so decidedly characteristic.

For high-class trade the velours will be greatly in demand. These are shown almost entirely in reliable quality, and will make a great appeal to business and professional men who are fond of something which is decidedly of a better grade than that which is worn by the masses. The colors for the greater part are of rich brown effects although grey and green are shown in large quantities.

THE POSITION OF THE BOW.

The position of the bow seems to be a source



The popular style of head wear, shown by Cooper Cap Co., Toronto. In the cap note the plaid design and large peak.

of great experiment on the part of the manufacturer, and the outcome has been that the bow is now placed at the back which is the most distant point possible from the original location. Some are shown on the three-quarter but their popularity is small as compared with the back position.

Hard hats are changing very slightly from what they were a year ago. Recent styles have been decidedly too extreme, many persons being unable to wear them because of the extraordinary shapes.

Continued on page 58.

To Wholesalers and Manufacturers
Just What You're Looking For A Sure Seller

FASCOL PRINTS

THE SHIRTINGS FOR SEASON 1914

Guarantees Fast Colors
Smart Clothes
British Manufacture
Up-to-date Designs

STOCKS NOW READY

MANUFACTURERS: Geo. Tingey & Co., Ltd., 43 Mosley Street, Manchester, Eng.
CANADIAN REPRESENTATIVE: Dingman & Co., 12 Sheppard Street, Toronto
LONDON OFFICE: 15 Watling Street, E.C.



Boys' Clothing in every sense of the word

Lion Brand is truly boys' clothing if for no other reason than the fact that it gives the greatest percentage of service that has ever been embodied in any boys' wear.

It is boys' clothing because the boys themselves appreciate the natty styles.

Write for sample order. First, write for catalog.

The Jackson Mfg. Co.
CLINTON FACTORIES AT ONT.
CLINTON, GODERICH, EXETER, ZURICH.

Wreyford & Co.

TORONTO

Wholesale Men's Furnishers

We are Specialists in Men's Wear — Everything new, that is also good, we can supply. The Leading Manufacturers we represent are:

Young & Rochester

London and Londonderry

"Wyanar" Shirts and Pyjamas in Zephyrs, Oxfords, Silks and Taffetas—Select Neckwear for Christmas now ready.

Correct Dress Wear

Tress & Co.

London and Luton

High Class Hats—Caps and Straws. Shown by best trade in Canada and U.S.A. Latest Styles—The "Rosmar," The "Strath."

Dominion Agents for "Aquatite" Coats for Rain and Shine in Gabardine, Silk and Ulster Cloths.

Call when in Toronto or ask for our travellers to call on you.

KNIT GOODS NEWS

Review of Conditions in Knitted Goods

HOW MANY retailers are taking advantage of early shipments and pushing knitted goods now? Those who are not are, in the opinion of many, losing a good opportunity of increasing their turnover to a great extent in these lines of merchandise.

The new Fall lines of sweaters and sweater coats have such attractive features that they do not require a great deal of pushing, but if given a little in the way of exhibiting their advantages for outing wear for early Fall, such as boating, motoring, etc., the turnover would be greatly augmented. The cool evenings of Autumn are productive of great results in the way of starting people to think of protecting their bodies, and it only remains for the retailer to offer suggestions by suitably displaying the goods; and his stock is kept moving.

Another source of business should lie in the way of outfitting in all requirements for boys who will soon be leaving home and migrating back to college. This class of trade is generally good and many localities have a number of these boys in their midst, who if given a little attention, would turn over considerable business.

Light weight sweaters should be exceptionally good for Fall, especially in the lighter saxonies. These being produced in so many grades that selection may be made, suitable for any time of year. Many people make use of a light saxony coat under a heavier one of the same material, a cardigan, or worsted, for extremely cold weather outing in Winter.

For the more frigid times the cardigan or heavy worsted has advantages over the saxony, but many men who are given to outdoor sport keep both weights in their wardrobes.

The combination collars have many points which make them popular at all times of the year. The fact that the garment may be used with the heavy looking collar obscured in moderate weather, and by a simple manipulation, may be buttoned up snugly, is a strong selling argument. There are many roll and shawl collars that are also useful in this respect and almost vie with the combination collars for usefulness.

Retailers should be taking advantage of early shipments by purchasing knit goods now—Quiet colors and solid tones are favored in men's sweater coats—Will shipments be hard to obtain in underwear in Spring?—Fewer patterns in hosiery.

There are few shawl collars, but by a simple roll may be converted into almost any effect desired.

QUIET COLORS
PREDOMINATE.

Solid shades and quiet colors are decidedly the predominant characteristics of new Fall goods, and exceedingly rich tones are shown in pearl greys, light browns, and tans, while a quantity of rich red is also exhibited. To stress the popularity of these shades and increase the demand for them some prominent stores are making window displays of solid colors. If greys are exhibited, then grey only can be seen in the window, and likewise with tans, browns, or reds, as the case may be. These make very effective displays and when the scheme is artistically carried out and the whole spiced up with an appropriate card, it cannot fail to be attractive and also a business bringer.

STANDARDIZING SIZES.

A problem that has long been engaging the attention of dealers in sweaters and sweater coats is that of a standardizing of sizes. This is being dealt with by American manufacturers with a view of co-operation in size standards and it is not before this scheme is due, as it is the cause of great difficulty among dealers.

SELLING MEDIUM WEIGHTS.

The time to sell medium weight underwear is now. This could be turned over and good profits made on it if it were just given a little more prominence and displayed in the windows at this time of year in place of so much Summer goods that are sold at reduced prices and no gain made, with turnover so meagre that it is not worth the trouble.

Combination suits are now becoming easy sellers. These through gradual improvements which have been worked out from time to time have firmly established themselves as being vastly superior to the older form of two-pieces.

Indications point to an extra trade in spring underwear. American mills state that previous to July 20th over 70 per cent. of their business had been

DO YOU want the agency for a line of tailored-to-measure clothing that sells with little pushing?

the exclusive right to handle the complete range of "International Tailoring." Our garments are perfectly tailored and have good trimmings. Our garments are those **which fit.**

We want live men to handle this proposition. Are you one?

Write for samples and literature giving full particulars. It's worth your while.

We also cut, make and trim your own goods.

International Tailoring Co., Limited
 62-64 John St., 2-4 Mercer St., Toronto

WITH an immense organization behind us for the production of men's superior quality suits and coats at popular prices, we offer a live merchant or progressive tailor in every town and city in Canada,

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

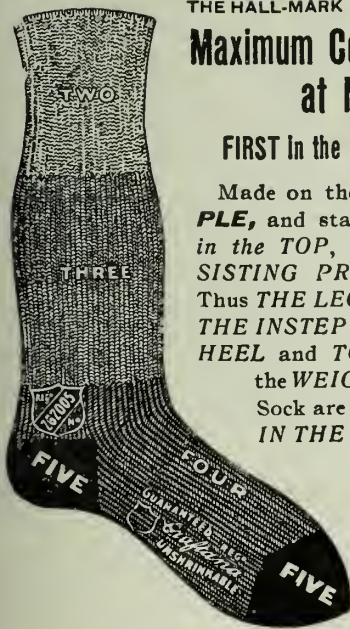
Made on the **GRADUATED PRINCIPLE**, and starting with **TWO THREADS** in the **TOP**, it increases in **WEAR-RESISTING PROPERTIES** as it descends. Thus **THE LEG HAS THREE THREADS**, **THE INSTEP AND FOOT FOUR**, and the **HEEL and TOE FIVE**. By this process the **WEIGHT and STRENGTH** of the Sock are where they are most needed **IN THE FEET**, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.

Perfect in Fit.

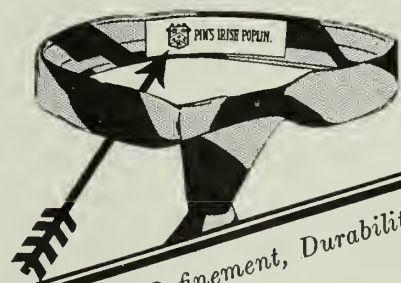
Guaranteed Unshrinkable



THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

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.

done for Spring, 1914. This shows that American dealers are gauging the trade and by no means fearing for the future.

Repeat and sorting orders for Spring will no doubt be hard to obtain, because from all present indications the supply is not going to be equal to the demand. This is the result of numerous forces exerting their influence on the trade. The most important of these is the conditions that have been prevalent in the West. Owing to the financial scare which is now happily looking as though it would shortly pass over, many mills have laid plans to produce a limited quantity of goods for stock purposes of filling short orders. And as a result when Spring business opens up there will very probably be such a demand that what small amount of goods has been made up will be rapidly consumed and other orders will have to await production.

Hosiery trade is assuming a little firmer position from time to time. It is now not nearly so much of a gamble on varying season goods as has been the case in the past.

There is a great tendency now for people to wear the same weight hose the year around, save for the case of heavy wools. Many persons use light costumes in all seasons, while others prefer heavy lisle, mercerized, or silk for either Summer or Winter. This is an advantage from both the retailers and manufacturers standpoint as they are not so liable to accumulate dead stock.

Heavy woolen goods are an important exception to this, however, but these only constitute a limited and, proportionately to other lines, a decreasing portion of men's hose.

Pattern designs in men's hose are becoming less and less popular as time goes on. This may be attributed to the fact that there have been so many cheap and glaring patterns on the market, that they have no longer remained a novelty, and as a result have fallen from favor.

Plain colors in lisle, mercerized, or silk fabrics are used most extensively. Flashy tones have little favor, but the quiet shades are extremely popular.

Double sales and reinforced heels and toes are becoming almost necessary requisites of all grades and weaves. Some silks and lises, as well as artificial silks and mercerized goods are shown with four, and even six-ply heels and toes. These reinforcements make a stronger selling feature in men's hose than women's or children's, and should be given great stress by the salesman in describing his goods to the prospective customer.



Soft Hats are in Remarkable Demand

(Continued from page 54.)

The result of this is a demand for return to higher crowns which next season will be even more marked. With the higher crowns will come the deeper bands which are even now showing change.

The brims are exhibiting a little more curve than has been customary.

LARGER CAPS SHOWN.

Caps are of decidedly larger shapes. This has been the result of a gradual growth and many merchants foreseeing this have in the past bought only what they felt confident of being able to clear from stock.

The large square peak has entirely displaced the smaller and more rounded style. This increased size is demanded on account of the greater flare on the main part of the cap.

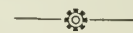
The plaid patterns are decidedly becoming the most popular design. These are very stylish and should meet with great popularity by persons who have a fondness for the more dressy effects.

Small checked designs in black and white and in two-tone brown combinations are very strong, particularly so for use with suits of similar designs.

The extremely large checkered design which has been so noticeable in recent times is too conspicuous and faddy to live long and is already on a rapid decline. Its outlook is of a decidedly limited character which is generally the case with such extreme departures.

One manufacturer shows a very effective fancy cap called the "Clifton." It has a double raised seam at places where sewing is necessary, and has several small box pleats running from the band to the external border of the cap.

Some excellent combination silk and wool caps are shown and are very effective. They are very light in weight and admirably suited for early Fall and late spring wear.



Changes in Fur Tariff

The Senate Finance Committee of the United States with the approval of the Democratic caucus has made the following changes in the tariff bill as it relates to furs:

1.—Furs and skins of all kinds not dressed in any manner are exempt from duty. The House had placed an ad valorem duty of 10 per cent. on all except dogs, goats, rabbits and hares.

2.—Twenty per cent on furs dressed on the skin, not advanced further than dyeing. In the House it had been fixed at 30 per cent.

3.—Thirty-five per cent. on manufactures of fur—a change from 40 per cent.

4.—Forty-five per cent on all articles of wearing apparel composed of or of which fur is the component material of chief value—in place of 50 per cent.

The measure is expected to pass about the middle of September.

Wm. H. Leishman & Co.

Limited

119 Adelaide St. West, Toronto

CANADA'S BEST TAILORS
TO THE TRADE

are now showing their complete
range of samples and models

for

SPRING 1914

Samples for made-to-measure ord-
ers supplied to reliable merchants

MAKERS OF THE BEST TAILORED GARMENTS FOR MEN

Quieter Shades are Favored in Neckwear

NECKWEAR manufacturers report business so far this year to be not quite so booming as a year ago, and in view of this do not feel justified in making any definite estimate as to

what will yet come. Some, however, are laying plans for coping with a larger demand. It is to be hoped that this will be the case, and in fact it could be expected, in as much as there remains almost one half of the year and by all means the better half from the standpoint of the neckwear trade.

The late Summer had no doubt a telling effect upon wash goods trade, but this is no reason why the fall selling should be backward in any way. The Xmas trade should be a bumper one and no doubt it will be so.

The good-will feeling between man and man which exhibits itself more and more every year in the way of Xmas gifts, is productive of growing results in the form of an increased necktie trade. There seems to be no article for any purpose whatever which has such a free exchange as neckwear.

Tasty and attractive goods is the standard of measurement by which this Xmas turn-over may be computed. If the retailer wishes to obtain the bulk of this trade in his locality, he must arrange his stock with that end in view. While it is a recognized fact that some lines will sell at Xmas that would never sell at any other times of year, yet no retailer can expect a great turn-over with a stock, the greater part of which has been shown in his windows and display cases at various times throughout the year. The stock must be well sorted up with popular and tasty goods.

The patterns shown by manufacturers for Fall and Winter trade are very tasty and effective indeed.

The colors are not loud and gay or the combinations clashing in any degree whatever.

The lack of glaring colors is a very conspicuous feature of Fall lines. Plain shades are most in prominence and these with tasty border designs form the bulk of the showing.

The border designs for Winter will be more popular than ever. Many people remark that the border tie is more suited for Summer when it may be worn without the vest and shows the pattern. This is not exactly the case. While the wearer is no doubt fond of wearing the tie that the pattern may be shown, this border has been a great deal of benefit to the retailer for display purposes. A window full of plain colored ties, and particularly those

The vogue of vivid ties is not likely to last long—Quiet tones are being shown in Fall and Winter lines—Vivid borders are seen, however, in many lines to offset the quiet shades employed—Some popular ideas.

of quiet shades, would not attract many passers-by, but a window with a display of beautifully artistic borders will have many interested admirers.

Color effects are mainly in tones of blue, brown, grey, and two shades of reds. Of these last named, cardinal is most favored.

While, as has been mentioned above, shades are mostly of a very quiet nature, yet the trimmings are more vivid. This is no doubt intended to bring out a striking contrast with the mild tones.

The cravat made from fancy designed silk is decidedly a thing of other days. As togger history repeats itself it will no doubt return but, for present times, it has no place in up-to-date furnishings.

(Continued on page 97.)



New design in ties shown by Tooke Bros., Ltd. Note the high border on the left and medallion pattern on the right.

Crescent Shirts

SPRING SEASON
1914

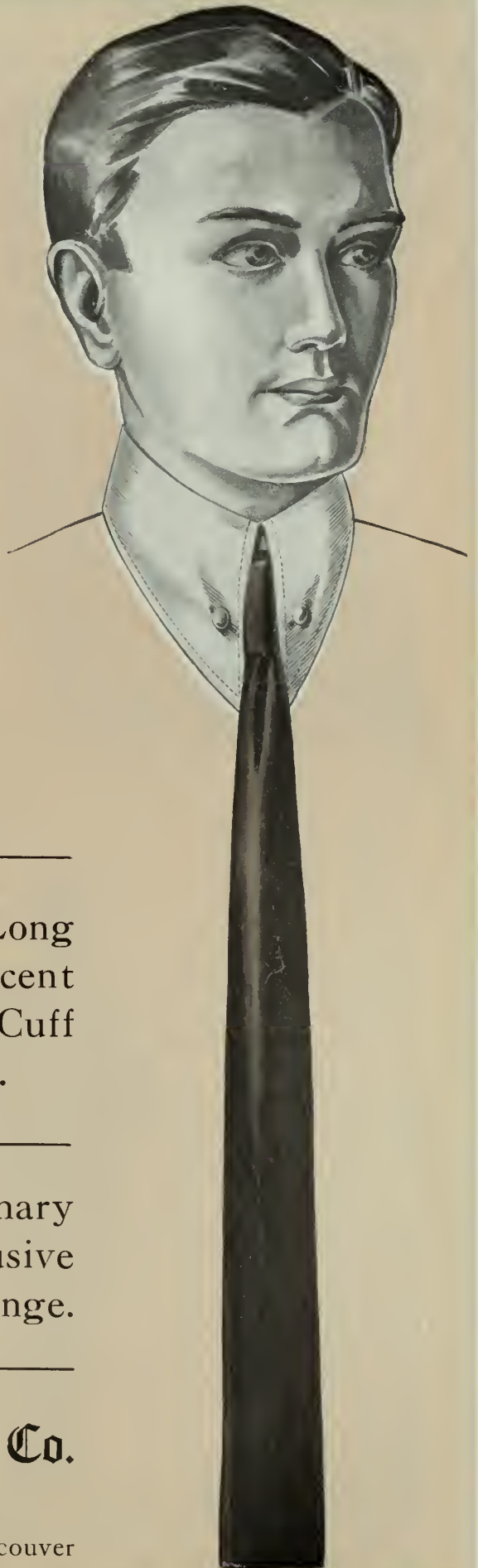


Illustration shows our new Long Point Collar sold with Crescent Lounge Collar and French Cuff Shirts. *The ideal soft collar.*

All fabrics from the ordinary Cotton to the most exclusive Silks are shown in our new range.

Crescent Manufacturing Co.
Limited

Montreal Toronto Winnipeg Vancouver

The Clearing Sale--Its Benefits and Evils

A QUESTION which is worthy of a great deal of thought and one that offers vast scope for debate, is that of clearance sales. This is especially open to criticism within the orb of the men's furnisher, which at present seems to have reached a very acute stage.

While many high-class furnishers are laying great stress on Summer sales, many others are giving them a wide berth and follow a policy of "the less the better."

There are many departments of retailing where-in bargain sales do not injure the regular business, but men's trade must be handled with great consideration in this respect.

In the first place to make any success of a men's wear sale most merchants think that a prime essential is to plaster the windows and entrance of the store, and very often completely on to the street, with glaring signs. Something extremely striking, in order to stop the passerby.

Although this method may be to some extent useful yet it has been overused by "Going out of business" and "bankrupt" sales and it is now associated, wherever it is seen, with the result of a falling off in business. That store is a marked spot as a "bargain store," and when really dependable goods are wanted they are generally sought elsewhere. Much more conservative methods should be used than those which have so much prominence now. Some goods which are faddy and very novel should, of course, be gotten rid of, but why should good dependable merchandise be slaughtered along with these? It is quite true that some catchy goods are effective in adding "spice" to a sale, but why does this necessitate the use of the guillotine with every article in a store?

This idea of retailing has been growing rapidly for some time, but it is quite different to-day from its standing when first practised. In the earlier stages it was considered soon enough to begin the Summer sale the latter end of August and beginning of September, at which time oversupplies were gotten rid of very satisfactorily. It then became the ambition of every retailer who approved of clearance sales to get into the field before the other fellows.

This eagerness to be first kept growing rapidly, until now we see clearance sales, and slaughter sales, conducted at the very time when regular business demands all the advertising, and window space available.

This is a problem that is not given enough thought by the average merchant who plunges into price-cutting habits. Unless the retailer wishes to convert his business into a veritable bargain house,

Men's furnishers have begun to hold clearance sales much earlier than usual—Is this advisable?—The price cutting problem—much slashing is now indulged in which seems far from necessary—Some values now being offered.

he cannot afford to utilize the major portion of his publicity department to sole advertising, when if the same space were intelligently used for pushing seasonable goods, the more

substantial trade would be obtained and held.

The cause for your goods remaining in stock is very often due to the fact that when they should be selling, they are quietly reposing in the rear of a shelf or carefully boxed and huddled in a dark corner of the stock room, lest they might escape and be seen by those who would buy them.

One objection frequently raised to the conducting of bargain sales is that people become too well acquainted with the cost of goods, or get a fallacious conception of what margin the retailer has when he sells goods at regular prices. And this makes men look for bargain times as they are certain that they will come.

Many city stores are quoting such prices as 50c ties at 33c and 36c, 50c hose 35c, or 3 prs. for \$1.00, 50c underwear 33c, 75c ties for 39c, \$1.75 and \$2.00 shirts for \$1.00. While there may be reasons for some of these prices, yet there are some of them that seem irrational when the quality of the goods offered is considered. Latest patterns and colors in ties and solid shades in hose sold at prices which could scarcely replace them at wholesale list prices.

There is no doubt but that more conservative schemes than those now in use should be employed when it is desired to increase business at certain times.

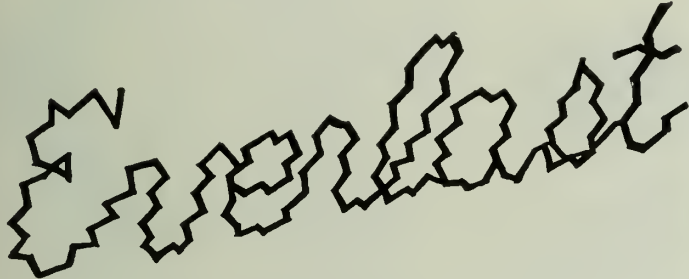
The slashing method is no doubt used to valuable purpose on goods with perishable properties, such as many stores offering novelty styles in \$2.50 and \$3.00 hats for \$1.00, \$7.50 and \$8.00 Panama hats for \$3.50. The offering of men's \$25 suits at \$18.75 and \$19.75 which some custom tailors use at extremely dull seasons is more rational than that which many others use of slashing into them for \$16.50 before the quiet season is really due.

If goods can be bought at a bargain by the retailer so that he may sell them at reduced prices, and yet have a good margin on them, the axe method should even then be used with conservatism.

There are too many retailers who mark the cost of goods according to the invoice price, not taking into consideration the expenses of transportation, etc., and having no system by which they can total to invoices the costs of conducting business. Therefore as a result when looking through the stock and marking goods down, a suit found to cost \$12.50 will be considered cleared if sold at that price. Whereas as a matter of fact that suit cost considerably more.

They Sell The Clothes

because the Everlast Coat Front will retain the shape of coat as long as the coat lasts. Because the canvas is cold water shrunk made by modern machinery in charge of experts. The bust and shoulders are worked out to give that perfect tailored effect.



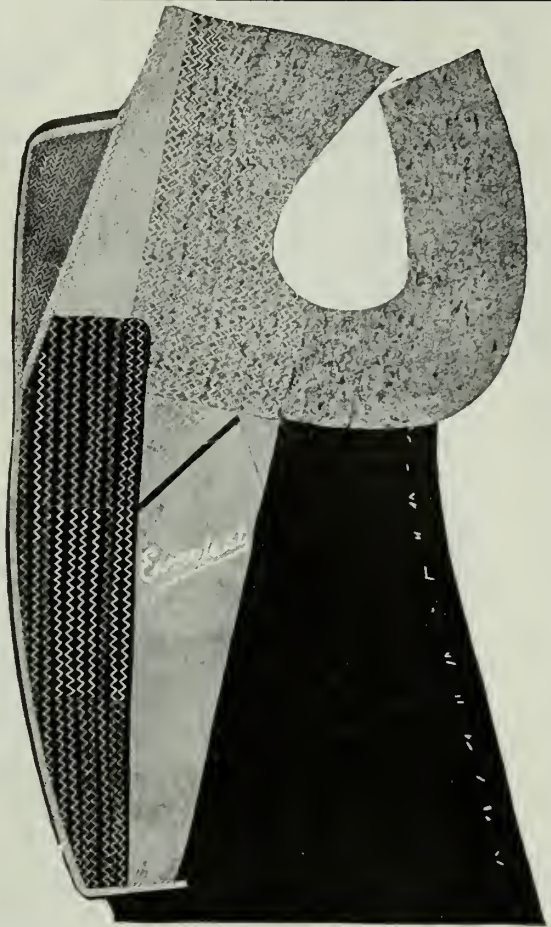
Coat Fronts

are now being used by the leading manufacturers, as they have found out that they can guarantee you better suits at no increase in cost.

Write to-day for prices and particulars.

Toronto Pad Co., Limited

569 Queen St. West, TORONTO



MAPLE LEAF UNDERWEAR

will do more to promote your best interest than any other similar brand of wool underwear on the market.

It is the real essence of underwear value and has held the leadership for nearly half a century.

Try out Maple Leaf Unshrinkable Underwear this season.

THOS. WATERHOUSE & CO., Ltd.

INGERSOLL, ONTARIO

HAROLD F. WATSON, WELDON & CO., Selling Agents
Cristine Bldg., Montreal.



Dr. Neff's PURE WOOL Underwear

*Soft, Close-fitting,
Comfortable*

It's almost a safe bet that you have heard of this famous health and comfort promoting wool underwear. Now you may see it by simply making the request for samples.

Write to-day and we will be pleased to get in touch with you.

**Thos. Waterhouse
& Company, Ltd.**

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.

THE NEW IDEA

SHIRT AND DRAWERS ONE GARMENT



We are now introducing into Canada "OLUS," the new garment which is the feature of men's wear this season.

The idea is that the shirt tails are turned into drawers.

"OLUS" is made in coat style as shown in cuts.

Here are the salient features of the "OLUS" Shirt:

Just one ply of goods. It is so nicely balanced that it fits perfectly. Absolutely closed crotch and closed back, and perfect freedom for all hygienic purposes. "OLUS" Shirts stay in place, cannot possibly work up out of the trousers. There is no binding in the crotch, no adjusting to do. "OLUS" Shirts have no buttons at the back. There is no bunching of unnecessary material anywhere.

All the features of "OLUS" Shirts apply to Underwear, making a perfect combination undergarment. "OLUS" is the only coat-cut union suit on the market.

In a word, "OLUS" is the practical and logical garment to wear, and is now an established success wherever it has been shown.

SPECIAL INTRODUCTORY OFFER

In order to get "OLUS" into the hands of dealers throughout Canada as quickly as possible, we will ship immediately, express prepaid, one dozen only fine Percale "OLUS" Shirts, assorted sizes, 14½ to 16½, assorted Hairlines on White Ground, with double soft cuffs and laundered neck band, to any dealer sending cash or money order for \$13.50.

Your money will be refunded at once if you are not absolutely satisfied with the goods, which may be returned at our expense.

This will be the only occasion on which we will ship orders direct, and this offer is only made in order to quickly introduce "OLUS" Shirts. Samples of "OLUS" Shirts and Underwear will shortly be in the hands of all leading Wholesale Houses.

Write to-day for this introductory order—you need these new ideas to give your store prominence. And this "OLUS" idea is right-up-to-the-minute. Send off your order right now, be the first in your section to show this brand new garment.

The "OLUS" garment is patented in Canada and all rights under the patent are controlled by us.

The Canadian Converters' Co. Limited.
Montreal



THE NEW IDEA



1. The illustration shows the first steps in putting on the "Olus" Garment. Notice the perfect adjustment of the crotch; the ample opening enabling one easily to slip the left arm into the sleeve.



2. This picture shows the "Olus" Garment with both arms through the sleeves. It shows the natural hang of the front, falling perfectly into line for buttoning. Note the neat cut of the front.



3. Here we show the front of the garment entirely adjusted. We call your attention to the snappy appearance. The shirt tail now performs a useful and satisfactory function.



4. The rear view of the "Olus" Combination Shirt. Rather startling, isn't it? No opening in the back, but—



5. By unbuttoning at the leg, the tail readily swings back, leaving a clear wide opening, more satisfactory and more sanitary than any open back garment.

READ OUR SPECIAL OFFER ON OPPOSITE PAGE

An Extra Comfort Feature Found
Only in Tooke Shirts—the



Tooke **PATENT**
NEK-GARD

“Prevents that Spot”

Protects the neck in front as well as in the back.

Not affected by laundering.

“The greatest thing that ever happened to a shirt.”

Even before the NEK-GARD was added, *TOOKE* Shirts were the most popular and the best sellers in Canada. The introduction of this exclusive improvement gives still another weighty advantage to the Dealer who sells

Tooke Shirts—made only by
TOOKE BROS., Limited
Montreal

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

Toronto Warehouse—
58 Wellington St. West

Winnipeg Warehouse—
91 Albert Street

Tooke Shirts for Spring 1914



Our leading cloths
and all our designs are
confined to us for the Dominion of Canada.
"TOKENO" Cloth, which we have featured and
which has become very popular during the last few
years, has no peer.

TOOKE BROS., Limited
MONTREAL



OFFICERS OF THE C.W.T.A.

Top row—J. L. Maude (Secretary 1912-3), and E. P. Burns (member of executive and winner of Dry Goods Review cup).
Bottom row—J. F. Thompson (Secretary-Treasurer), J. A. McNabb (President), Warren Andrews (Vice-President), Henry Hollingsworth (Honorary President).

Second Annual Convention of C.W.T.A.

THE CANADIAN Window Trimmers' Association has passed its second milestone and is entering upon the third year of its existence with a sturdy stride.

The second annual convention which was held in Toronto on Monday and Tuesday, August 11 and 12, proved to be a decisive point in its career. There came before it a suggestion that is inevitable in nearly all young organizations, whether to retain its own identity or to merge in the larger National organization that meets each year at Chicago.

There was not an instant's pause: from the floor of the convention there went up a unanimous acclamation that the Canadian Window Trimmers' Association must live its own separate life, whatever its co-operative relations to kindred organizations.

SERVED AS A STIMULANT.

A couple of drawbacks confronted the members at the outset this year—an attendance that fell far below the number expected, and the failure of several manufacturers to fill up the allotted space. These seemed to serve rather as a stimulus, and a vigorous, hopeful and confident executive was chosen

Display men gather at Toronto — Addresses delivered by experts in draping and card writing — Proposal to merge with the National Association of America is defeated—Strong officers elected for ensuing year.

en headed by Mr. McNabb, Mr. Andrews, Mr. Burns and Mr. Thompson.

Already plans are afoot for a campaign that will continue for the full year, and backed

by faithful colleagues, the outlook for 1914 is most bright. As it was, the convention of 1913 did its work, and provided sessions that were acknowledged to be worth many times the efforts put forth to attend, even at a personal expense to many and the loss of some yearly holidays.

HELPFUL DEMONSTRATIONS.

The denominations of C. J. Nowak in draping, and of G. Wallace Hess in card writing could not have been excelled in the clearness and simplicity with which they presented the principles that lie underneath both arts, and in the generous spirit that was ready to explain away the difficulties of less experienced members of their craft. It was a common remark that the sleeve pattern of Mr. Nowak, carried away by every member, was in itself worth the trip.

The prize competitions produced an extensive display in every department, and the inspection of



Imported
Chrysanthemum
Sprays, .30
inches long:
assorted col-
ors — white,
pink, yellow,
mauve, etc.

One extra
large and one
smaller flow-
er, No. 188
straight
petal, \$4.80
per doz.; No.
241, curled
petal, \$6.00
per doz.

Special Announcement

We offer, for delivery about October 1st or 15th, some very attractive numbers in artificial flowers for decorative purposes. To ensure prompt delivery orders should be booked not later than September 5th. Do it NOW! No duty to pay. No delay with customs, etc. All prices quoted are net F.O.B. Montreal.

Compare the prices quoted here with any others. Quality considered they cannot be equalled.

It will be worth your while to investigate. Samples will be furnished if desired.

Autumn leaf vines (as illustrated).
46 inches long, splendidly colored.
Grape leaf, Maple leaf, Oak leaf.

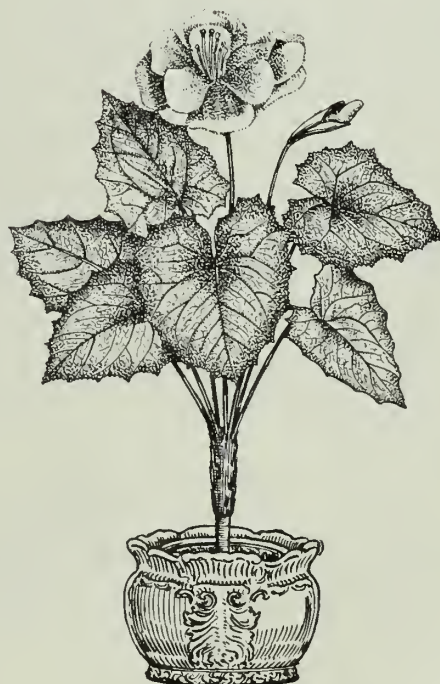
Price:
12 leaves, \$1.50 doz. \$15.00 gross
24 leaves, \$2.00 doz., \$20.00 gross

Caladium Plants. (As illustrated).
One of our best sellers. A splendid
decoration for ledges or any kind
of interior trim. Departmental
stores are selling huge quantities.
Can be retailed at 50 cents. 22
inches high, 12 different flowers,
red and pink, \$3.60 per dozen.

Adiantum Leaves—Green—\$5.00 per
hundred.

Hundreds of other lines of
artificial flowers, palms, plants
begonias, dracoenas, sea moss, etc.,
for every purpose.

L. J. A. DEROME
Limited
35 Notre Dame Street West
MONTREAL



these with friendly criticisms by Mr. Nowak, Mr. Hollinsworth, the retiring president, and others, proved a helpful feature out of the ordinary.

The banquet last of all, set the seal of good fellowship and unity upon a convention that had worked itself out upon most profitable lines.

A SUITABLE HALL.

After a short conference and social meeting on Monday morning the convention adjourned until the afternoon. Victoria Hall, the place of meeting, was well chosen, with a large auditorium, a wide stage for demonstrations and ample space at the rear for exhibits by manufacturers and the display of photographs and showcards. A dozen neat screens of beaver board formed the partitions. Near the door was the secretary's book for registrations.

THE PRESIDENT'S ADDRESS.

When the afternoon session opened Mr. Hollinsworth, of the Robert Simpson Co., Limited, Toronto, the president, delivered an address, which contained much helpful advice from one who as he said had "been through the game," and was constantly looking for new ideas to improve his own equipment.

"Hundreds of thousands of dollars pass through the hands of our employers yearly mainly through our efforts in display," he said.

They ought to appreciate the conditions that had brought them into contact with experts at little cost: men who were willing and anxious to tell of their own experiences. It was only a short time since the advertising man could obtain any education in this way. For himself he would be pleased to answer any questions he could on draping, and any other line of the window dressers' work.

WINDOW DRESSER IN LARGE STORE.

What does window dressing amount to in the large stores? First of all it was absolutely necessary, said Mr. Hollinsworth, to study the routine of a departmental store advertising, ticket writing, and the different advertising stunts.

"You must be able to originate schemes for getting the dollar.

"Many lack the essentials that fit them for greater positions. They lack generalship. A man to get a big job has got to be able to plan advertising campaigns. A man in a big store must be able to handle men. He must get good assistants; he must pull with them and see that they pull with each other, so that there is no discord in their work.

"He is up against critical buyers of different temperaments and he must keep complaints from going to head office.

ONLY IN ITS INFANCY.

"Are you only a window trimmer? Then you are not a man who can be trusted with the whole scheme of advertising. They don't want to have to tell you the particular line of goods that is going in. They want a man to handle it from A to Z. They want it taken out of their hands."

In Canada the window dressing game was only in its infancy. The manufacturers were getting on to the fact that it was productive business.

There was an opening in Canada for a man who could organize window dressing staffs in the various towns for manufacturers' displays, from fountain pens to pianos, an opening independent entirely of the retailers' demands. This would open a great field for the window trimmer.

"You must be alert to anything that will get new business," concluded the President. "You will be looked to for ideas to boom things, and if it goes through it will be a feather in your cap.

"I hope you will all go home feeling that you have learned something."

COMMITTEES AND JUDGES.

After Mr. Hollinsworth's address committees were appointed as follows:

Entertainment—H. Hollinsworth, J. L. Maude, J. A. McNabb.

Judging window displays—C. J. Nowak, Economist Training School, New York; R. M. Beauchamp, John Murphy & Co., Montreal; H. Black, Dry Goods Review.

Judging card writing—Wallace Hess, Chicago; Bert L. Daily, Dayton, Ohio; H. Patterson, Dry Goods Review.

Advertising—Three newspaper representatives with Mr. Wylie as chairman.

A BUSINESS MEETING.

The Tuesday morning session started off with a prolonged discussion on the future of the Association. Various lines of development for the future were taken up by the President. One was that the Association affiliate with the National organization of the United States, by which Canadian members would pay the fees of that body and attend the annual convention in Chicago.

To this objections poured in thick and fast. Unanimous opposition was expressed in the first place to a merger, as the identity of the Canadian body would be destroyed. The greater expense of a trip across the border was another serious difficulty. A third was the doubt as to whether the actual assistance from the larger body's gathering would be as great as before a smaller in Canada.

DESCRIPTION OF THE NATIONAL.

A threatened disruption of the National did not tend to support for the affiliation proposal. Both Mr. Nowak and Mr. Hess were inclined to think that New York members would break away from the parent association and form an eastern one, with a separate convention, and probably an entirely separate organization, on the grounds that "the manufacturers were running the National." In that case Canadian members might prefer New York to Chicago.

Mr. J. A. McNabb, later elected as president, led the opposition, and was supported by Mr. Thompson,



Which Store Would You Patronize?

Where would you go to buy? Here's a typical street scene—this KAWNEER FRONT "stands out" from all others. The Merchants behind this KAWNEER FRONT are making money on the investment—22% increase since this KAWNEER FRONT was installed. No matter what your business is, where you're located or who you are—you need a KAWNEER FRONT in your business—it will produce an increase—this fact is backed by the experience of thousands of Merchants—in big Stores and little Stores. Every day Merchants all over the country are adopting KAWNEER STORE FRONTS to modernize.

10,000 Kawneer Fronts Installed in 18 Months.

For seven years we've been manufacturing, planning and installing KAWNEER STORE FRONTS—10,000 put up during the last 18 months. Every Merchant realizes, to a degree, the importance of a good, attractive Store Front and those Merchants who have investigated have installed KAWNEER—they realize its power. The crudest

Kawneer
STORE FRONTS

show window will create some sales—and the amount of business made is in direct proportion to the energy put in show windows.

BOOSTING BUSINESS NO. 21

Here's a coupon for you to fill out and send to us—it will bring to you "Boosting Business No. 21"—a Store Front book compiled and printed for you Merchants. It contains photographs and suggestions that will mean an increase in your business.

The information contained in "Boosting Business No. 21" has been collected by seven years of specializing in the manufacture, planning and installation of modern KAWNEER STORE FRONTS. Just fill in this coupon and send it to-day—every day you are

without a KAWNEER FRONT you are losing sales—losing actual profit.

It won't obligate you in the least—we want to show you what we've done in seven years to modernize Store Fronts.

Kawneer Manufacturing Co.

Francis J. Plyn, President

78 Duchess St.

Toronto, Can.

Branches in most principal cities

COUPON
KAWNEER MANUFACTURING CO.,
78 Duchess St.,
Toronto, Can.

Kindly send "Boosting Business No. 21" without obligation to me.

Name

Street and No.

City or town

Mr. Greenhill, Mr. Andrews, Mr. Hess, Mr. Nowak, a representative of The Dry Goods Review, and others.

"The Canadian Association must stand on its own feet," said Mr. Greenhill. "So far as a meeting place is concerned, Toronto is by far the most central."

Mr. Maude declared that there were 500 men in Canada who should be members. He had noticed a great deal of improvement in window dressing since last convention.

"Not for the world should we let the Canadian end drop," maintained Mr. McNabb.

"The cost of the convention is exceedingly small when the results are considered," Mr. Hollinsworth maintained. No merchant in Canada should question the cost of sending men to the convention.

"Keep your local Association," urged Mr. Hess.

Finally the idea of amalgamation was voted down, and a business committee chosen to discuss the financial and other aspects of the convention and the Association in general.

The members were: J. A. McNabb, Peterborough; F. J. Thompson, St. Thomas; W. C. Greenhill, Brantford; H. Black, Dry Goods Review.

These later in the day brought in a report embodying the financial statement of the secretary-treasurer, Mr. Maude, and recommending the election of officers for the coming year. The financial statement showed that the C.W.T.A. had paid all expenses in its first year, and reached its second convention with a clean sheet. The expenses of this included \$40 for the hall; \$60 for demonstrator's expenses; \$84 for "dividers"; \$40 for medals, etc. It

was also decided that no one was eligible for a prize whose fees were not paid up.

ELECTION OF OFFICERS.

The elections were then proceeded with. Mr. Hollinsworth declared he could not act for another year, as did Mr. Maude, and they were allowed to retire with expressions of regret. The services of Mr. Hollinsworth were retained officially by his appointment as honorary president.

J. A. McNabb, of Richard Hall & Son, Peterborough, for several years assistant to Mr. Hollinsworth, and for the last two years window dresser for R. Hall & Son, was the unanimous choice for the office. Last year he was chosen second vice-president.

For first vice-president, Warren Andrews, of St. Thomas, was the choice, and "Eddie" Burns, of the Robert Simpson Co., Toronto, for second vice. F. J. Thompson, of W. E. Maxwell, St. Thomas, was elected secretary. "He knows the dry goods trade throughout," was Mr. Hollinsworth's comment in proposing Mr. Thompson. Mr. Maude was asked by Mr. Greenhill if he would consent to act as assistant secretary. In declining on the ground of absence from the city, Mr. Maude promised his co-operation.

The Executive Committee was selected as follows: W. C. Greenhill, of Brantford; R. M. Beauchamp, of John Murphy & Co., Montreal; F. C. Kickle, of McKinnon & Co., Weyburn, Sask; Perry, Dry Goods Record, and H. Black, Dry Goods Review.

Membership Committee—J. McNichol, Allen & Cummings, Moose Jaw; Whitesides, Aylmer; W. G. Moir, Robinson Co., Hamilton.

The appointment of a prize committee for next year was left to the executive.

Demonstration of Draping by C. J. Nowak

After the business adjournment, Mr. Nowak took the platform for his discussion and demonstrations on display work.

The boys had heard a great deal of Mr. Nowak's accomplishments, but they little realized the treat that was in store for them. Mr. Hollinsworth in introducing him had spoken in a very forcible way about his abilities and a great deal was therefore expected. In this not a member was disappointed, everything that he did seeming to be so vastly better than was anticipated. He works with incredible speed and his discussion and demonstrations were full of interest from start to finish. Whether the onlooker was himself a display man or not, anyone who saw the work and the method of production could not help but feel that the proper displaying of merchandise is truly an art. It is doubtful if there was a per-

son present who did not feel that the art was rich in resources for originality and achievement, and the respect for their choice of vocation rose like the mercury when the thermometer is taken from an ice bath and placed in the open glare of a mid-day sun.

In opening, Mr. Nowak urged the boys to conduct their window trimming operations with the merchandising end of the business in view. Windows are intended for the substantial increasing of business and, therefore, they should be utilized for that purpose. The window trimmer must stick to styles and follow them very closely. He must find out by every means possible what the style productions will be three or four months hence, and reproduce these in his windows in order that the entire community will watch for his displays with eagerness to see what they may rely upon to be worn.



La Mode Store, Louisville, Ky.

HAVE A STORE FRONT LIKE THIS

You can easily have a beautiful and business-producing STORE FRONT similar to the above, and with perfect light, unobscured vision and commanding display by using the

Zouri ← SAFETY & BURGLAR-PROOF
 → SETTING FOR PLATE GLASS

OPERATING UNDER MURNANE AND MARR PATENTS

Simply write our nearest agent. He carries a stock and is prepared to give you good service.

CANADIAN AGENTS

W. H. Clark & Co., Ltd., Edmonton, Alta.
Saskatchewan Supply Co., Ltd., Saskatoon, Sask.

Cushing Bros. Co., Calgary, Alta.
Prairie Glass Co., Winnipeg, Man.

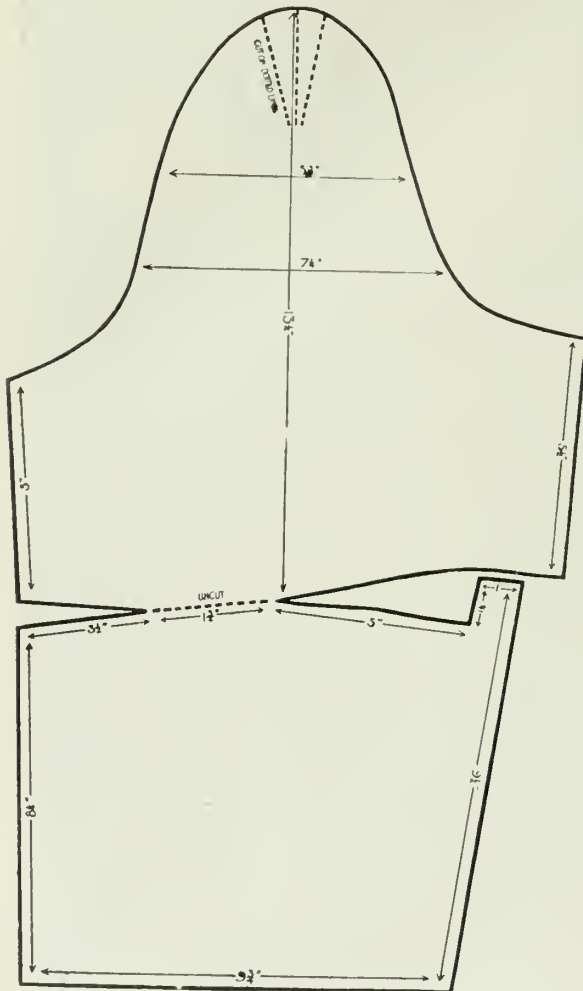
Zouri Drawn Metals Company

General Offices and Factory, 223-247 W. Schiller St.,

Chicago, Ill.

Exhibitions to be considered successful must bring people into the store. Shows of uninteresting things are not productive of this.

A main essential of success is to make the women talk about the store. This makes great advertising as



Pattern for sleeve referred to in report of Nowak demonstration.

This sleeve pattern of C. J. Nowak made the "hit" of the 1913 C.W.T.A. Convention, and every one carried off a copy. Make your pattern of heavy manilla paper and cut out your sleeve of cardboard, as described in the account of the convention in this issue. The measurements are marked plainly; the total length of the pattern from top to bottom is 22 inches. The cross line marked $5\frac{3}{4}$ inches is measured four inches from the top, and the $7\frac{1}{4}$ -inch width is six inches from the top. The small projecting square near the center, on the right-hand side, is for pinning on to the upper section when both are folded. The three dotted lines at the top are to be cut, and the two outer ones slightly lapped over the center one. These, when pinned on top of the shoulder, help retain the rounded form and increase the width. This sleeve has the advantage of falling in a natural position and not "akimbo," as the arms often are. For the left side the cardboard is rolled up the opposite way.

the women are the people who do the buying for the entire household. They generally handle the money from the dispensing standpoint.

Mr. Nowak stressed systematic work a system by means of which ideas when they occur may be retained. Memory is often too tricky to be relied upon. Ideas should be dotted down in a book or other memo and left to rest for a while, then brought out to be pondered over and developed. To most men ideas do

not come just at command and when wanted, but most frequently come in bunches and when least expected. It is these tramp thoughts that should be clasped, whether they appear in the small hours of the morning when sleep and consciousness are in a conflict for supremacy, or at the noon-day luncheon, they should be marked down before they escape. This is the secret of many a successful man and an extremely favorite resort of President Lincoln.

The speaker urged the importance of clipping designs of drapes made in other towns and cities, from newspapers and trade papers, and of keeping them for reproduction and development.

A demonstration on the draping of a sleeve was the first to be proceeded with and in this Mr. Nowak seemed to open a bomb. A correct sleeve draping is a problem that has often engaged the attention of the window trimmer. None could obtain anything nearly natural or perfection, many others have given it up completely as a bad job. A cut of the pattern used by Mr. Nowak appears in this issue and shows the relative proportion of the parts. It is very simple

FIRST PRINCIPLES IN FORM DRAPING.

BY C. J. NOWAK.

The reason many think the yard goods department is dead is that it is not displayed in keeping with the times.

The man who "puts over" one, two or three telling drapes into the show window is the most talked of person in town among the women, and they are the buyers for the family.

Don't rely only on memory. If you have no system you won't make a successful display.

Make a sketch of your window before you start and do all the work you can in your workshop in odd hours, so as to lessen the time the blinds are down,—and save yourself from wilting at the heat.

The sleeve is possibly the most important part of form draping.

Don't put a train on every drape you put in the window,—only on evening gowns. The average man puts a sweep on to overcome defects in the base.

In all finished drapes use a pair of slippers,—it incidentally helps the shoe department.

You must study the styles. Look at what is to be worn three or four months ahead and use these in your draping. A woman will gauge the store by its styles. If she can depend on you for getting them, it means your store lies closest to her heart.

Feature window draping from the merchandise end. Novelty draping is all right, but it tends to distract from the selling end.

If you stick to style you'll win every time, and that's what the boss likes to see. It depends on that whether your envelope is to be increased month by month.

Simplicity is the keynote in cubist draping. The merchandise is shown to best advantage. Keep that always uppermost in your mind; don't get away from the merchandise.

SCHACK'S Fall Flower Book

20 Pages, 21 x 14 Inches—Over 300 Illustrations.

The Greatest Book Ever Issued by a Dealer in Artificial Flowers

This book on window and store decoration is by far the best we have ever published. It is filled from cover to cover with new and attractive ideas for fall decorating. For months the artists in our special designing department have been busy creating the new decorative schemes that appear in this book, and which will appear later in the windows of good stores all over the country.

All of the suggestions offered in this valuable book are practical. Every one of them has been actually carried out to the smallest detail in the windows of our display room. By following the simple directions given in Schack's Fall Flower Book, you can get the same beautiful effects in your own windows at a small cost.

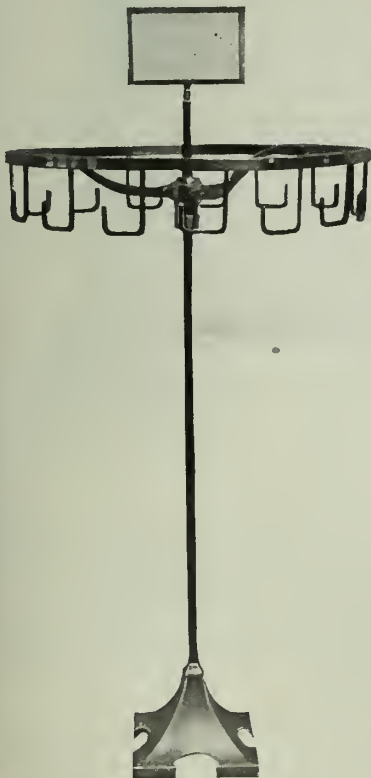
Send NOW for our big FALL FLOWER BOOK, NO. RV45. It contains more BRAND NEW ideas on window trimming than any other book that was ever printed. That is saying a good deal, but when you see the book you will be convinced that we are telling the truth.

It will only cost you a stamp and will be worth many dollars in ideas and the saving you can effect. We have sent out good catalogues before, but this is the best we have ever issued. Don't wait—Write now.

THE SCHACK ARTIFICIAL FLOWER CO.

1739-41 Milwaukee Ave.

CHICAGO



OUR LATEST CATALOGUE IS FREE

and will undoubtedly be a great help to you in solving the problems of displaying your merchandise.

Send for a copy now—

**CLATWORTHY
& SON, LIMITED**

The largest makers of
Fixtures in Canada.

161 KING ST. W.,
TORONTO



No. 1139 Flexible Figure.

and beyond doubt the most effective sleeve form available. It is made from cardboard, and this should always be examined before the pattern is cut, as board will always bend much better one way than the other. Having ascertained which way it will bend best, the pattern should be placed with the long axis parallel to this. Then when the card-board is cut it is simply rolled into the form of the sleeve and fastened with paper fasteners. The long projection on one side of the forearm portion is used for fastening into the upper arm by means of a slit. This gives a decided flexion to the elbow. The upper extremity is slit in three places and these portions are turned well over the tip of the shoulder in order to give that part a well rounded effect.

The sleeve hangs at a strikingly natural position, an effect that as a rule is exceedingly difficult to obtain.

The first procedure in draping the sleeve is to fold the material and pass this through the form from above downwards, the end is then pulled through far enough to allow the end to be taken up again to the shoulder. The faded goods are then fastened by pinning underneath the sleeve in order that the seam may be out of sight, and the surplus at the end is then tucked back into the hollow sleeve. A little extra goods may be used at the shoulder to form an effective trimming at that point.

The pattern is the same for either arms, but the cardboard, after being cut, must be rolled one way for the left sleeve and the opposite way for the right.

Mr. Nowak then proceeded with the draping of a gown, showing tunic effect. The effect was executed in two materials and when finished showed a work of remarkable ingenuity. The cutting and fitting of an expert dress-maker could not have been more exact from the viewpoint of a few feet distant.

The accompanying cut shows a draping that was next performed by the demonstrator, and is beyond doubt a masterpiece in the art. A twenty-yard piece of silk was used without any cutting whatever, the entire garment being made from this.

The drape requires the use of a form which has an open back. As a rule these are entirely closed in that region, but by using a few tools a slit may be made about four inches wide, and extending from between the shoulders to about the back of the knees. This slit is for the purpose of receiving all the surplus goods, and will no doubt shortly be a feature of all the new display forms.

The ends of the material are first used to drape the sleeves similar to the method mentioned above for such purpose. The goods are then carried down in a transverse manner around the waist, and pinned in front. The lower selvedge is then caught at a point opposite this pin, brought up and pinned at the waistline on the side or back. From here the material drops to the floor and is caught up in two pleats at the knee and draped around behind in three

distinct folds. On the other side the goods are left plain to the floor. From the lower extremity the goods are carried backwards and upwards and an end is formed and passed forward to be tackled close to the medial line in front. The lower selvedge is folded and tacked. The goods are then carried upwards, an end formed and passed over the shoulder. One angle of this end is tacked about the medial line



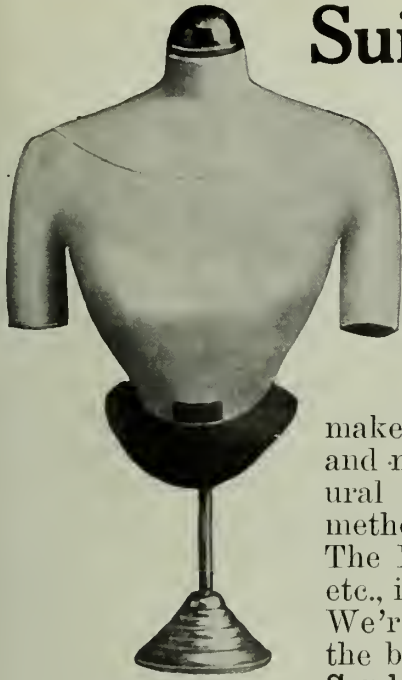
Drape arranged by C. J. Nowak from single piece of silk goods without cutting.

and half way from collar to belt. The other is carried downwards and backwards to find attachment at the waistline. The arm is removed and goods drawn back tightly and fastened behind, when the arm is again replaced. A little folding of the surplus goods around the collar forms an excellent trimming for this part.

Surplus goods are stowed away in the slit at back of form and enough left out to supply a panel down the back. This is accomplished by forming an end,

(Continued on page 90.)

Suit Season Means. Blouse Season



No. 19a. Price \$6.50.

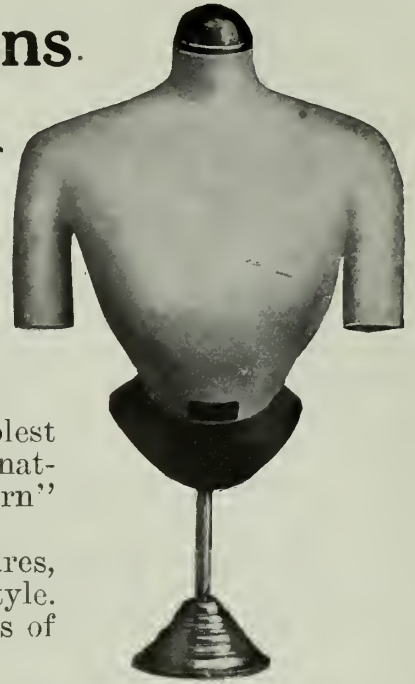
With the advent of the suit comes the demand for fancy blouses and the necessity of using sane methods for their display. The

D. and P. Blouse Forms

make the showing of blouses the simplest and most effective—allow of a most natural “goods - shown - as - they are - worn” method of display.

The D. and P. range of forms, fixtures, etc., is most complete and correct in style. We're in touch with the requirements of the best trimmers in the country.

Send for our new catalog.



No. 18a. Price \$5.50.

Dale and Pearsall, 106 Front St. E., Toronto

Manufacturers of High Class Forms and Fixtures

Are you interested in store display advertising?



No. 47 S

No. 47 S, with Half-Vox Arms, \$36.00, specially adapted for high-grade Gowns. Each limb adjustable separately up, down, sideways, forward, etc., made of fresh colored wood for shoes and stockings. Price, with iron stand, \$30.00, or with wax hands, \$27.00. Ask for No. 2 head, if this one is desired.

We wish to call your attention to the importance of keeping your windows always bright and attractive by using good fixtures.

Richardson's Wax Display Forms

offer the most modern ideas in display advertising. They are unique in point of life-like expression, in natural finish. They are made by the most expert wax workers who aim at perfection in every line.

It will pay you to adopt this progressive advertising idea.

New Form and Wax Figure Booklet is just out. A Postal will bring it to you.

No. 41 AA.—This new display form lends itself to any kind of display, adjustable to any angle, giving a graceful pose. Its lines are absolutely correct for the new costumes.
No. 41 AA, as cut \$7.50
Same as No. 41 AA, without flesh colored bust \$8.15
Same as No. 41 AA, without lifting device \$5.50
Sizes 32 to 40.



No. 41AA

A. S. RICHARDSON & CO.

Largest Manufacturers of Wax Figures and Display Forms in Canada

Showroom—99 ONTARIO ST.
Factory—101

TORONTO

Lecture on Card Writing by Mr. Hess

Although it was planned that Mr. Hess should take the floor at ten-thirty on Tuesday morning, it was not until an hour later that he began his address and demonstration in which he gave the boys some of the best ideas, both theoretically and practically, that it had been their good fortune to get since the days when they first began to wield the artists brush.

Those who heard Mr. Hess last year knew what to expect and got even more than they expected, while those who heard him for the first time were more than pleased with his lecture and individual demonstrations. His office, when not lecturing, was a very popular place for the boys, and he was kept busy answering the multitude of questions that were showered at him from all sides and at all times. If any of the boys went away without finding out what they wanted it was not for lack of clear explanation or backwardness in asking a questions, because Mr. Hess was always delighted to get a chance to tell them something of interest. The interest of the boys was the deepest interest of Mr. Hess and he took great pains in his explanations.

In opening he remarked that he intended through the course of his lecture to criticize any cards of those exhibited which he thought were worthy of mention, and stated that he hoped no one would feel hurt by any remarks he should make as it was a question whether a constructive or destructive critic does the most good.

A successful publicity man, he continued, must first obtain a good grasp of the English language. This was one of the prime essentials and no man could afford to neglect it no matter how much he thought he knew, he would still have something to learn. He referred to the "Correct English" magazine which was published in the United States, and said that it was an excellent thing for the brushing-up of anyone's English.

Mr. Hess states that show card writing came from England, and about forty years ago it first made its appearance in New York. The English are masters of the air-brush and for the greater part are superior at pen and brush lettering.

He states that throughout France, and the Republic to our south, they are almost without exception demanding the small lettering. No person wants a card that may be read across the street. The windows on one side of the street are enough for passers-by to observe at one time. The small pen lettering is therefore by far the most popular, both for sale or high-class display cards.

For small lettering, Mr. Hess pointed out the advantages of the Leeman music pen over all others.

This pen derives its name, not as some people thought because it made a noise when in use, but because it is used by music writers. The music pen may be swung around a corner which is almost an impossibility with a Soenecken pen. The speaker also drew the attention of those present to the fact that the music pen must be pulled down and not up. The Soenecken pens for some purposes are preferred to the music pens. In order to get a Soenecken pen flexible it should be very carefully handled and this method was thoroughly explained.

Mr. Hess thoroughly explained the work of suit case lettering and advised for the purpose the use of the Soenecken pen for the smaller, and camel hair brushes for the larger letters, with a waterproof ink. These brushes, he explained, should be well cared for and washed off with turpentine. Great care should be taken with the cloths that are used for drying these. They should be kept in a galvanized iron box because if they are left lying around in contact with wood or paper they are liable to cause a fire.

To the beginner of card writing the speaker gave good advice upon how to go about his work, and in this he brought out many points which, while intended for the beginner, were of great value indeed to many who had had long experience.

The card should be laid out in neat form, long words should be substituted for short ones, and vice versa where it is necessary to give lines a neat or uniform appearance.

Much time is saved by the use of stencils for laying out the card. An assortment of these will always come in handy to the card-writer.

Large price cards are not necessary, nor should a great deal of reading matter be put on a card, but care should be taken to give sufficient wording that it may have body.

Lower case letters are used considerably the most by the best card-writers. Much advertising is done in lower case type, and the show card is to a great extent in conformity with it.

Letterine is the best coloring to use, although distemper colors are excellent.

Mr. Hess strongly recommended the use of guide lines when more than one letter was necessary for a card. In the accompanying cuts, which he discussed at considerable length with the boys, it will be noticed that along the margin are marks which are intended to be joined to form guide-lines.

Fancy decorations add considerably to the appearance of a card and particularly a small corner decoration. Germany manufactures many of these and a number of American and Canadian card-writers use

them, but there are American firms who manufacture these and which are a great deal more satisfactory than those from over the water.

Air-brushes to give good results should be clean. It is in this that many air-brush workers fail to produce the best results from their efforts.

Ideas for cards should be sought for in many sources, they may be copied from any source except the opposition store windows.

Diploma lettering is productive of good returns, and a card-writer who has some idea of really artistic lettering would get a great deal to do.

The law of averages applies to the art of card-writing as it does to any profession. Some men will make it a success with little work, while others will find it necessary to work harder. One of the prime essentials of the publicity man is a knowledge of proper English. Any man who uses "ain't" is not an advertiser and should be ostracized from the profession.



Hess Pen Strikes

You've got to come to pen lettering to hold a job to-day.

Don't stick to card writing alone. Add to it window trimming and advertising.

"Amatuer" on a show card is not only a disgrace to the writer but an injury to the store.

Card writers in the big stores stick to "lower case" letters like people get in the newspapers.

No man who uses "ain't" has a right to teach another man advertising. Seek to improve your English.

Show card writing came to New York from England 40 years ago. You can't touch the hair brush work of London.

There is no more reason why a man should become a skilled card writer than a great surgeon or anything else. The "law of average" applies.

"Careful and intelligent" practice, not practice alone, makes perfect. You've got to use your head.

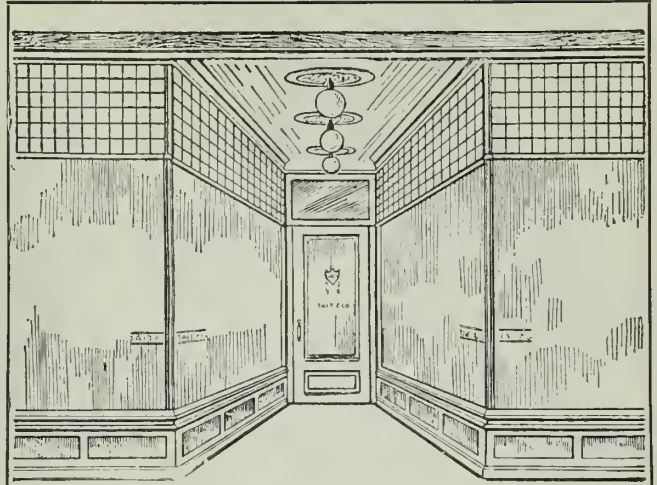
Sign painting and card writing do not necessarily go together. I loathe the odor of turpentine.



H. S. Morrison, a pioneer in the dry goods business in Toronto, died in Rochester, N.Y.

Fire, smoke and water damaged the premises of W. J. Chantler, Moose Jaw, to the extent of \$15,000. The stock consisted of men's furnishings.

A deputation from the Shipping Federation of Montreal interviewed the government to protest against a recent bylaw passed by the Montreal Harbor Board requiring shipping companies to furnish a full description of all goods imported into Montreal. They declared that this information was not supplied them by the senders.



More Customers Will Enter Your Store—

if your window is inviting.

Now we can't give you the display **inside** the window, but we can give you the store front display **outside**.

In our EASY-SET Store Front System, we believe we have perfected the most inviting and attractive kind of store front manufactured to-day.

We build these EASY-SET Store Fronts in brass, burnished copper and combinations of brass and copper, with leaded and plate-glass.

The price of the front is low and will return interest upon the investment immediately.

Write for full particulars now. We'll send and give you an estimate without any obligation whatever upon your part.

Address:

Consolidated Plate Glass Co. of Canada, Limited

241 SPADINA AVE., TORONTO

PHONE COLL. 8000

Private Branch Exchange connecting all departments

Music Pen Lettering

A B C D E F G H I J K L M N O P
 A B C D E F G H I J K L M N O P
 Q R S T U V W X Y Z & F E T P
 Q R S T U V W X Y Z & R S R +
 a b c c d d e e f f g h h i j j k k l l m m
 n n o p p q q r r s t t u u v v w x x y y z -
 1 2 3 4 5 6 7 7 8 9 0 \$ c s % ? ! (-) " "
A B C D E F G H I J K L M N O P Q R S T U V W X Y & %
1 2 3 4 5 6 7 8 9 0
a b c d e f g h h i i j k l m n o p q r s s t u v w x y z b d Quality

a b c d c f c h i j k l m n
 a b c d e f g h i j k l m n
 c p q r s t u v w x y z Z
 o p q r s t u v w x y z &
 1 2 3 4 5 6 7 8 9 0 \$ c
 One Stroke Roman 1913
One Stroke Slant Italic.: Single Stroke Skeleton



POND LILY SPRAY.

No. 5003. 24 inches long. Just the thing for a Mirror decoration. Made of large very natural Water Lilies and finely veiled leaves, branches soft with rubber tubing as true to nature as possible.
 Per spray\$ 1 00
 Per dozen 10.00



POPPY VINE.

No. 5009. Made of fine Muslin flowers and leaves true to nature.
 Per dozen\$13.00
 Per gross 30.00



GIANT POPPY SPRAY.

No. 5004. Made of a very large flower in the most natural execution and fine leaves, a truly attractive article in red, pink or gold.
 Each spray\$0.45 Per dozen\$4.50

We are the largest importers and manufacturers in the World.

THE LATEST



FOXTAIL SPRAY

No. 5425. A very attractive and most original decoration shown—the talk of Europe—21 inches high.
 Each\$0.40
 Dozen 4.00

BIRCHBARK

FOR COVERING BACK-GROUNDS, POSTS AND FLOWER POTS.

Per pound\$ 0.15
 Per 100 pounds 13.50
 Five square feet to a pound

CORK WOOD

IN LARGE PIECES FOR RUSTIC EFFECTS.

Per pound\$ 0.08
 Per 100 pounds 7.00

Our Fall Catalogue illustrated in colors is the most complete and finest catalogue ever issued.

L. Baumann & Co.

**357-359 W. Chicago Ave.
 CHICAGO, ILL.**



WOODBINE SPRAY.

No. 5063. In Autumn colors, very effective, inches
 Each\$ 0.45
 Per dozen 4.50
 Per gross 45.00

The Winners in the Competition

The announcement of prize winners in the decorating, showcard writing and advertising contests was made after the final business session on Tuesday afternoon and the result was: E. P. Burns of Robert Simpson Co., Toronto, won the silver loving cup, donated by the Dry Goods Review, for the best six original window and unit trim photographs, submitted during the year, in class 1. E. A. Wilson of Granville, Ltd., Calgary, won the gold medal, and J. A. McNabb of R. Hall and Son, Peterboro, the silver medal for the most artistic and original background and grouping, in class 2. F. L. Kiekly of McKinnons, Ltd., Weyburn, Sask., won the gold medal for the best holiday or opening window in class 3. E. K. Dalmore won the gold medal for the best men's wear units and furnishings, tables or windows, in class 5. E. McIlroy of J. Mickleborough Co., Ltd., St. Thomas, won the \$10 or interior decoration with artificial flowers being used, in class 6. E. J. Meadows of McLaren Co., Ltd., St. Catharines, won the \$5 prize for the best display of drapes or ready-to-wear grouping, in department windows or cases, in class 7. R. T. D. Edwards of Robert Simpson Co., Ltd., won the gold medal and R. Theobald of J. Mickleborough Co., Ltd., St. Thomas, won the silver medal in the showcard contest. J. McNichol of Allen Cummings Co., Ltd., Moose Jaw, won the gold medal, and J. A. McNabb of R. Hall & Son., Peterboro, won the silver medal for the advertising exhibits.

The advertising contest was exceedingly close, and the winner will have to keep his machinery going day and night if he does not wish to be nosed out of it next year. The class of exhibits that were made was of a commendably high standard and bespoke great powers for publicity art in the contestants.

In rendering their decision on the advertisements the judges said of the winning series: "This shows good careful work and looks like useful advertising. In write-up and general descriptions it is well-worded and just about enough write-up is used. There is an advantageous use of spaces and cuts and a good use of boxes. The headings are clean. There is no exaggeration or too profuse use of superlatives. This entry is best in general effect and arrangement. Masses of type and cuts are used rather than division lines. There are excellent groups of goods. It is useful work and entitled to credit."

Banquet Brought Convention to a Close

A long table was filled with members and representatives of the exhibitors on Tuesday evening in Williams' Cafe on the occasion of the banquet. The new president, J. A. McNabb, was in the chair, and at his right, J. L. Maude, as toast master, and on the left, the retiring president, H. J. Hollinsworth. An entertaining opening hour was spent in reminiscences of the olden days.

"The association and its future success"—the toast now closest to our hearts as Mr. Maude expressed it, followed the drinking of the King's health.

"The convention of 1914 has even now begun," said Mr. McNabb in responding, "and it will be a great success, I feel sure." The views of the members had been broadened by addresses like those of Mr. Nowak, and these would tend greatly to the big success of the coming Fall openings.

A benefit fund for members in distress or trouble was suggested by Mr. Hollingsworth in replying to "Past president and retiring officers." This would be an unselfish object beyond all thought of personal gain.

The speaker urged all to work for their mutual interests. They should not feel that others in the

same line in their town or cities were competitors; there should be no antagonism. Such an idea was a big mistake.

"The more competition the better for yourself; your employees will do more for you. It will bring up the standard.

Mr. Hollinsworth referred to his own experiences in getting better positions for members of the association.

"There is a demand through the universe for window dressers," declared Mr. Mowetson, a well-known traveler for a New York house who was present. "There is a demand in New York even. One house has been advertising for a window trimmer for five years—what do you know about that?"

Mr. Mowetson recalled the time 20 years ago, when the step-ladder was the chief tool in the window, and dressing started at the ceiling. He had been called in recently to reproduce for his old firm a window he dressed 17 years ago, and as he had planned it carefully, he was able to do so, "and I tell you it made a hit." (Cheers and laughter).

Mr. Maude suggested a careful canvass of the window dressers among the hardware men, and gro-

HARVEY

**“THE HARVEY”
SUMMER-WEIGHT
UNDERWEAR**

is now in the hands of our travellers, who are on the way to see you with the finest, largest and best assorted range ever shown to the trade.

We have prepared for a big demand and will give excellent deliveries on all orders placed for the coming season.

The line comprises:

Elastic Swiss Ribbed Ladies' Underwear

“Airywear” both Ladies' and Mens' Boys' and Girls' Combinations in Latest Styles

It will pay you to wait for “The Harvey Brand” man, who is backed up by a factory supervised and under personal direction of Underwear Specialists of long experience, with unexcelled facilities for manufacturing high grade underwear.

Compare the line with any other offered to the trade, and you will stock “Harvey Brand” for 1914.

We sell direct to the Trade. Buy from the makers.

Harvey Knitting Company, Limited, Woodstock, Ontario

AGENTS:

Maritime—F. S. White, St. Stephens, N.B. Quebec—P. de Grouchy & Son, 207 St. James St., Montreal. Ontario—J. E. McClung, 33 Melinda St., Toronto, Ont. Manitoba and Sask.—W. Barrowclough, Woodstock, Ont. British Columbia and Alberta—H. P. Lang, Vancouver.



“Harvey Porous Birds-Eye Net.”



“Harvey Fine Swiss Ribbed Lisle.”

cers, and others in order to swell the ranks and increase the importance and benefits of the C.W.T.A.

Mr. Hollinsworth again pressed home his remarks earlier in the evening, as to the proper relation to rivals. "Don't keep mum about your being at this convention with the idea that they might steal a march on you next year. You should be tickled to death to tell them what you have learned. Make friends of them. It's in the common interests. Bury all jealousies."

Mr. McNabb followed up by recounting his experiences in Peterborough, where the rival window dressers now were working together and often indulged in "round table" conferences.

The show window he regarded as the only effective way of fighting the mail order trade.

He asked for the loyal support of all present for the officers of the association.

A camera was considered by Mr. Nowak as his best help in advancing. It was the camera that had drawn outside attention to his own work and started a series of articles that finally resulted in his appointment as an instructor.

"Is it good enough to photograph?" was a question that should be asked of every display. Night was the best time for reproduction, when the full opening stop should be used for five to seven minutes.

Mr. Nowak concluded by urging all to keep scrap albums and study what others were doing and assimilate their ideas. Books should be studied on every line in which the trimmer was engaged.

Short speeches were given also by Messrs. J. A. Jervis, Ottawa; Greenhill, St. Thomas; Burns, Toronto; Boucher, Montreal; Andrews, St. Thomas; Perry, of *The Record*, and Black, of *The Review*, while Mr. Murdison, of Regina, contributed a couple of capital songs in Harry Lauder style.

"Auld Lang Syne" closed the convention of 1913.



Convention Notes

Jack McNabb says the sleeve pattern he got was alone worth his two-dollar entry fee.

Veale says he'll come again next year if it is to hear Mr. Nowak alone. Now that's the spirit.

The association started its record financial year, at the opening of the convention, with a clean sheet.

Moose Jaw won the advertising contest and Calgary the C.W.T.A. gold medal for window trimming. Here's to the West!

Doesn't Mr. Hess like to see the boys get along? Well now. He couldn't have shown them more interest if it had been his favorite sport.

Hearty votes of thanks were passed to Mr. Hollinsworth, Mr. Maude, Mr. Nowak, Mr. Hess, and *The Dry Goods Review* for their services.

The association is indebted to the Beaver Board Co., of Ottawa, and the Sherwin-Williams Panel Co., of Montreal, for the material for the screen dividers.

St. Thomas is apparently out for Peterboro's number, judging from the publicity they gave themselves by attendance and prizes, they are out to win some distinction.

If Harry Hollingsworth is acknowledged the father of window draping in Canada, Mr. Dale thinks he will put in a claim as grandfather—he started in at window work 35 years ago.

The experience of Messrs. Hollingsworth and Maude, former president and secretary respectively, will be valuable to the incoming executive, and they can be counted on as active, not "associate" members.

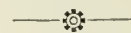
St. Thomas had the largest delegation from outside of Toronto in F. J. Thompson of W. E. Maxwell; Warren Andrews of Anderson Co., Limited, and Edwin McElroy of J. Mickleborough, Limited.

What is in the air around Peterboro' that leads so many publicity men to fame? Its past records shine with men who have made good there, and others who have begun there and are winning fame elsewhere.

Among the places represented were Montreal; Huntingdon, Quebec; Ottawa, Picton, Belleville, Napanee, Midland, St. Thomas, Peterborough, Brantford, St. Catharines, Chatham, Windsor, Hamilton and Toronto.

Regina has the honor of sending a delegate the farthest distance, "Harry Lauder" Murdison as he came to be called. Mr. Murdison dressed the windows for the new famous "twenty-page ad" of the Glasgow House.

Winner of *The Review's* silver cup in 1912 and President of the C.W.T.A. in 1913 is pretty good going for "Jack" McNabb, of Peterborough. And those who know him say he can keep going at the same gait on the 12-months' Presidential Marathon in which he has entered.



The Larned-Carter Overall Company of Detroit has opened a branch at Sarnia.

Miss Elizabeth McCreary has taken over the millinery business of Mrs. R. J. Moore, Treherne, Sask.

The late Frederick Wyld, of Toronto, formerly a wholesale dry goods merchant, left an estate of \$622,585.54.

Werner Bros., of Elmira, will open a dry goods, millinery and house furnishing store in Hespeler, Ont., about September 1.

John Hoekin, one of the best known millinery travelers in Western Ontario, died at 3 Grange Road, Toronto. He was first engaged with Brayley & Co., then with the D. McCall Company, and at the time of his death with George Goulding & Sons.

"The Kayser"

Patent Finger-Tipped Silk Gloves
A Guarantee in Every Pair

Kayser Silk Gloves—The World's Standard —The Favorite in Canada

Once again we point out the importance of your giving us your help by placing your

Advance Orders Early

Ever since we secured for Canada the Kayser Silk Gloves the demand has been hard to cope with. The German plant is in shape to look after a still larger Canadian business, but we want **early orders** to give you first deliveries on time, and consequent satisfaction on sorting orders.

**To sell Kayser Silk Gloves is to do the
silk glove business of your community**

Our salesmen are posted on lengths and colors. Order with confidence when our man calls.

**Kayser Gloves are made known
to your customers continuously.**

Kayser Silk Gloves are sold exclusively in Canada by

PERRIN FRERES & CIE

28 Victoria Square, Montreal

How United Effort Brought Increased Trade

OTTO Buchrman n writes in *Men's Wear*, New York, as follows:

Co-operation appears to be the order of the day, and the experience of a man who believes in it so firmly, that it has worked deep down into his system is given to my readers as an illustration of what can be done by pulling together. The story is worth the reading.

Some clothiers may ask, "Why do you tell the story of a co-operative movement in different lines?" Because as a representative man in his community, this certain clothier has utilized the possibilities of a co-operative movement to enable him to sell his goods. He is one of the main springs of the retail clothiers' association in his state, and to hear him talk about what can be done "by all working together" would enthuse the most pessimistic dealer in the trade. He believes what he says, and he practices what he preaches.

His talks at the state clothiers' conventions have the foundation of experience; sometimes they may not be as smoothly spoken as by others, but they teem with good horse sense. Possibly friendship for this man may have its influence on the relator of these occurrences, but as he does things, and has made a success of his business, he can well be held up as worthy of consideration.

He is not a "money-grubber," pure and simple; he is a clothier to whom you can "show" a thing. He would stand and give away five-dollar bills at the rear of his store, and trust to his knowledge of human nature, the cause and effect of values, and a correct policy, to make twenty-dollar bills come in the front door. He scatters money to increase his business.

This man lives in a small city in the corn belt of a middle western state, and is an aggressive, live young Irishman, who, with the pugnacity of a son of the Emerald Isle, is always "doing things." He is the "boss" of the dominant party in his city; he is the moving spirit in the sporting world of the community, and every young man in town, as well as every boy, regards "Jim" as his own personal friend to whom he takes all his private and public worries; for on whom else can the boys rely, except on "Jim," to put up money for the baseball, football, basketball matches, etc? Pay him back? What man or boy in town would dare try to beat Jim? The standing of such a one in the community would be away below the bottom of the list of "fellows," if he should fail to pay his obligations to this common

A Co-operative Effort on the part of Merchants Resulted in Much Trade From Outside Points Coming to Town—A Systematic Advertising Campaign Played An Important Part—Prizes Were Offered to Salesmen.

friend. Make a note of this fact, Mr. Clothier; it is not the legal obligation which makes "the boys" pay up; it's the moral obligation to "stand in right" with Jim.

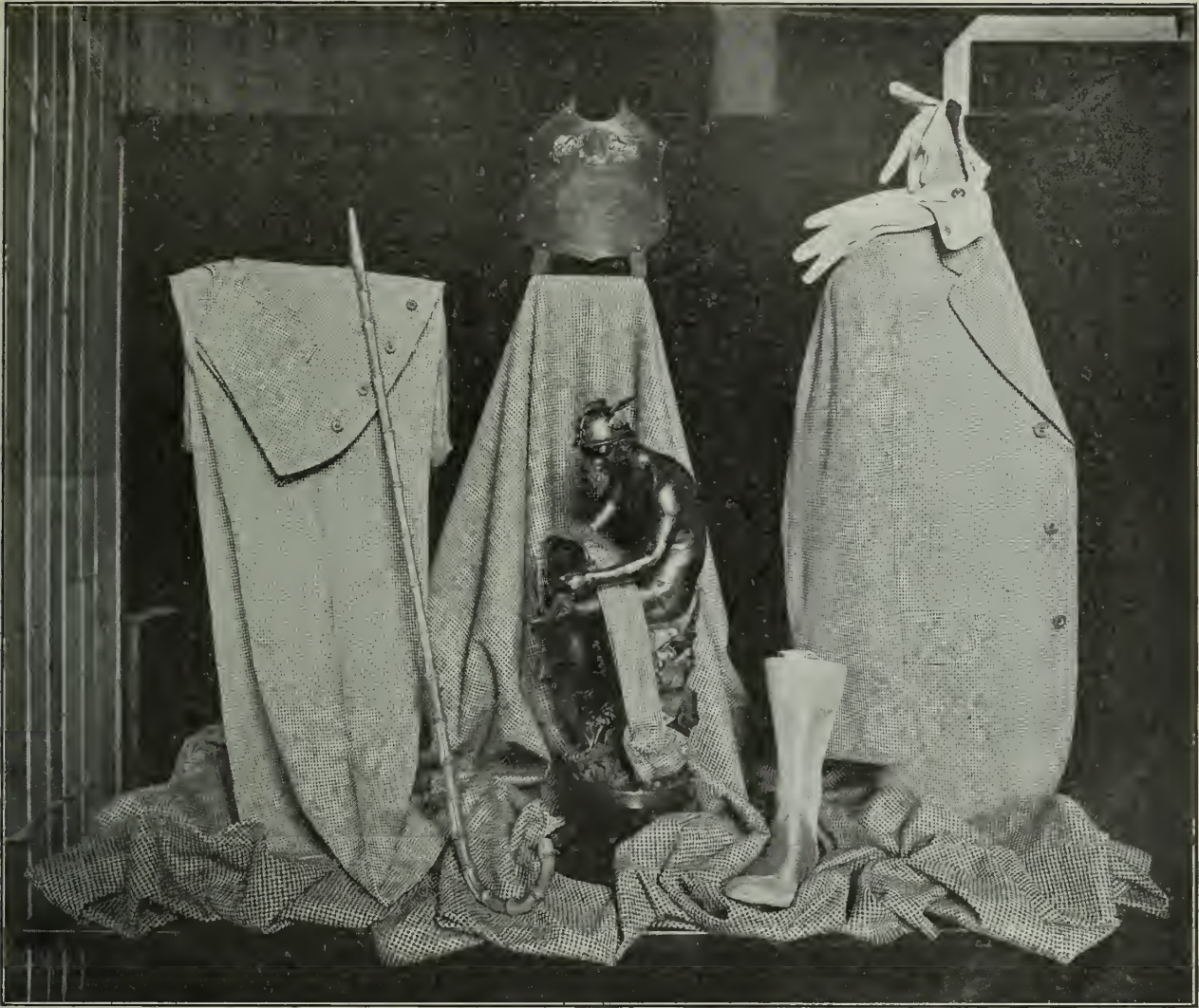
Youngsters will pay their "debts of honor," but they do not feel the same obligation to pay a mercantile liability. It's the human nature of the thing which offers a point for study. They pay friends and associates, but let strangers "wait." Are you a stranger? Or are you a "friend" of the boys?

But to come back to the story of what "Jim" did recently: The city had no special claim, or attraction as a trading point, being within one hundred miles of a metropolis, besides there were the always present jealousies of a local community with which to contend; and as these had to be first overcome, he chose the biggest men in the town, in the sense of being broad-minded, to assist him in his purposed undertaking.

He called in the most prominent dry goods merchant first, and drew his attention to the great number of automobiles in the country, and suggested to him that if the owners of these machines could be attracted to the city, it would bring a large volume of trade. Most women were in no way hampered by the lack of knowledge necessary to handle a machine, and all knew how to drive; and as the women in his section do the most of the buying for the entire family, the idea was to get them to come to this town to do their shopping.

The dry goods man saw the proposition in the favorable light in which "Jim" presented it, and said he was willing to join with his neighbors in any effort to bring the outlying trade; and asked what plan had been contemplated. But Jim was not going to propose any plans until each dealer in his particular line had been enlisted in the general idea. "You see," said he, when telling the writer all this in confidence, "any plan any one man would advance would have been talked over, picked to pieces, and discarded by the crowd; so, I kept my plans dark until at a meeting of nine merchants, each representing his line, all had agreed to pull together in this matter: Dry goods, shoes, clothing, furniture, millinery, hardware, restaurant, grocer and the bank were all represented.

"I got each man to give his plan, for I knew that, no matter how much it would be modified, it was still his plan, and he would support it."



Very effective display of men's wear executed by Mr. S. A. Morgan, of Semi-Ready, and R. J. Tooke's, Toronto.

The one dealer thought a notice in the newspapers, announcing free ice cream on certain days, would be sufficient to bring the women. Another said he favored circular letters and a bargain day. Another thought the newspapers in the surrounding territory could be used, in connection with the local paper, to bring trade. Another suggested circulars distributed by messengers.

Each was a plan which these merchants had used in whole or in part, at some time in the past.

Another suggested keeping open house by turns.

The discussion was continued until the purpose became definite and fixed, to engage in some sort of an effort for trade-bringing.

Now came the crucial test of their enthusiasm: The amount of money each was willing to put up. In order to equalize the cost, units of \$50 were used. The restaurant man was assessed one unit; the millinery shop one unit; shoes two units; dry goods three units; clothing three units; furniture two; hardware two; the grocer two, and the bank two units. Jim made it plain that he was paying more than his average share, but would not kick. The

bank objected to its share, but "came across" when it was pointed out that it was for the general good of the city, in which the bank had a vital interest.

One merchant suggested that they go ahead, and do what was decided on as best, and then levy an assessment on each member in proportion to the cost; to this Jim objected most decidedly. "No," said he, "it's all right to talk nice and enthusiastically, but when it comes to paying, it's quite another matter. We will put our names down, give our check and put the money in the bank; and then if it is not all used, it can be paid back pro rata. No credit business for me in an undertaking of this kind. Money down, before a wheel is turned, and then there will be no kicking and hard feelings."

After each dealer had signed the obligation to pay his assessment, and had turned in his check for the amount, then the question came up as to how to spend the money.

Now came the time for Jim to spring his plan; he told how one single advertisement was of little value as an educator; how much more valuable two, and the more certain results to be expected from the



A simple but effective unit arranged by E. P. Burns, with the Robert Simpson Co., Toronto.

third ad. Therefore, this campaign must consist of a series of advertisements. As the merchants all knew that Jim had studied the subject of advertising very thoroughly, they were willing to follow his suggestions—all but the one, in which he wanted to spend the money to have the “copy” written by some expert outside ad man. They all balked at this, and Jim had to be satisfied with the help of the ad man of the local paper; but as he was one of Jim’s staunchest friends, he caught the bigness of the idea, and wrote up some excellent copy.

There were three pamphlets of quarter-sheet size of twelve pages each to be gotten up. The front, second page, and back cover were given to the general announcement of the advantages of trading in **this** particular city. The first pamphlet made a strong plea to patronize home merchants; the second showed the basis of self-interest to the consumer to trade at his nearby city, and the last pamphlet combined and amplified both of these arguments, which were made still stronger why the money should be spent at home with the local merchant, directing the argument at the land owners and well-to-do people.

The advertisements in each pamphlet were made to conform to the dominating idea, each dealer being

represented with a full-page ad in which he made some specially strong arguments why people should spend their money with him.

These pamphlets were now distributed at intervals of four weeks each, great care being used to place them in every home within a radius of 25 miles. Three automobiles were engaged, each with a driver and two small boys, one on each side of the machine, to run out and put the pamphlets in the houses—not the mail boxes, but inside of the door of the house; and in almost every case there was a little story to tell about the big undertaking. Do you see where the friendship of the boys for Jim was an active factor in this advertising plan? They always mentioned his name in some connection or other with the undertaking, uninstructed, but quite naturally, as might be expected from friends.

There were but as many pamphlets printed as were to be used; none to spare or be thrown away! Anything which has no value is usually handed out without care or interest.

Next, about twenty-line “readers,” changed every week for two months, were published in all the newspapers within the territory covered by the automobiles. These “readers” told of the weekly attractions



A neat unit arranged by E. P. Burns, with the Robert Simpson Co., Toronto.

offered by the merchants of the city, in addition to the bargains named in the pamphlet; particularly emphasizing the Tuesday and Thursday bargains. In this manner, and by these joint means, the interest and curiosity of the entire country was aroused, and many visitors who "just ran over to see what the merchants were doing," became buyers and regular customers; for everybody is so much a creature of habit that when once they came to our town to buy, they were impelled to come again. This applied particularly to Jim, for his store policy was without a flaw or question, and his lines of goods the best to be had in the market.

As Jim's neighbors who had joined with him were the most prominent and best merchants in the city, they all supported each other. When a customer came into the store of one of the co-operators, he was asked about his other contemplated purchases, and it was made a point of honor to see that he bought from one of their number.

A committee of three handled all the money, made all the contracts and attended to all details. Jim was, of course, the chairman. "It took a lot of work," said he, "but it was not as much work as to worry over a spell of dull trade, such as we always

have at this season. Work never killed anybody; it is the everlasting worry that takes a man's energy. Always keep stirring things up. If you can't do it one way, do it another. It's better to have a fight on your hands than to have the dry-rot."

To centre the trade in the hands of the advertising merchants, trade slips were handed each customer from out of town when they came into the store; with the request that they present the slip to the salesman from whom they made cash purchases and have him enter the amount on the slip. These slips could only be used when buying for cash. When the last purchase was made, the slip was turned over to the salesman, who filed it in the office, from where they were sent to the bank, and then the customer was mailed a check equaling 5 per cent. of his purchases; and this sum was charged to the account of the merchant who had sold the goods.

Jim said, to hand the buyer this rebate in cash, was too common and would not have the same psychological effect as to send him a check from the local bank. The town and merchant were both raised to the position of a friend by this way of paying

the bonus; and the mailing list thus obtained, of live and actual buyers, was of the greatest value to the merchants for future use.

The page advertisements in the pamphlets, of each dealer, were reproduced in the local paper, at a reduction from the regular rate, as the composition was saved and the printer had a contract for twenty-seven big ads from the merchants; all contracted for by the committee and paid for out of the common fund. Jim says he did this to make sure that every man would do his full quota of advertising.

Thus the papers were full of the undertaking from week to week. Then came this inspiration to the sales people: Prizes were awarded in all the business houses for increased sales; every salesman was on his mettle to make a good showing, and the talk of the town was about the far-away trade which now come daily. When an automobile load of customers were seen coming through the streets, every salesman was in a flurry of excitement to "get a chance at them."

The sheriff's office in the court house was secured as a meeting place and reception room, where a rest room was established for visitors, and the conveniences of drinking water, clean towels, soap, combs and brushes were at the command of the automobilists to freshen up and arrange their dress. Each merchant had a large sign hung in the room, telling the visitors where to go.

The sheriff was glad to get the chance to be a host to so many of his constituents, and confidentially told Jim he "would make the county pay for the little extras of laundry, soap, etc., used in his office, and it would not cost the merchants a cent."

Nine firms footed all the bills, and neither firm spent any more than they would have done singly in making a special effort for trade-bringing during the summer months. Had it been planned to include every dealer, the undertaking would have fallen through, for the "kicker" is always present, who wants things done his way or not at all. But these men, disregarding the criticisms of the outside objectors, went ahead, paid their money, and got the business.



Demonstration of Draping by C. J. Nowak (Continued from page 76.)

folding into a panel form and tacking across the shoulders, from here it extends in a uniform width to the bottom of the dress.

An excellent but simple idea is used to get neat finish around the bottom of the skirt. Two pieces of cardboard are cut, one round and the other square. These are inserted in the fold of goods around the bottom. By a close inspection of accompanying cut the effect of this may be seen. A belt and a few buttons complete the trimming as the decorator may choose.

Mr. Nowak commented on the value of doing dis-

plays in the workroom and when a couple of forms are ready to place in the window this may be done with little loss of time. The workroom is also a great deal cooler place to work than in the window where a thermometer would frequently register from a hundred upwards.

On Tuesday afternoon Mr. Nowak took up the latest novelty in draping along "cubist" lines. The furore created in New York at the International Exhibition of the "Impressionists, Cubists and Futurists" last Spring was bound to make an inroad of some description upon feminine fashions. The strange conglomerations of lines and colors with such bizarre effects as to draw down an avalanche of terms such as "absurd," "crazy," "mad," etc., were reproduced to some extent in models, but the attempt was not successful, except in one direction. The Cubist, as it was explained, paints what he feels, rather than what he sees, therefore some of his shapes and conceptions are intangible to others. His drawings lack the accustomed forms, and seek expression in straight lines, angles and other geometrical combinations.

It is this aspect of the new movement that has appealed to the fertile brain of the window dresser—as a legitimate and eminently practical and attractive form of displaying merchandise. So he, for the nonce, discards the curved forms in arm and shoulder, bust and hip, and revels in squares, and rectangles, cubes and triangles, and retains alone the long graceful sweep that may conceal the cruder bases of his new conceptions. Some of the window dressers have adopted the clash of colors of the new school, after the fashion of the Bulgarian invasion, but Mr. Nowak in his demonstrations limited himself to three with color harmony and in the first instance to a single piece of silk. The "fixtures" are simplicity itself; one an ordinary stand a few feet high; another with triangular pieces of beaver board attached to it; all inexpensive and easily made.

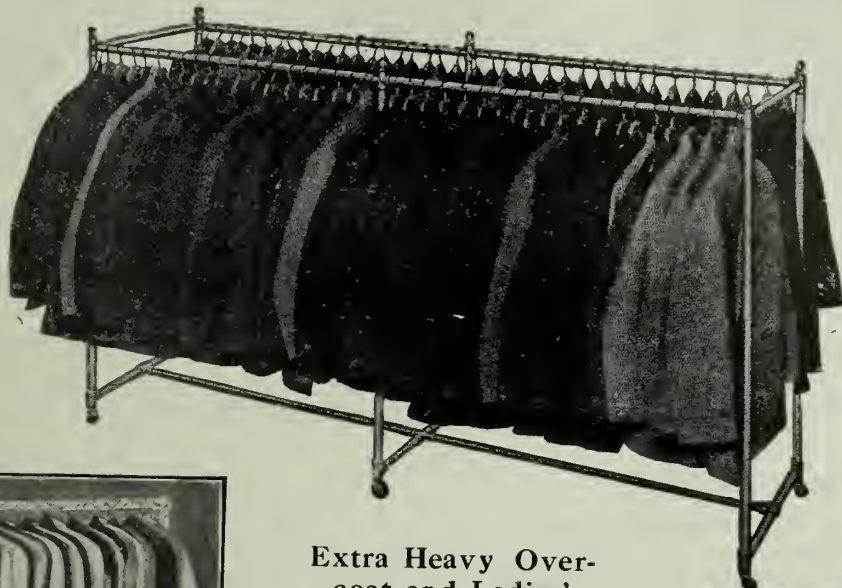
"Simplicity is the keynote of Cubist draping; there is no fussiness, and merchandise is shown to the best advantage," was Mr. Nowak's introductory remark. "Keep that always uppermost in your mind: don't get away from the merchandise."

The first demonstration was a simple drape of taffeta silk 20 yards long on a straight narrow stand, six feet high. The silk was folded on its width first and the selvege edge attached to the top and pinned down to the bottom. Three loops of decreasing length were arranged and the tops formed in "cube" effects. A portion of the silk was gathered around the base and two sweeps to the right completed this simple but effective drape.

The second was produced on a rectangular fixture six feet in height and 18 inches wide. The folds were arranged in a broken line "to get away from the regular," and the sweep brought from the upper right hand corner and drawn across to the left.

The Taylor-System of Garment Hanging

THE TAYLOR Bar-Steel Tube Rack System has not only revolutionized the method and manner of hanging clothing, but has cut the expense of the high-priced fancy clothing cabinets. Where a merchant can afford to spend his money for fancy fixtures, clothing cabinets may be O.K., but where a man wants SYSTEM, concentration, protection, and neatness, TAYLOR TUBE RACKS are best. Some of the largest clothiers in Canada and the U.S. are using our racks with great success. Send us an order. You will be pleased.



Dispenses With High Priced Clothing Cabinets for they serve the same purpose.

Model A

Double Bar-Polished Steel Tube Racks.

Shipped Knocked Down—and require no tools to set them up. Mounted on the famous Ball Socket Rollers.

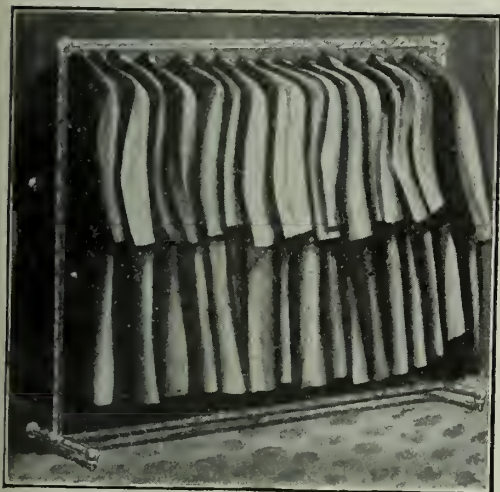
Net Prices, F.O.B. Factory.

6 feet long, 4 posts	\$ 9.00
6 feet long, 6 posts	10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

OXIDIZED STEEL TUBING.

6 feet long, 6 posts	\$13.00
8 feet long, 6 posts	14.00
10 feet long, 6 posts	15.00

Suit Racks stand 5 feet high and 26 inches wide. The Overcoat racks and Ladies' Garment racks stand 6 feet high. Same price as suit rack.



Single Rack, Model D.

Extra Heavy Overcoat and Ladies' Suit Rack

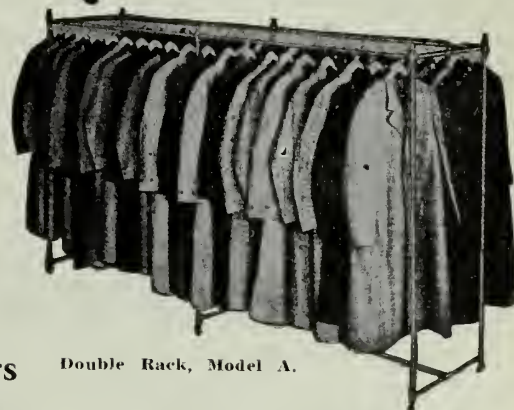
Single Bar

Made of 1½ inch polished steel tubing, gilt fittings, ball socket rollers.

6 feet long, 2 posts	\$ 8.00
8 feet long, 3 posts	9.00
10 feet long, 3 posts	10.00

Made of 1½ in. Oxidized Tubing.

6 feet long, 2 posts	\$10.00
8 feet long, 3 posts	11.00
10 feet long, 3 posts	12.00



Double Rack, Model A.

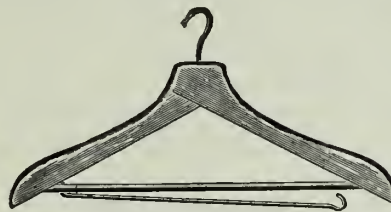
Correct Garment Hangers



No. 31—Coat Hanger. Smooth hand buff, wax finish, per 100\$3.50



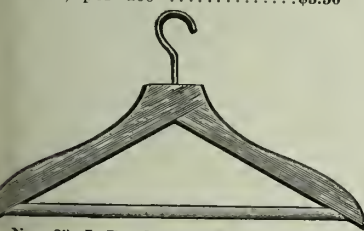
No. 25—Skirt Hanger. With hook to skirt at place. et, per 100\$6.00



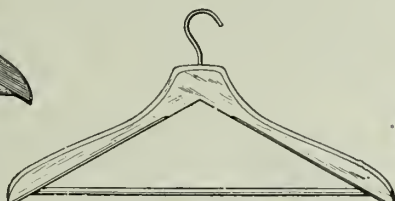
No. 54—Combination Suit Hanger. With wire attachment to prevent trousers from slipping off, per 100.....\$10.00



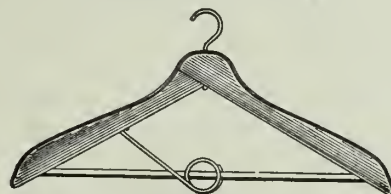
No. 90—Wire Skirt Hanger. Holds skirt folded as shown, per 100\$4.00



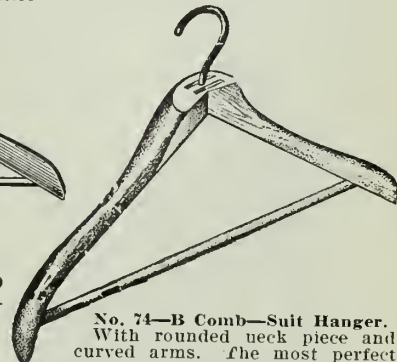
No. 33 I B—Combination Suit Hanger. Per 100\$7.50
No. 33, same without bar, per 100 6.50
No. 33. B. Boys, 15 inches wide, per 100 7.50
No. 39. B. Overcoat, 20 in. wide, per 100 8.50
No. 39. Overcoat hanger without bar, per 100 7.50



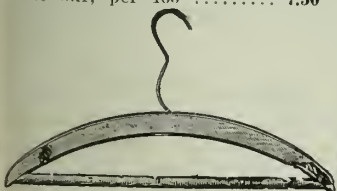
No. 34 I B—Combination Suit Hanger. Inserted trouser bar, per 100\$8.00



No. 64—Combination Suit Hanger. With wire attachment to prevent trousers from slipping off, per 100\$9.00
No. 64—Boys, 15 in. Same price.



No. 74—B Comb—Suit Hanger. With rounded neck piece and curved arms. The most perfect garment hanger ever made. \$15.00 per 100.



No. 31 XB—Suit Hanger. With tacked trouser bar, per 100\$5.00



No. 92—Ladies' Combination Suit Hanger. With wire attachment to hold skirt, per 100\$6.00

Write for New Catalogue No. 96
Mail Orders Promptly Filled



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

Styles at the Derby

A FASHION writer in describing the styles worn at the Derby of 1913 says that the King favored a gray worsted frock suit, which was worn buttoned the whole afternoon. With this was worn a white shirt and square wing collar, with a necktie of His Majesty's racing colors, royal purple and maroon. This was held in position with a tie pin in the form of a horse and jockey in diamonds. White kid gloves with black points and a black silk hat completed the costume. One other day when not accompanied by the Queen, His Majesty wore a dark gray frock coat. On Oaks day the King wore a grey topper of which he is particularly fond.

Earl Grey, the former Governor-General of Canada, wore a single-breasted frock with large double lapels, the points of which reached very nearly to the shoulder and sloped to a point at the waist where the coat was held closed by a link button. The front of the coat was cut away. His shirt was a soft-fronted one with a wing collar having a very wide opening and a black satin bow tie. The waistcoat was double-breasted and cut very deep.

A novelty in collars was worn by Lord Sandhurst, a double fold with the outer fold extending only half way down the collar.



The morning coat holds sway in London. King Manuel, a late convert, wears a black morning coat and trousers of the same material, with a white double-breasted waistcoat and a black satin wide-end tie.



Lord Lansdale's clothes are the talk of London. His frock coat which is worn buttoned is cut double-breasted. The lapels are rolled flat to the waist line and are not faced with silk but are of the same material as the coat, a black-faced vicuna. His waistcoat is double-breasted, white, and is cut very low, while his tie is of white silk, knotted derby shape. His trousers were cut very wide and of black worsted with a heavy white stripe which he could carry well with his height.

Width of the Band

ONE OF the problems confronting the buyers for next season is the style of bands for straw hats, as on the samples shown to the retail trade the widths vary from half an inch to three, with bows on the side, quarter and back. However, the merchant who has studied his customers in the past knows pretty well even in new styles what will suit their fancy.



One-Piece Bathing Suits

THE BATHING suit season has been a very successful one in the United States. The one-piece suits have caused some trouble in Atlantic City and other resorts where the police have driven the wearers into the shelter of the bath house. In Toronto the one-piece suit was worn by four women contestants in a race across the bay, all of them from England or Scotland. The two-piece jersey has as usual been the most popular everywhere.



The shirt manufacturers report a continued demand for the long point collar, and the supply is insufficient. A new collar along similar lines is being made for fall wear, with the inner fold, however, higher.



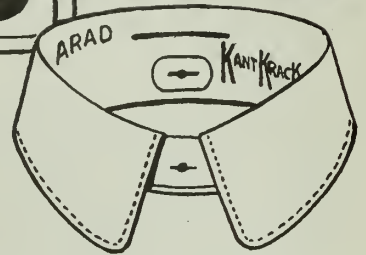
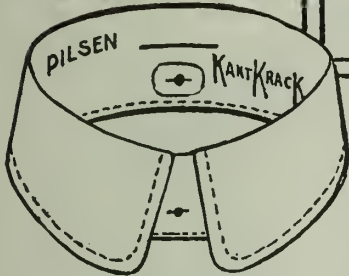
Shirts with innumerable small pleats on the bosoms which were limited to white at first are coming out in fancy patterns, to sell at from \$2 to \$3.50. Some authorities declare that stiff front shirts will be worn extensively. Many will be of the "semi-bosom" style.



Some new designs in scarf safety pins will probably be seen this Fall as well as new ideas in cuff links and buttons, watch chains, fobs, etc. It is the general belief that the wrist watch for men has about reached its height, although the sale for women is increasing.

KANTKRACK

COATED LINEN
COLLARS



“One Grade only
and That the Best”

—that's **KANTKRACK**

Have you tried these famous water-proofed linen collars in your men's and boys' collar department?

They have two distinct features which recommend them above all others—The long slit over the back button hole, and the flexible riveted flap, reinforcing the usual weak spot, **KANTKRACK** are easily cleaned with soap, water and sponge. All the best styles. Look like linen—wears better.

(Made in Canada)

The Parsons and Parsons Canadian Co.

HAMILTON

CANADA

IMPORTANT
to
**PYJAMA
MAKERS**

Ashton & Pulford

22 Back Piccadilly
MANCHESTER (ENGLAND)

Can supply all your re-
quirements in

KNITTED or BRAID
GIRDLES, FROGS,
LOOPS, TASSELS,
BUTTONS, TAPES, etc.

Boys' Hosiery Girls' too

The boy and girl-proof hosiery is the kind the paternal heart yearns for—the kind that cuts the darn out of the weekly housework; in other words, the

Dominion Brand Hosiery

These hose give the most all round satisfaction of any brand to-day. They produce larger hosiery sales and give good profits.

We make a complete range of knitted caps and mittens, and invite the request for samples.

**A. Burritt
& Company**

DOMINION MILLS
Mitchell, Ont.



**OB
SUSPENDERS**

(Made in France)

Guaranteed for one
year.

**S. E. Porter
& Co.**

Sole Agents
for
Canada.

Complete Stock
on Hand

at

“Birks Building,”
MONTREAL

The grey top hat is being worn by young men in England as well as the elderly ones the last few months.

• • •

The popularity of black and white and brown and white checked trousers in Paris has created a demand for caps and cloth hats in similar patterns.

• • •

The old style of linen cuff is being revived. One sample shows the link holes well back on the cuff where the links hold the linen close to the wrist and allow the ends to flare. In another the flare is not so pronounced.

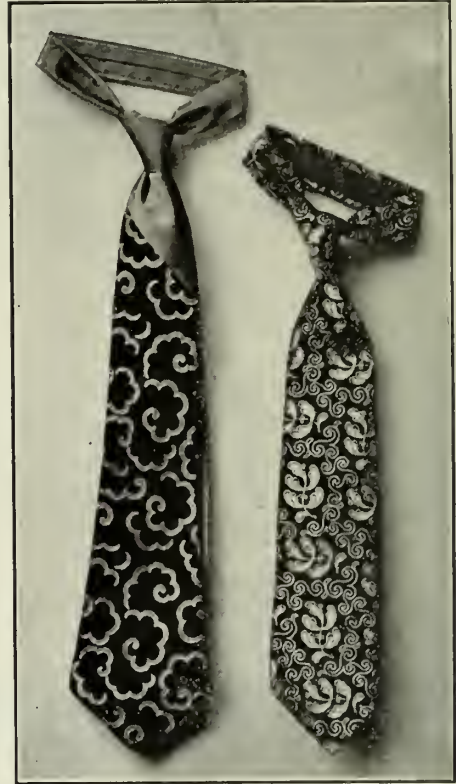
• • •

The fashionable straw hats in Paris are high in the crown and narrow in the brim. The young men show a partiality for the rough braids and the saw tooth edges. The Panama hat is not having a very good season, being seen mostly in the country and at the seaside and very few in town.

Quieter Shades Are Favored in Neckwear

(Continued from page 60.)

The small checked necktie in black with white and two-toned shades of brown will have moderate popularity. This is mainly to match suits of similar patterns. Cross-barred goods, while making a narrower tie, will be used to some extent, although they



Late patterns in neckwear. Shown by courtesy of Crescent Mfg. Co.

Miller Brand Duck Clothing

"AHEAD OF ALL"

Barbers', Bartenders', Doctors' and Butchers' Coats

We specialize on duck clothing of all kinds for all classes of trade and are the exclusive manufacturers of

Miller's Guaranteed Unshrinkable Duck Clothing

famous for its shape retaining qualities. Costs one price, sells at one price.

Write to-day for the agency for your town.

Miller Manufacturing Co.
MUTUAL ST. TORONTO

will not have the same prominence that they have had in recent times, as the wider ends are by far the most growing in demand.

The cross-barred cravat has one strong thing in its favor, and that is it is cut the long way of the material and is not pulled out of shape when it becomes wedged in a collar as sometimes happens the bias cut tie. To obtain the wide end, however, there is no alternative, but the material must be cut diagonally.

A change from the usual type of straw hat with the black band that may become fashionable is a light tan straw trimmed with a golden brown ribbon finished with a hand-tied bow.

Worn by the Best People

Sold by the Best Dealers.

"CEETEE"

UNDERCLOTHING

PUREST WOOL ONLY — UNSHRINKABLE

The G. Turnbull Co. of Galt, Limited. GALT Ontario

Manufacturers of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bonds for Infants, and "CEETEE" Shaker Knit Sweater Coats.

Small Patterns and Quiet Tones in Shirts

THE INFLUENCE which the popularity of any one scheme or feature in men's wear exerts upon the other factors of furnishings is greater than is generally realized, although it exhibits itself to a greater extent with every new departure of toggery.

This is even now being exhibited very distinctly by the way in which the quiet colors of men's neckwear are influencing those of men's shirts. These have entirely discarded the loud colorings and have settled down to mild tones and small patterns. These quiet shades are the characteristic feature of men's neckwear, and the small patterns are also an outstanding point of men's suitings.

Thus it has come about that now the demand in men's shirtings is for small patterns, mainly in hair-line stripes, and there is an entire absence of loud colors or large designs.

DEMAND FOR FLANNELS.

There has been a decidedly increased demand for Fall and Winter along the line of flannel shirts with double cuffs and flannel collar to match. This style of shirt has heretofore been sold considerably in Summer goods, but this year has been eagerly sought after for Fall shipment.

Concerning the Spring 1914 styles, little can be said as yet. Manufacturers are busy getting out goods for samples which will shortly be in the hands of the travelers, and then more definite statements may be made.

SHAPES IN COLLARS.

Collars have recently been undergoing considerable change, but as there are so many staple lines which the masses of people wear, that new styles have a very slow progress except with men who follow styles very closely.

The double collar with a wide opening in front is slowly and steadily growing in popularity, but it will take considerable time to displace the close-fitting collar because this offers such a neat and tidy appearance.

Fancy white collars, mainly those with satin bands, are going to be used a great deal. The quality of these collars, together with the rather neat designs in which they are produced insure for them a rather steady demand.

The long pointed, low, stiff collar which recently made its appearance is from all present indications,

The tendency is all toward quiet colorings and in small patterns, mainly hair-line stripes — A demand for flannel shirts for Fall and Winter—The trend in collars—Long-pointed variety not likely to last.

doomed to a short existence, and that with not too many favorable admirers.

Most manufacturers are not pushing this collar to any extent as it is an article which re-

quires more cutting than is necessary with the average collar. To this may be added the fact that the article is not neat in appearance. In view of these things, it is not surprising that many are foretelling only a short existence for this article of male attire.

The very narrow wing collar is growing rapidly in popularity as an article of evening dress. It is so decidedly different from the old style straight collar which has been in use for so long that for the purpose of a change at least, it is not surprising to see it meeting with approval.

The long pointed soft collar is one that may have a good run for Summer 1914, although its popularity will scarcely be of large proportions. The medium length point will no doubt be far more popular than the longer ones, especially because the long point has a tendency to curl up at the ends when in use.

The manufacture of a soft collar with a low neck band is a problem that has difficult characteristics. Owing to the manner in which the tie must fit into the collar a wide fold is necessary, and this is difficult to obtain with a narrow neck band and still produce a neat, dressy effect.

AN ATTRACTIVE RANGE.

Montreal—The new shirtings for spring 1914 will be offered to the trade this month. While there are no startling departures from last season the range of goods shown is a mighty attractive one.

Striped goods occupy a very prominent place as heretofore. These are shown in all degrees of stripings from the close hairline stripe to the wider stripe or several stripes at intervals. Among the novelties are colored moires. These come in all shades and should prove good sellers. Russian cords, with the cords of various shades, are another attractive line, and fancy mercerized goods with silk stripes should also meet with favor.

Mercerized materials are likely to be among the most sought after, also French printed percales, Madras, zephyrs and fine Oxfords. There seems to be a continued demand for the better class of fabrics and dealers are finding that it is not so difficult as they supposed to dispose of higher class, higher priced garments.

The manufacturers predict that soft cuffs will be stronger than ever next season. This prediction is

(Continued on page 98.)

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

THE GOLDHAMMER CLOAK CO.

The Goldhammer Cloak Co., located at 312 Spadina Avenue, is a recent organization that is devoting its energies to the production of strictly high-class garments—garments that not only show the most recent fashion touches in cut and line, but are developed in the newest weaves and have the most recent trimmings. To thus keep in touch means that both the management and the buying and designing staff is always on the alert, and that the closest watch is kept on the European and leading American fashion centres, and the new styles are copied and made applicable to the Canadian trade.

Not only do the garments made by this firm exhibit the latest and freshest touches of the mode, but they are made up in surroundings that ensure good workmanship. The building is one of the most recent, the handsomest and best equipped of the many new garment factories that have gone up in this neighborhood. The offices are spacious and handsome, and fitted with every comfort and convenience for the buyer. The manufacturing space is well lighted, and all the most recent appliances that tend to perfection of finish and the proper turning out of the garments are installed.

Besides high-grade suits and coats and wraps, this firm specializes in evening wraps. This is comparatively a new departure in this market, and the line of samples now ready for visiting buyers is composed of many handsome garments.

**RELIANCE KNITTING COMPANY
BRANCHING OUT.**

The Reliance Knitting Co., Ltd., of Toronto, have for some time been known to retailers as the producers of exceptional values in sweater coats. This firm has now been manufacturing these goods for almost a decade, and their productions have found a speedy way into merchants' stocks through the medium of the jobber.

The retailer is now going to have an opportunity of obtaining the product of this firm's manufacture direct from the makers' machines.

The business has been branching

out remarkably during recent years, but until the present time has marketed its goods only through the jobber. Now it has branched out, and will sell directly to the retailer, being in a better position to cope with their demands.

This will be a great advantage for both the buyer and the seller and those who have handled their products will be pleased to know that the business has grown to such an extent that this is possible.

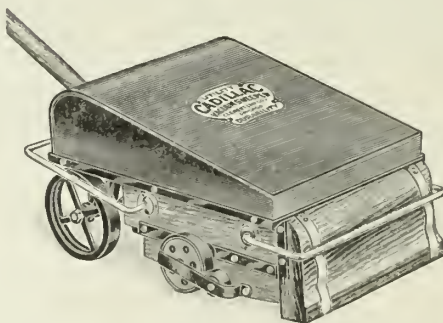
This firm is also branching out on another venture. They have recently purchased a new underwear plant for the manufacture of men's ribbed union suits, shirts, and drawers. The machinery will shortly be installed, and it is expected the plant will be in full operation some time during the present year.

A complete range of underwear samples of this class will be ready for buyers' inspection about December.

The progressiveness of the concern is indeed worthy of comment. In consideration of the firm's past record and management, it will not be surprising to see an underwear business of considerable magnitude built up in a short time.

CADILLAC VACUUM CLEANER.

The Cadillac combination vacuum cleaner and carpet sweeper here illustrated is being offered to the trade by the Clements Manufacturing Co., 78 Duchess Street, Toronto. The machine is built low in order that it may be used under beds,



couches, etc. It weighs eleven pounds and contains three bellows. Power is generated from the axle in such a way that all the bellows are in action at the same time. The handle is adjustable to various positions. The dust box is made of metal. The brush is two inches in diameter and is held in position by a specially constructed spring. It can be used as a vacuum cleaner without the brush by removing the carpet sweeper attachment. It is claimed that

the dust bag can be easily removed and that no dust escapes during the operation of the machine. It is claimed that the machine runs without noise or vibration.

HAVE OPENED BRANCH.

The International Tailoring Co., which is well known throughout the United States, and whose name has been recognized as a guarantee for values, have recently opened up a branch in Toronto for supplying the Canadian trade.

This branch occupies spacious compartments at 62-64 John St..

The products of the concern are marketed entirely through mail order by means of representatives in towns and cities.

The company supply samples of goods and everything necessary for obtaining orders, such as well colored style plates, measuring accoutrements, etc.

Besides manufacturing their own goods they also make up any goods supplied them by or through retailers, cutting and supplying all the trimmings for these. This is an entirely new departure and should be met with great approval.

The representatives of this concern throughout the country will have the best of facilities for handling a full range of suitings and giving their customers great selection without the necessity of carrying a large stock of goods.

This system of clothing business will be particularly beneficial to merchants who on account of cramped quarters are unable to handle large stocks of ready made clothing.

The range of goods carried by the firm features some excellent showings of high class suitings that will no doubt win a reliable popularity.

THE COOPER CAP CO.

To become the largest hat and cap manufacturers in the Dominion of Canada has been the ambition of the Cooper Cap Co. of Toronto.

For about fifteen years this concern occupied premises on King St., but owing to the growing demands for their goods they were forced to seek quarters where they would not be so restricted, but could expand from time to time as occasion required.

With this end in view they built their present magnificent factory at the corner of Spadina and Grange Ave. This they equipped with the

most modern machinery which could possibly be secured and with a copious staff of efficient employes are now able to produce from 250 to 300 dozen caps per day. In their present factory they have 45,000 square feet of floor space in use for manufacturing purposes.

The workmanship which is produced in Cooper hats and caps is of the quality which is as near perfection as it is possible to obtain.



RETURNS FROM BRITISH MARKETS.

Robert C. Wilkins, jun., has returned from a visit to the British markets, having visited London, Manchester, Bradford, Huddersfield, Glasgow, Belfast, etc., in the interest of Robert C. Wilkins Company, Limited, of Farnham, Que.



A NEW PETTICOAT.

It will no doubt be of interest to the trade to learn that a new patented petticoat will be placed on the market for spring, 1914.

Under Canadian patent No. 149646, W. N. N. Smith, of the firm of Germain, Smith & Birks, Ltd., Montreal, will present what will be known as the C. G. Slip-on Petticoat. Patents have also been applied for in other countries.

The principal object of the new garment is to overcome the annoyances incident to the transparency of skirts. The garment is open all the way down the front, and is lapped in front about 12 inches. A wide double panel runs down the back from the hips to the bottom, thus making it four-ply. The waist band is adjustable to any size, and the garment can be very quickly put on or taken off.

There is a growing tendency toward wearing apparel that may be quickly adjusted, and the new petticoat should be very popular. It is light in weight, and, owing to its peculiar construction, is not at all bulky.



NEW TOOKE NOVELTIES.

Tooke Bros. are now showing their new spring novelties in men's shirts, and the range is certainly one of which to feel proud. Many attractive designs are shown in fancy mercerized goods, moires and Russian cords, etc. In collars there is a splendid array of soft collars, and

the new pique and Madras, which have taken the popular fancy this season. The tie department is offering some very attractive novelties, and in men's furnishings generally the Tooke line for spring is one that merits especial attention from the trade.



REPRODUCTIONS OF HISTORIC RUGS.

Otto T. E. Veit & Co. are illustrating in this month's edition an old Persian pattern, the original being found in the South Kensington Museum, London, and is known to practically every carpet dealer. The reproduction of this rug has been attempted by many manufacturers in Brussels, Axminsters, Wilton, etc., but their efforts were futile. The minute detail of design and deep coloring baffled every attempt of duplication. The *Sachsische Kunstweberei Claviez, Act. Ges. Adorf IV.*, represented in Canada and U.S.A. by Otto T. E. Veit & Co., Toronto, will exhibit this famous old Persian pattern at the Canadian National Exhibition.

All rugs made by the *Sachsische Kunstweberei Claviez* up to 12 ft. wide by 24 ft. long are seamless. The wool used is the finest the market supplies, and the sheen of them equals the real Oriental.

It may interest many to know that the justly celebrated Austrian Imperial Hunting carpet, in the possession of the Austrian Court, and valued at \$1,500,000, is reproduced by this firm. Authorities maintain that this rug was presented by Peter the Great to the Austrian Court, and has remained with them ever since. Imagine the tremendous amount of work necessary to make this rug in ancient times. Even in our advanced age and aided by brilliant scientific discoveries, to reproduce this piece of antique carpeting necessitates the use of 10,000 Jacquard cards, all working at the same time, and 22,000 threads over the width of the loom, yet this loom is served by a single attendant.

The *Sachsische Kunstweberei Claviez*, in order to show the Canadian public these masterpieces of the modern weaver's art, have not spared expense, and a visit to their exhibit at the Canadian National Exhibition, where a person is free to inspect the goods at their leisure, will, no doubt, remain a pleasant memory of the 1913 Exhibition.

A NEW IDEA IN MEN'S GARMENTS.

Considerable interest has been created in the trade by the announcement of The Canadian Converters' Co., Ltd., that they have secured the rights to manufacture the Olus garments. Another announcement concerning this new combination garment will be found in the advertising pages of this issue of the Review.

The outstanding features of the Olus shirts and undergarments is their convenience and practicability. These shirts have all the popular features of the coat shirt, with the added feature of the closed-crotch drawers. They have had a phenomenal sale in the United States, and hundreds of inquiries have been received about the garments from Canadian people, both would-be wearers and dealers.

Owing to the lateness of the season no attempt is being made to get the line into the hands of trade generally this season, but orders for spring are pouring in from all over the country, and it looks as if the success of the American makers would be repeated in Canada.

The shirts slip on very easily over the right leg, button down the front, onto the left leg, forming a complete union suit. The cut of the garment is so constructed that there is no binding, no pinching or bulkiness, but a general feeling of comfort and freedom. With this garment there can be no "hitching up" of the shirt. The drawers hold it down without strain or pull. It just fits naturally. That is the whole secret.

The materials shown in the spring range comprise plain and figured percales, Madras, Soiesette, zephyrs, fine Oxfords and mercerized fabrics, in a complete range of prices for all classes of trade.

It is claimed for the undergarments that they are the only real closed-crotch combinations on the market. There is no opening in the rear, but the garments are so cut that they can be readily opened a few buttons at the front and thrown back. It is the only coat-cut-front undergarment in existence. All the features of the skirt apply to the underwear. It is convenient, comfortable, and is made in all the popular cloths, in a wide range of prices.

The slogan: "Turn the shirt tails into drawers," is one that should "catch on," and the makers are preparing for the very great demand that seems bound to develop. It is intended to add a line of pyjamas, with the Olus features, to the range.

Small Patterns and Quiet Tones in Shirts

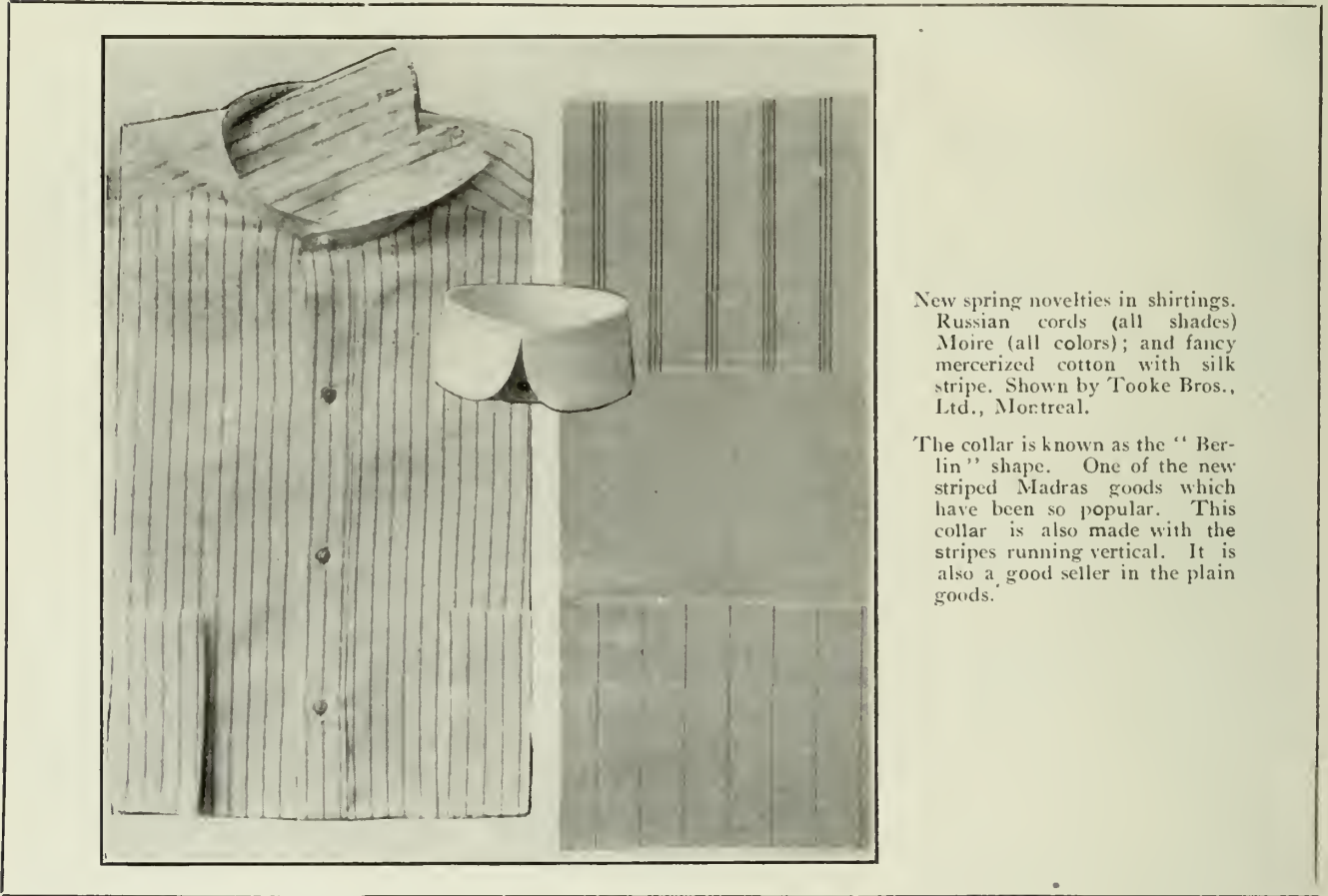
(Continued from page 95.)

based on the experience of this year together with the indications from across the border. The American trade is buying largely of the soft double cuffs without the lounge collars.

With regard to the collar situation, it is claimed

In stiff collars the manufacturers as well as the retailers will be glad to note that the close-fitting models are going out and cutaway models of medium heights are growing more in favor all the time.

Fine pique and satin stripe Madras have had an enormous sale during the summer and they look to be as good, if not better, for next season. They are



New spring novelties in shirtings. Russian cords (all shades) Moire (all colors); and fancy mercerized cotton with silk stripe. Shown by Tooke Bros., Ltd., Montreal.

The collar is known as the "Berlin" shape. One of the new striped Madras goods which have been so popular. This collar is also made with the stripes running vertical. It is also a good seller in the plain goods.

that the soft collar is still a big item and that this line is by no means dying, so far as popularity is concerned. Although a considerable quantity of fancy hairline stripes and colored goods have been offered the tendency seems to be to get down to staples and plain and fancy whites and the lighter tones like pearl, champagne and sky. These look to be the proper thing in soft collars for the coming season and a complete line will be shown.

being largely worn by the better dressers and some very attractive models are shown for the coming season.



Mackenzie and Griffin, men's clothiers, who occupied most of the lower floor of the Y.M.C.A. building in Sydney, C.B., had a fire loss of \$20,000, half covered by insurance.

ADVERTISING INDEX

Arlington Co., of Canada, Ltd.	51	Dale & Pearsall	77	Schack Artificial Flower Co.	75
Barritt, A., & Co.	93	International Tailoring Co.	57	Turnbull, C., Co.	92
Berlin Suspender Co.	51	Jackson Mfg. Co.	55	Tingey, Geo. & Co.	55
Burnley, Thos. & Sons, Ltd.	53	Kingston Hosiery Co.	53	Toronto Pad Co.	63
Consolidated Plate Glass Co.	79	Kawneer Mfg. Co.	71	Tooke Bros.	64, 65
Canadian Converters	66, 67	Leishman, W. H., & Co.	59	Taylor Mfg. Co.	91
Crescent Mfg. Co.	61	Parsons & Parsons Canadian Co. .	93	Van Allen Co.	67
Craftana	51	Porter, S. E., & Co.	93	Wreyford & Co.	55
Crown Tailoring Co.		Pim Bros.	77	Waterhouse & Co., G.	63
...Outside Back Cover, Men's Wear		Richardson, A. S., & Co.	77	Zown Drawn Metals Co.	73
Clatworthy & Son	75	Reliance Knitting Co.			
Derome, L. J. S.,	69	...Inside Front Cover			



Business Promotion Through Trade Press Efficiency

is to be the keynote of the most notable gathering of technical, class and trade journal editors and publishers ever held in America. No live manufacturer, sales manager, advertising man, trade paper editor or publisher can afford to overlook the

**Eighth Annual Convention of the Federation of
Trades Press Associations in the United States at
the Hotel Astor, New York, Sept. 18, 19, 20, 1913**

Two sessions will be held daily. There will be editorial, circulation, advertising and publishing symposiums under competent leaders. Many of the leading editors, business managers, buyers and sellers of advertising, and authorities on modern merchandising methods will take part. On Friday afternoon, September 19, there will be a mass meeting, with addresses by representative business and professional men, on subjects of timely interest to editors, publishers and advertisers. Distinguished guests and worth-while speakers will be at the annual banquet, which will be made a memorable social occasion. No matter what may be your connection with the trade journal field, if you are interested in the idea of business promotion through trade press efficiency, if you believe in business papers for business men, you will be welcome at all sessions.

Full information may be obtained from

The Committee of Arrangements

WM. H. UKERS, Chairman, 79 Wall Street, New York.

The Federation of Trade Press Associations in the United States

President
H. M. Swetland
New York

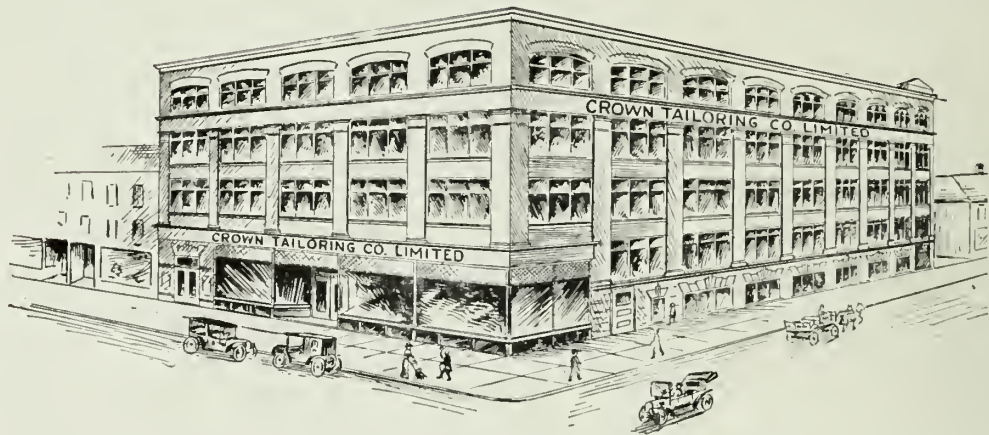
Secy.-Treas.
Edwin C. Johnston
New York

Vice-President
E. C. Hole
Chicago



no investment—

just a foot of space and a like share of your time and goodwill



The Ideal Clothing Business

is the one that makes the least demand on your bank account—requires the smallest amount of dead stock, gives the greatest turn over and produces the most profit.

You take absolutely the smallest percentage of chance in carrying the Crown Tailoring made-to-measure samples—your profits are assured, your sales will increase steadily as it becomes known that you carry these samples. You run no risk of misfits.

We have the finest proposition ever offered the Canadian trade—an “all wool” proposal that will interest thousands of Canadian men’s wear merchants.

We guarantee you perfect satisfaction, you guarantee your patrons the same.

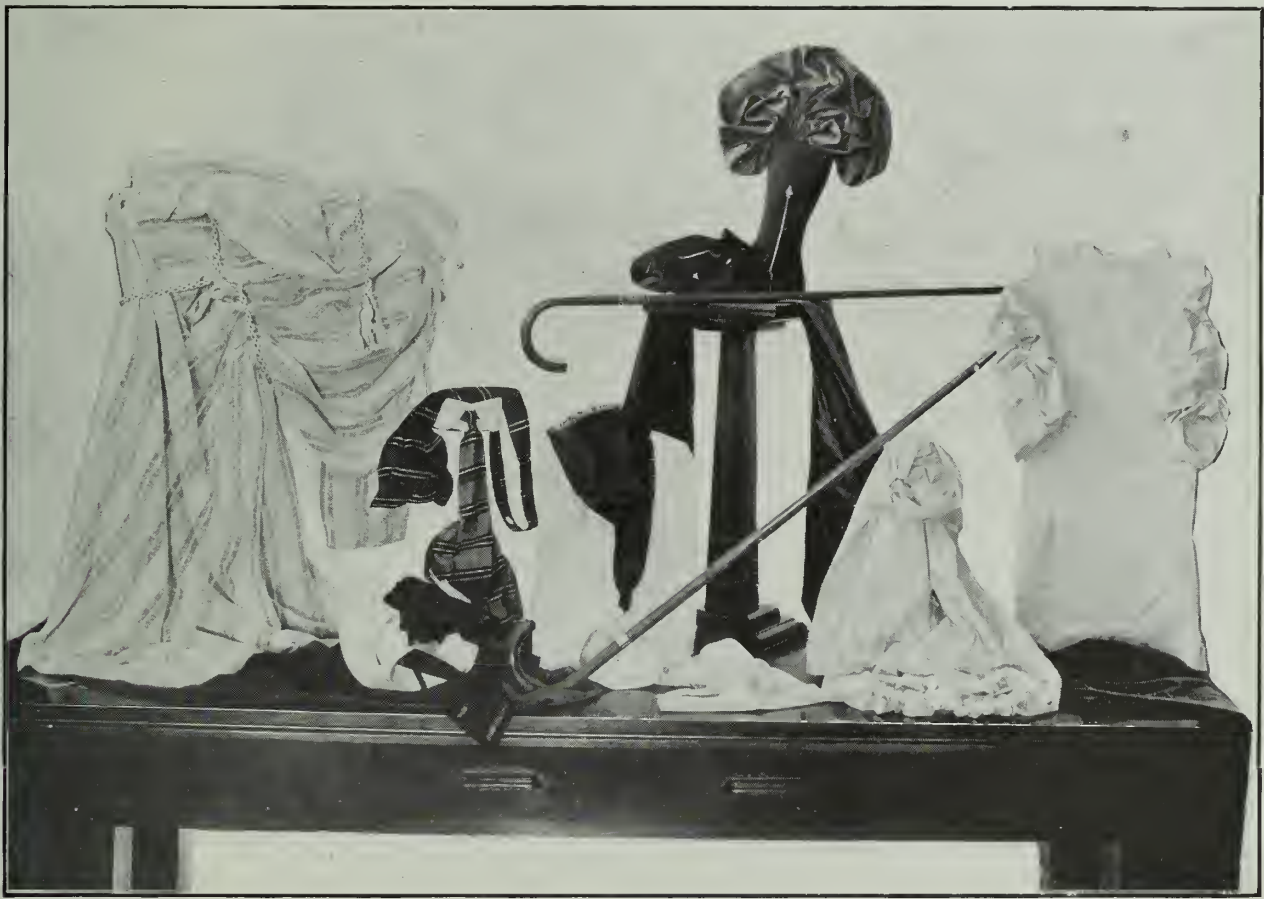
We supply our agents with a complete outfit—only one agency in every town.

Write to-day before an agency is secured in your town. Write now.

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO

MEN'S WEAR REVIEW.



SEPTEMBER : 1913

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

“Reliance Knit”



723

One of the recognized features of “Reliance Knit” garments is the up to sample goods which we deliver.

We are not issuing a catalogue this season. Write us for samples or drop us a card to have our traveller call when in your vicinity for sorting orders.

Read Reflect Remember

When placing orders you are assured of getting goods exactly in style, colors and sizes as ordered. Our mills are so conveniently situated to the trade, we are in a position to make splendid delivery.

Toronto being the shipping centre of the Province facilities are such that the customer has only one carriage charge to pay.

The Reliance Knitting Company, Limited

KING and BATHURST STREETS, TORONTO

Displaying Goods in the Men's Wear Store



Latest style of store front giving exceptional display facilities.

THE WORK of the display man is both heavy and trying. He must always have something new, something original to show. Further, he must make his work conform to certain rules. There are laws which he cannot transgress and which make it essential for him to carefully study the details of his work.

There are many points in connection with the arrangement and combination of colors which must not be overlooked. Scientists have found that human vision is defined by light waves varying in length. The longest waves leave the impression of red on the sight, while the shortest show violet. This is the scientific reason for the fact that some colors make a stronger impression than others. One thing which the display man must always bear in mind is the necessity for so arranging his displays that they will make the strongest impression possible.

Some window trimmers make the mistake of arranging their color combinations on too conservative a scheme. "men do not like loud colors," is the way they reason it out. "Therefore, it would not do to show loud shades. Good dressers would not be attracted."

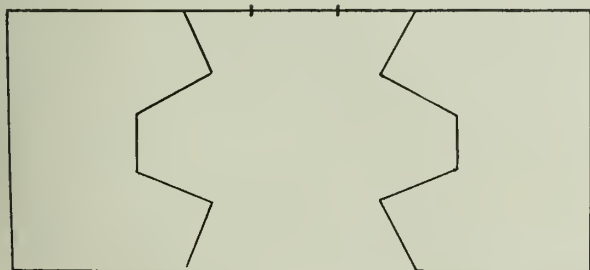
That is where they make a mistake. The first essential of a window display is to attract attention.

A large assortment of ties, for instance, all of dark shades, would never do this. There would be nothing to catch and arrest the eye. If, however, a few ties of light shades, even of what might be termed loud colors, were introduced there would be something to attract the passerby. If a display were made entirely of scarfs of light shades, the result would be a display which few men would pass without stopping to inspect.

Of course, a window display is designed to sell goods and thus merely to attract the attention of passing masculinity is not enough. The display must next arouse the desire of possession. "And there," the conservative display man will say, "there is the rub. A man of good taste will not be induced to buy when he sees an assortment of colors which do not appeal to his sense of fitness."

Some weeks ago a certain haberdasher got in a stock of neckwear which was distinctly novel in the matter of pattern. He had an assortment placed in his store window, selecting for the most part the lightest and brightest shades. The display attracted a great amount of attention and the ties sold "like hot cakes," as the saying is. The shades shown in the window proved popular but what impressed the merchant most was the fact that a great many men, who were known as good dressers on the conservative order, dropped in and asked if ties of the order shown in the window were carried in darker shades.

This incident—one of daily occurrence in the best stores by the way—brings forward the fact that a display does not necessarily arouse interest solely in the goods shown. A well-planned window will bring



Plan of new store front.



Neat unit arranged by E. P. Burns, with the Robert Simpson Co., Toronto.

people into the store to *ask for other goods*. Thus the trimmer does not need to limit himself in the selection of color combinations to such shades as would appeal to the most refined dressers. The good dresser will understand, when he sees goods of bright hues on display, that the showing is to attract attention and that he will be able to find what he wants in the stock inside.

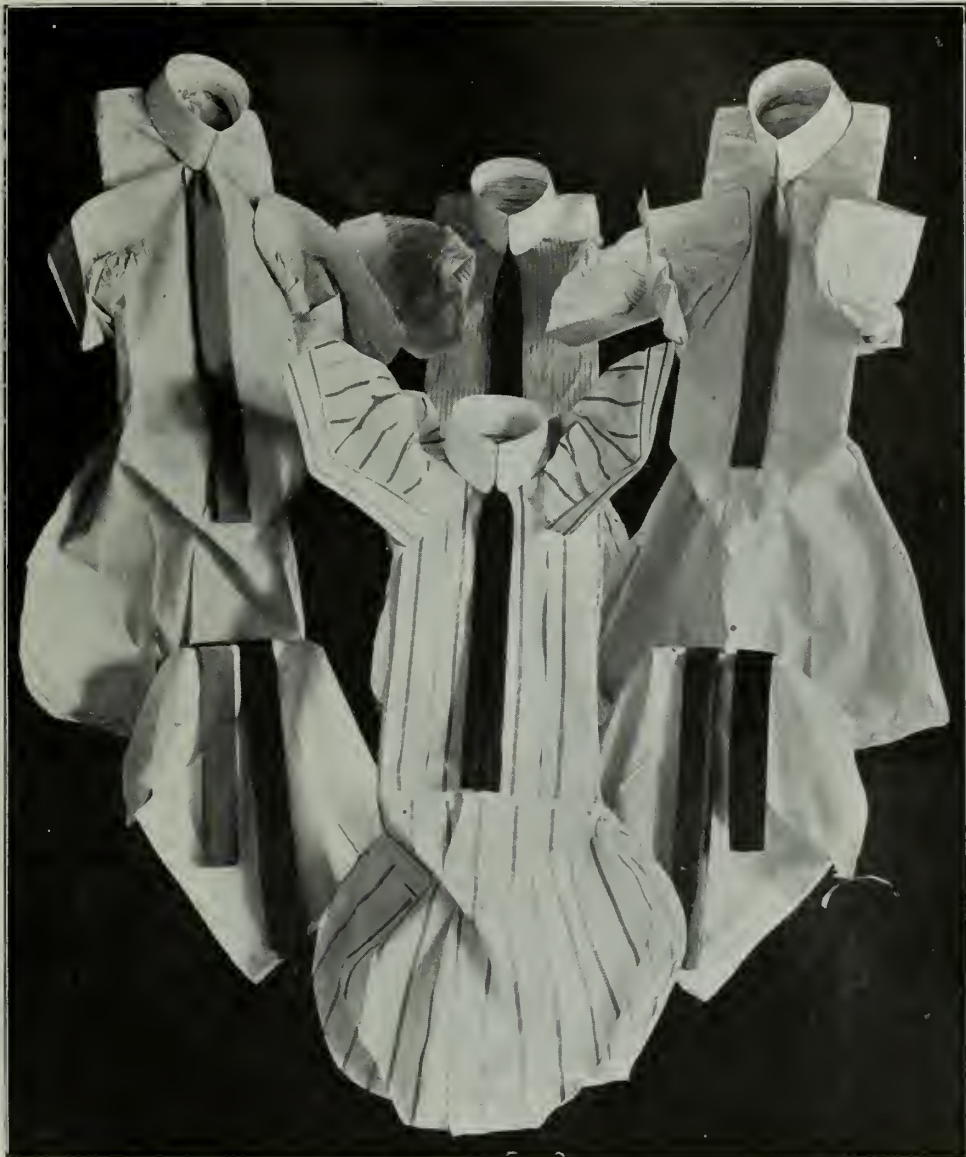
The proper showing of neckwear is an art. Colors can be blended and combined successfully only by those who have studied carefully the effects of the juxtaposition of certain colors and the action of light. The display man, who has given study to the subject, will understand that the placing of certain shades together will almost certainly affect the attractive power of either or both. Thus one color either tones down another shade or makes it still more vivid. The light of the sun will make certain shades appear faded out and shallow while with others it will deepen the tone and intensify the shade.

FALL MEN'S WEAR TRIMS.

Men are not as attentive to the matter of seasonable dress as they should be. Carelessness is the

explanation. It is quite customary to see men still sporting their battered straws and their creased and sadly unseasonable Summer suits around the end of September. It is not necessary to warn a woman that the time has come to get a new Fall hat; but it is with a majority of men. The men's furnisher, therefore, should mark the passing of each season by prompt and prominent exploitation of goods for the new season. A display of Fall hats will bring realization to the tardy that the time has come to relegate the old straw or the panama to the limbo of unseasonability.

A matter which will soon engage the attention of the display man, is the preparing of Thanksgiving windows. The trims immediately preceding this holiday should be typical and suggestive of the spirit of the holiday. In the men's wear store, atmosphere is largely a matter of background. The preparation of a Thanksgiving window becomes, therefore, very largely a matter of the preparation of a suitable background. A suggestion along this line is presented. This background could be prepared with little labor and less expense and yet would be attractive and sufficiently typical.



Unit arranged by E. P. Burns, with the Robert Simpson Co., Toronto.

AN ELABORATE STORE FRONT.

The last few years has seen a marked evolution in the fronts of men's wear stores. This has been due very largely to the growing recognition of the importance of the window as a trade-getter. In order to present as large an expanse of display space as possible to the passing public, many ingenious fronts have been created. One of the latest ideas is shown in the accompanying illustration. This store has a comparatively narrow frontage but through the extension of the entrance back and the arrangement of windows on each side, the display space available is greater than many stores of double or even triple the frontage can show.

The development of the store front idea is the highest tribute that can be paid to the importance of window trimming.

The Passing Hour

Now is the time to clean up the books.

* * *

An early start isn't everything—but it goes a long way.

* * *

A better financial feeling is noted already, since good crops became a certainty.

* * *

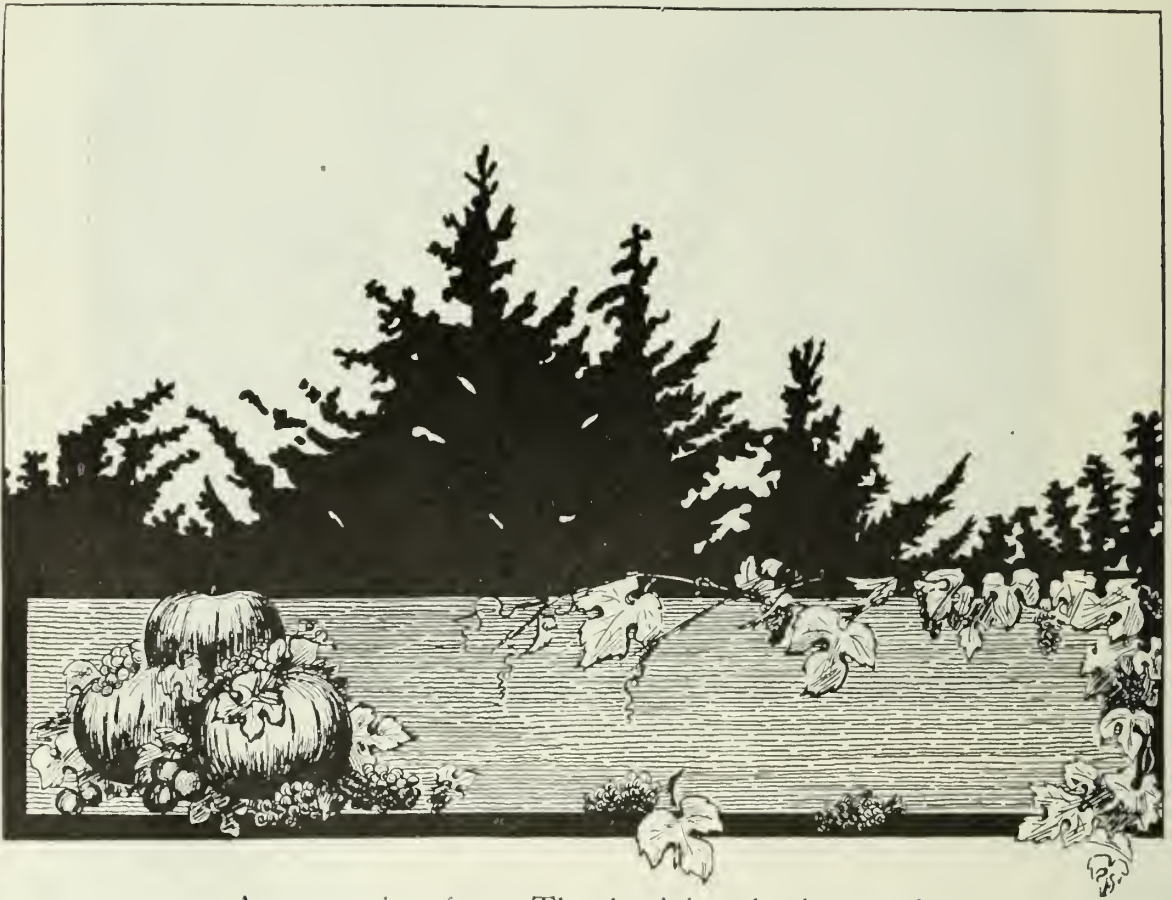
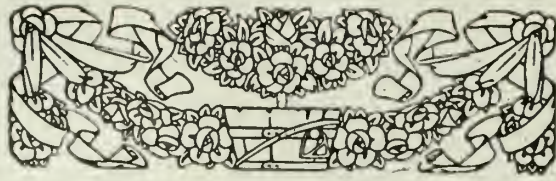
The merchant who gives his time to small details should not expect large profits.

* * *

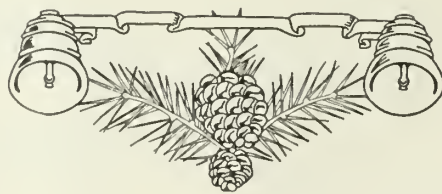
Make the peak load of achievement to-day, the starting point for the efforts of to-morrow.

* * *

Salesmen are born, not made. And yet, a born salesman will not become a good salesman, unless he has also capacity for hard work.



A suggestion for a Thanksgiving background



STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls,
Uniforms, Shirts
and Coats

This trade mark on the back of the goods

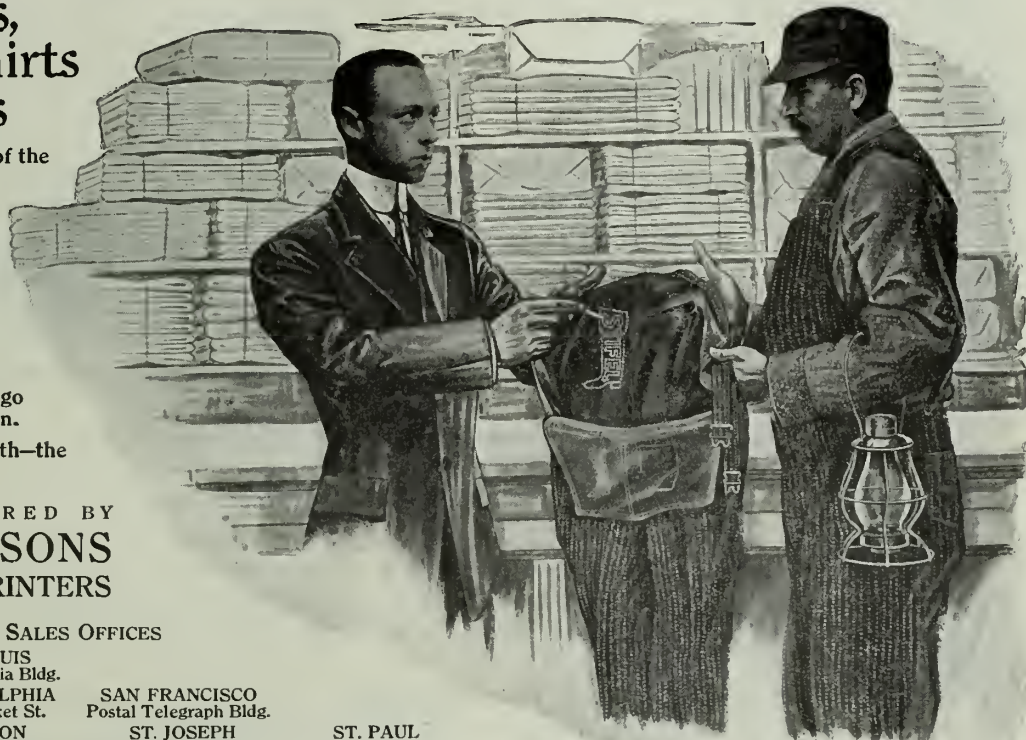


is your guarantee against all imitations of the Indigo Cloth that has held the confidence of garment makers and wearers for over 75 years—on its unapproachable merit.

Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth—the world's standard.

CLOTH MANUFACTURED BY
J. L. STIFEL & SONS
INDIGO DYERS and PRINTERS



SALES OFFICES

- | | | | |
|--------------------------------|---------------------------------|---|----------------------------------|
| NEW YORK
260-262 Church St. | ST. LOUIS
426 Victoria Bldg. | SAN FRANCISCO
Postal Telegraph Bldg. | ST. PAUL
242 Endicott Bldg. |
| TORONTO
14 Manchester Bldg. | PHILADELPHIA
839 Market St. | ST. JOSEPH
201 Saxton Bank Bldg. | WINNIPEG
400-02 Hammond Bldg. |
| MONTREAL
100 Anderson St. | BOSTON
68 Chauncy St. | KANSAS CITY
205 De Craw Bldg. | |
| BALTIMORE
11 W. Fayette St. | CHICAGO
223 W. Jackson Blvd. | | |

The Wear is There

Years of specializing in boys' clothing have enabled us to make Lion Brand Clothing one of the most profitable lines a dry goods store can handle. Made of good wear-resisting materials,

Lion Brand Bloomers

catch the practical eye of the mother, and the stylish appearance instantly pleases the boy. These are the strongest, nastiest boys' bloomers made.



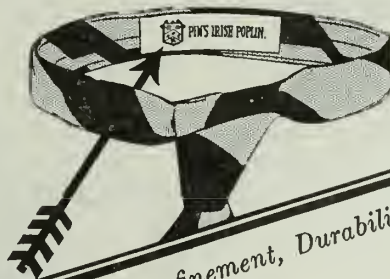
Write to-day for catalogue.

"The Jackson Bloomer"

The Jackson Mfg. Company
CLINTON, ONT.

Factories at:— Clinton, Goderich, Exeter, Zurich

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.



Do Program Advertisements Prove Profitable?

THE QUESTION submitted in the last issue of The Review was one of deep import. For many years, merchants have paid out large sums for advertising in church programmes and so forth. The practice is not nearly so general now, but still a great deal of money is paid out each year for the purpose. Do the returns warrant this expenditure?

The question, as submitted in The Review, was as follows:

Does it pay to advertise on programmes, church calendars and so forth?

A vast amount of money is still spent in Canada in the course of a year on such forms of advertising. Are the returns from such advertising worth while?

All of the replies received, with one exception, expressed the opinion that the results obtained were too meagre to justify the expenditure. Some flatly denied that results were obtained.

The one exception stated that "he had won the good will of customers by so doing and helped to retain it by that means."

Some of the replies are appended.

DOES NOT BELIEVE IN IT.

When I first started to advertise, I devoted a good share of the appropriation to the various kinds of advertising that you mention. The churches got their full share and pretty nearly every athletic event that came along meant a position on the programme for me. I got general results from my advertising. I could see that. But the results were not satisfactory. I did not for a moment waver in my determination to advertise, for I was most thoroughly convinced that publicity pays. It became very evident to me, however, that there was something wrong with my methods and I started in to find out what it was.

I decided that I would test all the advertising that I did after that. When an article had been advertised in the newspapers, I watched sales of that article for some time after date of publication and compared the figures with previous sales. I soon found most convincing evidence that my newspaper propaganda was paying me; in fact, after a few weeks I abandoned my efforts to trace results from newspaper ads., so obvious had it become that I was getting direct results in satisfactory measure. In the meantime I had been trying to trace my programme advertisements with little success. If I had a card on the programme for the Baptist Church social, I

Answers Secured to This Question Are Almost Unanimously in the Negative—Some Deny That Any Results Are Obtained—Whatever Returns Are Secured Are Decidedly Indirect—This Form of Advertising is Non-productive.

watched to see if my sales with members of the Baptist church had increased. I was unable to find material difference in the volume of business that I was doing with the people

thus appealed to. Once a very good customer of mine, an elder in the church, came to me and said: "A—, I'm glad to see that you are advertising in our weekly programme. We need the money and we appreciate what you are doing."

This expression of good will encouraged me and I heard similar statements from time to time from other church goers. But, as stated before, sales did not increase.

Going into the figures, I found that I was spending a lot of money in that way every year. This money, applied to the good purpose of increasing my newspaper space, would bring results tenfold. I determined to drop everything else and increase my newspaper space. I did so and soon found that the results had fully justified my action.

Whenever I was approached after that to take space on programmes and so forth, I always firmly declined to have anything to do with it. My church friends were a little aggrieved but I did my best to show them my position in the matter. And I don't think that I lost any business by it.

I am against programme advertising, first, last and always.

DRY GOODS MAN.

IS NON-PRODUCTIVE.

Does it pay? That is the question, and an important question it is, for on the answer given the dry goods merchant of to-day has to decide the course he shall pursue, or the action he shall take in many different conditions and circumstances of business. Had the question simply been, Does it pay to advertise? our answer would unhesitatingly have been "It certainly pays to advertise, and the better the advertising the bigger is the pay. Wise merchants are therefore on the outlook for opportunities to do good advertising and get best returns for their outlay.

Good advertising has in it many elements, some of which it is not our province at the present time to discuss, but one very important element the advertiser will seek to have right will be the channel through which it shall reach the public, and he will produce style and quality fitted to do the best work for the varying sources.

Your question deals with advertising through the channels of programmes, church calendars etc., and asks if it pays.



CHALLENGE COLLARS

No collar stock is complete without a full range of Arlington Challenge Brand Collars. Every day there is a demand for these laundry saving, dressy collars.

Arlington Collars are made in four grades of cloth-coated and two grades of solid stock in all the leading styles. These collars are superior to any other similar priced collars on the market.

Stock up now for Fall and Winter.

Send for samples

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue,

Toronto

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



VANGUARD KNITTING WOOLS

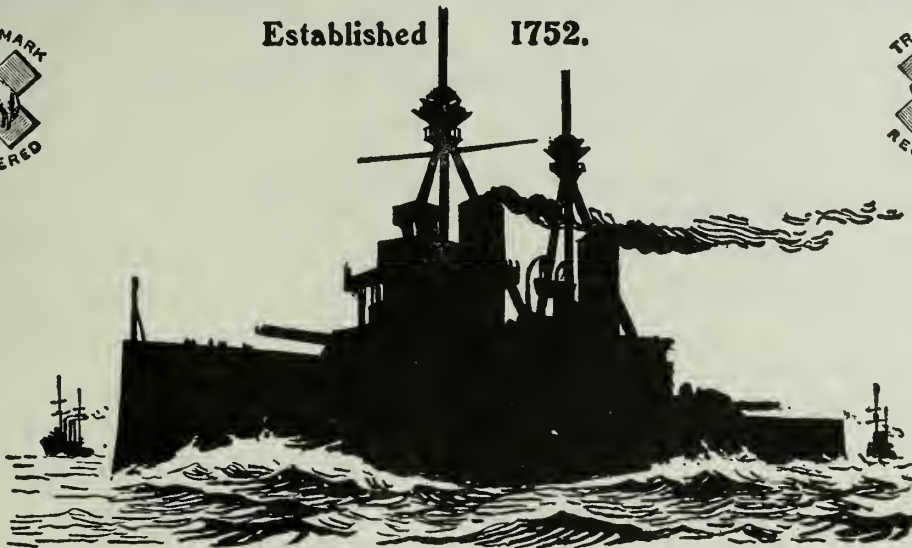


Established 1752.



Scotch
Fingerings,
Vanguard,
15's, 12's,
Fine.

Hosiery
Yarns,
&c., &c.



Soft
Knittings,
B, Imperial,
Soft Spun,
Vanguard,
Fine.

0 1/2 and 00
Worstedes,
&c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

THE STORY OF A \$2.50 CARD.

I took the back page of a programme for a special evening session of a convention at a local church. It cost me \$2.50.

The attendance was 202 by actual count, so that half of the programmes printed were never distributed. Two-thirds of the attendance was made up of young people below 20 years of age and children. The "buying power" of the gathering was very small.

After the meeting I noticed that programmes were left on every seat or under the chairs. During the meeting little attention was paid to the programmes as far as I could see. I decided that I was advertising to people whose trade I did not want at a time when they were not at all inclined to give any heed to business matters.

*The \$2.50 was a loss; a small amount, truly, but small leaks will sink a ship.
(Extract from reply submitted by a merchant in a small Ontario town.)*

Good advertising brings direct, tangible results. Some may only bring indirect results, while from much advertising it seems impossible to trace any results, and I would place advertising on programmes, etc., for the most part in the non-productive class, in the way in which it is generally conducted. It is possible that some of it may bring indirect results, but not, I would judge, such results as would show any dividend on the investment, and I would be skeptical about even having the investment returned.

Generally, the programmes, etc., are distributed at a place of meeting where there are many other things to attract and hold the attention. The advertising is merely incidental and relegated to a back, or unnoticeable position and is in many cases not even read. If noticed, it is only casual and makes little or no impression and therefore does not pay.

Let the advertiser write the advertisement, arrange the printing and display of both it and the programme. Have them distributed just a day or two before the event, in the homes, and again at the place of meeting and I think it might be possible to get a return on the investment, if too much money were not paid for the privilege. But few societies or churches would consent to this, and if they did, the result would be an advertisement more than a programme, or church calendar.

W. C. FORMAN.

DOES NOT PAY.

In reply to your question, "Does it pay to advertise on programmes, church calendars and so forth?" would say in my opinion it does not. We have tried it and used as good copy as in our other advertising and in no case have we ever been able to trace any result. We have selected a special line at a very low figure—a line very much in demand at the time, and advertised it alone in a church calendar and did not have one enquiry. Two weeks later we used the

same thing at the same price in our regular advertisement and had direct returns at once.

An instance with direct bearing is the following: Our store is situated in the best suburb of a Western city. There are six dry goods stores as well as all other lines in this part of the city, also all branches of the church. A lady one day asked me to take space in a cook book they were getting out. She said she wanted me to take a page for a special reason. I did not belong to that church, but as we had several good customers that did, I took half a page without asking for the "special reason" as it did not interest me. A few days later another dry goods man and I were talking. He had also taken space—and he told me the "special reason" was that a man who did belong to the church in question had tried to control the book for our district promising to take a page, but if anyone else took any he would not touch it. As the committee thought they could get more than one page from the rest, they turned down his offer. I watched this thing exceedingly closely for a test and I do not know of one dollar's worth of business it brought us, or do I think the other man lost 5c by turning down his own church's magazine. He saved his money. We lost ours. Since then I am through with that style of advertising and business has shown as big an increase this year as any year without this style of advertising and in spite of tight money.

SUBSCRIBER.

Toronto, Ont.—J. M. Ferguson, who died suddenly in Toronto Wednesday, was a well-known commercial traveller. Mr. Ferguson Wednesday afternoon visited the warehouse of the W. R. Brock Company, Limited, by whom he was employed, but feeling unwell went to his room at 3 o'clock. He died the same evening about 9 o'clock. It is believed that acute indigestion was the cause of death.

DEACON SHIRTS



Spring 1914 OUTING AND WORKING SHIRTS

Our Traveller will call on you in a few days with our Spring range. We would be pleased to have you compare the styles, prices and materials with other makes. We specialize on soft negligees, with soft cuffs, separate, reversible or attached collar, or without collar.

THE
Deacon Shirt Co.
BELLEVILLE ONTARIO



IMPERIAL PURE WOOL MEN'S UNDERWEAR

FOR thirty years our factory has been specializing on pure wool underwear. The result is that, to-day, we conscientiously believe there is no other brand of underwear on the market that offers the merchant as much value for his money as **Imperial Brand Pure Wool Underwear.**

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

Orders for Fall and Winter trade promptly attended to.

Ask your wholesale house for Imperial Brand.

Write for samples to-day.

KINGSTON HOSIERY COMPANY
KINGSTON Established 1880 ONTARIO

The Problems of Launching a Business

THE FOLLOWING interesting discussion on the problems of starting in business with a limited capital was prepared by M. W. Cresap and published in *Men's Wear* of New York:

In the early nineties, a young man with an abundance of courage and little else turned his face away from his native village toward the growing Southwest. In twenty years he has realized more than he ever dreamed of even in his rosiest air castles. He is the head of a great clothing institution, with a corps of managers and an army of clerks.

How did he do it?

There are more explanations than one, but, for the purposes of this article, we will lay aside the fact that, through his natural talents, he succeeded where others failed. One reason why he connected with the horn of plenty is because the city where he located grew and multiplied and grew again, and he grew with it.

Growing up with the country is not the easy and rapid road to success and fortune that it was a few decades ago. The country for the most part has become settled; pioneering is largely over. Opportunities are still great, but success now must be attained by great skill; by greater knowledge of business; by strict adherence to certain fixed principles of trade, and by a showing of great efficiency. We do things nowadays more scientifically than formerly, and it is necessary that we should.

Many young men are better off to stay where they are and to turn their ambitions toward taking part in perpetuating what has already been built. The men who are young now must eventually take the places of the men who are growing old. The heads of all the great stores to-day will to-morrow be displaced by the young fellows who are now doing the hard work on the firing line. The opportunities for young men in this respect are very great, and no young man should get the notion of "being his own boss" until he is sure that what he is leaving does not hold an opportunity for him. Most employers nowadays who have their own interests at heart will give capable young men every chance.

This discussion, however, does not concern the young man who follows in the footsteps of someone who has already attained success. That is another story, and an important one. The things which the editors of this magazine want to consider here are

Interesting Discussion of the Procedure to be Adopted in Starting a Store to Avoid the Shoals Which Beset the Beginner—The Proper Stocking of a Store—How Capital Should be Laid Out.

the steps to be taken and the principles to guide a man just launching in the clothing business.

First, then, we will mention two prime qualifications — two

things which every man must have. These are experience and capital.

It is obvious that a man has no place in a business unless he knows something about it. In clothing, he must know merchandise; how to buy it and how to sell it. It is assumed, therefore, that every man who proposes going into the business has at least a fair knowledge of it.

The next thing in importance to experience is capital. The amount depends upon the size of the city, but no clothing business should be started anywhere with an available capital of less than \$4,000 or \$5,000. Many of the men now in business have started on less, but any amount much less than \$4,000 involves a gamble.

The first step is to find a town. The wise young man will make himself well-known to the house or houses from which he expects to make his purchases. The sales manager and credit man will make every effort to find a desirable place for a start. They will be anxious for his success because it means a permanent outlet for their goods, and the young man is justified in seeking and relying upon the advice of some reputable wholesaler.

When the town is decided upon, the next move is a location. It is very important to get a store in the right place. Some men have succeeded by starting on second floors; others have induced customers to walk down an alley; but those cases are so conspicuously few that the average young man should conclude that he is not a genius but just an ordinary, hard-working citizen, and that he will, therefore, have to follow the fixed rules of business.

Out of his \$5,000 he will spend \$1,000 for fixtures. He ought not to spend any more than that, and even less, if possible, but in the extravagant air of to-day it is impossible to go very far for as little as \$1000. This means that the young merchant is then left with \$4,000 to invest in stock. He is justified in buying about \$6,000 worth of goods. Of course, this is more than he has money for, but before the bills are due he will have sold some of the goods and should be able to discount all the bills. The amount of goods he will sell in a year on a stock of goods of this size ought to be \$25,000; we will take that for our figure. The rental should

Don't plan your business turnover on your capital—try special order tailoring and double your business

Take advantage of the growing demand for men's tailored-to-measure clothing without investing any more capital in your business. Whether you are a progressive merchant or tailor you will find the "International Tailoring" of real interest to you and your trade.

Our proposition is a live one and you should look into it.

The International organization in its immensity stands behind this proposition with a service second to none—perfect tailored garments, good trimmings, perfect fit, and right up-to-second styles.

Write for samples and literature. giving full information.

WE ALSO CUT, MAKE AND TRIM FROM YOUR OWN GOODS.

International Tailoring Co., Limited
62-64 John St., 2-4 Mercer St., Toronto

"KING EDWARD" SUSPENDERS

Retail **50^{c.}** Price



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

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

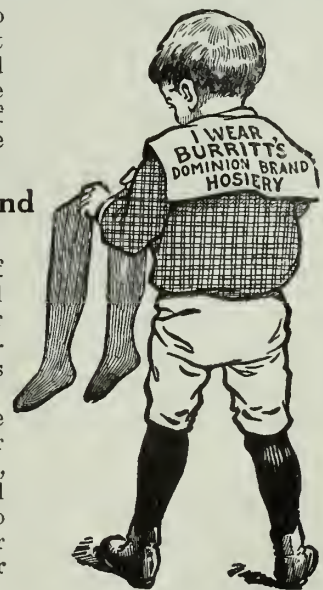
Wear & Tear

If you had a brand of stockings that you could conscientiously offer mothers as one that would greatly lighten her eternal darning, do you not think that such a make would meet with large sales? Made of absolutely pure worsted wool,

Dominion Brand Hosiery

is just the grade of stocking that will withstand the wear and tear of the active Canadian boys and girls.

We make a complete range of sweater coats, knitted caps, and mittens. It will certainly pay you to see them. Write for samples, or wait for our traveller.



A. BURRITT & COMPANY
DOMINION MILLS
MITCHELL ONTARIO

cost anywhere from 3 to 5 per cent of the sales, or anywhere from \$750 to \$1,250 per year. A little variation in rent, one way or the other, is not important if a merchant can get the right location.

Now comes the actual buying. Beginning merchants have the fault that they are apt to overbuy on everything. The feeling of proprietorship is strong, and it is only human nature to buy from too many houses.

The best advice that can be given such a young man is to consult a good, level-headed credit man, go over his plans for buying, and listen to what this credit man has to say. If he is not satisfied, let him try another credit man from some other house, either in the same or a different line of business, and the chances are that ninety-nine times out of a hundred he will get the same identical advice from both places, showing that general ideas of business are very well understood all around. The first interview will always be with the credit man. The merchant should furnish letters of introduction, especially one from the bank stating that he has on deposit the amount of money represented by his capital. The credit man thereupon will suggest that the merchant pay part cash for the first order; the money would otherwise be temporarily idle, and to pay about one-half cash means the earning of some extra discount, which represents a small profit on the first transaction.

To continue expressing things concretely, we will assume that the young man is to open his store on September 1. Out of his \$5,000 he has spent \$1,000 for fixtures, he has bought \$6,000 worth of merchandise, half of which he has paid for, leaving \$1,000 cash with which to open his store. He does not really need that much cash, but most men like to have it on hand; it gives a comfortable feeling.

The next move is to let the public know he is in business. Formerly merchants depended on their signs, their personality and their show windows. Nowadays merchants utilize those forces, of course, but in addition they talk to the whole public within their entire area of trade through newspapers, magazines, letters, street cars, etc.

Advertising is a business by itself; it reflects the character and policy of the store, and unless it is done right a wrong impression will be given, which only time can eradicate. An advertisement in a local newspaper is a salesman talking to many people at once, and, if done poorly, it creates a worse impression than a poor clerk who comes in contact with only a limited portion of the public.

A merchant can afford to spend about 4 per cent of his sales for advertising. On a capital of \$5,000, and annual sales of \$25,000, his outlay should be about \$1,000 per year. He should not try to thinly cover the whole field of mediums; better concentrate on a few and cover them well. If the capital employed is \$10,000, the rental, advertising expenses,

etc., suggested above can be multiplied by two; if \$20,000, by four, and so on up.

A merchant may have ample capital, excellent location, attractive store, good merchandise and good advertising, but all these will not bring success. They must be backed up with a broad policy of dealing with the public. One eminent merchant has "service" as his slogan, and service means thinking first of the customer in every transaction.

When the buying public once has learned that this policy is faithfully carried out it will stand as a continual stimulus and men will be brought to trade in such a store through the word-of-mouth advertising of its customers. There is no harder thing for a merchant to thoroughly learn and practice than a broad policy of dealing, and none is so essential to success.

The office end of a business should be kept carefully in hand. A merchant must know stock, sales, profits, expense and indebtedness at all times. Unless he has this information he does not know how his business is tending. It is easy to eat up profits by too much expense, and unless a merchant knows how he is running the safety of his business may be imperiled.

Credit may be extended to desirable trade: it helps to make business, but the young merchant must exercise care, otherwise too much of his capital will be tied up on his books. A good rule is to pick your own credit customers, as far as you can, instead of letting them pick you.

The hard test for a new merchant usually comes after the first season in business. The stock of goods which at first was \$6,000 has been depleted by sales. On September 1, in the fall, and March 1, in the spring, the season's stock should be reduced to the lowest possible point and the new goods unpacked.

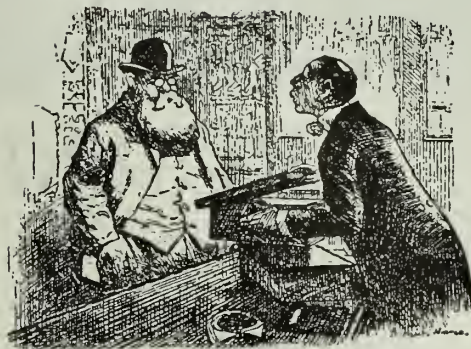
On the opening bills, our young merchant paid half cash, and, with his sales, he had the money to easily discount the remainder. When the second season comes he should see that he maintains that record. To lose discount is to sacrifice profit and to impair credit. The system of interchanging information and the reports which are gathered from one source or another are such that credit men in the wholesale houses know promptly whether a merchant is a discounter, no merchant should ever permit himself to be indexed as slow.

As business increases capital is increased by adding to it the profits of the year, but temporary capital may be obtained in another way. When a merchant finds his business so good that it requires a larger stock of merchandise he gets in touch with his banker. Banks exist for the purpose of assisting legitimate business, and, if not utilized for this purpose, their functions would be defeated. A merchant borrows in the spring or fall when he needs money to discount his bills. The discount saved is

(Continued on page 63.)

The First Essentials of Retail Salesmanship

The true salesman sends every customer away satisfied—Those who cannot be interested in high-priced lines should be given as close attention as those who can be worked to swell the sales books.



Up-to-date Salesman — "Something in the way of a fancy tie, sir?"

SOME TIME ago, the proprietor of a large men's wear store, who always made it a custom to put a printed slip in the pay envelopes of his employees, handed out the following advice in that way:

"A salesman is the one who can sell a customer something he had not intended to buy and send him away pleased."

This is partly true; or, at least, it gives half of what goes to make a salesman. And it has ignored what is, in the opinion of the writer, the most essential half.

The first duty of a salesman is to satisfy the customer in regard to the matter which brought him (the customer) to the store. If a man has asked for cuff studs, the first duty of the salesman is to see that a suitable pair of studs are found for the customer. After that he may proceed in an endeavor to interest his man in a new shirt to go with the studs, and a new tie to go with a shirt, and so on.

The chief weakness in many salesmen is their proneness to give perfunctory attention to people who have asked for a small article and cannot be interested in other lines. They make the sale, or fail to make it, in a listless or a hurried way which makes the customer feel that he has no right in that store. The customer seldom comes back.

An incident comes to mind, which bears on this point. An old man, quite apparently from the country, entered a men's furnishing store in an Ontario city and asked to see a pair of "braces." The clerk looked him over critically and decided that he was a "brick" and consequently "no good." Bringing out a few pairs of suspenders, the salesman began to make suggestions as to other articles such as shirts, socks, and collars. The farmer, however, stated that he was in a hurry and needed the braces only. Losing all interest, the salesman left the samples before the customer to make his selection and did not vouchsafe any further remarks or even pay any more attention. Not finding just the kind

wanted, the customer left the store and repaired to another where he was very courteously waited upon by a clerk who had learned the lesson that civility and assiduity are the two prime essentials of salesmanship. The farmer secured what he wanted, assured the salesman that he was in too much of a hurry to look at anything else and left. The salesman did not unduly press him and was rewarded by a return visit in the course of a fortnight when the farmer bought a new suit of clothes and a rather complete stock of furnishings.

The second salesman did not on the first occasion sell his customer something that the customer had not intended to buy. Nevertheless, he had fulfilled the obligations which rest on a salesman to the letter. He had sent his customer away pleased.

The duty of a salesman is to send every customer away pleased. And this can be done only by giving the best of service to everyone and under all circumstances.



Regina, Sask.—The Regina Trading Company will make important changes October 1 when they take over the offices of Anderson & Lunney, in which will be located the boys' furnishing department.

* * *

Port Arthur.—Henderson Bros. are holding a big stock clearance sale. Among other bargains, they are offering a limited number of \$3.00 shoes for \$1.

* * *

Woodstock, Ont.—By the death of Thomas Harrison, Parker, which occurred last evening, Woodstock loses one of her oldest citizens. Born in Cumberland, England, nearly 86 years ago, the deceased came to Canada when young and, with his parents, resided in Petrolia. More than 50 years ago he came to Woodstock and here he carried on a drygoods and clothing business in partnership with the late J. D. Hood, afterwards city treasurer.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

Something About Clearing Sales

THE DISCUSSION in the last issue of *The Review* on the advisability of early clearance sales has created quite a little comment in the trade. It is recognized that the clearing idea is being carried to an extreme which hurts legitimate business to no small extent. For instance, a number of prominent stores in a certain place will start to sacrifice their stock of straw hats late in July or early in August, offering them at prices which attract a brisk demand. The result is that no dealer in that place can sell any more straw hats at the regular prices that season, whereas the regular selling season should have lasted several weeks longer. This practice results in the curtailment of profits very considerably. Many men's wear dealers state that they think the clearance sale idea is being overworked. One man—a firm believer himself in the practice of not carrying stock over from one season to another—expresses the opinion most emphatically that the rushing in of clearance sales before the regular selling season is over has cut all the profit out of some lines for him and, presumably, for everyone else; and should be stopped by all sensible dealers. This is undoubtedly a question which should be given thought by every men's wear merchant.

Light Apparel for Men

THE PAST Summer has seen a strong revival of light colors for men. A well-known writer on men's styles, states that "since the South African war I have not missed an Ascot, and during those years I never remember seeing men garbed in such light colors as this year." The well dressed men of Lon-

don, Paris and, to a less degree, of New York, have been appearing in white top hats, white gloves, white waistcoats, trousers of unusually light shade and even in worsted morning coats of a silver-gray shade. As a result, any fashionable event has been an almost bewildering spectacle of men presenting the appearance of being dressed almost entirely in white. Some men have not gone to the extremes but have affected medium tones. Thus, the dove-colored hat has had quite a vogue. Great numbers of them have been seen everywhere. And it is freely predicted that the dove-colored hat is here to stay. Not many have been seen in Canada. But, who knows?

A Great Fad Coming

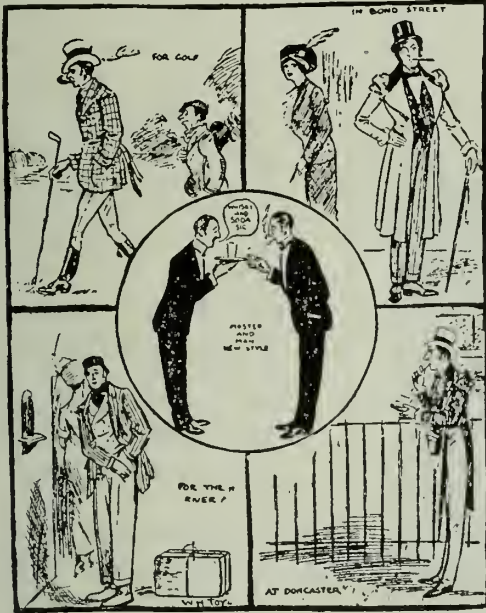
IT IS not often that a fad for any one color develops in men's neckwear. Usually there is a wide range of shades to choose from, with no particular shade usurping a predominant share of favor. But everything points to a fad developing next Spring for green. All shades of green will be in favor and it seems a certainty that more of that color will be worn than any other shade.

Staying In The Home Town

IN ANOTHER part of this issue an article appears dealing with the advisability of the young man staying in his home town. The young man who stays at home and gets a thorough grounding in whatever line he has chosen is following the best course. To tempt out into the world before equipped with practical experience and knowledge is risky, and, in most cases at least, unwise. Some men have "fared out"

into the world to make their fortune, equipped with a rugged determination only, and have made fortunes. They are the exceptions to prove the rule. In the great majority of cases the result of a premature sally away from home is that the young man gets into a narrow rut, where he is compelled by force of circumstances to remain. At the same time, it is not intended to advocate the stay-at-home policy

store. One of the most novel and timely window attractions recently employed by Mr. Ray consisted in placing into a display case in front of the store, which is reserved for novelty advertising purposes, a 300-pound cake of ice, into which three straw hats had been artificially frozen. A notice was posted on the case to the effect that five hats would be given free to the five persons making the nearest guesses as to how long it would take for the cake of ice to melt. Everyone was invited to indicate his guess on slips of paper provided for the purpose, and in this way, Mr. Ray states, over five hundred valuable names were secured for their mailing lists.



It is rumored that men's styles may hark back to the ideas of 1830. Some possibilities.

as the only one to pursue under all circumstances. When a man has "stuck to his knitting" in the home town and become thoroughly proficient, he then needs the broadening influence that brushing with the outside world gives. It then pays him to get out and meet new people, experience new conditions, and face new and broader problems.

A Novel Device

LIKE the "endless caravan" immortalized by Bryant in his "Thanatopsis"—there seems to be no end to novel window display "stunts." They vary from the interesting to the mildly amusing; from the grotesque to the bizarre; from the unique to the ludicrous; from the mere eye-catching to the really worth-while. And pedestrian-attracting "stunts" of any and all of the types enumerated have been employed with varying success by the "Hat Box," an exclusive hat store operated by I. E. Laventhal at 219 South Spring Street, Los Angeles, Cal. The window attractions have been, in most instances, conceived and originated by C. Ray, manager of the

Thoughts In Brief

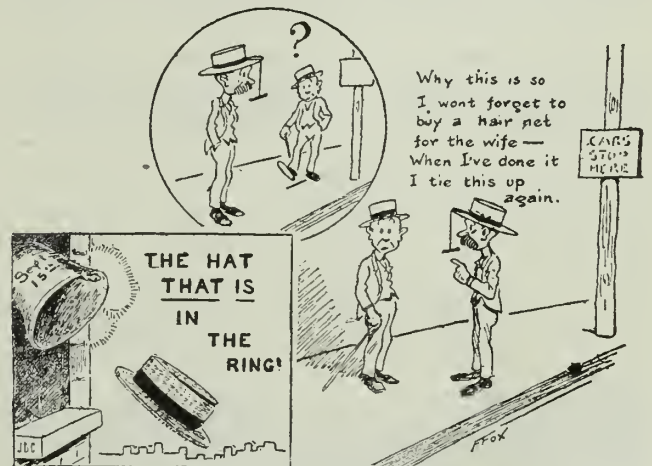
Clearance sales are alright but they should be held only at clearance times.

Another much-needed invention is a golf ball that will whistle whenever it is lost.

The straw hat should be taboo after the first week of September. Start showing Fall hats.

Somebody could make a fortune by inventing a raincoat or an umbrella that would be at the right place whenever it rained.

The Canadian man is probably the most sensible dresser in the world. He seldom takes up fads and he carefully eschews extremes. He is conservative, but exacting in all respects.



The cartoonist and the straw hat.

Few Words, and Short Ones, Card Man's Slogan

A GREAT deal is said about the practical side of cardwriting and the ambitious card writer has no difficulty in securing information with reference to proper methods of workmanship. But what of the other side of it, the problems of card wording?

The wording of a card is fully as essential as the workmanship. A cleverly phrased card, executed in weak and careless style, would attract very little attention; no more, in fact, than a well lettered card which was poorly worded. Bright wording and neat workmanship are equal essentials.

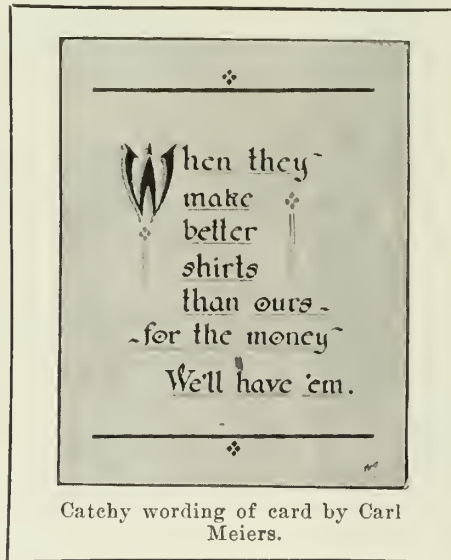
In wording a show card, the writer must bear one paramount consideration in mind. He must arouse in those who read a desire for more information and, by creating this desire, bring them into the store. That is the purpose which the card must serve.

To achieve this purpose a card must "have the punch." It must go right to the root of the matter, telling enough about a certain article in convincing style to half convince the gazer and make him look for complete conviction.

Necessarily, the card must be terse. Tell what there is to tell in as few words as possible. An epigram in three words will tell more to the gazer than a long rigmarole.

Some time ago the now famous advertising phrase, "Eventually—why not now?" was not so generally known and a men's furnisher used it on a

A dissertation on rules for card wording — Terse phrases, right up to the point, are needed—Alliteration can be used to good advantage — Long words must never be employed — Some examples, good and bad.



Catchy wording of card by Carl Meiers.

card featuring a new style of collar. Every man who saw that card became interested and the dealer sold a large number of collars. The effect was better several times over than if he had worded his card: "This is the coming collar. Be one of the first to wear it," or some such form of phrasing. In four words, the thought desired to be conveyed was expressed in its most perfect form. In addition, it left in the mind of the reader, the desire for a little more information.

THE METHOD TO ADOPT.

The best method to adopt in reducing a sentence or group of sentences to the most laconic form, is to rewrite the matter several times, each time making it

shorter. After drafting the wording for the first time, go over it carefully, pruning out all unnecessary words. If it is found advisable, revamp the sentence, putting it in brief form. Finally, if it is possible, go over it again and "boil it down" some more.

For instance, a display of suits is being put in the store window and the card writer must emphasize certain points. He desires to point out that the suits are the latest cut, that the firm will guarantee to fit any customer to his complete satisfaction, and that the price fixed is a remarkably reasonable one. On the first draft, he evolves something like this:

"These suits are cut on the most approved lines

SOME TERSE RULES FOR CARD WRITING

- Few words and short ones—that is the best motto the card man can adopt.*
- The wording of a card is fully as essential as the workmanship.*
- An epigram in three words will tell more to the gazer than a long rigmarole.*
- Go over it again and "boil it down" some more. Make everything as brief as lingual limitations allow.*
- An alliterative phrase gains wider praise than it really merits.*
- Long words are as much out of place on a showcard as a plowhorse would be on a polo field.*

and a fit is guaranteed every man. A bargain at the price."

This was too obviously long and cumbersome, so he started in to use the blue pencil. The result was as follows:

"Suits on best lines at lowest prices. A fit guaranteed."

This did not suit still as the cardwriter desired to letter his card in large and bold style. He wanted six words at the most and yet felt that he must bring out the three points. Finally he kept boiling

SNAPPY PHRASES FOR CARDS.

She will like you in one of these suits.

Going to the dance? Everything you need here.

These straws show the way the style goes.

Bathing suits going down—in price.

Hats meant for handsome men.

Cold winds: Muffle up.

You need that fall overcoat now.

Let us help you to dress correctly

Warm and wholesome—worth the money.

Defy winter's blasts.

These gloves keep the fingers warm.

Man's one extravagance—a good stickpin.

All kinds of ties. All good form.

Satisfy that craving. Get a fancy vest.

Eventually—Why not now?

Gentlemen's suits—They hit the right note.

Pumps, for the dancing man.

the matter down until he got it condensed into the desired length as follows:

"Good style, better fit, best price."

The best advice that can be given to cardwriters is to make everything as brief as original limitations allow. Caesar told us much in his, "I came, I saw, I conquered," as some war correspondents will tell in three columns of word painting. A card with four words—if the four words have been selected with discrimination—will be many times more effective than a card with a dozen words.

THE USES OF ALLITERATION.

One of the most potent weapons that the card writer can use in making his efforts bright is alliteration. An alliterative phrase rolls smoothly off the tongue and gains wider praise than it really merits. Public speakers of a mediocre order have sometimes won reputations as orators solely through a knack of alliteration.

A card which is worded in this way will always be recognized as clever. Such phrases as "popular prices prevail" and "superb style standards," have been used with best effect by card writers and admen. It is better to designate a collar, which is cut on sensible, comfortable lines as a "comfort collar," than as a "sensible collar."

At the same time, the effort to achieve alliterative effects can be carried too far. Slangy adjectives are too frequently introduced, such as "classy," "nobby" and "nifty". These words can be used on occasions to good effect but they do not improve with overuse.

DESCRIPTIVE PHRASES.

The best card writers are those who have the gift of descriptive phrasing. A man who can find the way to describe an article so that the reader gets a complete idea of it, can get results every time. Such phrases as "wears like iron," "advanced refinement in ties" and "the collar of comfort" are found highly effective.

SHORT WORDS BEST.

It is a cardinal rule that the cardwriter must use short words. Long words are as much out of place on a showcard as a plowhorse would be on a polo field. They are too heavy and cumbersome. They take up too much space and cannot be taken in at a glance. People do not expect or appreciate the use of "jaw-crackers." The card writer who penned the words, "The apotheosis of present styles" was getting away beyond the people who would see that card. For all they knew, he might be making the assertion that the articles shown were intended as a burlesque on styles.

Few words and short ones—that is the best motto to the card man can adopt.



The Perfect-Knit Mills, Limited, Listowel, have been incorporated, with a capitalization of \$50,000.

Westboro, Ont.—The first dry goods and gents' furnishing store to be conducted in Westboro will be opened shortly by John Stewart on the Richmond Road.



Advantages of Staying in the Home Town

"ON MY word Pete I can't understand why you want to stay here at this job and in this dead old town. You have often heard me talk of getting a job in the city, and now I have a chance and I'm going. If you're game to go too, why just say the word, and I can get my friend to work you in at the same place."

These words were spoken by a young man about 18 years of age as he was mechanically dusting a row of shoe boxes of a general store in the very quiet town of R——. The boy who was thus expressing himself was popularly known as Fritz. He was actuated with a burning ambition to gain distinction in the mercantile world, but this ambition was of the impatient variety. He was willing to pay a price for fame but not willing to pay the necessary amount in the way of earnest endeavor. His nature was somewhat shifty. If surrounding conditions did not work harmoniously to his liking his policy was to seek for those that did. Which, by the way, is like a phantom ship, never reached.

Pete, at the time Fritz was speaking to him, was in an energetic and enthusiastic manner wrestling to relieve a box of oranges of its stubborn cover. He, too, had ambition of the burning variety, but he was a boy given to deeper thought, and with a keener sense of foresight than his co-worker.

The two boys had been brought up in the little town, had attended school together and being friends had obtained work in the same store.

The town was not large, in fact it was much too small for Fritz. To him it appeared that his ideas were of too great magnitude to be worked out in such a small and unimportant place, so he chose the city as a promising locality.

To Pete, the small town appeared to be a mine rich in resources, a place where he could get a good general knowledge of his business. He had many original ideas which he wished to work out on the unsuspecting inhabitants of the little town. He could live there at a great deal less than he could in the city. He had, moreover, the comforts of home which few boys appreciate.

A month after the conversation in the store, Fritz was standing behind the dressgoods counter of a department store in the city. He was thinking of poor Pete still wrestling with the orange boxes and feeling sorry for his old pal. Pete, at the old store, was still appearing every morning in good time to get the sweeping done and then dig around to see

A story which tells how one young fellow stayed in a country store and gradually worked his way up to a lucrative position, while his chum went to the city and fell into a rut—A story with a moral.

how much more he could learn.

The next two years Fritz spent selling dressgoods and of these he obtained a somewhat thorough knowledge, but what little acquaintance he had formerly gained of general dry goods was gradually disappearing, and by the time two Summers had passed was almost at the zero point.

The environment of the city was not as productive as he had anticipated. In his boarding house he had none of the comforts of home, so had to seek other forms of recreation. In the Summer time his room stifled him and odors coming up from the kitchen drove away his appetite every time he entered the house. How lonesome everything was. What few friends he had made were scattered over the city he knew not where. He never could make friends with the boys in the boarding house. They were of an entirely different type to Fritz. He would rather be alone than in such company. Many times he thought he would seek another house where conditions were better, and the boys more to his liking. But no, those houses were too expensive for him. He could not pay the required price from his small weekly income. So he had to stay where he was although the street cars rattled past his window and awakened him from his first dozy dreams. Then, too, there was always the knowledge that the room was inhabited with living things he had never seen in his own comfortable home.

When winter came the surroundings were no better. He thought that to wile away some lonesome hours he would obtain some good dry goods literature and better fit himself for his job, which, owing to his meagre knowledge of the trade, he feared might end any Saturday night. The first night he attempted to read in his room he was so cold that he put on his overcoat, and turned the dim-looking gas burner as high as possible in order that what little heat it would give might keep his circulation nearer normal. This ended all attempts to make his room a sitting room. He wondered if they would let him go down stairs with the family. The boy in the next room told him that that was never done. His home was his room or the cold street, so by scraping along and doing without proper clothes he saved enough money to allow him to go to the cheap shows and poolrooms, where he was a little warmer than on the street or in his room.

Pete, at the old home town, was enjoying all the

comforts of home. Around the store he gathered up trade magazines and papers and devoured their contents on the lawn, in the shade of the big maple tree, and in colder weather he gathered himself into a big chair before the dining room heater and read until the fire put him to sleep. Then, after a nightly visit to the pantry he would go to bed and sleep, as he would say, "like a brick."

If Pete was asked how cotton was going he could tell its exact price in any state. When his employer wanted to know just where wool stood, Pete could supply all the information he wanted. He could tell him that sugar had gone up three cents and that the leather market was in a shaky condition. He knew that clothing was to be a little looser fit next year, and that hats were to have more curl to the brim. There was no part of the business that he did not understand.

Four years after Pete and Fritz had parted the wholesale concern of K—— & Sons were on the outlook for a competent man to handle their Western trade. Their representative, Mr. ——, who covered that territory which included the little town, strongly recommended Pete to the firm. It was decided to give Pete a trial although they well knew that when Mr. S—— recommended anyone he was a man who knew his business.

Pete's experience on the road was full of experience, mixed with some adventures and not a little romance. Three years were sufficient to show his firm that he had business ability and integrity. They saw an opportunity of opening a store in a new northern town. A proposition was made to Pete to go as manager with prospects of owning the business. This he readily accepted, being very anxious to settle down and put an end to a romance that had occurred "along the road."

Ten years later Pete took over the entire business as his own. This had grown to enormous proportions, as the town grew to a city, and now each department has its own head and a system was worked out that was perfect.

Where was Fritz? Not where was he, but where is he and where is he likely to stay? By hard work and after he had come through many tight corners, because Fritz was by no means a weakling, he finally secured the position of manager of the dress goods counter and to this position he seems to be anchored, although he many a time thinks of that day at the old general store, when, while Pete was after oranges, he in his haste had grabbed handfulls of lemons.

Was there ever a story that was more true to present conditions than that just related? How often does the young man in the country store see far off fields in the city, and through his color blindness think they are green? How often does he, in his haste to gain distinction, choose lemons while the

other fellows are taking their time and making sure they get oranges?

Almost every day we see young men who have but a spattering knowledge of business, pick up from the place where they could get the best general knowledge and drift off into some place where they get into a rut and stay for the balance of their lives.

It is not meant to be inferred that men should not specialize along any line which attracts their interests. To specialize along some branch is by far the most productive of results. But the choosing of what branch a man wishes to concentrate his powers on is a matter of extreme difficulty and importance. To most beneficially make such a choice a man must gain a high piece of ground, from which he can see the lay of the land, and then follow the policy of the bull-dog, "smell out your opportunity, then hang on."

Many a young man leaves his country home and enters the city store, drops into the first department that is opened to him, makes just about enough money to keep up a bare existence, probably a miserable one at that, gets disgusted with his outlook, loses his ambition, and lands, well! it is hard to say. Many just drift along from one thing to another, wherever the wind blows them, until the earth in her kindness opens up and receives them, and they are lost and forgotten, yes, completely forgotten, not even a piece of marble to mark the spot where they were last seen.

Other men will take an inventory of themselves and know where they stand. They will get all the general knowledge they can, and then from their advantageous ground they spot out their goal. Wherever they go or whatever they do, it is a step in the direction of their vision. Their whole being is thrown into their work, nothing is done half-heartedly, but thoroughly, and with a determined face and set teeth.

The city offers opportunities to the man who is thoroughly competent, but without this proper equipment his chances for success are very slight indeed.

What is the good of a thousand shoe factories giving you their entire product, if your feet don't fit the boots? What is gained by a thousand openings as a store manager, if a man only knows how to do the janitor's work?

Many a young man wants to try the city because he thinks that, there! is the opportunity of gaining salesmanship experience. This is a great delusion. It is an acknowledged fact that in small cities and country towns, there is more genuine salesmanship ability found in the average man, than in a host of city stores where the clerk acts like a machine, and makes a person wonder if it is a mummy, or a man bereft of vocal organs wearing out in wilful waste good shoe leather on the other side of the counter.

Business Conditions Show Improvement

THAT BUSINESS conditions have improved is evidenced by the fact that more business is being done. There is an improved tone generally. Of course, the increase is not large, when compared with the figures of past years. Business men are not surprised at this, having made up their minds not to look for extraordinary increases, as they did in the past. They are quite satisfied this year with a normal increase and accept same as evidence of an improvement in conditions which will spell brisker trade next year.

Although in some respects business is not yet up to the mark, it is safe to assert that the commercial public have safely passed the panicky stage. Any fears which might have been held a few months ago have disappeared with the upgrowth of confidence in the stability of commercial conditions. It has been demonstrated that commercial stagnation does not follow a sudden tightening of money.

Business men are watching financial conditions closely. In dealing with the situation, Financial Post says:

"The outlook for the remainder of the year is that money will tend towards greater ease. Last week we said that we expected to see a turn for the

An increased volume is being done —
Panicky stage has been safely passed—
Money will be easier for the remainder
of the year, according to financial men.

better towards the end of the year, but in the meantime money will be tight. The crop in Canada has to be moved and for that undertaking the banks are comfortably well equip-

CROPS ARE SAFE.

Any doubts which have been entertained on the score of the crops have been effectually dispelled. Reports from many districts have been received to the effect that the safety of the crops is now assured.

With a continuance of good weather, the year's yield of wheat will be placed in storage with a minimum of loss. Conditions so far have been practically perfect and the work of getting in the crops has not been impeded in the least degree.

The effect of this satisfactory condition, is incalculable. Business has felt the impetus of a new spirit of optimism. A more active tone is noted all around. Retail business has picked up, manufacturers are showing more readiness to extend operations. With the promise of a good crop fulfilled, there is no reason why prosperity in fullest measure should not again be enjoyed.



The crop situation as seen by the cartoonist.



Attractive unit arranged by Geo. E. Keast, with Marks and Price, Yonge Street, Toronto.

ped, but they are not too confident as to the future. They are still keeping a tight hold on the reins and are not relaxing efforts to keep up strong reserves and keeping going the ordinary commerce of the country. To do that they are just as watchful of speculation as they were six weeks ago.

It seems agreed among financial men that conditions are sound but they very wisely restrain any expressions of confidence and preach moderation to their clients. This attitude is a wise one, as it will help to put business generally on a sound basis and eliminate rash and speculative development.



The Problems of Launching a Business

(Continued from page 59.)

always more than the interest paid to the banker. After the bills are discounted the banker is paid out of the money that comes from subsequent sales.

Only a small part of the merchants who fail cause a loss to their creditors; most of them lose their own capital, sell out, pay up and quit; some die in the harness and their estates barely pay out.

The fundamental causes for their failures are few:

First—Lack of managerial capacity. Most mer-

chants make money when the business is small; they do most of the work themselves and watch every penny of expense. When the business gets bigger, and some of the important work must be done by employees, the weaknesses of the manager become apparent. Here a genius for organization is necessary.

Second—Ignorance of the facts about the business. Instead of knowing every day all about the size of the stock, expenses, profits, they guess at such things.

Third—Lack of concentration. Many a good merchant is spoiled by a little success. Instead of sticking to the business which gave him his first taste of prestige, he permits himself to be dazzled by other things, such as real estate speculation, political honors, and other outside ventures. Some men make them pay; more do not.

Fourth—Underestimating opportunities. In towns there are too many mediocre stores and too few really good ones. Merchants are prone to be too quickly satisfied, thus making room for new and more lively competition.



The rolling stone gathers no moss. And what's more, it never rolls up hill.

A Strong Talk on the Art of Salesmanship

THE following address was delivered by Otto Buehrmann at the annual convention of the Michigan Retail Clothiers' Association:

Selling is the vital feature of the clothing business. Money will buy goods anywhere, at any time; but how about the selling? "Aye, there's the rub."

Facilities for buying are thrust on the clothier from every side. The road is made so smooth, so agreeable and so easy to travel that we hardly realise we are going anywhere but to the highest peaks of success, according to the honeyed words of the seller, who, when the bill of goods is purchased, slaps us on the back and congratulates us on our wonderful skill and perspicacity in the selection of the merchandise just booked.

What man but loses his head at this moment and swells up like the proverbial toad when the salesman tells us, "It's no art for you to buy, Mr. Clothier, you are a born buyer, and there are none other like unto you!" Who ever talks over the order just given at this moment, critically, and considers the long, long, weary days before him during which he will have to wrestle and tug with the mistakes he may have made in selecting the suits so easily bought, but now so hard to sell.

The curses in secret at the mistakes of the buyer, whose enthusiasm made him neglect his duty, and caused him to relax his vigilance for an hour, are too numerous and deep to record on the tables of the trade happenings.

Every one of us has had this experience, and yet we go smilingly to the shambles to be slaughtered again and again. The musical arguments of some of the salesmen drown the reasonings of common sense. This, gentlemen, is the cause of much trouble at the selling end of the business. Every one of us knows how fearfully expensive mistakes are, and when a carefully prepared memorandum from a correct stock sheet up to the minute is carried it is the safeguard against this evil. When sizes, styles, and quantities are noted as carefully as the dimensions in the plans for a house they will prevent overbuying when followed, and goods well bought are among the trade bringers we are always looking for.

Every clothier here present is, or should be, seeking for some method by which he can sell more goods, some additional means by which he can accomplish this. For the moment he ceases to have the ambition to increase his business, that moment he

Address by Well-known Authority of the Clothing Trade in the U. S. — Methods of Selling More Goods—How to Size Customers—The Closing of the Transaction.

begins to go backward.

Some clothiers will say: "It is no use to make any unusual effort in my town; there is but just so much trade to be had, and I get my share of

it, and it is foolish to spend money trying to increase my business."

If this man discounted all his bills last year, owns his business house, his residence and a piece of property or two, and has a balance to his credit in the bank, he it is who is certainly in the best shape to make the effort to increase his trade, for he has the money to invest in trade-bringing efforts, which some of his smaller but more ambitious neighbours cannot afford. And it is his duty as a citizen to set an example to his less able townsmen. He it is who should be at the head of every public movement to put his town on the map, and in no way can this be better done than through bringing in the far-away trade.

The parcel post removes the limitations of neighborhood and opens up a field just as large as any man or firm can cover. And if he will not be of benefit to himself and his community he should quit and give the other man a chance for quit he will if he does not continue to push and work. Mother Nature has adjusted these matters of cause and effect so accurately in business that when a man does not create a cause no effect will follow, and she forthwith causes decay to set in with which she equalises all men and punishes those who refuse to work. It matters not how seemingly solid the merchant may be, all things but remain as they are only so long as they conform to nature's laws.

A story is told that in a churchyard in Holland lies buried one of the old merchants who prided himself on the solidity of his business and his own capacity to do things. Before he died he had his tomb constructed of immense blocks of granite, fastened together with huge iron clamps, to perpetuate his idea of solidity, and had an inscription carved on the tomb, "This will last for ever." Just as some clothiers expect their business to last for ever, without further effort. But a gentle wind had wafted the seed of a tree into the churchyard, where it had lodged in the crevice between the granite slabs; it had sprouted and grown, and with but little sod above to nourish it, the roots of the tree had struck down until they had found Mother Earth, and, nourished by her, had gathered force with each ray of sunshine and every drop of rain, until they grew

and forced the granite slabs asunder, bursting the iron clamps, and now there it is, a strong admonition to men who would gainsay or oppose Nature's laws.

Thus, as the tiny seed became an engine of destruction, what little thing, what little cause, is going to disrupt and destroy that clothier's business to whom we have referred? Even though there be money, houses and lands now to support it, all merchants must work, and work continually, to keep their business alive and a factor in this great game, or it drops out.

The fruits of honest labor are but the means to greater successes. Success is not always measured by money, for Nature has other treasures she gives her children which are just as valuable and oftentimes more enduring. The greatest gift of all is the ability to work, to strive for achievement, and will she let the puffed-up man, with a few, very few, dollars, as compared with the whole, set the clock back?

What has Mother Nature to do with clothing? Just as much as clothing has to do with Mother Nature, and that is considerable. She produces every shred of material; she permits her children to acquire the skill to use it, and she demands—mark you, she demands, not requests or suggests, but quietly, as the remorseless glacier grinds down the granite just as surely does she demand a just and fair observance of her laws, in every detail of the clothing business. When someone points to the wonderful success of this or that man or firm, look for the observance of her laws in the building of the business. Look back over the records of the past year and see the clothiers who were ground to powder between the upper and lower millstones because they did not obey these laws. Sometimes it was the violation of the material law; in other cases the moral law was disregarded.

Do you ask my authority for such statements? Look into the laws of business as given by the most successful business man who ever lived, King Solomon. He it was who gave to the world a code of ethics, morals and salesmanship which has been tried by the square, compass and plumb line for countless centuries and found to be "square and true."

Then why, in the name of common sense, are these rules to keep the business going at full force not used every day? Old fashioned? No, not old fashioned, but too progressive for old fogies to use, for it takes enthusiasm as well as work to keep abreast of the times, and too many clothiers lack this all-important attribute of enthusiasm to do the necessary work in building a success.

Now to some important details of the art of selling as understood by the successful man: He first is wise enough to "limit his efforts to his abilities," and this means he must know his business and sail close to shore until he increases his ability to sail out

into broader seas. In doing this he knows he cannot sell every customer personally; he must have help, and to have this help know how to obtain the best results and make the most sales for him he must instruct them in the art of selling.

The Greek diamond merchant begins the training of his assistants when they are but 12 or 14 years old. Seated in a circle, the merchant gives them lessons pertaining to the trade, one of which is to spread a blanket on the ground, and as each boy, with his hand out of sight, under the blanket, passes a diamond to his next neighbour, the recipient must tell exactly what the stone weighs. A failure to give the correct weight is to receive a good trouncing.

Has any one of the clothiers here ever instructed his salesmen in the weight of a blue serge? Or does he know it himself by the touch? Not that this selling point is as strong as that of the weight of a diamond, but it certainly has something to do with the value. Style, say you, is the factor which now sells ready-to-wear clothing. Then have you instructed the salesman in the styles of the hour? The fit, the general appearance and wearing value of material?

It is necessary for your salesman to know every talking point as correctly as you do to enable him to sell goods as well as you can. Do you take the new salesman into your confidence and tell him it is your ambition to sell more goods than anyone else in your city or county? Do you instruct him never to misrepresent an article of merchandise while in your employ? Misrepresentation is the first sign of decay which Nature uses to enforce her law, and will surely undermine the business, for when you "put one over on a customer" it is at the expense of the house every time.

Does the salesman understand why he should know his stock so accurately that each garment is already fitted, in his imagination, on the special customer for whom it was made? Does he know the customer? How did he learn him? Can he intelligently explain why he was as quiet as a mouse when selling this man, and was as garrulous as a schoolboy with that one? Why must he be polite, well mannered, and, above all, good natured? Some say the customer "will buy anyhow, if the price is satisfactory." Not at this day and time, when the mails are going into every house in the land with catalogues from the mail order houses, promising the most satisfactory service, with samples of the goods, at prices which catch the buyer.

The salesman is your right hand, with which you must combat and overcome this influence which takes so much trade away from the local dealers to-day.

The days of the old voyagers are over. There are railroad trains now, instead of packtrains, loaded with goods coming into your city, and you must tell your salesman, if he does not please the customer

with service as well as price, others stand ready to do so. And that is why your salesman must have an interest in what he is doing for you. That you are the boss and he the salesman is relative only; both must work with the one end in view, success.

Now as to the salesman knowing the customer so that he will be able to not only sell him, but make a friend of him for the next sale. You may ask, How is he going to learn this? It is a question not easily answered, and that is what has prompted me to compile a lot of facts and suggestions, in book form, for the use of the salesmen who wish to "know the customer." But you can doubtless tell him a lot about "Mr. Jones, Jim Smith, and Dick Brown," as types of the mental, motive and vital customer, and point out their various peculiarities. Mr. Jones, the school teacher, away up in the clouds with his thoughts, has a forehead bulging at the top, and will not stand much talk. Wait on him quietly, for he is of the mental type.

Jim Smith is a motive type, always in a hurry and always going somewhere. Wait on him quickly; be ready with a correct answer, and don't make mistakes, for he has little patience.

Dick Brown is a fat, good-natured fellow, the vital type, and likes to hear the news, the gossip, etc. Give him a comfortable, easy-fitting suit, and don't ask him to exert himself too much in making the selection, and he will buy all right, for a "stout" is rarely ever missed unless through stupid ignorance of the stock or "snippy" conduct. But "Beware the fury of a patient man," for when once you stir him up he is a lost customer. A good rule to remember is: "The fatter the man, the easier to sell; the thinner the man, the harder to sell."

These are all natural means of telling the disposition of the customer, and the unnatural method of handling him is to tell him you are "It." Trying to reason him into buying something which does not look good to him, which he does not think is what he wants, this is the head route in salesmanship. It is a long and rocky road to travel and leads to nowhere.

But suppose you tell the salesman to come at him on his other side; for instance, say, "You are a man of whom we wish to make a friend and a permanent customer, and that is why I am showing you this suit. It is what you think it is." "Is it all wool?" asks the customer. "Commercially speaking," says the glib salesman, who is reasoning with him. "No! Not a thread of wool in a carload of these suits," says the heart-route salesman, who wants a man's confidence.

He it is who, when the suit is being tried on, says, "No; it does not fit like it should; it hikes up behind where you can't see; but I am going to have it fixed to my satisfaction and your pleasure; and when it is sent home, if you are not pleased with it, just come back and we will return your money, for we want

you to feel we are so much interested in your welfare that when you need another suit you will come right straight to this store." Further, tell your salesmen, when this argument comes to the tongue from an honest conscience, it is the *heart route* in salesmanship which insures the clothier the success to which he aspires.

Why is it that a customer will come in, stand around and wait for "Tom" when there are five or six other salesmen ready to wait on him? Because Tom took the *heart route* to get the good-will of his customer.

When I have a free hand in instructing the selling force I begin with the salesman first. I tell him it is not the customer who is so hard to handle. It is he himself whom he must learn to control. It's his good humor and friendliness, his dress and personality which is to be made attractive, through attention to the details demanded by the usages of successful business men. Who ever saw a successful clothier who was not very particular about his personal appearance? His speech was keyed to please the ear, and his conversation was agreeable to all men, not coarse to please the one, or full of hypocrisy to deceive the other. His bearing is manly; he stands square on both feet, he knows that he knows, and is to be followed.

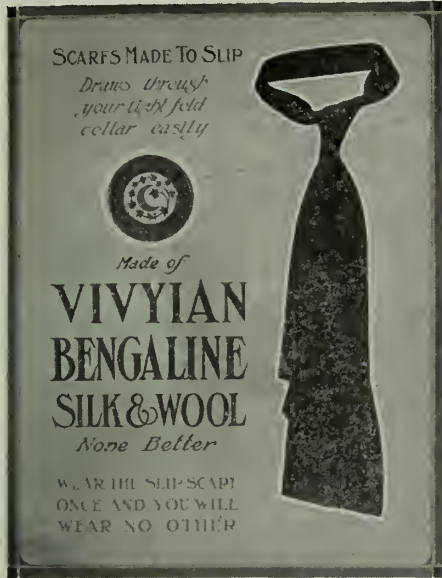
According to an old Arab saying: "When thou seest a man who thinks he knows, avoid him. When thou seest a man who knows not that he knows, speak to him. But when thou seest a man who knows that he knows, learn from him."

The knowledge of the earnest salesman is of the kind that begets confidence which is not betrayed through ignorance. For the result of ignorance is the same as that of dishonesty.

To again present the matter of personal instruction: What set of salesmen, in a heart-to-heart talk from the one man to whom they look for their bread and butter, will not take the suggestions from the proprietor and apply them and be better men morally and physically? This latter is a highly important matter, for a healthy body must be behind an active brain.

The reason why this course is not more often followed with the salesman is because the proprietor thinks he is too busy, never considering the great economies of having fewer men, but better trained, and we now come to the art of inspiring the salesman through ambition, for when he lacks this it must be created and developed, and, like all education, is a slow process, but when this knowledge is once gained it stays with him. When once a man feels he is an integral part and parcel of an establishment, that the proprietor looks to him to do certain things well, and comes to him and tells him how it can be done, this man is strange indeed if he does not respond to such influence to create loyalty and ambition.

(Continued on page 70.)



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



**SHIRTS
NECKWEAR
UNDERWEAR**

The triplicate combination that has won fame for the Star Brand line in past seasons, and that will do more than justice to it again during the coming season.

The three ranges for present and future delivery are very extensive. The values are without an equal.

**Order Your
Christmas Neckwear
Now**

The big neckwear season of the year is previous to and around the Christmas holidays. Neckwear seems to be a favorite with Christmas buyers. The Star Brand Christmas neckwear is very exclusive in style, extremely well assorted and gives promise of big sales.

Now is the time to place your Christmas order to avoid disappointment in delivery. The selection now is the best.

Drop a card to-day for samples.

Van Allen Co., Limited
Hamilton, Ontario

"Craftana"



THE HALL-MARK OF Registered No. 262,005

**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

Importance of Typographical Co-operation

THE SUCCESS of an ad. man does not lie solely in his ability to turn out snappy, forceful copy. He must understand fully the typographical side of an advertisement. Many a good advertisement—good with respect to wording, arrangement of illustrations, etc.—is marred by the fact that the printer has performed his part of the work carelessly, or has failed to carry out the idea of the ad. man. Frequently the lay-out of an ad. will be ruined by careless work or faulty interpretation. An ad. man, to be thoroughly efficient, must be able to command the co-operation of the compositor, and thus have his work always up to the mark, in a typographical sense, as well as with regard to the matter.

This can be done by careful study of typographical rules, and by keeping closely in touch with the printing office.

It is chiefly in the small matters where the printer does not always give the ad. man the most efficient co-operation—small matters in themselves, but large

Ad Men Should See That They Get Efficient Support From That End—Small Slips Mar the Appearance of an Ad—All Type Should be Uniform—Criticisms of Advertisements.

in the effect they have on the appearance of an ad. Failing to use one series of type throughout is the most common fault. It is not possible to find many advertisements, except those in

the large city newspapers, where the idea of uniformity in type is carried out. Lack of uniformity is a serious defect in an ad.

In addition to the need for one series, and one only, it is equally necessary to have a uniform style. One section of the ad. should not be headed in caps when the balancing section in the opposite column is headed in "upper and lower." These are small details, seemingly, but, as stated before, they play a large part in the appearance of the printed ad.

These remarks are intended as an introduction to a criticism of one of the prize-winning advertisements at the recent C.W.T.A. Convention, for the reason that the ad. in question has no faults other than those noted from a typographical standpoint. Mr. McNabb, the president of the Association, prepared this ad., and is certainly to be commended on the copy, which is well prepared and forceful, and on

TOO MANY FACED TYPE USED

SECOND PANEL NOT NEEDED AROUND THE HEADING

NOTE SPLENDID PROMINENCE GIVEN TO PRICES

UNIFORM STYLE OF HEADING REQUIRED

PANEL NEEDED TO PRESERVE THE BALANCE

GENERAL LAY-OUT IS TO BE HIGHLY COMMENDED

RICHARD HALL & SON

Ad. which won a prize at C.W.T.A. convention. Prepared by J. A. McNabb, with Richard Hall & Son, Peterboro.



B51

The "Outing" Brand

Pure
Wool
Knitted
Coats

Frank W. Robinson
Limited

Bathurst and Wellington Streets
TORONTO



A50

"THE COATS THAT ARE TAILORED TO FIT"



Dr. Neff's
PURE WOOL

Underwear

Feels Good—Wears Well

The very softest and best wool yarns are used in making this health and comfort promoting wool underwear. That's why these garments always feel so good and wear so well—and why the satisfied customer comes back for more.

Write to-day for samples.

Thos. 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.



MAPLE LEAF UNDERWEAR

Maple Leaf Underwear is the acme of underwear satisfaction. These splendid garments never fail to give the greatest satisfaction because of their soft, comfortable feeling, elegant finish, and durability; and because every garment is made of the best of wool yarns.

THOS. WATERHOUSE & CO., Ltd.
INGERSOLL, ONTARIO
HAROLD F. WATSON, WELDON & CO., Selling Agents
Coristine Bldg., Montreal.

the general lay-out, which shows good balance and quite a degree of originality. Had the printer been equally up to the mark, this advertisement would have ranked close to 100 per cent. efficient.

Some of the criticisms noted are shown in the accompanying cut. Too many faces of type were used, as indicated by the arrows. Observe the lines, "cotton knit underwear," "summer hosiery," and "home furnishings," as pointed out by the arrows. There is a radical difference in these three headings. A more serious difference is found in the centre panel, devoted to embroidered dresses. The type

A Strong Talk on the Art of Salesmanship

Continued from page 66.

I hear on all sides the complaint that men, and women as well, take no interest in their work; that all they want is the shorter hour and the larger pay. This is a condition which is deplorably true, and it will never grow better unless there is an effort made to remedy it. The only remedy is through educating the men and taking a personal interest in their success.

Five thirty-minute talks every week as to what should be done—not what should not be done—will do much to arouse the proper feeling of loyalty and ambition. The proprietor must practice his own precepts, and demand correct practices from his salesmen. "Don't do as I do, but do as I tell you," is no incentive to the bright, quick and observant man who is looking for ideas to improve his selling ability. He must be shown!

Gentlemen, the success of your business lies in your salesmen. As tiresome and tedious as it may be to the capable self-made man, who has risen by his own strong efforts and sacrifices, who has worked long and hard to reach his goal, this is the only way to increase the selling ability of your salesmen, and if the proprietor will but tell his own story to the careless or indifferent salesman often enough and long enough, the salesman will begin to see the matter from the new viewpoint, and the results will justify the effort.

In doing this the proprietor gets so close to his salesmen that he too, sometimes begins to see the situation from a different angle, when he is wise enough to appreciate the difficulties under which the average salesman labors. "I used to work hard, and do thus and so," says the store owner, "why can't my salesmen do it?" It is related that the world-renowned tragedian, Booth, was attending a rehearsal of his troupe, in which there was a supernumerary whose only duty it was to come on the stage and say: "The enemy is upon us." He stalked on the stage stiff-legged, hands down at his side, and in a monotonous tone announced, "The enemy is upon us." "Try it again," said Booth. "Say it a little louder." Again the same stiff entrance, and the monotonous voice, although somewhat louder. Another trial with like results. At this juncture Booth, beside himself with impatience, rolled out the words in his inimitable way and said: "Can't you say it like this?" With calm stoicism the "Supe" answered, "Do you reckon if I could say it that way I would be working for \$3.50 a week?"

So with your salesmen. If they were your equal in the ability to do, to sell, they would not be working for such wages as you pay them, be the sum small or large, and this is the ladder you can furnish them on which to climb. Tell them also there is a bigger, fatter pay envelope when they are entitled to

Continued on page 82.

CHALLENGE SALE

Just a short time left to secure these exceptional values. Come on in and see the goods. The prices only tell half the story. You know the class of clothing Kent & Brown carry. The style and it is there as well as quality of fabrics. We take as much trouble to satisfy you at these exceptionally low prices as if you were paying the regular prices.

Men's Suits \$20.	: Sale Price	\$14.75
" " " "	" " " "	17.50
" " " "	" " " "	19.00
" " " "	" " " "	21.50
" " " "	" " " "	22.50

20% Off Boy's Clothing

PHONE 40
For Satisfaction in Groceries

Kent & Brown
35 Main St.

We are proud of our BOY'S STORE.
The finest in the West

A striking ad. It would gain the attention of every reader.

used for the two upper lines is entirely different to that used for the third line, and the effect is far from attractive. It would have been better to have eliminated the third line.

The appearance of this ad. would have been better had a uniform size and face of type been adopted for the headings of the various departments.

The heading is not strengthened by the inner panel enclosing it and the announcement below. It would have been better had this been left off, or, perhaps, been run around the announcement only. The heading would have stood out stronger. The lines above and below the heading, "Every day of the sale a day of wonderful values," should be removed. They serve to cut up the heading.

The advertisement was a forceful one, well planned and snappily written; and, as stated before, any faults to be found were almost purely typographical.

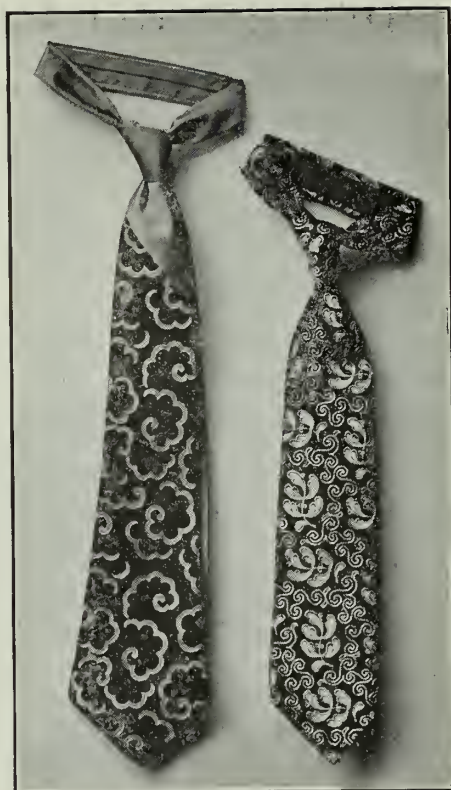
The Sensation of "Tie-dom"

VELVET TIES

Absolutely the newest creation in ties.

Orders are now being booked for Christmas trade.

Delivery
Nov. 1st.



This is the
"Something Different"
that the trade has been
waiting for.

They are Selling BIG and
will boost your sales. Order
NOW.

Fancy and Plain Velvet ends with 24 different colors in the knot. This makes the nobbiest line of fancy velvet neckwear in the market.

**Our full Christmas range of high grade neckwear
now in the hands of our travellers.**

NECKWEAR DEPARTMENT
CRESCENT MANUFACTURING CO., LIMITED
MONTREAL

Spring Shirt Lines Will Appeal to the Artistic

THE SHOWINGS of shirts for the Spring of 1914 will appeal to the buyer of artistic temperament more than those of the past and several previous seasons.

There is no loud noise heard from wide stripes in deep colors. Instead, the long double rows of shirts upon the tables give an impression of neatness, to which the new silk designs add a dressy flavor. The whole tendency is towards lightness in shades and light lines,—hair stripes—in the patterns that combine in a pleasing harmony. The old cry of “vulgarity” in shirts must fade away before the 1914 samples.

Some of the problems raised in 1913 are being cleared up: there are absentees in the ranks. Public feeling towards this or that novelty has been diagnosed, and rejection or acceptance is indicated fairly well by the Roll Call of 1914. Few manufacturers are willing to run athwart the inclination of the public, it may be benevolence or philanthropy, but it is bad business for dividends, and few risk a second year on an unconvinced wooing of the first.

Just one case in point before taking up the new fashions: the designers attempted to make soft French cuffs an element in evening dress. They have failed utterly: the men who lead, and the men who follow, would have none of it, and even the stiff French cuff has been given its congé. More than that, many think that the pleated linen shirt has seen its day for evening dress.

One of the tendencies for the spring is to discard the soft collars. It has been found that the majority of men do not use them anyway, and why be forced to pay for what is discarded? The lessened cost is designed to remain in the customer's pocket.

Quieter Shades and Patterns Will be the Rule—Pink Stripes Are Showing to Most Extent, But Will Probably be a 1915 Development—Contrasts Are Afforded in Stripe Designs.

This does not imply that the soft collar will not be worn. It will be found in practically all but dress lines, including silks. There is a limit, however, — the same as is found in the colors in shirt patterns,—the soft double collars for sale separately from shirts are in the lighter shades.

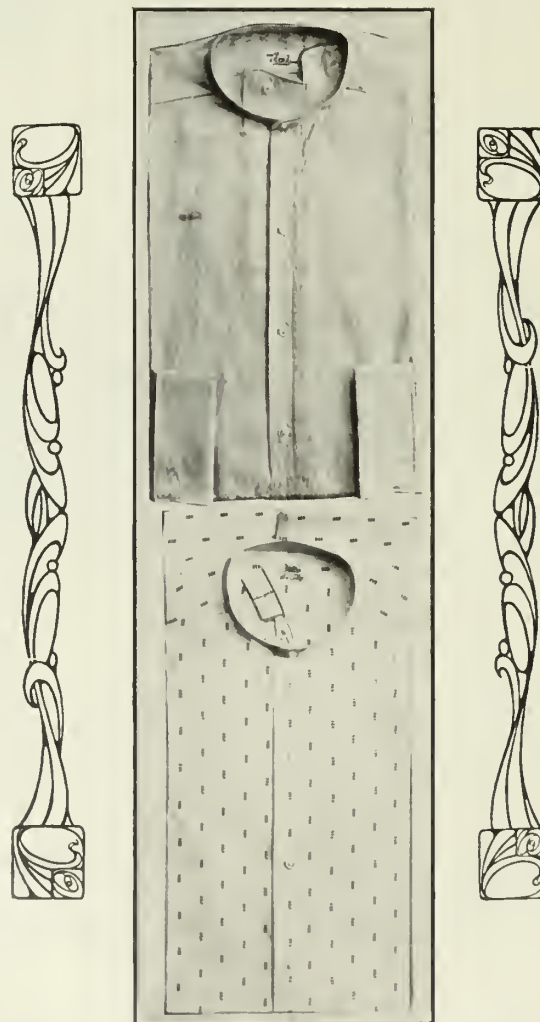
As to design in shirts, stripes and plain colors will dominate. The latter are found chiefly in blue, mauve, tan and grey, in light rather than deep shades. In stripes, blues, blacks and mauves will have the strongest call. It is notable that an attempt is being made to obtain a foothold for pink which has been to a great extent, taboo, for several years. This occurs chiefly in a light plain color, in silks, piques, linens and cottons. The pink stripe is likely to be more of a 1915 development.

A glance at the stripes indicates not only that the deeper shades will be missing, but also that, even with the lighter shades, the patterns are not as heavy.

A variation in the stripe designs, is a fancy trimming on the cuff and front of the shirt, of the same color, but in a deeper shade; or a heavier pattern from the main part, so as to secure a contrast. This is found in blues and mauves particularly. Some white shirts are seen also with the trimming in blue stripes, close together, on fronts and cuffs. These are found chiefly in \$10.50 shirts.

Some firms are showing lines with plain cotton backs and silk fronts with soft cuffs and collars of silk. There is a feeling however, that these “half and half” goods will not stir a steady demand, for although cheaper than the silk, they cannot be sold at popular prices and those who really want silk are willing to pay the price.

Silks, though naturally of limited sale, will be even



These are two of the new Spring styles as shown by Tooke Bros. The upper one is a French moire, made up in light blue, tan and heliotrope. The cuffs are French, unlaundered, with soft collar to match. No. 2 shows a revival of French prints, in two shades, with stiff cuffs.



Underwear and Hosiery
for Spring are now on the
road.

The range is an excep-
tionally fine one — great
care having been exercised
in its selection and it will
please you.

It's in your vicinity now
and a card will bring it to
your door.

Say when.

The W. R. Brock Company (Limited)
Montreal

Spring Showings in Shirts

Stripes limited mainly to hair lines.
Heavy lines and deep colors discarded.
Soft French cuffs as popular as in 1913.
Attempt to revive pink in plain shades.
Pleated shirt not so strong.
Mercerized finish with silk stripes to replace silk which is scarce.
French moires in tau, heliotrope and light blue.
Revival of French prints.
French pique in grey as well as white.
Raised satin stripe shown.
"Wood-fibre silk" also used as substitute.
Crepe with black stripe a new line that is being admired.
French cuffs, whether soft or stiff, rejected for dress wear.
Large proportion of shirts without soft collar, and price lowered to compensate.
In \$9 shirts and cheaper lines, French cuff little seen as manufacturers claim it cannot be sold so low.
In outing shirts whites and plain colors most popular.

more popular, their lightness, dressy appearance and comfortable feeling being factors in their favor that are irresistible. These are found mostly in light plain colors, including pink.

Among special lines a pebble crepe with satin stripe is proving a good seller. Mercerized finish is being used as a substitute for silk.

Pique for business and dress wear has lost none of its selling power. A particularly neat sample is of plain grey. This has a collar to match, as have all the white lines.

Pleats in the white pique are not so numerous, not indeed in the white linen. They are found to a limited extent in colored goods, with hair-line stripes, but some large manufacturers are discarding them entirely. Somehow or other the pleats have not "caught on." In any event, they add to the weight of the shirt; make the front slightly bulky and cumbersome, and, at best are more a Fall than a Spring line.

In white linen shirts the old-time plain shirt, without pleats, holds its own for dress wear. As between pique and the pleated article, pique is in far greater demand. The cuffs are invariably single and stiff. The plain open front is far stronger than the one with the inch-wide single pleat.

Reference has been made to some manufacturers discarding the soft collars and producing the shirt without them, giving a guarantee that the collar-less shirt they are turning out is a better value, or costs less, than the shirt and collar complete. Other firms while admitting that most of the collars-to-match are never worn, declare that the collars are insisted on by the public, even if they take them home and

never try them on. They seem to have a feeling that "the collar goes with the shirt,"—and they must get "all that is coming to them."

DEEPER COLLARS FOR BOYS.

In boys' shirts the deeper collars are still in demand; one might suspect that the mothers found them more useful in concealing signs of contact with sand and the common clay, known as dirt, that children somehow exhibit an affinity for during their hours of play.

The stripes, too, are closer as a rule, and double stripes are not unpopular. Self colors in tans and blues are good sellers.



The Passing View

To start things coming your way, go after them.

* * *

It will soon be time to thaw out frozen water pipes.

* * *

Advice to be valuable should be well masticated and digested, but seldom swallowed whole.

* * *

When a man is nervous and can't sleep he generally wants a lot of credit for getting up early.

* * *

Often a man has a lot of good traits you would never suspect if he didn't tell you about them.

* * *

One of the profound mysteries of human nature is why the janitor invariably winds up the swivel chair to its limit when he puts the office in order.

*Now is the time
to get busy*

We are—and if you will—profits will be bigger than ever this year.

Our Big 1913 Fall Campaign advertising

“CEETEE”
UNDERCLOTHING

is just about to start, and we want you to co-operate with us by

Making Your Display of
Ceetee Underclothing
NOW

by linking up the advertisements with the goods themselves.

This is the only way we can secure the best results for both you and ourselves. So let us both

Get Busy

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

Hats are Reverting to the More Staple Styles

THE PUBLIC, so far as their hats are concerned, are very much like a scale. Shove it down on one side and it must answer to the pressure, but whenever the chance comes, it resumes its equilibrium. The pressure on public taste last spring was in the direction of low crowns and wide brims. The grumbling that ensued convinced the manufacturers that one year of it was enough, and for 1914 they have returned to a more normal combination: high crowns and narrow brims. This applies both to straws and stiff hats.

The objections taken to the 1913 models included not only the low crowns and wideness of the brims but their flatness in so far as derbys were concerned, and a large section, covering a considerable percentage of every retailer's customers refused to accept the innovation and the older styles had to be resurrected.

The straw hats that are being shown compare as follows:—

Year	Crown	Brim
1914	3 in.	2¼ in.
1914	3 in.	2⅛ in.
1913	2¾ in.	2½ in.
1913	2½ in.	2¾ in.

Of the two the 3-inch crown and 2¼-inch brim would appear to be the favorite.

There will be a slight modification in the bands also. Last spring with the low crowns some bands were shown that nearly covered them. 2½ inch band on a 2¾-inch crown, or 2¼ on a 2½-inch. The tendency for 1914, with the crowns high, is for the bands to go in the opposite direction, and some extremes show as narrow a strip as ¾-inch, which looks a good deal like baby ribbon on a towering 3-inch crown. However, 1-inch, 1¼ and 1½ will be the prevailing widths, and have a very neat appearance at that. After all the straw

Higher Crowns and Rolled Brims in Derbies Are Seen—Bow is Being Brought Back to the Side by Degrees and Many Will be Seen Three-quarters—Velvet Bands for Straws a Novelty Feature.

surely is the main thing in a hat,—that is, in a man's hat, and the wide ribbon seemed almost to bury the "poor" crown.

That experiment with the bow on the back of the hat will not prove a permanent feature although quite a few will still be worn that way. The public accepted it with a reservation and soon tired of it. They had been brought up as children to put their hats on with the bow to the left, and they felt "twisted" when it was any other place. The manufacturers are going back in two stages as it were, and most of the new hats show that bow half way back, at the "three-quarter" turn. Many in the trade will tell you confidently, that it will be seen at the side in 1915. As it is, many, particularly middle-aged men, and older, will refuse the "three-quarter" bow and insist, as they did last spring, on a side position. It is to meet their wishes that probably every retailer, as every manufacturer will carry a fair percentage of the side bows.

There are several variations to the bow in the new styles, some of them quite giddy, but harmless. Fancy bows will be worn to a considerable extent.

When it comes to a question of braids, the feeling for the Spring is in favor of the heavy quality. One of the best sellers is the yeddo, most of which are made in Switzerland. One manufacturer proudly proclaims it "the hat of the moment." His colleagues will hope its existence will be longer than that. The sennet shares its popularity, and coarse braids generally. Of course there will always be a number who will demand the finer plaits.

Some Canadian houses are introducing colored braids, but most stop short at pearl greys. Paris, it is said, is welcoming not only



Some Fall shapes in hats.

Two Popular Styles of T O O K E Collars and Cravats



WOODSTOCK

(at left)

Vertical Satin Stripe Madras.
Stripes of three different widths.

1/4 Sizes - - - 3 for 50c.



TRANSCONA

(at right)

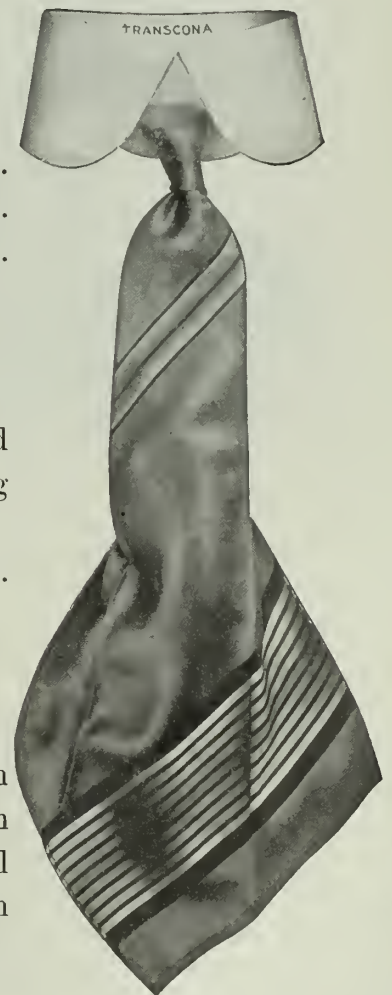
Plain fabric, in the accepted
style, with graceful, sweeping
curves.

1/4 Sizes - - - 2 for 25c.

Similar shape in Pique

CLIFFORD

The Cravat at the left is a rich
Bias Stripe — at the right an
Underknot and Border. Our Fall
and Christmas Range abounds in
just such handsome Neckwear.



TOOKE BROS., Limited

MONTREAL

Manufacturers of Shirts, Collars and Neck-
wear and Importers of Men's Furnishings.

Toronto Warehouse:
58 Wellington St. West

Winnipeg Warehouse:
91 Albert Street

MEN'S WEAR REVIEW

the pearl, but brown and green straws, and it may be that a certain vogue will be created for them in Canada and the States. A touch of color was seen on another sample, a yeddo with black in pattern

straws next spring. For the present a United States manufacturer calls them "the biggest thing that ever struck the hat trade."

The double edge or beveled brims that were affected more or less last season are considered nearly "done," but the straw edge will be found plentiful.



Top.—Spring derby showing higher crown, rolled brim and three-quarter bow. Shown by Ansley Dineen Hat & Fur Co.

Centre.—Sennit Straw with high crown and 1-inch band. Shown by Wm. Wyndham (representing C. F. Glasco & Co.).

Yeddo straw with high crown and 1½-inch band. Shown by Wm. Wyndham (representing C. F. Glasco & Co.).

HIGHER CROWNS SEEN.

In stiff hats, derbies, the tendency as has been said for the very flat and wide brims and low crowns has been checked, and for spring the higher crown with narrow brims and roll curl will be the leading line. The bow prevents the same difficulties as in the straw: but here too, the tendency is to the three-quarter rather than the back, and for the more conservative, it will be on the side. For fall and winter the corded band is selling well, but the plain silk would seem to be best for spring. Some hats have simple buckles on the bow, and others have little feathers stuck in, giving a nifty effect.

POPULARITY OF SOFT HATS.

The popularity of soft hats promises to be stronger than ever, and the derby will have a hard time to maintain its supremacy. The present fall emphasized the popularity of these hats in competition with the stiff ones, especially for the earlier part of the season, and the Spring is likely to see this more than maintained. The good selling qualities have brought into the market a host of styles, and one manufacturer remarked, "we have long since given up the idea of distinguishing every one by names. We simply call them 'soft' hats."

A PREDOMINANCE OF GREENS.

Felts, chinchilla, velours and the usual run of tweeds are found in many shapes and styles. The only element common to nearly every line is the predominance of greens. This is likely to run itself out somewhat during the fall, as the public may tire of the frequent occurrence of the one color, but while it lasts, it has certainly been a popular line. Olives, emeralds, and dark or vert green have been the chief sellers, and of them all, probably the last mentioned leads.

Next to green, browns appear to be the most called for, but there is talk of a revival of pearls for the Spring.

around the crown. There is a feeling of scepticism, however, about the color question.

VELVET BAND NOVELTY.

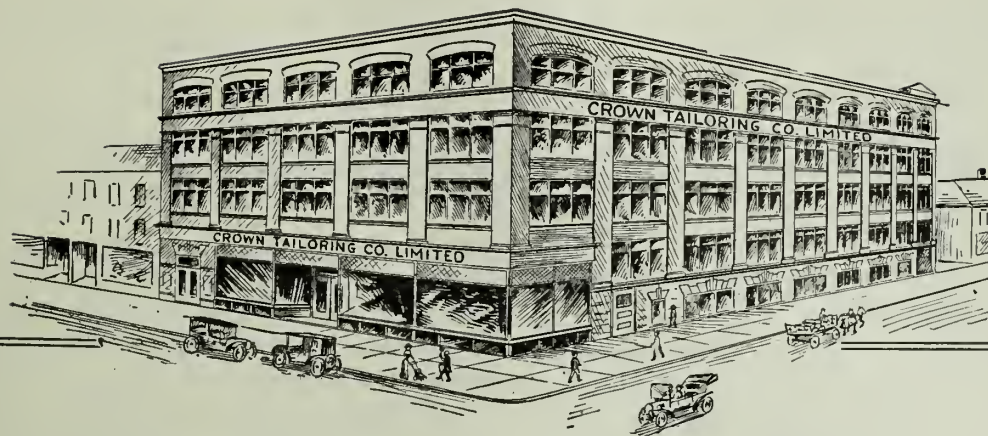
A novelty in straws that is looked on with some misgiving, is a velvet band. This is following up the velvet fashion in ties and ladies' hats. However, velvet bands have to pass two gauntlets before spring, the late fall and winter in soft hats, and this may kill them,—or make them a live element for



Green felt hat shown by Ansley-Dineen Hat & Fur Co.

Velvet hat shown by Fried, Grills & Co.

Spring derby with three-quarter bow. Shown by Fried, Grills & Co.



Profitable Business Lots of It

It's one thing to do a big business and another to do a big business profitably.

The more money you tie up in stock the larger percentage of profit you must make on the business you do. You must have interest on the money you have tied up in dead stock as well as profit on the goods you sell. You must also allow for depreciation of value of the goods left over from season to season. Here is a proposition that will enable you to meet the popular demand for tailored-to-measure clothing.

No Money Tied Up— Just the Crown Tailoring Outfit

This outfit consists of the finest range of men's suit, coat and trouser samples with complete measuring charts, instructions, style charts, etc., all ready to take orders for truly tailored garments.

Our method is simple, ensures a perfect fit and absolute satisfaction to all parties concerned.

We supply only one agent in a town with this outfit. Write and find out if the agency for your town has been taken.



Write To-day.

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO

Where there is any change in styles is towards a wider band, while the bow appears more at the back than in stiffs and straws.

While the Chinchilla hat has a fair sale this Fall, it is not looked on so favorably for the Spring. The late Fall and Winter demand will be due partly at least, to the use of Chinchilla for overcoats. It is rather rough and heavy for Spring and looks warm.

WHAT OF VELOURS IN SPRING?

There is much difference of opinion over the velours hat. Unquestionably it is going to be a big seller for Fall and with the velvet band added, and handsome lining, it makes a fancy line of headgear. The Spring demand is not so certain, although many firms are confident of its staying qualities.

BLUES COMING IN.

While greens have had the call, they are being challenged from two quarters, both of which are likely to gain converts: grey and blue. Greys have always had a strong following, but blues are more modern. Some were shown in the Spring but several new shades, chiefly in velour lines, are arriving for Spring.

The cloth hats are seen chiefly in tweeds with fairly large checks, with black and white predominating.

GOOD SPRING FOR PANAMAS.

The past season has been the best for Panamas since they first were introduced. Some manufacturers actually are feeling anxious over the idea that the "sales of Panamas in the latter part of July and August may tend to reduce the demand in the Spring. This is not the general view. Most feel that the Spring of 1914 will see a renewed boom in this line, especially if novelties are displayed to good advantage as a stimulus to trade. The only disquieting feature is that the market for good Panamas has a strong upward tendency and not even the tariff changes in the United States will be sufficient to offset this.

A Strong Talk on the Art of Salesmanship

(Continued from page 70)

it, by reason of what they can do, what they sell and how well they please the customer. The cold-blooded figures on the books tell the tale, no guessing there, and is the standard by which to measure their value.

One word to you buyers: Put yourself under the microscope and see why you made this or that mistake. For you are the only person who can tell why. I look back on a certain line of suits as the one a good salesman talked me into buying. Another lot of which cupidity made me buy three times as many as I should have done. Another lot where I had neglected to make out my memorandum with exactness, and doubled on kinds and sizes, and so on. Each mistake stands out as plainly as if it had been yesterday when I made them, and as they came early in my business career, when I could ill afford them, they made deep impressions, and I recall the long, hard struggle that I had to work off these several lots. Mistakes of this kind can be so easily avoided that it is the greatest negligence to permit them to occur.

The selling is so often done in the buying that I cannot refrain from drawing your attention to this time-worn subject. But it is none the less important, and I say, from personal experience, it is the essence of the business when you buy to sell—not to keep. This quite naturally leads to the matter of a correct store policy, the clean, above-board policy with which you back up your salesmen, giving them backbone and confidence in the "boss," who "will make it right every time."

This entire subject has many angles, but the two points are the buying and the selling, and with a bridge of good common sense, honesty and hard work to connect the two, there is no doubt as to the results in a profitable and satisfactory business, and this old game of buying and selling can be made a real pleasure to the clothier.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

OFFICES OPENED.

A. Germain, of Germain, Smith, & Birks, Ltd., Montreal, has just returned from a buying trip to Paris. Offices have been opened by this firm in Paris, at 56 Rue du Faub. Poissonniere, under the name of A. Germain & Cie., commission merchants. Through this office they will be able to keep in touch with the very latest dictates of fashion and to secure the newest models, while they are new, for the Canadian trade. They are

now showing a wide range of model mantles and gowns, lingerie, etc., in their Montreal, Toronto and Vancouver showrooms.

TOOKE BROS. EXTEND THEIR BUSINESS.

Tooke Bros., Limited, have secured a controlling interest in the Alliance Manufacturing Co., of Montreal. This is one of the most up-to-date shirt factories in America, specializing in working shirts, and also thoroughly equipped to make the lower-priced lines in laundered and boys' shirts.

The product of this factory, which for a number of years has been sold through the wholesale houses, will in

future be handled by Tooke Bros.' own selling organization, giving their customers the advantage. Their travellers will show you samples when soliciting spring orders.

FOWKE, SINGER NECKWEAR.

The Fowke, Singer Co., Ltd., Toronto, have been in business for the past eleven years, and have been manufacturing for the past four years. Their growth has been rapid, and the future holds forth the promise of continued rapid growth. This is the result of offering a high-class and well-assorted line, and maintaining a reputation for service. They now enjoy a reputation of being among the leading neckwear manufacturers in Canada.

Brilliant Shades Will Still Be Found

FASHIONS in ties, unlike nearly every other line of men's wear, have no clear-cut division in styles to meet each season as it comes. Tie styles, like moving picture shows, give "one continuous performance."

Patterns in men's clothes are made up in August, sent out by travelers in September, delivered after the New Year, and sold in the Spring. So with shirts and hats and furs. But new designs in ties are usually thrown on the market without delay. One of the largest manufacturers in Canada says he sends out his ties within fifteen days after the order has been received. Another remarked that he had ordered a special line for Christmas stock, but the early August and September orders had been so heavy that he had been cleaned out of this new attraction and would have to hunt up something else.

Ties are distinct in another respect. Just as there are no seasons for styles, there are no seasons for buying. Ties are bought up any time one takes the fancy. There is a constant demand, therefore, for new effects and novelties. They sell on sight. This is what is keeping the bordered neckwear to the front: the plain patterns do not attract the eyes; the borders are like the trimmings on dress goods—they "make all the difference in the world." The contrast given by the border is just the point of difference that sells it. Probably this is why the over-all effects are not popular: there is too much sameness in the one tie.

Hence the last year or two these bordered ends in ties have proved the strongest magnet of the men's wear stores. They have been the most attractive line in window displays, and by their endless variety, constantly changing, have come to be the live department of the store and draws trade to other lines as well.

Fall and Christmas neckwear will show bright colors and combinations—Velvet ties are coming to the front as result of shortage of silk—The revival of the Ascot—Cubist patterns had short shrift.

PROSPECTS FOR NEXT SPRING.

The prospects for next spring show no lessening of the magnetic power of ties. The bordered ends will prevail more than ever, and in

the most brilliant of shades and combinations of brightness; bow ties, also with bordered ends, will be considerably stronger after their first year's growth; the novelty designs will be more ingenious than for several years, and there will be one color, green, that in its six shades, will be the one line that no person can refuse, and maintain that he is of sane mind. The details of the new spring trend are given elsewhere in this article.

As one season merges into the other and the tie is always the creature of the hour, the real interest centers in the late Fall and winter novelties.

VELVETS REPLACING SILKS.

Perhaps the most marked development is in velvets, never up to the present a serious contender with silks. But the velvet tie is in for a serious vogue, it matters not whether this is from choice or necessity. A strike of five months in the silk trade nearly put the New York manufacturers out of business so far as filling their orders is concerned, and offerings in velvet have been snapped up eagerly. In fact the New York firm that started putting out a variety of velvets found itself besieged with orders.

In this issue The Review presents two typical new lines in velvet ties.

SILK ON THE BACK.

One is a plain velvet straight tie with the back of Bengaline silk so that it will slip easily through the collar. The edging is done with an "overlock" stitch, giving a piping effect. This comes in the six basic colors.

The second is more



Types of the new velvet ties. The one on the left has a silk knot with the velvet appearing below it. The other is entirely of brocaded velvet, of a brown shade, and silk lined. Manufactured by Fowke-Singer Co., Limited, Toronto, by a special process

Spring Styles in Neckwear

Bordered idea will prevail more strongly—
Printed effects promise to come into favor
—Green promises to be a “fad” color.

THE CANADIAN Manufacturer thus sized up for The Review next spring's styles in ties:

“The bordered end idea will prevail more strongly than anything else. This is peculiarly adapted for a suit without a vest and hence will be even stronger for spring than for fall, and that will be going some. It is the bordered end that really ‘makes’ the tie, gives it a distinctive tone. The salesman values it and does his best to keep it in, for the reason that it has opened the way for countless varieties, and the greater the variety in ties, the larger the sales.

“Printed effects on crepe, foulards and silk failles, will also be in fashion, and grenadines, which have not been prominent for several seasons promise to come into favor again.

“It is thought that light colors in silks will largely replace cotton goods. In fact this tendency has been a growing one for every season. This popularity over cotton goods will apply also to lightweight foulards and crepes.

“The bias will, of course, continue as it is necessary for the border ends.

“Next Spring, for the first time in several years, will have a ‘fad’ color. Following the tendency of women's goods, green will be the dominating factor and will be shown impartially in all shades, myrtles, olives, hunter's, etc. Blues, as has been their place with the ‘rank and file’ of buyers for years, will command the largest sales and purples will have good support, but for the ‘fad’ shade, green has been elected.

“The scarcity of silk in the States will continue to force attention to velvet. Or, perhaps, it will be more logical to say that the tie men, as an escape from a dilemma, forced velvet on the public, and now find them demanding it as their right. The run on velvets promises to outlast the winter and we are preparing for a good spring trade.

“Knitted goods will continue to be popular. There have been signs that some retailers have been discouraging them, on the personal ground that they ‘last’ too long and so lessen bulk sales. The public, however, fancy them—not as economical, for that is almost a negligible factor in tie buying—but simply because they can dispense with a look into the mirror during the day: knitted ties know how to keep their place, and they are the only tie that does.

“Following the working up of a demand for bow ties this fall, this style gives every indication of a steady growth in favor. The discovery of the ideal collar was the making of bow ties. They will be found chiefly in foulards, which seem to suit them best. While the patterns and shades will not be as ‘loud’ as for some four-in-hands, the tendency will be for fancy effects. Bordered ends will rule, and many novelties will be shown.”

NO CHANCE FOR FREAKS.

A query about Post-impressionist ideas in ties, following the adaptation in Austria to the late Fall and Winter drapery, drew this reply:

“There is no sign of Futurist or Post-Impressionist influence in men's neckwear. This attended its funeral before it was born. These fads followed on the heels of the Bulgarian effects of last spring. The public soon grew sick of them and perhaps it was this revulsion of feeling that was a barricade to any attempt to twist neckwear styles out of their natural tendencies.”



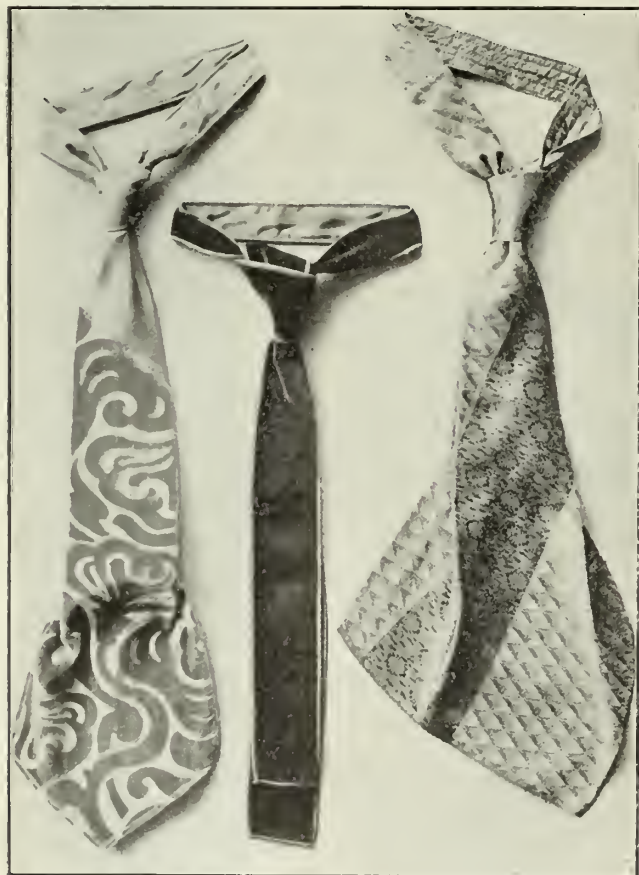
elaborate, and has a deep border of brocade velvet with neckband and tying piece of Bengaline silk. The tie is finished in a graduated open-end effect. The brocade velvet comes in a variety of patterns.

PATTERNS EMBOSSED IN GOLD.

There is a rather startling development of the brocade velvet: patterns are being embossed in gold on the velvet. In one sample gold and red are stamped on green velvet. The gold appears on the six basic colors, with the contrasting color altered to suit the shade of velvet. Instead of gold, again, the embossing carries out "self" effects, blue on blue, green on green, etc. These are likely to be turned out for Christmas goods.

KNITTED NECKWEAR GROWS IN FAVOR.

"Knitted neckwear has come into unexpected favor after so many had prophesied that it would go



Two new velvet lines, and a beauty for Christmas. The tie on the left has a knot of silk with a very deep border of brocade velvet, and a graduated open end. The center tie is a novelty in a velvet, lined with Bengaline silk, with a "piping" of silk along the edges.

out," a manufacturer told *The Review*. "One reason for this is that the public demand it. This kind of tie holds up so much better than the silk and this is an important point, particularly, with the younger men. In the knitted goods the graduated shape with knitted ends will have a stronger hold than ever."

"The biased stripes will hold the field in a pronounced degree," he went on. "This is true both

in knits and flat silks. In fact in these there is no limit to the colors: these will be in stronger and brighter and louder effects. In fact you can't get them too loud."

He stopped to show a few—mostly with college stripes on the bias, in brilliant colors.

The idea of contrast comes in again in another line, although in a far more limited degree. These new samples are of rep silk with "Jacquard" figure and six-inch side borders—the figured silk forming either the "knot" or the part just below the bow. This comes in the six colors, red, grey, brown, blue, green and purple.

A "nifty" line that is being tried out for fifty-cent purposes is an imitation of accordion kind weave. This is found in six shades.

A LINE FOR CHRISTMAS.

A line of fancy goods for Christmas has "jacquard" figures as a design under the knot, in a contrasting color to the ground pattern; or the reverse, with the "jacquard" figure forming the knot.

A very handsome sample has a ground pattern of red shot gold, and solid red with a design of jacquard figures under the knot. The end is very broad, and the solid red runs up and down between the red shot gold.

HANDSOME SWISS GOODS.

Another manufacturer, well known for his exclusive designs, has some handsome new goods that have reached him from Switzerland.

One is of silk finished with two or three tone velours effects, with a six-inch black "Natte" at the ends. Black natte bars occur at intervals in the main pattern. For ties the natte section may form the knot, or come below it. In one sample the yellow and black give almost a shot silk effect.

This same design, in six colors, will be used also for reefers. It is reversible and is 12 inches wide and 48 inches long. The one fold will give four thicknesses of silk. The 6-inch black natte forms the end with 1 1-2 inch black fringe to complete a dressy and unusually handsome effect.

REVIVAL OF THE ASCOT.

Several manufacturers agree that there will be a revival of the Ascot tie, with the broad, puffed-up appearance. This cannot be said to have been generally popular, but a distinct demand appears to come from the public for a tie that will fill up pretty well the shirt front that would show in a high cut vest. Hence the Ascot is called upon the stage again after its "farewell appearance."

To a great extent, however, the collar and tie prove an inseparable combination, with each modifying or being determined by the other. So long as the "stand up, turn down," or double collar, continues, the knot of the tie must be small. This has, for the most part, driven cotton ties out. As the collars become more cutaway, the present tendency, the "knot" of the tie is likely to become broader.

CONFIDENCE FOR THE SELLER
SATISFACTION FOR THE BUYER

in

Wm. H. Leishman & Co.
Limited

READY-TO-WEAR GARMENTS

Merchants who are selling our Ready-to-Wear Garments gain more confidence with every suit they sell. Their customer gets the satisfaction that brings him back.

Here are three extracts from the many complimentary letters we have received from merchants handling our clothing which should suggest the importance of seeing our Range of Samples and Models for Spring 1914.

“We have never handled clothing that we could recommend with such confidence and satisfaction.”

“Keep up the good work, it's pleasure to sell your clothing—it satisfies our customers.”

“We have thoroughly examined the sample garments sent, consider them the best we have seen in Canada, enclosed find our order.”

We have also received a great many letters containing such expressions regarding Our Special Order Garments. We have still a limited number of special order outfits we would like to send to reliable merchants.

Wm. H. Leishman & Co.
Limited

119 Adelaide St. West

MAKERS OF THE BEST TAILORED GARMENTS FOR MEN



EXTREME novelty neckwear—anything especially striking, grotesque or bizarre—is not worn in Canada to any extent. The Canadian man is quiet in his tastes, that is, comparatively speaking. He will wear bright colors and striking patterns on occasions; but he draws the line at what might properly be termed “freak” creations. A representative of Dry Goods Review recently looked over the lines of a number of Canadian manufacturers and did not find one specimen which could be described as “freaky” or “bizarre;” nothing, in fact, on a par with some of the extravagant ties shown in London, Paris and New York. The nearest approach was found in vivid color combinations in bordered ties. Certainly, some very loud combinations were shown.

It is interesting, however, to study the vogue of queer neckwear in the fashion centres of other countries. The men of London are advanced dressers and some of the scarfs now worn by the wealthy class are sufficiently striking to warrant the suggestion that the wearers should also carry the sign, “Stop! Look! Listen!”

Futurist effects, which do not differ in any respect from the earlier Bulgarian patterns, are finding great favor. One of the large London dealers recently reported that the sales of this line had been stupendous. These effects are printed both on crepe de Chine and shantung. They are for the most part very vivid and flashy.

But the outstanding development in London is in printed effects. Ties with printed reproductions of airships, birds, dancing girls and so on, are being shown—and, what is more, worn. Two specimens of this class are reproduced above. They are typical of a class of neckwear which is finding acceptance.

Wreyford & Co.

TORONTO

Wholesale Men's Furnishers

We are Specialists in Men's Wear — Everything new, that is also good, we can supply. The Leading Manufacturers we represent are:

Young & Rochester

London and Londonderry

“Wyanar” Shirts and Pyjamas in Zephyrs, Oxfords, Silks and Taffetas—Select Neckwear for Christmas now ready.

Correct Dress Wear

Tress & Co.

London and Luton

High Class Hats—Caps and Straws. Shown by best trade in Canada and U.S.A. Latest Styles—The “Rosmar,” The “Strath.”

Dominion Agents for “Aquatite” Coats for Rain and Shine in Gabardine, Silk and Ulster Cloths.

Call when in Toronto or ask for our travellers to call on you.

Knit Goods Notes

SPRING placing is now proceeding but the volume of business done is not large as yet. Manufacturers state, however, that the outlook is satisfactory; much better, in fact, than was believed possible a few months ago. The surety of a large crop has had the effect of livening up business generally, as it is now practically certain that the financial situation will be relieved.

The opinion is held on all hands that the Spring will see business as good as ever. In the meantime, there are indications that spring placing in all lines of knitted goods will be heavy.

* * *

COMBINATION SUITS SELLING.

Undoubtedly a feature of the Spring trade in men's underwear, will be the increased demand for combination suits. Men are wearing them more generally and the dealers are beginning to feature them strongly.

The Taylor-System of Garment Hanging

THE TAYLOR Bar-Steel Tube Rack System has not only revolutionized the method and manner of hanging clothing, but has cut the expense of the high-priced fancy clothing cabinets. Where a merchant can afford to spend his money for fancy fixtures, clothing cabinets may be O.K., but where a man wants SYSTEM, concentration, protection and neatness, TAYLOR TUBE RACKS are best. Some of the largest clothiers in Canada and the U.S. are using our racks with great success. Send us an order. You will be pleased.



Dispenses With High Priced Clothing Cabinets for they serve the same purpose.

Model A

Double Bar-Polished Steel Tube Racks.

Shipped Knocked Down—and require no tools to set them up. Mounted on the famous Ball Socket Rollers.

Net Prices F.O.B. Factory.

6 feet long, 4 posts\$ 9.00
6 feet long, 6 posts 10.50
8 feet long, 6 posts 11.50
10 feet long, 6 posts 12.50

OXIDIZED STEEL TUBING.

6 feet long, 6 posts\$13.00
8 feet long, 6 posts 14.00
10 feet long, 6 posts 15.00

Suit Racks stand 5 feet high and 26 inches wide. The Overcoat racks and Ladies' Garment racks stand 6 feet high. Same price as suit rack.

Extra Heavy Overcoat and Ladies' Suit Rack

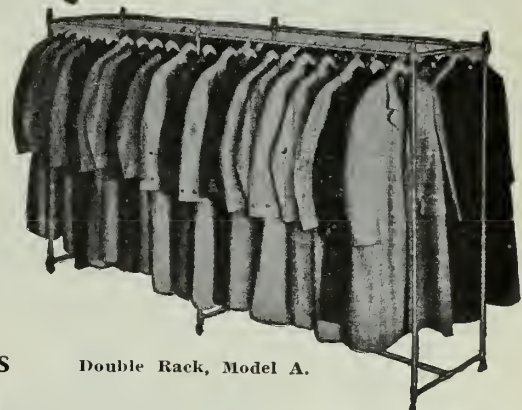
Single Bar

Made of 1½ inch polished steel tubing, gilt fittings, ball socket rollers.

6 feet long, 2 posts\$ 8.00
8 feet long, 3 posts 9.00
10 feet long, 3 posts 10.00

Made of 1½ in. Oxidized Tubing.

6 feet long, 2 posts\$10.00
8 feet long, 3 posts 11.00
10 feet long, 3 posts 12.00



Double Rack, Model A.

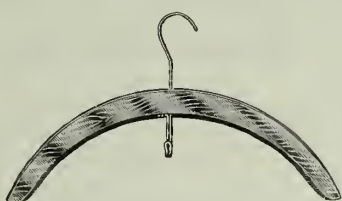


Single Rack, Model D.

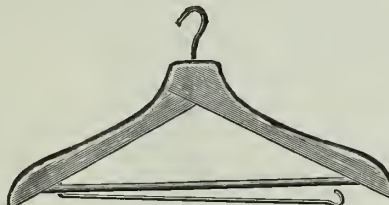
Correct Garment Hangers



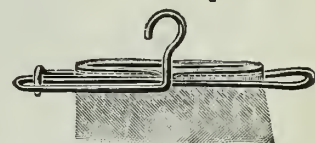
No. 31—Coat Hanger. Smooth hand buff, wax finish, per 100\$3.50



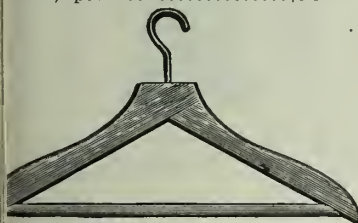
No. 25—Skirt Hanger. With hook to skirt at placenet, per 100\$6.00



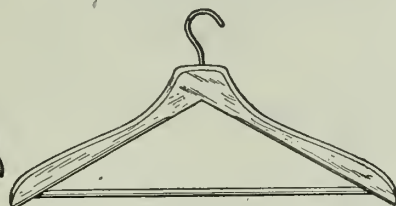
No. 51—Combination Suit Hanger. With wire attachment to prevent trousers from slipping off, per 100.....\$10.00



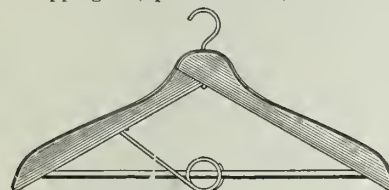
No. 90—Wire Skirt Hanger. Holds skirt folded as shown, per 100\$4.00



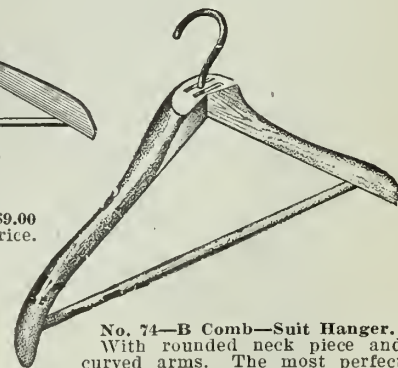
No. 33 I B—Combination Suit Hanger. per 100\$7.50
No. 33, same without bar, per 100 6.50
No. 33, B. Boys, 15 inches wide, per 100 7.50
No. 39, B. Overcoat, 20 in. wide, per 100 8.50
No. 39, Overcoat hanger without bar, per 100 7.50



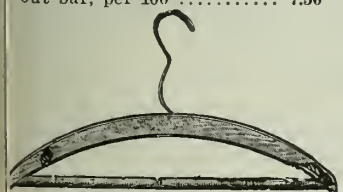
No. 34 I B—Combination Suit Hanger. Inserted trouser bar per 100\$8.00



No. 64—Combination Suit Hanger. With wire attachment to prevent trousers from slipping off, per 100\$9.00
No. 64—Boys, 15 in. Same price.



No. 71—B Comb—Suit Hanger. With rounded neck piece and curved arms. The most perfect garment hanger ever made. \$15.00 per 100.



No. 31 XB—Suit Hanger. With tacked trouser bar, per 100\$5.00



No. 92—Ladies' Combination Suit Hanger. With wire attachment to hold skirt, per 100.....\$6.00

Write for New Catalogue No. 96
Mail Orders Promptly Filled

CHESTER

MEN'S

BELTS

Chester Suspenders

We are showing the largest and most attractive line of Holiday Novelties, suspenders, garters, arm bands, etc., in our new and original holiday packages to retail from 25c and up.

Our new line of Chester Belts is ready, we have an enormous range, including everything new in men's belts, all the newest leathers and buckle effects.

HALLS LIMITED

Brockville Ontario

SUSPENDERS

A Positive Success



**Coat Fronts
Bust Forms**

"WE KNOW HOW"



will increase your sales. The "Everlast" front is cold water shrunk and so closely stitched that the canvas, hair cloth, padding and silesia are as one piece. The best cloth and the finest tailoring must be backed up by a good front. The "Everlast" is absolutely essential if the garment is to retain its shape.

Manufacturers—Write us for full particulars.

TORONTO PAD CO., LIMITED

569 Queen Street West

TORONTO, ONT.



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

KANTKRACK

COATED LINEN

COLLARS

—the collars for every man in every walk of life—the collars that always look dressy and smart, are easily and quickly washed with soap, water and sponge, totally eliminating the weekly collar laundry bill. **KANTKRACK** Collars are made in all the season's leading styles in "One grade only and that the best." Every collar is reinforced where the usual weak spots occur—the button holes, the tab.

Made in Canada.

The Parsons & Parsons Canadian Co.
HAMILTON, ONTARIO

THE MILLER RANGE

Duck Service and Specialty Clothing comprises all the popular styles for all classes of trade. There are special outfits for

**Cooks and Waiters,
Barbers and Bartenders
Butchers, Grocers and Doctors**

Each garment is tailored by masters, to give your customer absolute satisfaction.

THE MILLER AHEAD OF ALL.

Label is also found on

**Militia and Cadet Khaki Uniforms,
Boy Scout and Girl Guide Outfits,
Choir Vestments, Academic and
Professional Robes.**

The Miller Mfg. Co., Limited

251-3 Mutual St., Toronto

Sole Manufacturers of the Celebrated
**MILLER GUARANTEED UNSHRINKABLE
DUCK CLOTHING.**

No. 1056

The Loop Tie Stand

The best stand ever invented for displaying
Ties on the counter.

Write for our large Catalogue of Display Fixtures

CLATWORTHY & SON, LIMITED
161 King St. West

The largest makers of Store Fixtures in Canada

Cutaway Collars Strong for Spring Wear

THE SOFT collar has become a most popular adjunct of the sensible man's wardrobe, coming as a development of the movement toward comfortable dress. Men have found that the soft collar is a comfortable one to wear, particularly when the weather is warm. Thus, the Spring will see a heavy buying movement in the soft collar lines.

A development in this connection is the tendency to make negligee shirts without the collars. Manufacturers have taken this step because men in a great many cases buy the shirt with collar attached and discard the collar, substituting whatever collar suits them. This practice is so general, it is claimed, that the loss on the discarded collar is heavy enough to justify the manufacturer in turning out his lines minus the collar.

MAY BE CHEAPER.

Some retailers have complained of this new development, claiming that customers believe they are entitled to a collar with the shirt, whether they intend to use it or not. This difficulty will probably be gotten over, however, by the fact that the collarless shirts may be offered at a reduced price. There is some talk of the manufacturers who offer this line reducing the price in Spring.

Of course, in a large number of lines, the shirts will still be made up with collars attached and prices will remain the same on these lines.

DIFFERENT FROM SHIRTS.

Soft collars will be worn in different patterns and shades from the shirt. It has been customary to have collar and shirt identical in these respects but this limitation will be withdrawn for Spring wear. Practically the only change in the shape of the soft material collars will be in the matter of blades. The deep blade will not be worn, the length being very much modified.

It is impossible as yet to say what the development will be in regard to stiff collar blades. The long pointed kind have proven popular this Summer, despite several objections, one of which is that the sharp point has a tendency to wear out the material in the shirt. However, it continues to be worn and, if not pressed into service during the Winter, will still be seen in the Spring. However, an extreme of this kind cannot hope for a very long lease of popular favor and, if the long blades are affected this Winter to any extent, it is not impossible that the public will have tired of them by Spring. In any case, they will not be seen to any

Closed Styles Have Gone Out—Many Stiff Collars Show Madras Stripes, Both Vertical and Round—Negligee Shirts Are Being Made Without Collars—Silk Collars Are to be Seen in all Shades.

predominant extent.
VERTICAL MADRAS STRIPES.

A new feature in stiff white collars of the double variety will be Madras stripes on the order. Heretofore the

stripes have always been shown running around the collar but the vertical stripe makes an attractive novelty.

The Madras stripe will also be seen in white round wing collars but in this case, the stripe runs around.



Double collar with Madras stripe, showing the cutaway shape. Shown by courtesy of Tooke Bros., Ltd.

ROUND WING POPULAR.

The round wing collar promises to be as popular as ever, particularly for dress purposes. It will be worn largely both in pique and linen.

In the matter of shape, the cutaway collar will be almost exclusively seen. The closed ends have

(Continued on page 94.)

Men's Clothing will be Along Quiet Lines

SUITS AND SHIRTS will fit in unusually well next Spring in the make-up of a well-dressed man. Both will follow a quiet pathway, suggestive of peaceful surroundings, far apart from the strident bustle of the busy thoroughfares. There will be no sign of the big pattern, and coarse, rough material will be rarely seen. Shades and patterns alike will be subdued.

Perhaps the one big change in suitings for Spring will be the substitution, in a large degree, of soft finish worsteds for tweeds, and the prevalence of small checks and hair line-stripes. "Small" and "hair line": there you have the basis of the manufacturers' models. Along these lines, however, there have been produced some of the most handsome designs in many years, and dressy, tasty outfits will be the outcome, with the added advantage of a different piece of cloth for every person you meet, if need be. No running into a single design for the Spring of 1914. A good idea of the wide range can be secured by a glance at the dozen or so samples shown in this issue.

No Signs of Big Patterns, and Rough Materials Will not be Used to any Extent—Soft Finish Worsteds Will be Used to a Large Extent—The Popular Materials.

of white and black, in a rough texture like homespun.

Saxony worsted will be one of the leading sellers. One with a black body and a white dot is coming in strong

and will divide attention with the gun club check. A handsome light grey worsted has the feather check, shown in the illustration.

Another design that is attracting the trade is a grey worsted with hair lines close together.

Scotch tweed mixtures will divide the field with greys. The tweeds will retain much of their hold against the worsteds, for business wear.

While grey will be strong in the centres, browns still hold a place in the smaller towns and the country where orders, indicate but little lessening in their popularity.

The semi-English cut will be the prevailing one for the sack coat this coming Spring as it has been for Fall, with soft roll lapels, and rather close-fitting trousers. The cuff on the trouser which was termed by many a "fad" last Spring will be in again and be called for to a greater extent than this year.

Black and whites will be very popular. These will be found in small checks, and of these shepherd's checks will be as good as any.

Pin stripes are the invariable style in stripes.

Gun clubs will have a large sale, both plain, and in mixtures of heliotrope, brown and heather.

Greys will predominate, in keeping with the idea for softer shades. Browns where shown, will be in the lighter shades, like fawn. This shade is fast disappearing.

Where Scotch tweeds are used, they are more of the loose weave, and strong in black and white. Some samples show blotches



The Prince of Serbia as he appeared at a recent function in London. He is noted as a good dresser.



A cut of frock that is popular abroad. Note light colored top hat.

A well dressed Englishman at Ascot.

Styles in Suits for Small Boys

SOME VERY attractive suits for boys, ranging from 3 to 10 years, are being shown by a firm that hitherto has limited itself to girls' and women's clothes. The idea came to them from a chance remark of a New York manufacturer, "Oh, we make over here nearly every boy's suit that is worn in Canada." So the new ones seen by The Review are strictly "home brews."

There is a large range of shades and materials in the two cuts that have been chosen: Sailors and Russians, and a tasty dash of color, chiefly in the form of bands on the arm, and a thread, usually of red, in the embroidered anchors, secure quite a pretty effect. The cost runs from \$15 a dozen to \$39.

The materials which are used in these suits are chambrays, linens, heavy ginghams and drilles.

The sailor suits have a sailor blouse whose sleeves are ornamented with a band and an anchor with embroidered effect. Usually the bands are limited to the one sleeve, with two narrow bands an inch or so long run together in a V shape below the anchor. The vests are of white, with sailor collar



of plain material, with tie and belt to match. The trousers are knicker shape with elastic and are fitted with that essential of every boy's suit, pockets big enough for his precious nick-nacks.

Others are of Russian style, with an opening across the shoulder and down the side. Others are



the simple blouse effect. The sleeves come in both long and short. Altogether there are 100 models, an unusually wide range, particularly for a new line.

Some of the ranges are from 3 to 7 and others from 3 to 10. In some cases the only change in pattern is the leaving off of the belt at 7 years, and using a smaller hem and a sailor blouse up to 10 years.

Until these suits have been tried out for a year it will be difficult to limit the shades and styles of material for which there is a demand. Greys, browns and blues seem to take equally well so far, but in children's clothes the tastes of the individual mothers or big sisters will override any of the canons of Fashion. They will be a rule unto themselves when it comes to their sons or small brothers.

(Continued on page 94.)

MONARCH-KNIT



M53

Two of the popular Shaker Knit Coats embodying the well known "MONARCH-KNIT" standard for style, quality and workmanship. Stock these lines for a big business in Men's Knit Coats.



WRITE US FOR SAMPLES

Monarch Knitting Co.

Limited

DUNNVILLE

ONTARIO

Factories at:

Dunnville,

St. Catharines,
and Buffalo

St. Thomas

Cutaway Collars Strong for Spring Wear

(Continued from page 90.)

gone out entirely and from now on, men will display their neckwear to a liberal extent.

SILK COLLARS OF ALL SHADES.

A development which will be seen in the Spring will be in collars. Manufacturers are making silk



Spring shape in wing collar with Madras stripes. Shown by courtesy of Tooke Bros., Ltd.

collars of all shades to match the various colors in silk shirts. This will introduce an unwonted touch of color into male garb.

Styles in Suits for Small Boys

(Continued from page 92.)

A description of some particular suits, as well as the special drawings which accompany this article will convey the best idea of what they really are.

One of the most effective is a brown and white stripe drill, with a plain brown collar and tie and belt to match. There are three rows of white edging on the front of the collar and two star ornaments at the back. The vest is of plain white with an embroidered anchor. The sleeve is ornamented with a red band and an embroidered emblem, and is tacked into the cuff and fastened with two pearl buttons.

Another is a sailor suit of blue, with a white vest, and collar of blue with white edging, and the embroidered anchor.

Another is a Russian blouse of Cael linen with embroidered scalloping.

The whole idea is to present a wide range of boy's suits, of wearable quantity, and medium price and the experiment will be an interesting one as a new departure in Canadian manufacturing.



To Improve Knowledge

Editor, Dry Goods Review,—“Please tell me where I can secure information concerning card writing and window trimming. I would like to become proficient at both lines. Should I join the C. W. T. A.?”

To the last question, we answer most emphatically, yes. If you join the C. W. T. A. you will find the answer to your first question. For a young man desiring to become proficient in window display work and card writing, we could suggest no better way than to become a member of the association. In this way he would meet expert display men and learn much from them that he could not obtain in any other way. The C. W. T. A. is a “clearing house of ideas,” and the members are enabled to keep posted on all developments in the display profession.—Editor.

ADVERTISING INDEX

A.	Fowke, Singer & Co.	81	Porter, S. E., & Co.	88
Arlington Co.	H.		Parsons & Parsons Co.	89
B.	Halls, Ltd.	88	R.	
Brock, W. R., & Co., Montreal....	I.		Reliance Knitting Co.	42
Burnley, T. & Sons	International Tailoring Co.	53	Robinson, F. W. Co.	69
Berlin Suspender Co.	J.		T.	
Burritt, A. & Co.	Jackson Mfg. Co.	47	Turnbull, C. Co.	75
C.	K.		Tooke Bros.	77
Crescent Mfg. Co.	Kingston Hosiery Co.	51	Taylor Mfg. Co.	87
Craftana	L.		Toronto Pad Co.	88
Crown Tailoring Co.	Leishman, Wm. H., & Co.	85	V.	
Clatworthy & Son	M.		Van Allen Co.	67
Cooper Cap Co.	Monarch Knitting Co.	93	W.	
.....Outside Back Cover	Miller Mfg. Co.	89	Waterhouse, T. & Co.	69
.....Men's Wear Review	P.		Wreyford & Co.	86
Deacon Shirt Co.	Pim Bros.	47		
F.				
Franklin Mfg. Co.				

Dodge the Pessimist!

A pessimist is a man who cannot see the good in anything. He is short-sighted, grouchy and usually wants to be left alone.

Leave him alone.

A man who cannot see good in ADVERTISING is a pessimist.

He is out of alignment. He is out of focus.

Leave him alone. Ostracize him. It's his only hope.

Beware of the man who does not advertise and of unadvertised goods.

The printed word costs money and is permanent. It is everlasting evidence which cannot be disclaimed or disputed. Because of this it tells the truth. It may be attractive, but nevertheless the truth.

Favor the salesman of an advertised house. He has back of him a liberal policy which is invariably reflected in his goods and in the service of the firm he works for.

Read the advertising pages of your trade paper, and get to know the firms who advertise. They are the people it will pay you to deal with. Advertising is their way—the modern way—of telling you that they are reliable, up-to-date, and in every way, good people to do business with. Furthermore it stamps them as optimists.

Dodge the pessimist. He doesn't want your trade, anyway.

If he does, why doesn't he say so?

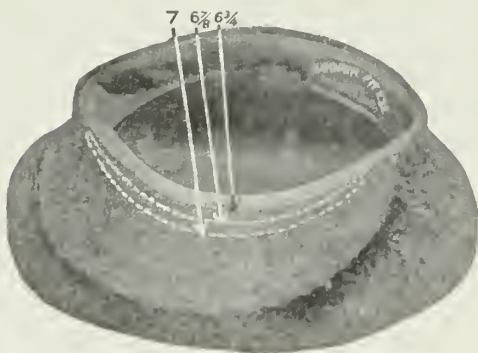
The
COOPER
Three-in-one
FIT-EZE
CAP



**Ensures quick sales and big profits with
one-third your usual stock**

This is the cap that is revolutionizing the Canadian cap trade—Cooper's three-in-one Fit-Eze—the cap that cuts your stock down to one-third without lessening your assortment or hampering yourself with a shortage of sizes.

We are the originators and sole manufacturers of this cap and have sold the patent rights to the largest cap manufacturers in the United States. We are the leaders not the followers and as such you are assured of buying right. Our values are unequalled, our styles are the very latest. The three-in-one Fit-Eze cap is by all odds the most comfortable cap on the market to-day.



*The Cooper Cap Adjusts
To Fit Three Heads*

It is so constructed that it automatically adjusts itself to fit three sizes of heads, i.e., a size 6 $\frac{3}{4}$ cap will fit a 6 $\frac{7}{8}$ and 7 as well. This is an almost certain insurance against loss of sales from lack of sizes.

Every cap guaranteed to be replaced by new cap if defective.

Write to-day for our samples.
They are well worth while.

THE COOPER CAP CO.
260 Spadina Ave. **TORONTO**

MEN'S WEAR REVIEW.

Features of This Issue

How to Light Stores in Distinctive Ways.

Men's Clothing Will be Closer Fitting.

Worsteds Will be Stronger.

Some Practical Aids to Card Writing.

Managing the Working End of the Business.

How 1,448 Ties Were Sold in One Day.

OCTOBER : 1913

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

ABSOLUTELY

“DOMINION” RAINCOATS

‡ Our line comprises the most complete range of styles ever offered to the Canadian trade.

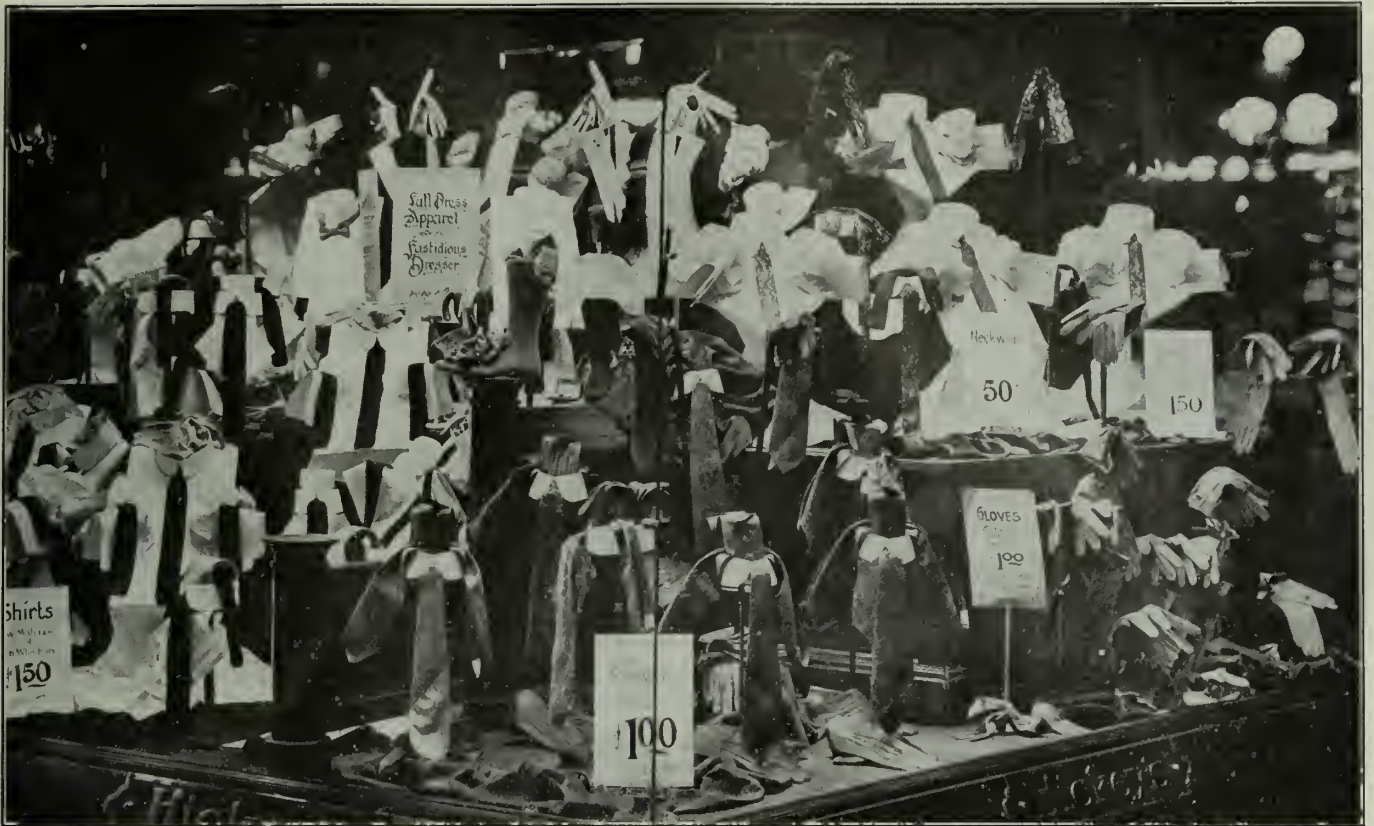
‡ As we proof all our own cloth, we are in a position to guarantee that every garment we manufacture is ABSOLUTELY WATERPROOF.

‡ Send to our nearest branch for prices and information.

Canadian Consolidated Rubber Company Limited

MONTREAL, Que.	Brantford, Ont.	Pictou, N.S.
Quebec, Que.	Berlin, Ont.	Charlottetown, P.E.I.
Granby, Que.	London, Ont.	WINNIPEG, Man.
Ottawa, Ont.	North Bay, Ont.	Regina, Sask.
Kingston, Ont.	ST. JOHN, N.B.	Saskatoon, Sask.
TORONTO, ONT.	Moncton, N.B.	Calgary, Alta.
Belleville, Ont.	Halifax, N.S.	Edmonton, Alta.
Port Dalhousie, Ont.	Sydney, N.S.	VANCOUVER, B.C.
Hamilton, Ont.	Yarmouth, N.S.	Victoria, B.C.

WATERPROOF



A Fall Display in Hickey & Pascoe's Store, Arranged by R. K. Dallimore.

Display Efficiency in the Men's Wear Store

The importance of showing goods to the best advantage—Man is a creature of impulse in his purchases and is strongly influenced by what he sees—Show case trimming an important feature.

THERE can be no doubt that the proper displaying of his goods is one of the most important problems facing the men's wear merchant.

Man is a creature of impulse when it comes to a question of dress. He does not sit down with a heap of fashion journals before him and plan out what he is going to wear next season, as a woman does. The chances are that he doesn't think about it at all until one day he happens to see in a store something that he knows he would like; and he goes in and buys it.

"I need a new hat. That one would suit me splendidly," sums up the mental attitude of the average woman when she sees a new creation of the milliner's art which appeals to her.

SOME BRIGHT BRIEFS.

Man is a creature of impulse when it comes to a question of dress.

Methods of display are not limited to the store window.

It is necessary to have the arrangement of the goods perfect throughout the store from the front windows to the hindmost shelf.

Goods in a showcase talk to a man urging him to buy.

Dark showcases sell no goods.

The window display serves as the first argument.

"That's a swell tie. Coming to think of it, I just need a new tie," is the way the man's mental processes act when he is confront-

ed with a particularly desirable specimen of neckwear.

In other words, the average man becomes interested in an article before realization of the need for that article comes to him. This is stated with due regard for the fact that there are times when every man finds he needs a certain article of clothing and goes down town and buys it. The point desired to be made is that man does a great deal of his shopping on impulse, buying when he sees something that especially pleases him.

Hence, the importance of proper display to the men's wear dealer.

Methods of display are not limited by any means to the store windows. Every part of the store is just so much more space for the



A stocky but well arranged display of shirts and neckwear in the store of Hickey & Pascoe, Toronto. Arranged by R. K. Dallimore.

display of goods. How goods are stocked on the shelves, how they are shown in the showcases, how they are shown on top of the cases; all are details coming under the head of store display. It is necessary to have the arrangement of the goods perfect throughout the store from the front windows to the very hindmost shelf.

SHOW CASE ARRANGEMENT.

The proper stocking of show-cases is one of the most important phases of the problem of display. When a man is waiting in a store, his eye roves around freely but it concentrates for the bulk of the time on the contents of the showcases. Here, then, is a splendid opportunity to give a sales talk to that man. He won't hear that talk but he will SEE it. The goods in the showcase will talk to him, urging him to buy. The sight of a particularly attractive cravat, arouses the thought in the man's mind, "Say, that would go swell with my new grey suit." Every minute that the customer stands there waiting and

looking, the contents of that showcase talk to him, using the most convincing form of persuasion known—ocular demonstration of excellence. It is not necessary for a salesman to point out the worth of that cravat. The article itself has already done so.

But there is little appeal in an indifferently arranged case. The best of goods will look only about 50 per cent. of their value if badly shown in conjunction with other goods. It is quite as necessary to exercise care in the arrangement of a "silent salesman" as it is in a window trim.

Showcases should be kept as "often" as possible. A serried collection of goods will not appeal to the eye. A few articles well displayed will outsell a stocky arrangement every time.

The use of glass shelves in cases has helped to place the dressing of a case on a higher plane.

It is necessary also to have the cases lighted so that the goods show up in the late hours of the day and the evenings. Dark showcases sell no goods.



A Neat Display of Clothing by F. L. Kickley with McKinnon's, Limited, Weyburn, Sask.

RESOURCEFUL DISPLAY.

The writer walked into a haberdasher's store the other day and was confronted with a truly amazing array of ingenious display ideas. Pedestals on the counters and showcases were neatly draped with neckties, handkerchiefs and gloves. The ledges about the wall shelving were occupied by drapes and cleverly arranged assortments of goods. A customer could not look anywhere without seeing something attractive, something novel or something striking. That store was a regular bag of tricks, a veritable storehouse of surprises. One was confronted with something to exclaim over at every turn.

They were doing a great business in that store. Men came for small purchases and remained to sacrifice the contents of their pocketbooks on the altar of sartorial ambitions.

The display methods of that store were 100 per cent. efficient. a

THE MOST IMPORTANT FEATURE.

Of course, the store windows, from the standpoint of display importance, rank first. At least five men will look in the store window to one who enters the store.

The window display serves as the first argument. It influences the man to enter the store and when he has once got inside, the other display features can do their part.

Several good specimens of window displays of men's clothing and furnishings are reproduced herewith.



Swift Current.—Jack Wood has opened a new men's furnishing store.

Information Bureau

WANTS BACKING.

Editor, Dry Goods Review:—"I would like you to give me all the information you can regarding the firms who would be open to give a young man a start in the general store business."

* * *

This request is of a rather unusual nature inasmuch as the writer gives no details as to the amount of capital he has, the amount of backing he would require, his experience, and so forth. Further, money is tight at the present time and the wholesalers and manufacturers have been drawing in credit lines rather than extending them.—Editor.

* * *

Editor, Dry Goods Review,—“Would you give us a recipe for a solution to test silk?”

Can any reader give this information?

* * *

CUT GLASS FIGURES.

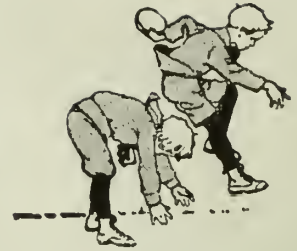
Editor, Dry Goods Review.—“Who are the manufacturers of medallion centre figures in imitation art glass for a half circle window (6 feet across and 3 feet high), medallion to be about 10 inches by 20 inches. Would prefer a figure of a knight in armor, Joan of Arc or some similar subject.”

* * *

These figures are manufactured in Germany. The Smart Stain Co., of New York, may also make something that would be suitable.—Editor.



The Schoolboys' Scamper



A LARGE store lunch room transformed.

The background, a painted scene, like the wall of a brick schoolhouse, and at the sides, scenery with Autumn foliage running along the top giving a touch of realism.

A wide platform along the front of the school and a runway at right angles extending for about 100 feet, the full length of the room.

On both sides of this several hundred seats, filled mostly with mothers.

Time, 10 a.m. or 3 p.m. If the latter, add to the crowd that fill the seats inside, a closely packed group of hundreds more, attended now by children, some fathers and some big sisters, unable to get in, but content to view from this distance.

A hubbub is breaking out, a crowd of boys let loose for play, and in a moment the school yard is swarming with little fellows, rushing to and fro, playing leap frog, football, boxing, tag, jumping; indulging in every form of noisy, healthy fun; the real article of a school boys' "recess."

Except this:

NEW FROM HEAD TO TOE.

While your eye flashes around from one to the other in the merry hubbub, you notice this boy's suit seems strangely new, and his stocking; and shiny shoes that never even looked at a muddy puddle by the roadside; and hat that was never jerked off his head in a rough and tumble melee. Ditto the next one and his nearby elum. Everyone togged out in his Sunday best. You notice it more when the teacher rings the bell, and they throw aside their play and line up and move sedately down the long platform, one by one, showing off their new clothes; new from head to foot.

This is "The Schoolboys' Scamper."

Yes, and about as clever a scheme for leading up to an all-round display of boys' clothing that ever has been devised: staged by the T. Eaton Co., of Toronto, the first four days of the present month.

The school door has closed and the sign "Late" hangs up upon it. Up saunters the boy of the nursery rhyme, "A diller, a dollar, a ten o'clock scholar;" he knocks; bangs: gets impatient and

angry at the unresponsive silence. He spies a football, whistles to his "gang" of other "ten o'clock's," and in an instant the yard is alive with noisy, unstudious sounds. Out comes the teacher; very stern, but a coaxing gets a game, and oh, so real a one: and then for these older boys, a promenade down the line and a turn: all in their Sunday best, too.

INDIANS, COWBOYS, BOY SCOUTS.

Next there rush in a "mob" of Indians, cowboys and boy scouts, in that get-up so dear to the romantic heart of a boy. These indulge in a thrilling and most bloody struggle, strew the field with warriors wounded and warriors slain; the boy scouts rush to the rescue of the cowboys, and drag off the damaged bodies from the clutches of the Indian braves.

KINDERGARTNERS IN QUAIN'T SUITS.

And then the kindergarten children in the quaintest of suits: playing their kindergarten games while the orchestra kept up the music of "Here we come gathering nuts in May," and the other favorites. These also had their walk down the centre and back; returning again with their new overcoats and swinging their tiny canes, while hundreds of eyes took in the styles the young lads showed.

THE "FATHERS."

Last of all came the "fathers:" in men's wear, showing the latest London and New York styles in suits, collars, ties, shoes, gloves, hats and overcoats, while their "children," the kindergartners, toddled along hand-in-hand, by their sides.

It was all so life-like! Even the tumbling off the stage of a little fellow who tripped; and the wilful but lovable youngster who just would kick that football along the runway and bump into the other more sedate little "models"—until teacher took away the ball and marched him a prisoner into school—or the tall thin, light-haired twins in blue rompers, or the lad in the eute "Oliver Twist" suit of red and blue.

"The Boys' Scamper:" so realistic you could forget it was staged; and how far removed from the usual—and yet necessary—mode of demonstrating the correct toggery of boys and men. While the

Continued on page 55.

Drawings Make Original Show Cards

New variety cards made by Paul Pepper, with Marks and Price, Toronto—Drawings show how article on display look when worn—Good results have been obtained.

"IF A MAN can preach a better sermon, write a better book or make a better mouse trap than his neighbor, though he build his house in the wood, the world will make a beaten track to his door."

Emerson never said a truer thing. It is the man who can do original things, think original thoughts and plan on original lines, who gets to the top of the ladder. If there is any royal road to Success, it is undoubtedly called Originality or sometimes Initiative.

To do something a little different, no matter how small the difference may be, is to command attention and notice. As it is an essential part of the retail business to command attention and notice, the importance of doing things a little different from other stores becomes apparent.

It is probable that the man who first started to put goods in his store window in an attractive way made a fortune. The original person who put the first price card in his window, undoubtedly drew trade in sufficient volume to astonish his less wide-awake competitors. What will the next step be? There's a fortune waiting for the merchant who finds something to do which has never been done yet, something aggressive with an appeal to the instinct of the purchasing public.

In the meantime, one hears every now and then of something new and novel which has been tried out with success. Such a plan, for instance, as that worked by an ambitious display man, Paul Pepper, with Marks and Price, Toronto. Mr. Pepper has an unusual degree of skill with the pencil and can turn out drawings of exceptional fineness. He has utilized this gift in the production of an original line of cards. If he is showing ties, he draws a man's head, with that variety of tie. If it is a hat display, the drawing shows how the hat looks when worn. This card is placed in the window along with small cards, announcing prices.

There are three advantages to this class of card. In the first place, it is bound to attract attention. Men will stop and look at it in nine cases out of ten.

Second, it shows the good points of the article in question in the most tangible way—by demonstrating how it looks when worn. No description could bring the strong points of the article forward so forcibly and instantaneously.



Drawing by Paul Pepper, used as a display card with good results.

And thirdly, it is new. It is different from what other stores show and consequently can be depended to win a greater degree of attention than other varieties of cards could win.



The Schoolboys' Scamper

Continued from page 54.

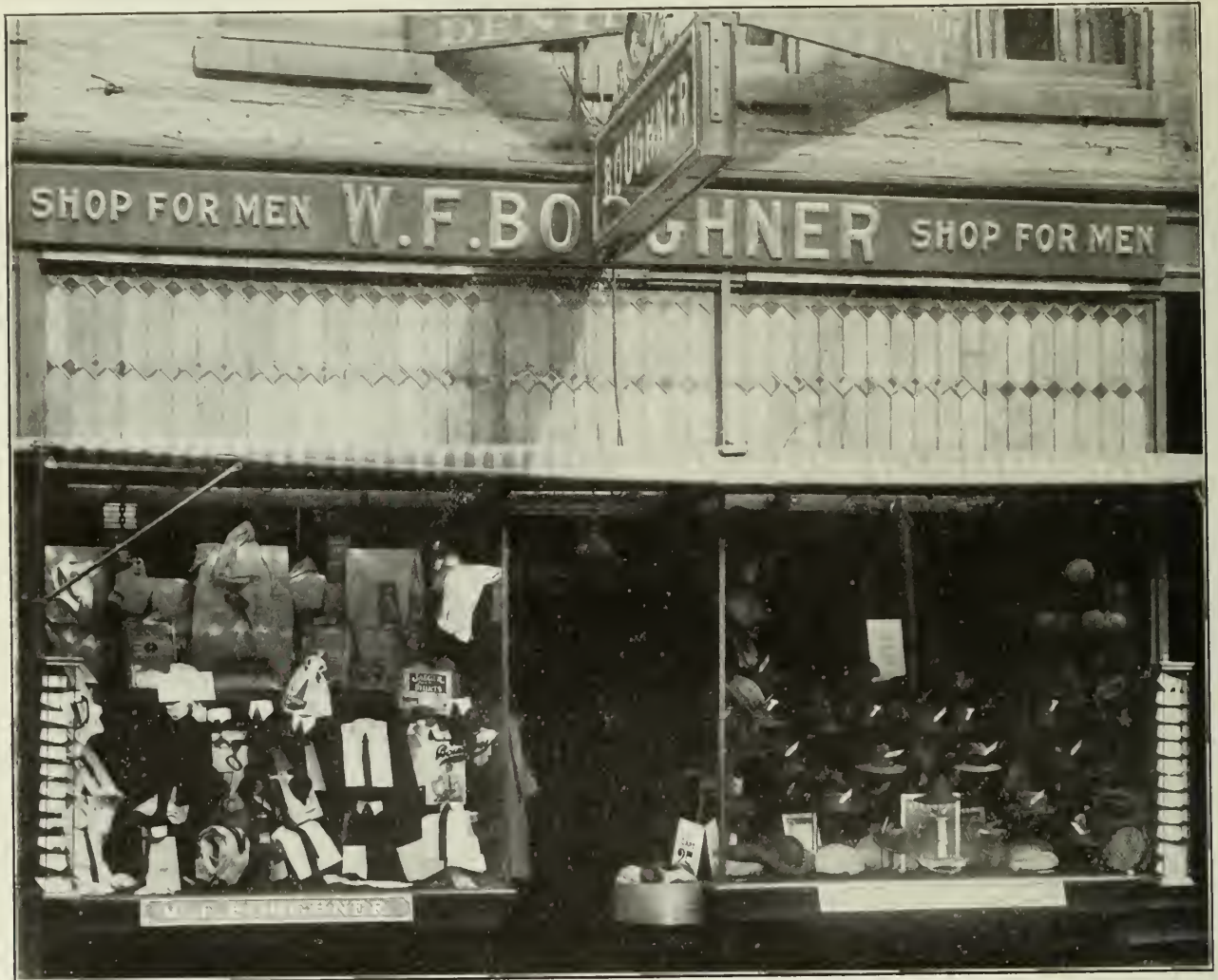
mothers looked on and enjoyed the fun, they were sizing up those natty outfits, and wondering which one of those velour hats or neat Norfolks would best become their six- and eight- and ten-year-olds at home.

AN EFFECTIVE "NOVELTY."

It was a demonstration of styles that was so novel that it attracted attention and talk; effective as a revelation of what the store contained in these important lines; and no less valuable in enlarging the prestige of the establishment that carried out so striking and original an idea.

It was a novelty in display: and novelties in display play as important a part in keeping a store in the public eye, and drawing custom to it, as novel-

Continued on page 59.



A View of the Store Front of W. F. Boughner, London, Ont.

Where Quality Lines Are Featured

THE ABOVE illustration shows the store front of a progressive men's wear store, that of Mr. W. F. Boughner of London, Ont. The policy of the store is to keep a high class of goods in stock, and special attention is paid to this line of trade, although being on one of two leading streets, transient business is large also. The inside of the store is rendered attractive by rich showcases, and a good display of hats, ties, shirts, overcoats, etc. Mr. Boughner is a little chary on certain novelty lines. He holds that all new lines to be "classy" must stand on a fairly "high level" price.

The windows are trimmed at frequent intervals. When the Review's representative was in London a few days ago, one had a showing of hats, mainly soft, but some stiff, hung in various positions on stands, and with the small price cards shown in the illustration. Here and there in the foreground, close to the glass, were a few caps, and the background high up was of overcoats.

The other window was of shirts, fitted with collars and ties. A ledge at the back held underwear. On the extreme ends of the window, on the street side, are high and narrow glass cabinets showing different styles of collars.

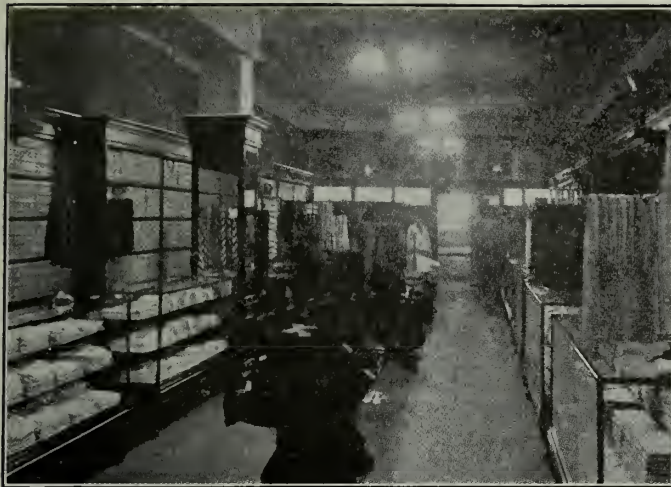


Figure 1.



Figure 2.

How to Light Stores in Distinctive Way

The Elements of Lighting Outlined —Artistic Appearance and Efficiency in Lighting Balance Evenly—Good Lighting Arrangements Attract Trade—Distinctive Lighting a Great Asset.

THE FOLLOWING paper on "Distinctive Store Lighting," was presented by Clarence A. Law and A. L. Powell at the annual convention of Illuminating Engineering Society held at Pittsburg.

Among the points which should be given consideration by a shop proprietor in planning a distinctive store, may be mentioned the following:

Design of the exterior; woodwork of the interior; color of walls and ceiling; finish of show cases; floor covering; finish and type of lighting fixtures, glass-ware and lamps.

HABERDASHERY STORE.

As this class of store caters entirely to men, the store fittings should not be radical to any appreciable extent. Neatness, simplicity, and up-to-date appearance should characterize the shop. The lighting system must be quite efficient as a high intensity of illumination is desirable.

Fig. 1 shows a night view of the installation of one of the shops of Weber & Heilbronner on Broadway, New York City, which conforms excellently with the above requirements. Six-arm brush base fixtures of well balanced proportions are used with clear 100-watt tungsten lamps and opalescent bowl shaped reflectors. Show cases, counters and woodwork are of polished mahogany; ceiling smooth white plaster; walls above shelves covered with green burlap, and floor of hardwood. The window trim is of circassian walnut, forming an excellent contrast to the dark blue backing for the goods on display. A white fixed shade, extending to within six feet (1.83 m.) of the sidewalk level, serves as a valance.

STORE.

Length 69 ft. (21.03 m.).
 Width 18 ft. (5.49 m.).
 Area 1,342 sq. ft. (124.77 sq. m.).
 Ceiling height 13 ft. (3.96 m.).
 Lamps 10 ft. 6 in. (3.20 m.) from floor.
 30 100-watt clear tungsten lamps.
 Total watts 3,000.
 Watts per square foot, 2.4.

WINDOW.

100-watt clear tungsten lamps, concentrating prismatic reflector, spaced 14 in. in a row along center of false ceiling.

MILLINERY.

Since Paris is the seat of fashions, to create the proper atmosphere, the display room should be "Frenchy" in character. Mme. Bruck's shop on West Fortieth Street, New York City, shown in Fig. 2, may be taken as an example. White show cases, covered with mirrors line the walls, and the dainty furniture is all finished in white enamel. White has the advantage that it does not "clash" with the colored materials of the hats and tend to divert the attention from the goods on display. The ceiling is of smooth, white plaster and a border of satin finish wallpaper matches the old rose Wilton carpet and silk window hangings. Two ten-inch brass finish shower fixtures with bowl-frosted tungsten lamps surrounded with crystal beaded glass, furnish general illumination. Localized illumination at the mirrors is supplied by side wall brackets, brush brass finish, Empire style, equipped with bowl-frosted tungsten lamps, shielded by crystal and old rose beaded shades. A few plants add to the attractiveness of the room.

STORE.

Length 40 ft. (12.19 m.).
 Width 12 ft. (3.66 m.).
 Area 480 sq. ft. (44.59 sq. m.).
 Ceiling height 10 ft. (3.04 m.).
 Lamps 9 ft. (2.74 m.) from floor.
 Total watts 750.
 30 25-watt bowl frosted tungsten lamps.
 Watts per square foot 1.5.

WINDOW.

25-watt clear tungsten lamps in concentrating prismatic reflectors on 2-ft. centres.

3 25-watt tungsten lamps in crystal fixtures in centre of window.

2 side wall brackets, cut glass shade and 25-watt tungsten lamps.

SHOE STORE.

Most stores of this class have a centre bench arrangement, the entire wall space being covered with boxes on shelves. A room of medium width will require at least two rows of units to give satisfactory illumination on the labels on the boxes and at the foot rests where the shoes are fitted and inspected.

A particularly novel layout is shown in Fig. 3, a night view of Frank Brothers' Fifth Avenue (New York) shop. Entering from the street, one passes into the rotunda (shown in the background of the photograph) about 16 feet in diameter, the dome of which is supported by Corinthian columns. The floor is of mosaic marble and the ceilings, cream colored, with raised plaster decorations. Show cases, with attractive dressings, are grouped about the room. Suspended from the centre of the dome is an ornamental inverted fixture containing eighteen lamps. This consists of six diffusing glass globes, pressed into the form of huge sheets; below these are four round bulb carbon lamps enclosed in amber beaded glass.

The store proper is rectangular in shape and a balcony 6 feet (1.83 in.) wide extends completely around the interior. The cream colored ceiling be-

neath the balcony is divided by beams into squares. In the centre of each square is a lighting fixture consisting of five pieces of pear-like glass in the form of a large shell; a 40-watt clear tungsten lamp is located above each shell. At the base of the shell is a 25-watt round bulb all frosted tungsten lamp.

On each pillar from the balcony to the ceiling are located two two-arm brass brackets with clear gem lamps in roughed glass spheres. These serve to light the balcony and the centre portion of the store proper.

The oak parquet floor is partly covered with rugs; the furniture is leather covered and the show cases and shelves are of mahogany.

STORE.

Length 64 ft. (19.5 m.).
 Width 24 ft. (7.31 m.).
 Area (main floor) 1,540 sq. ft. (143.07 sq. m.).
 Height under balcony 8 ft. (2.44 m.).
 Height above balcony 10 ft. (3.05 m.).
 17 25-watt round bulb tungsten lamps.
 85 40-watt clear tungsten lamps.
 64 50-watt clear Gem lamps.
 Total watts 7,000.

The value of watts per square foot would be of little significance, as two types of lamps are in use, and also both the balcony and main floor are lighted.

WINDOW.

Mirrored trough reflector with 50-watt Gem lamps outlets on 9 in. centres.

LADIES' WEAR.

This type of shop is really divisible into two classes: namely, general and specialized.

As an example of the first class, the Fifth Avenue (New York) store of J. M. Gidding, which is shown in Fig. 4, may be given a little attention. The lighting units are of the sun-burst type, consisting of 6 regular and 6 round bulb, all-frosted tungsten lamps below a gilded composition plate, all suspended by a single chain. The fixtures are pleasingly har-



Figure 3.



Figure 4.

monious with the cream colored ceiling and delicate gold lining. Show-cases and woodwork are of magnificent circassian walnut, which blends well with the rich carpet of green and tan. The wall visible above the dressing room is largely covered with gilt figures.

STORE.

Length 55 ft. (16.76 m.).
 Width 48 ft. (14.63 m.).
 Area 2,640 sq. ft. (245.25 sq. m.).
 Ceiling height 12 ft. (3.66 m.).
 Lamps 9 ft. (2.74 m.) from floor.
 90 20-watt all-frosted tungsten lamps.
 Total watts 4,050.
 Watts per square foot 1.5,

WINDOW.

Mirrored trough reflector with 25-watt tungsten lamps on 9 in. centres. White false ceiling, with two alabaster carved bowls, equipped with 6 40-watt tungsten lamps each, are suspended from this. Base and trim of window circassian walnut.

The specialized ladies' wear shop is exemplified by the shop of W. B. Crocker, Fig. 13, which handles mourning goods exclusively. The scheme of decoration is very appropriate. As one observer remarked, "A sombre cheerfulness fills the room." A rich gray carpet is but a shade darker than the wall covering, which in turn, matches the woodwork of the show-cases and trim. The chairs are of gray oak and tables of wickerwork. The ceiling is white, and suspended from this by long chains are four seven-light and one fourteen-light shower fixtures, dull silver finished. Low wattage, bowl-shaped tungsten lamps are used with diffusing shades.

Under the balcony at the rear of the store are full-length mirrors. Localized illumination is provided at each by a 25-watt all-frosted round bulb tungsten lamp. In the front portion of the store, the general illumination is supplemented by two-arm brackets similar in finish and equipment to the overhead units.

STORE.

Length 76 ft. (23.16 m.)
 Width 16 ft. (4.88 m.)
 Area 1,210 sq. ft. (112.4 sq. m.)
 Ceiling height 18 ft. (5.48 m.)
 Lamps 10 ft. (3.05 m.) from floor.
 60 15-watt bowl-frosted tungsten lamps.
 18 25-watt round bulb tungsten lamps.
 Total watts 1,390.
 Watts per square foot 1.15.

WINDOW.

Mirrored trough reflectors equipped with 50-watt Gem lamps on 9 in. centres. Woodwork gray. Mirrors at side. Beaded crystal hemisphere set in centre of the ceiling.

A sufficient number of individual installations have been described to indicate quite clearly that the

lighting system should blend with the general scheme of decoration. The illuminating equipment, rather than being dazzling, glaring or commonplace, is inconspicuous, and forms a part of the furnishing of the room.

It must be borne in mind that the methods outlined above are not the only correct schemes of lighting to use; often in the laying out of an installation the ideas or desires of the proprietor will produce considerable deviation from the scheme which would be most in keeping with the period of architecture that is being followed.

From the descriptions given, it can be seen that one is able to apply the commercial diffusers and reflecting devices to almost any class of service. As far as possible the endeavor has been made to discuss stores which had standard equipment, thus showing that there is no necessity for the design of special auxiliaries. Expanding this idea slightly, the authors believe that the stores described are distinctive and yet, with the exception of the carved alabaster bowls, the initial cost is relatively low.

These illustrations might have been continued at great length and an appropriate use found for almost all the equipment listed, but this is obviously out of the question, so the paper can well be closed with the admonition:—In designing the lighting for shops of the class treated in this paper, use discretion in the selection of lighting units and do not offer the prospective customer something which is, on the face of it, purely utilitarian.



The Schoolboys' Scamper

Continued from page 55.

ties in goods. Both are essential for lifting business out of the humdrum, the deadly monotony, the mediocre average that is fatal to that healthy growth that should be as natural in a business as in a child or a plant in the Spring time of life.

Leaving aside the idea itself, so skilfully worked out, mention of a few of the styles shown will be of interest.

NORFOLKS FOR THE BOYS.

The belted Norfolks and knickers were most noticeable among the younger boys, in tweeds and fancy serges, and bloomer suits in tweeds, cheviots and serges. "Deck" suits with fall-over blouse and straight pants were also worn. Specialties were the Eton suit, Man-of-War and Highland, and novelties that included youthful models of evening dress and riding suits. In boys' overcoats there were shown chinchillas, used even on three-year-olds; tweed overcoats, Russian styles, and military with strap at back. These, as a general rule, did not fall lower than an inch above the knees.

Continued on page 71.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

A Graded Scale

A MOST interesting communication appears in another part of this issue, dealing with the retail marking of neckties. The manufacturer who writes the letter, points out the hardship under which manufacturers labor in having to make ties with flowing ends for the same price that was secured before on ties which required a smaller amount of material. As a remedy he suggests that the retailer introduce a scale of graded prices starting at 50 cents and running to \$1.00. In this way it would be possible to grade ties according to the amount they cost instead of classing them either as 50 cent or \$1.00 ties.

The suggestion seems a feasible one from many standpoints. Where a line of goods is sold at prices which grade steeply, without intermediate prices, it is impossible to fix prices on such a basis that a fair rate of profit will be secured on each article. This difficulty is deepened in the case of neckwear by the infinite variety shown. Ties of all colors, patterns, styles and materials are arbitrarily grouped into classes which sell at 50 cents, \$1.00, \$1.50, \$2.00 and up. Now there are many lines which, in view of the cost of manufacture, should sell at about 60 cents. These are thrown in with the 50 centers. The manufacturer, knowing this, realizes that, in order to sell his lines of this class at all, he must offer them to the trade at a price that will make it possible for them to be retailing at the half-dollar mark. On such lines, the manufacturer does not make anything like an adequate profit.

The retailer also would make a better profit, if he graded his stock at more gradual steps. The one difficulty which crops up is: Would the public pay 55 cents, 65 cents or 80 cents for a tie? People pay such prices on other lines. Why not ties?

It is the firm belief of The Review that ties would sell on this basis just as readily as they do now.



Novelties in London Town

LONDON, England, is sometimes referred to as the home of well dressed men. Fashions in male attire so often originate there that the eyes of the world turn to London naturally.

Englishmen at present are introducing many novelties, which tend to offset the severity of masculine dress. There is, in fact, quite a strong trend noted in the direction of gay and decorative attire.

There is, for instance, a big demand for Tuxedo materials for evening dress—that is, cloth of a whipcord make of a black ground, shot with a suggestion of color. Some combinations seen are black and red, black and purple, black and gray. All the fashionable tailors are showing “Tuxedo” and most of the fashionable men are wearing it.

The fancy vest is also coming back. Some most strikingly original effects are being worn, such, for instance, as a double-breasted waistcoat with gray braid along the edge of the lapels. It looked attractive, even if verging on effeminacy.



Higher Prices Ahead

THERE IS no blinking the fact that clothing prices are on the upgrade. Everything is costing more. The price of suitings is high and will go still higher. Labor costs more, business expenses are greater. It is no wonder that manufacturers are talking higher clothing prices.

The retailer should meet the issue squarely and in the only feasible way. He should advance his

prices when he finds that the price he is paying for his goods warrant it. When the manufacturer is forced by conditions to advance the price of his goods, the public must pay, not the retailer. The latter cannot do so and secure the margin of profit necessary to carry on business.



The Silk Shirt

Certain it is that they are inclining more and more to the niceties of dress that cost money. For instance, silk shirts will be sold in larger bulk during 1914 than ever before. The advance ranges show silks occupying an unprecedentedly prominent place. The fact of the matter is that Canadian men are beginning to have more money to spend and are finding out the comfort of being dressed right. That this will continue to grow is a certainty and the proportion of men who can afford to dress well is becoming rapidly larger.

The men's wear dealer should not lose sight of this fact. It should guide him to no small extent in his buying. It will be possible to sell an ever increasing proportion of silk shirts, silk hats and articles now classed as luxurious.



Parcels Post Next Year

THE ANNOUNCEMENT made by Hon. Mr. Pelletier that the Parcels Post system would be in operation in Canada on the first of the year, does not come as a surprise, inasmuch as it had previously been announced that the system would probably be put into operation at the beginning of 1914. The start will be made simultaneously in all parts of the Dominion.

The Postmaster-General was silent on the score of the rates to be fixed. As this is the all-important question from the standpoint of the retail merchant, a further announcement from the Government will be awaited with keen interest. On the rates fixed for the local and national zones, depends the success of the system. If there is a sufficient margin between the rates for the national zones and those imposed in the local zones to provide the local dealer with protection against the aggressions of the mail order houses, then the system will prove a success. Otherwise, it will ultimately prove a flat failure, for no measure which works an unfairness against the

retailers can prove otherwise than detrimental to the country at large.

Hon. Mr. Pelletier's announcement will be awaited with interest.



The Velvet Tie

VELVET TIES are having a strong run at the present time and will, doubtless, continue to sell. Nevertheless there are retailers who refuse to stock them, and it is probably safe to say that the popularity of velvets will not be of long duration.

Which is further evidence of the fact that the Canadian man is a conservative dresser who looks askant at new ideas, takes them up for a while perhaps but finally drifts back to the old order. Novelties are slow to catch on in Canada and extremes never go here except with a small number of men who "go in" for clothes which, through their lack of recognition at the hands of the majority, make the wearer conspicuous.



Editorial Notes

Parcels Post on January 1. The only question now is with reference to the rates.

* * *

A man must always grow faster than his job. If he doesn't grow, the job won't.

* * *

A man won't buy what he doesn't want. You cannot make him buy an article. A salesman makes him want it.

* * *

The annoyance of a cheap article is felt long after the satisfaction over the lowness of the price has passed away.

. . .

Did you ever stop to think how sales are influenced by a smiling face? Have you ever heard a customer remark, "I just could not help buying, the salesman was so pleasant?" Of course you have. Then capitalize your smiles. You will make twice the sales, twice as easily, and feel twice as good when the day's work is done. It is an investment that costs you nothing.—Mandel Bros.' Store News.



Dress and the Cartoonist

1. A suggestion for the critical male. 2. The finish of the straw lid. 3. And now the slit trouser! 4, 5, 6, 7. Should men wear wrist watches? 8. Another suggestion. 9. Men must wear their coats. 10. Why shouldn't men wear diaphanous clothes?

Ready *for* Service Clothes



AND

Special Order Tailoring



Wm. H. Leishman & Co.

LIMITED

Wholesale Custom Tailors

191 Adelaide St. West, Toronto

MAKERS OF THE BEST TAILORED GARMENTS FOR MEN

Men's Clothing Will Be Closer Fitting

THE NEW styles in Spring suits indicate a growing demand for Norfolks and some innovations have been introduced that add to their attractiveness. Sacques, of course, will

be the leading business suit and in these, too, several changes have been tried out. In general these are in the direction, although only slighter, of more closely fitting garments, with a more defined roll to the collar, which extends below the first button, securing a three or two-button coat at will. The three-button style rather stronger, compared with the two-button, than was the case one year ago.

There is a tendency to cut the vests higher, and five buttons instead of six, will be the prevailing style. There is some call for a collar on the vest.

Cuffs on the sleeves and on the trousers occupy opposite positions: the sleeve cuff is made in a small percentage of spring stocks, but, generally, the coat without the cuff is preferred. The trouser cuff, however, has won distinct support, and a large number of stores are demanding it from the manufacturer. In many cases the trousers are left open at the bottom so that they may be finished with or without the cuff.

Padding is retained in the shoulders to an appreciable extent, but "Just what you'd notice," as one designer put it. The tendency of last Spring to eliminate the artificial projection continues strong and to retain the natural sloping effect in the shoulders. In strictly English models the padding is being omitted entirely.

The English models, 3-button sacques, with the roll passing the first button, are more rounded in front than the ordinary models, and run about 29½ inches in length. The 2-button sacque, more popular, except in the largest cities, perhaps, is a couple of inches longer.

The sleeves and trousers alike, are a shade narrower, although manufacturers who do business all over Canada report that a considerable demand still exists in the smaller places for the wide, or "hip" trousers.

The Review is able to present below descriptions of nearly a dozen 1914 models in sacques and Norfolks furnished by one of the foremost designers in Canada.

A growing demand for Norfolks is indicated by Spring style trend — Measurements for various styles of suits — Vests are being cut higher — Padding not entirely eliminated from the shoulders.

NOVELTIES IN NORFOLKS.

A novelty that has attracted wide-spread attention, and been bought up with avidity is referred to as No. 7 below, a yoke Norfolk.

In the design that has stood unchanged year after year, the left front corner has been square, as this seemed to harmonize better with the squared pleat that ran down to the bottom of the coat. The patch pocket, of course, was set behind the pleat, and was entirely free from it.

* * *

The new design shows the pocket brought nearer the front so as to overlap the pleat, which now passes through the pocket, the latter projecting slightly beyond it so that the hems will not come together in other words, the pleat disappears in the pocket, and the coat at the bottom has more the effect of a sacque. The removal, or hiding away of the pleat with its two vertical lines, removes the necessity for a square corner to match it, and enables the coat to be rounded slightly, in this also resembling the sacque.

One other Norfolk novelty is worth a special reference. Ordinarily, of course, the belt is loose at the back, between the pleats and often runs loose also through the pleats. The latest design shows it stitched to the coat right through the pleats and between, and the stitching continued a short distance on each side,—giving the effect of a "solid" piece in the centre of the back. The idea is taking well with the retailers, and the demand may be yet for the combination of these two novelty features on the same Norfolk.

The following are among the new models:—

1. Sacque. 2 buttons, long lapel, patch pockets, fitting fairly close; for young man.

2. Sacque, English Model,—peak lapel, short collar, soft roll, 3 buttons, close fitting, narrow sleeves and trousers.

3. Norfolk,—box pleats sewn in with belt at back; inverted pleats to give freedom to arms; narrow cuff on sleeves: close fitting; two patch pockets.

4. Yoke Norfolk,—3 buttons, belt loose at back.

5. Norfolk, half yoke, box pleats, back fairly, close fitting.



An English "dandy"—a sack coat showing lines now popular. Note cut of vest.

“Reliance Knit”

To the Knit Goods Buyer:

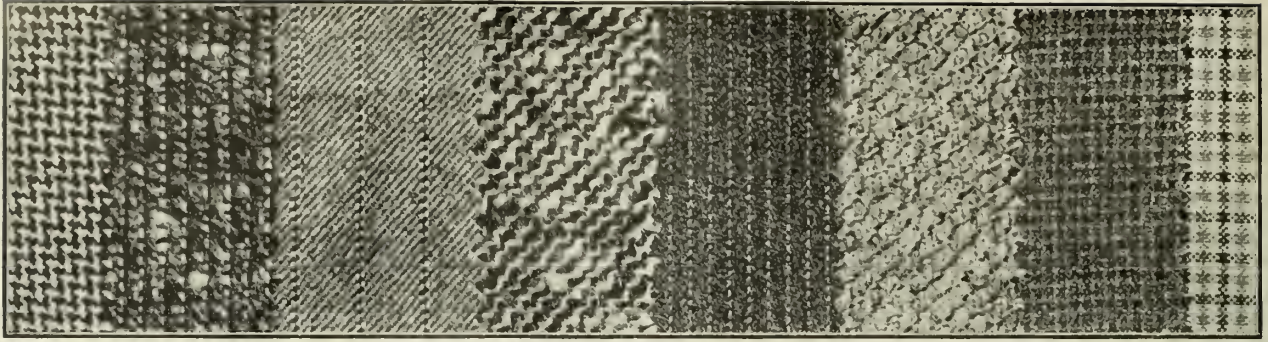
The weather man is warning us to look out for colder weather. Look over your stocks of Sweater Coats in Men's, Women's and Children's lines, and see if you are prepared to meet the assured demand for Knitted wear.

This season the Fall business on these lines will open with a rush on account of the fine weather earlier in the season and will no doubt continue strong until after Christmas.

Now is the time to sort up with “*RELIANCE KNIT*” garments, and be assured of prompt shipment of goods as per order. Our men are on a sorting trip and if you have not already placed your sorting business with them, drop us a card and we will arrange to have our Representative show you our line.

THE
Reliance Knitting Company, Limited
KING and BATHURST STREETS, TORONTO

MEN'S WEAR REVIEW

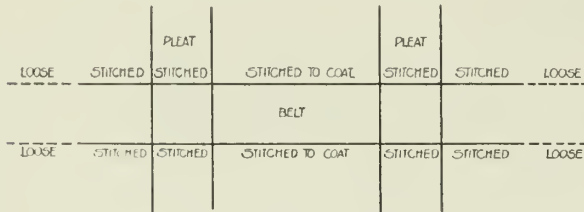


LATEST DESIGNS IN SPRING SUITINGS.

From left to right: 1. Small gun club check very popular. 2. Fine check worsted, black and white, with purple running through. 3. Black and white feather weave tweed, popular novelty. 4. Pin stripe worsted. 5. Black and white tweed, knicker effect. 6. Greyish brown striped worsted, milled finish. 7. Black and white tweed stripe. 8. Shepherd's check; a good seller.

6. Young man's spring sacque—long lapel, short collar, 2 buttons, body-fitting back.

7. Yoke Norfolk—lower patch pocket with button; front pleat runs into patch pocket, and corner slightly rounded; 3 buttons, soft roll, peak lapel.



NEW NORFOLK BACK.

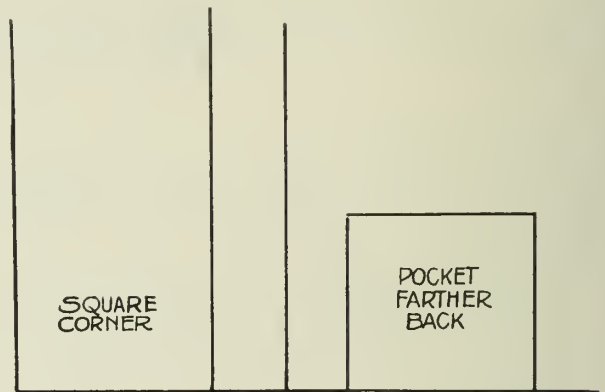
Instead of belt running loosely through pleats at back, new design for 1914 has stitching along both edges of belt, through pleats and between. Pleat is also stitched in vertical lines through belt. Gives back close-fitting appearance instead of former loose effect.

fairly narrow sleeve; edges single stitched; pleat single wide stitched.

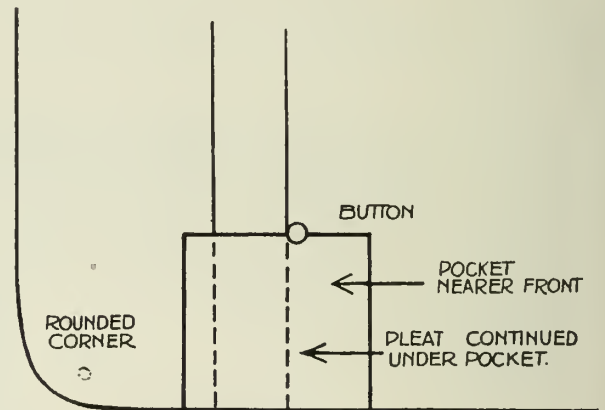
8. Young man's sacque,—2 button, long lapel, fairly straight clipped front (not rounded much); special for country trade.



Calgary, Alta.—Fire which broke out about ten minutes after midnight on Saturday did between \$20,000 and \$30,000 damage to the clothing store of Tommy Burns Co., Ltd., 130 Eighth Avenue west. It is not known how the fire started, but it began in the basement, where the chief damage was done. A large quantity of clothing and men's furnishings was stored here, and was completely gutted by fire, water and smoke.



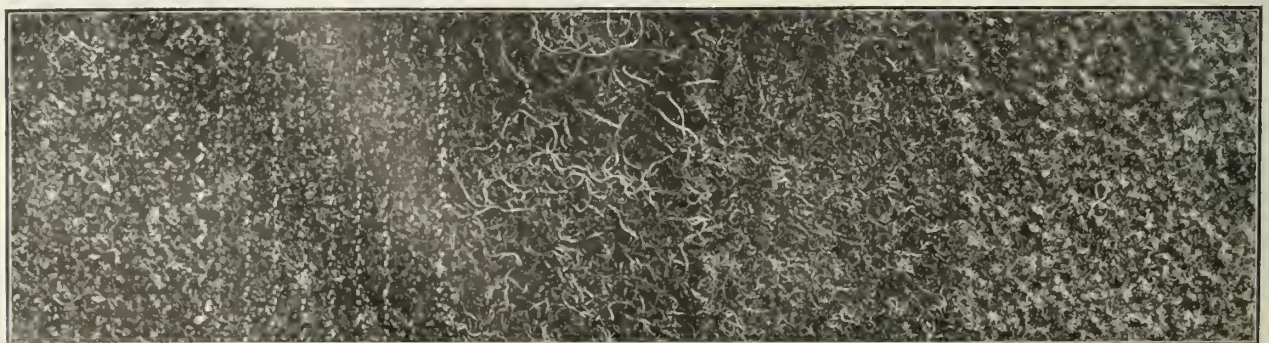
OLD STYLE



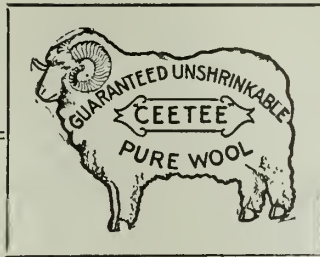
NEW STYLE

NOVELTY IN NORFOLKS.

The upper drawing shows square corner with pleat coming to bottom of coat, and pocket farther back. Lower one shows new design for 1914; pleat running through pocket, which is kept closed by button, and now, uninfluenced by straight lines of pleat, corner is rounded.



Overcoatings and Winter suitings as shown by McAlpine & Richardson, Toronto. Chinchillas and rough friezes are amongst the most popular.



McTavish takes advantage of National Advertising Campaign to make Quicker Sales.

Read About It—It's Worth While

Mr. McTavish and Mr. Simpson both laid in a stock of "Ceetee Underclothing" last year.

"Ceetee" Underclothing, as you know, is a nationally advertised, and McTavish, being a pretty shrewd business man, reasoned that if he made a good

Window Display

while "Ceetee" Underclothing was being so widely advertised it would link up his store with the advertising and so make quicker and larger sales.

Because, although our advertising does bring in many people to your stores, some others are very diffident about coming in and asking, if they are not sure you have what they want.

But when they see the goods in the window, they are not only reminded, but the final persuading touch is added to buy.

Needless to say, this wise reasoning of McTavish's was rewarded with quicker sales, and a better general business.

Simpson also had the "GOODS," but very few knew it—so his sales were lower and he lost much of the value of the thousands of dollars that were spent, would give him.

"CEETEE"

Underclothing

IS THE BEST IN THE COUNTRY, and every year we are making more people realize this fact.

The "GOODS" themselves are our best advertisement—that's why results are so good from "WINDOW DISPLAYS."

For instance, a display of any one of our "Ceetee" Underclothing (especially our new Quaker Grey) will actually make the sale before the customer enters your store.

We are helping you all we can. Our extensive advertising campaign covers the whole of Canada.

After that we must rely on your business sense to realize the very great value to you of a Window Display, made when the name "CEETEE" is before everybody's eyes and in everybody's mind.

That time is

NOW

With every shipment of "Ceetee" Underclothing, we send you attractive literature and cards with which to dress your window and store. Now, this material costs us a lot of money, and we send it to you solely to help you make sales. Because of this we want you to use it.

If you have not received literature or have lost it, let us know, and we will replace it at once.

The C. Turnbull Co. of Galt, Limited

GALT, ONTARIO

Manufacturers of Turnbull's High Class Ribbed Underclothing for ladies and children, Turnbull's M Bands for infants, and "CEETEE" Shaker Knit Sweater Coats.



Worsteds Will Be Stronger

A Heavy Demand is Predicted—Blues Have Been Selling in Unprecedented Volume—Prices of Suitings May Go Higher.

Written for The Review by member of a large wholesale firm.

WHILE TWEEDS are selling, and undoubtedly will sell, there seems to be a feeling that worsteds and cheviot-finished worsteds will be very much stronger in demand than tweeds.

This much must be said in favor of tweeds: In the face of present sales and a general demand for small checks, there is no doubt that tweeds will have a very good run, as small checks show up nicely in tweeds and make very effective suits.

Black with a white speck is undoubtedly the feature for the Spring of 1914 in men's (as well as in women's) fabrics. Outside of these, grey effects will be very popular. Fine hairline stripes and small gun clubs are proving very popular. The whole tendency is to small, almost delicate patterns. A shepherd's check in greys, instead of the usual black and white, also will be one of the leaders.

While greys and black-and-whites are undoubtedly the strong colors for next Spring, there always was and is a certain amount of browns called for, no matter what is in vogue.

The demand for trousering has shown a marked increase, due to the growing sale of blacks and blues.

Continued on page 69.

SHOWN BY NISBET & AULD FOR SPRING, 1914.

1. A popular design in black and white worsted.
2. Black with white hair line stripe. Shown also in grey and white. Promises, with No. 11 below, and with slightly wider striped designs, to be one of best sellers for Spring.
3. Shepherd's check in greys instead of usual black and white. Made up in many colors.
4. Black and white.
5. Small neat effect in range of greys which is taking well. Slight change from absolutely plain.
6. Grey, with black stripe.
7. Shepherd's check. It is many years since it has been in such demand.
8. Black and white design.
9. Shepherd's check.
10. Black with prominent white stripe.
11. Grey with hair line stripe.
12. Black with white speck. Undoubtedly a feature for the coming season in men's, as in women's fabrics.



—Regina Leader.

Borders and Border Ends Are Very Strong

This Fashion in Ties is Popular—Will Velvets Last Long?—Some Retailers Are Refusing to Use Them—Brocaded Plush Now Used in High Price Lines.

“NOTHING to it but borders and border ends.”

Stronger and stronger runs this fashion in ties, and the retailer echoes this cry of the manufacturer for Fall and Winter and the Spring of 1914.

Nearly all wide-open ends, as to plain silks, derby style, there are a few of the Old Guard still loyal; and a few of the “young ’uns” conservative enough to stick in spite of the more picturesque fashion that stares them in the face.

The reason for the popularity of borders, whether in the middle of the tie, or running past the end into space, so far as the retailer is concerned has been already referred to by *The Review*: they are the finest things in display that have ever been offered in the window of a men’s furnishings store. And, the same reason that makes them good displays, make them good sellers. They sell on their looks, for their face value.

Chats with manufacturers and retailers recently have revealed an astonishing condition. Sentiment in ties! It’s there, raising an angry head at Velvet, that bulky, thick-skinned invader of the aristocracy of silks. There are retailers in Canada, piles of them, who haven’t a velvet tie in the place: won’t have them. There are tie manufacturers in Canada who spurn it from their factory in disdain: this upstart!

“A fad originated by Americans to use their old stocks of velvets,” came with withering sarcasm from one maker of ties in conversation with *The Review*. “Mark my word, velvet ties will have seen their finish at Christmas.”

Another manufacturer said he “might” try some for Spring, or keep “a few” in stock to satisfy a “few customers.”

A retailer shrugged his shoulders. “Yes, I suppose they are going, but you’ll find they will never be a ‘fine’ line. They started in too cheap with velvets, a 50-cent. opening, and you can never persuade the dollar and two-dollar tie wearers that velvets are anything else than cheap goods.”

But for all this a brisk trade goes on: and many firms are featuring them day after day, and calling on Paris and London and New York for novelties running into the dollars. Many are laying in a stock of velvet novelties in expectation of a good Christmas demand.

The activity in velvets probably is the reason for a new arrival: brocaded plush. These naturally come



On the left is a rich looking reefer of two-colored velour, with large nattee border, and fringe of same color (black), $1\frac{1}{2}$ inch wide. This is made same on both sides to reverse. Ties are made of same goods, minus the fringe.

On the right is a tie with a Persian effect in the knot, velour body and Persian border.

—Courtesy of Sword Neckwear Co., Ltd., Toronto.

high, in the neighborhood of five dollars apiece or more retail, and are made up in various colors for the body, with black brocade as the over-pattern.

Advance hints of Spring indicate that crepes will be more popular and that all kinds of printed goods will come to their own—or a fair part of it—again.



Worsteds Will Be Stronger

Continued from page 68.

The sale of blues, it may be said, is the heaviest in years; in fact, it is phenomenal, and the like has never been witnessed in this color before.

While prices of suitings are high, there is every indication that they will be still higher; at least there is no sign of the slightest drop in prices in the next twelve months.

Deliveries at the present time are very bad.

more effective for this purpose. The heading would appear to better advantage if arranged in two lines in step form, thus:

A Grand Array of Men's
Seasonable Furnishings.

The copy was well written and the "intention" shown in the lay-out was of the best. If the idea had been carried out well, this advertisement would have been an extremely effective one.

**A GRAND ARRAY OF
MEN'S NIFTY
SEASONABLE FURNISHINGS**

McKnight the Men's furnisher, always up to the minute with nifty things in wearables for men, offers here some suggestions for the men who like to dress well and at the same time perform the purchases as economically as possible. All these lines are new and seasonable while the prices are set to promote quick selling.

MEN'S UNDERWEAR

Stanfield's pure wool underwear, fall and winter weights. All sizes. This is the durable line and is guaranteed to give satisfactory wear.

Green label per garment \$1.15	Blue label per garment \$1.50
Red " " " \$1.25	Black " " " \$2.00

SWEATER COATS

Heavy all wool, sweater coats in a variety of colors and sizes. This stock includes the Penman and Monarch Knit brands. Both are reliable and will give excellent wearing service. Prices range from \$2.00 to \$9.50

CLOTHING

We are selling agents for Semi Ready clothing--the clothing sold on a reputation and backed with a guarantee to give satisfactory wearing service. Semi-Ready isn't a new line. Its been on the market for many seasons. We can satisfy you. New fall stock carries many beautiful Tweeds and Worsteds. Prices of clothing, in stock range from \$15.00 to \$25.00

Perfection Brand Clothing, a moderate priced line. All sizes. \$7.00 to \$18.00
Boys knickers, bloomer style, in Tweeds, Worsteds, Serges, and Corduroy. 90c to \$2.00

Wesley McKnight

NEW LISKEARD at the end of car line - ONT.

As stated before, the most effective form of advertisement would be somewhere between the two styles shown. With a large half or full-page ad., it is generally advisable to avoid the appearance of sameness by breaking in with a few panels, an additional reason being that there are generally some special lines which it is desired to feature prominently. In smaller space, the solid set style is to be preferred.

The Schoolboys' Scamper
Continued from page 59.

The kindergartners brought out varieties that the mothers said were "simply dear." The blue rompers have been mentioned. Then there was a bright lad in an "Oliver Twist" suit, made specially for the occasion, of red blouse and blue pants, with white collar and cuffs, black belt, blue tie, black

stockings, and green velour cap with a saucy feather cockade. Russian suits were there aplenty, in tweeds, serges, Panama cloths and velvets, and sailor suits and deck suits.

"THE "TEDDY BEAR."

One of the "specials" were the "Teddy Bear" suits, knitted in one piece, with tam to match. In the cloths, greys were most numerous, with a number of browns and blues. Herringbone tweed and Chinchillas, in greys and blues and one in red, were used in the overcoating, with reefers, and a novelty, the "Canadian Naval" overcoat, a blue beaver, with gold "G.R." (King George) buttons, and bands on the shoulders.

Among the grown-ups, evening dress was shown, with rounded bow collar; and an opera slip-on "overcoat," of unfinished worsted, lined with black taffeta, and 52 inches long. The sacque coats were 2 and 3 buttons, chiefly the latter, and one novelty: a soft, unfinished worsted, of dark Oxford shade, 2-buttons, with a narrow braid binding down the edges of the coat in front, but not in the rear. The sleeves and pockets were also bound, and there were narrow, 1¼ inch cuffs on the sleeves. This coat fits the form, and has a vent at the back. The vest has six buttons. It is a new line and appears to be a good seller.

THE "GUARDS" OVERCOAT WITH BELT.

The Norfolk tweed coats, however, predominated, and these, perhaps, have influenced the popularity of overcoats with belts, called the "Guards" coat, as it is of a military design. These were shown in single and double-breasted, 42 inches long, with self collars. In the overcoats the darker shades were seen most and foreshadow the opinion of many manufacturers that the lighter shade goods will soon pass, and the older, more dressy, plain blacks and Oxford greys, rule again.

Chinchillas in blacks and greys appeared among the leaders also in overcoats.

Cutaway morning coat with striped grey trousers and a riding costume, were included in the model-shown goods.

COLLARS AND HATS.

In collars nearly all the most popular styles were shown, the parted double collar, the long 3-inch doubles that were a product of Spring and Summer, and bows, triangular and rounded. Velvet ties in several varieties, and bordered silks were the chiet tie showings.

In hats, the stiff gave place, mostly to the soft styles, which have had such a run this Fall. Velour was a feature, and velvet bands seen on several. The bows were mainly at the back.

In the demonstrations the chief window dresser, "Curly" Apted, was Master of Ceremonies, with the heads of the men's clothing, gents' furnishings, and toy departments co-operating.

Some Practical Aids to Card Writing

THERE ARE hundreds of card-writers in the dry goods trade who continue to turn out plain lettered cards, without any attempt at illustration or ornamentation, seldom varying their style. The reason in almost all cases is the same. They believe that it requires skill as an artist to do this class of work and fear their own limitations. Rather than attempt more ambitious work, which they believe is beyond them, they go on with plain lettered cards and never attempt to get out of the rut.

This fear should be banished at once. There are plenty of first-class card-writers to-day, turning out finished work replete with illustrations who do not possess artistic skill in the smallest degree. Illustrations can be "worked up" neatly and effectively with little trouble on the part of the card-writer.

Illustrations on cards are generally secured by clipping suitable drawings from advertisements, magazines or trade papers. By clipping the sketch closely and pasting it on the paper in the position desired, it gives the effect of having been actually drawn in by the card-writer, this effect being improved by the fact that the card is generally some distance from the observer and, in addition, is seen through glass. Some card-writers attempt elaborate effects of this nature, using colored illustrations from magazines or clipping half-tone figures.

If it is desired to completely remove all suspicion of a drawing having been pasted on a card, it can be run partly over the drawing or the lettering can be started on the sketch. In this way it will look to the observer like a complete drawing, and no suspicion will attach that part of the card has been merely appropriated.

One of the best card-writers in Canada makes use of magazine cover drawings on practically all his cards. His work, as a result, is distinctly artistic.

On the same basis the card man can work silhouettes into his cards. Illustrations can be worked up in this way. Clip an illustration suitable for the card in hand. Lay carbon paper between the illustration

The advantages of a press-clipping bureau — Illustrations and advertisements should be filed away for future reference—Artistic skill is not necessary for the illustrating of show cards.

and the card and then trace the outline with lead pencil. The whole figure can then be inked in on the card in black ink. In this way, the drawing is right on the card, and for that

reason this method is the best. Some card-writers take the illustration and ink it in, turning it into silhouette. They then clip it out and paste it on the card. This method is quicker, as the operation of tracing is eliminated, but it is not as neat as the others.

KEEP CLIPPING BUREAU.

All that the card-writer has to do to turn out attractive work is to supply himself with suitable illustrations for all manner of cards. For that purpose, he should constitute himself a press-clipping bureau. Watch trade papers, magazines and newspapers and clip everything that might come in handy some time. Clip illustrations of well tailored figures, golfers, tennis players, automobiles, aeroplanes and so on. File them away in envelopes and have them so classified that it is possible to get the desired illustration at a moment's notice. Thus, have one envelope devoted to "transportation," another to "sports," and so on.

To digress, it may be mentioned that a clipping bureau of this kind would be of inestimable value to the advertising man. A few dollars spent in zinc cuts will go a long way toward making the advertising of a firm doubly attractive. When twenty dollars, say, is being paid for space, why not add a couple of dollars to the outlay when doing so would possibly double the results? Most advertising men admit the value of illustrations, even those of a purely pictorial nature, and are generally willing to use them.

The reason why they don't is that they have not suitable illustrations when the time comes.

Right there is where the press-clipping bureau would solve the difficulty. If clippings were kept from magazines and trade papers, the ad-man would always have a splendid variety of illustrations from which to draw. He could get something to



Design used on all cards in Robert Simpson Co. store previous to Thanksgiving,

suit any ad. and could have the cut made the exact size required at a very small outlay.

One of the advantages of this system would be that the best of illustrations could be chosen. A stilted drawing, crudely executed, does not add one ounce to the "punch" of an advertisement. Where extensive clippings were kept, it would always be possible to get a drawing, finely executed, to suit the copy.

Now that the theme of a clipping bureau has been broached, some further advantages of the scheme might be noted. The card-writer and the ad.-man should not use the clipping bureau for illustrations only. It could be used for the collection of information relating to all manner of lines—information which could be used in preparing selling talks for advertisements and cards. Bear this in mind: The men who write the advertisements in magazines and trade papers are specialists in advertising and in the lines advertised. Before preparing copy of a certain line, they go right down to the roots of the proposition and get the important points. As it is presented, the ad. tells in the most effective way the vital truths about that line.

Such information should not be wasted. The press clipping bureau should be extended to contain copies of advertisements. They could be classified under more numerous headings than the illustrations; such as "neckwear," "hats," "clothing" and so on.

See the beauties of the plan? Before writing an ad. on a certain article, the ad.-man digs down into his clippings. He gets the benefit of the "digging" that experts had made into that proposition and, by adapting the information thus obtained to suit local needs, he is in a position to turn out copy close to 100 per cent. efficient.

With the card-writer, the advantage is equally great. His success depends upon his ability to condense a proposition into about half a dozen words and still tell what there is to tell. He will find clippings of advertisements invaluable to him in finding ideas and phrases for cards.

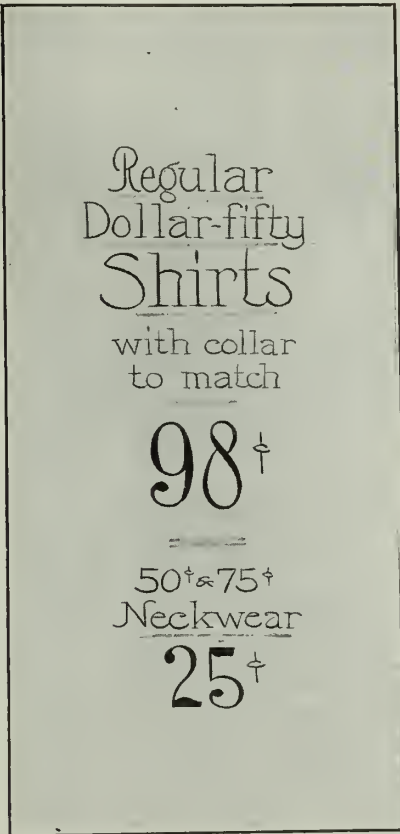
INCREASE THE EFFICIENCY
OF YOUR SALES FORCE BY
SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT
BUYERS

Write for Special Clubbing Rates.

Neat Show Cards



These show cards were taken from those used in the windows of W. F. Boughner's "Shop for Men," of London, Ont. The card for shirts and ties was a portion of a display used among an end-of-the-Summer sale. The card itself illustrates an effective absence of decoration and a fine stroke letter. While the selling price in both cases is prominent, it does not show too strong a contrast with the "original" price, nor the goods it marks.

On top and bottom of the other cut are small pointed cards which Mr. Boughner sticks in the bands of his window hats, like a conductor's guide card. These are on a neat, grey mat, and an air brush is used to give relief to the white lettering.

In a recent window of Fall hats, hard and soft, an unusually varied and smart display, these cards were attached to every hat, and secured what might be called a "newsy" effect; information right on tap. The card between these hat tags was of red based with white lettering, also shown in a late Summer window.



A Message From the President

AT the recent convention of the Canadian Window Trimmers' Association, the fact was most clearly demonstrated that, to make the association doubly useful and successful, it would be necessary to sustain the interest of the members throughout the year. It was recognized that the members must give their active co-operation all the year around and not at the conventions only.

As president of the Association I am appealing to the members and to all window trimmers who do not belong, to give us their support. Secretary Thompson is starting an energetic campaign and can be depended upon to keep the work of organization going at so active a pace that the next convention will see the membership multiplied several times over. The other officers are capable, enthusiastic and resolute. Nevertheless, the officers cannot do everything. If the Association is to grow to the size that the importance of display work warrants, then each member must do his share of the work. Individual effort is what we need. If every member would go personally to the other display men in his town who do not belong, and win them over, then the work of organizing the window trimmers of Canada would be completed before next convention time rolls around.

This applies to YOU. There are several window trimmers in your town who would join the association if they were urged to do so. YOU are the one responsible for their membership. Go to see them without a day's delay and talk it over with them. Show them the advantages to be gained and they will be only too glad to throw in their lot with the association.

If each member would get one other to join, a great deal would have been accomplished. If each member would see to it that his district is thoroughly organized, then the association would be lifted almost at one step to the pre-eminent position it deserves. And what is more, this is not by any means an impossible feat. It should be possible for each member to get every eligible man in his own town pledged to the association.

To help sustain interest between the present and the convention next August, the officers have mapped out an ambitious programme. Circular letters will be sent out to all members at regular intervals. As far as possible correspondence will be carried on by the officers with individual members. A Christmas window contest will be held, details of which are announced elsewhere.

There is another point that I desire to make at this time. The individual member should help to sustain the interest by corresponding with the various officers and with The Dry Goods Review, our official organ. If you have any news to give or any suggestions to make, write to us about it. Write anyway, and this proof of the steady interest you take in the affairs of the association will serve as a great encouragement to the officers. We would like to hear from every member between now and the end of the year.

*Yours Fraternally,
J. A. MACNAB,
President, C.W.T.A.*

Managing the Working End of the Business

IN THE course of a series of articles on "Controlling the Busheling Expense," George D. Briggs writes in Men's Wear (New York) as follows:

The salesman and the fitter, when their vital functions are rightly performed, and when there exists proper co-operation between the two, almost reach the goal of success in the "Controlling the Busheling Expense" game, but actual victory is only possible by the aid of right busheling room management. The salesman and the fitter, unaided by this third highly important factor, can no more achieve victory than a baseball team, be their defense ever so perfect, can win the game without getting a base runner safely to the home plate.

The base ball pitcher may be so effective, and the support of the team behind him so perfect, that not a single opposing batter is able to reach first base, but that will not win the game. To win the game at least one base runner must be sent across the home plate, and before this can occur he must first get safely on base, and as there are but two ways of doing this, either by securing a free pass or hitting the ball safely, when the opposing pitcher refuses to issue any free passes, then, if a team would win, it must not only maintain a perfect defense, but it must also, by hitting the ball safely, bat out a victory.

Likewise the clothing merchant who would control his busheling expense must have busheling management which, after the salesman and the fitter have, by dominating the customer, maintained a defense so perfect that not a single negative notion of the customer is able to even reach first base, will, by correctly marking alterations and completing them on time, bat out the victory.

The salesman may be one hundred per cent. efficient, he may win the customer's confidence completely, and may be perfectly backed up by the ablest fitter who ever handled the chalk, but if the busheling room management fails either to make the alterations, to make them properly, or to complete them on time, then all the efforts of salesman and fitter will go for naught. Of what avail is it for salesman and fitter to win the customer's confidence if, as frequently happens, the busheling room management fails either to make the alteration or to make it properly, or to complete it on time?

The customer looks to the salesman and the fitter for a fulfillment of all promises made, and when an

The importance of a proper system for handling "busheling" end—A system for checking up all work done to insure the satisfactory carrying out of instructions — Getting work out on specified time.

alteration which was promised is not made properly, or when not completed on time, the customer believes the salesman and fitter to be responsible, and, no matter how completely

his confidence may have been won by them, it is as utterly lost as it was completely won.

Yes! While the salesman and fitter, by winning the customer's confidence, may maintain a perfect defense in the "Controlling the Busheling Expense" game, yet they cannot, unaided, reach the goal of success. It is the busheling room management, which, by making the alterations, making them properly and completing them on time, must bat out the victory.

For the busheling room management to fail at any time to do either of these three supremely important things is as inglorious and as fatal as for the pinch hitter of a ball team to strike out in the last half of the ninth inning with the bases full and two men out, when one run is needed to tie the score and two runs to win the game.

Do you realize, Mr. Clothing Merchant, what it means for your busheling room management to fail

COAT		JOB NO	30160
LOT	27324	SIZE	42
TIME PROMISED	Wed Call Tuesday Sept 23 11 AM	NUMBER OF HOURS	8
EASE ARM SCYE		MISCELLANEOUS INSTRUCTION	
HAIR CLOTH IN FRONT		Eyes inside Pocket Jockey	
LENGTHEN SLEEVES		Sleeves 1 inch	
LET OUT SIDES			
LET OUT SKIRT			
LOWER COLLAR			
MOVE BUTTONS			
ADD SHOULDERS			
RAISE AND SHORTEN COLLAR	X		
RAISE COLLAR			
SHIFT SHOULDER			
SHORTEN BACK			
SHORTEN COLLAR			
SHORTEN SKIRT	X		
SHORTEN SLEEVES	X		
SHRINK COLLAR			
TAKE IN BACK			
TAKE IN SHOULDERS			
TAKE IN SIDES			
PRESS			
SALESMAN	Jones	BUSHELMAN	No 75
MARKER	Roach	INSPECTOR	Gallagher

Figure 1.

VEST		JOB NO.
LOT	SIZE	
TIME PROMISED	NUMBER OF HOURS	
ENLARGE ARMHOLES	MISCELLANEOUS INSTRUCTIONS	
LET OUT SIDES		
LOWER COLLAR		
RAISE COLLAR		
SHORTEN BACK		
SHORTEN COLLAR		
TAKE IN SHOULDERS		
TAKE IN SIDES		
FRESS		
SALESMAN		
MARKER	INSPECTOR	

Figure 2.

to make the alterations promised? Put yourself in the customer's place, and imagine his feelings, when, upon receiving his clothes, he finds that the collar, which was to have been raised and shortened, has not been touched; that the trousers are still an inch too long or that the vest was not taken in at the sides. Words fail to adequately describe a customer's feelings under such circumstances. He is thoroughly disappointed and completely disgusted. The confidence in salesman and fitter, which was implicit, is entirely shattered, and he distrusts everything they say or do. This direful result Mr. Clothing Merchant, is the consequences of a busheling room management failing to make the alterations.

Then again it may make the alterations, but if they are not properly made, if the garments are crudely or carelessly put together, or if the sewing is not neatly done the customer's feeling will be just as intense, and the results will be just as dire as when the alterations are not made at all, while failure to complete alterations at the appointed time, is unpardonable, and, if possible, even more disastrous in its effect upon the customer than either of the other two offences, both of which are most grievous.

There is in New York City, only a stone's throw from that famous hostelry, the Waldorf-Astoria, a dressmaking establishment, maintained by a lady who has built up a large business and has achieved an enviable success and reputation as a modiste. When asked to name the factor responsible for her

great success, this lady, without an instant's hesitation, replied that her success was due to the fact that she had never failed to keep an appointment with a customer.

When a lady is promised a dress for a certain time she is never disappointed, because so great is the importance attached to keeping her appointments that the proprietress of this establishment will move heaven and earth to have the garment finished at the appointed time, in one instance having herself arisen from a serious illness to personally superintend and push the work on a garment, in order to guard against the possibility of the garment not being finished on time.

It is of the utmost importance for ladies to have their gowns on time, and it is not one whit less important to men that the clothes promised them at a certain time be ready at the appointed time. When a man says he wishes to call at the store Wednesday at 1 p.m. for his suit, and the salesman promises to have it ready at that time, just imagine his disappointment and disgust when, after having given up valuable time to come for it, upon arriving at the store at the appointed time he is informed "that it will not be ready for two hours longer."

The chances are that this customer has not even a half hour to spare. He may be leaving town within the hour. He may have other engagements, making it impossible either to wait for it or come back

TROUSERS		JOB NO.
LOT	SIZE	
TIME PROMISED	NUMBER OF HOURS	
BELT STRAPS	MISCELLANEOUS INSTRUCTION	
CHANGE DRESS		
HOLLOW OVER HSTEP		
LENGTHEN		
LET OUT BOTTOM		
LET OUT CROTCH		
LET OUT LEGS		
LET OUT SEAT		
LET OUT WAIST		
SHORTEN		
SHORTEN CROTCH		
SHORTEN INSIDE B.L.		
STRAP AND BUCKLE		
TAKE IN BOTTOMS		
TAKE IN LEGS		
TAKE IN OUTSIDE SEAM		
TAKE IN SEAT		
TAKE IN WAIST		
FRESS		
SALESMAN-	BUSHELMAN	
MARKER-	INSPECTOR	

Figure 3.

MEN'S WEAR REVIEW

BUSHELING SHEET <i>Tuesday Sept 23 1913</i>											
NO	JOB NO.	CUSTOMERS NAME	TIME WANTED	TIME FINISHED	NO. HOURS	PUT IN HANDS	SALESMAN	MARKER	BUSHELMAN	INSPECTOR	
1	30160	<i>J.H. Brown</i>	<i>11. AM</i>	<i>10:30 AM</i>	<i>8</i>	<i>Monday 1 PM</i>	<i>Jones</i>	<i>Roach</i>	<i>No 75</i>	<i>J. Gallagher</i>	
2											
3											

Figure 5.

again that day, and conditions possibly are such that he will not again have an opportunity to call for several days.

He may have an important engagement at 2 p.m. which requires being attired in a fresh suit, and he may have depended upon this suit, which was promised for 1 p.m. In fact, a score of things may be the case, which will cause the failure to have the suit ready at the appointed hour to entail no end of inconvenience and loss to the unfortunate customer, a victim of busheling room mismanagement, that, by failing to finish alterations on time, commits an offence as unpardonable as it is disastrous.

The clothes you sell may be the acme of perfection in cut and fit, and your salesman and fitters may be of the first water, but, Mr. Men's Apparel Merchant, if your busheling room management fails to make the alterations, if it fails to make them properly, or if it fails to make them on time, your alteration expense will be ruinously high, because failure to do any of these three things will positively result in so breaking down the customer's confidence in both salesman and fitter that they will be completely shorn of all power to dominate him, and, instead of salesman and fitter dominating the customer, it will be the customer who dominates. The flood gates of all his notions, foolish or otherwise, will be lifted, allowing them to pour forth in a swirling stream, upon the bosom of which salesman and fitter will be tossed about and borne along, as helpless as a cork upon the billows.

Garments will be returned for realterations, two, three, four, and in some instances as many as six times or more. Alterations that are not only unnecessary but that are actually destructive will be demanded, and under these conditions, if the sale is to be effected, they will have to be made.

Such is the penalty that must be paid for the failure of the busheling room management to properly perform its function. So long as the busheling room management fails to perform a single one of these three essential parts of its function, namely, to make the alteration, to make it properly, and to finish it on time, just so long will the busheling expense continue to attain disastrous proportions, and

you can no more control and reduce this expense while the busheling room management fails to perform a single part of its threefold function, than you can bring the temperature of a room on a zero day to a comfortable point, say, seventy degrees Fahrenheit, with the windows and doors all wide open.

Therefore, if the busheling expense is to be controlled, a busheling room management must be maintained which unfailingly does the three following things:—

First, makes the alteration; second, makes it properly; third, finishes it on time.

A busheling room management, in order to establish a system adequate to ensure the unfailing performance of this threefold function must positively know the following eight things:—

First. The shop's capacity per day in hours.

Second. The number of hours promised for each day.

Third. The number of hours on each job.

Fourth. The hour each job is put in hand.

Fifth. The hour each job must be finished.

Sixth. The bushelman doing the work on any given job.

Seventh. The work in detail of each job.

Eighth. The inspector who O.K.'s the work.

By the aid of this knowledge the following system may be devised, which is wholly adequate to insure the unfailing performance of the busheling room management's threefold function. The first elements of this system to be taken up are the busheling tickets, which are shown, in the accompanying illustrations, the coat ticket (Fig. 1) the vest ticket, (Fig. 2.) and the trouser ticket (Fig. 3). In addition to the three busheling tickets, one for each coat, vest and trouser, there must be the fourth ticket, shown in the illustration (Fig. 4.)

All these tickets must be completely filled out by the salesman, excepting the spaces for indicating the bushelman, the inspector, and the job number. Those, of course, will be filled out in the busheling room.

When the sale is checked up at the wrapping counter the packer must record the number of hours



CHALLENGE COLLARS

Arlington Challenge Brand Collars is a good booster of profits for your Men's Wear Department. Made in all the leading styles of real linen, covered with a waterproof preparation, challenge Collars offer your customers a great saving in laundry bills at this rainy season of the year.

Challenge Collars are made in four grades of linen coated and two grades of solid stock. Superior to any other similar priced collars on the market.

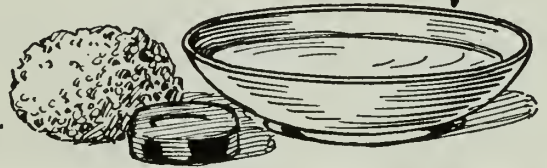
Send for samples

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue,

Toronto

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



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.

0 1/2 and 00
Worstedes,
&c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

MEN'S WEAR REVIEW

As each job is finished it is checked off both the busheling sheet and the time-promised classification sheet. Thus, as the time-promised classification sheet is consulted each hour, any unfinished job due at that hour will be forced upon your attention. In the illustration (Fig. 6) it will be observed that job numbers 30125 and 30154, promised for 9 a.m., and job number 30115, for 10 a.m., are not checked off.

Therefore, when the sheet is consulted, at each of these hours, the unfinished jobs due at these hours will be thrust upon the attention.

When a job is finished, before being checked off, the inspector must accurately note the alteration called for by the busheling ticket and scrupulously examine the garment to positively determine not only that the alteration called for has been made, but that all work has been perfectly done.

Inspectors must be rigidly held to account for all work passed, and each bushelman will have to answer for any faulty work or oversight.

After the work is passed by the inspector, and checked off the sheets, the ticket bearing the customer's name and address and the shipping directions is taken from the file and pinned upon the transaction, while the busheling tickets are filed away under three classification requirements:

First. Salesman classification, the busheling tickets of each salesman being put together.

Second. Month classification, all Salesman Jones' tickets, for instance, for the month of September, being put together.

Third. Numerical classification. That is, Salesman Jones, tickets for the month of September will not only be together, but the job numbers on the tickets will be numerically arranged.

After goods are delivered the tickets bearing cus-

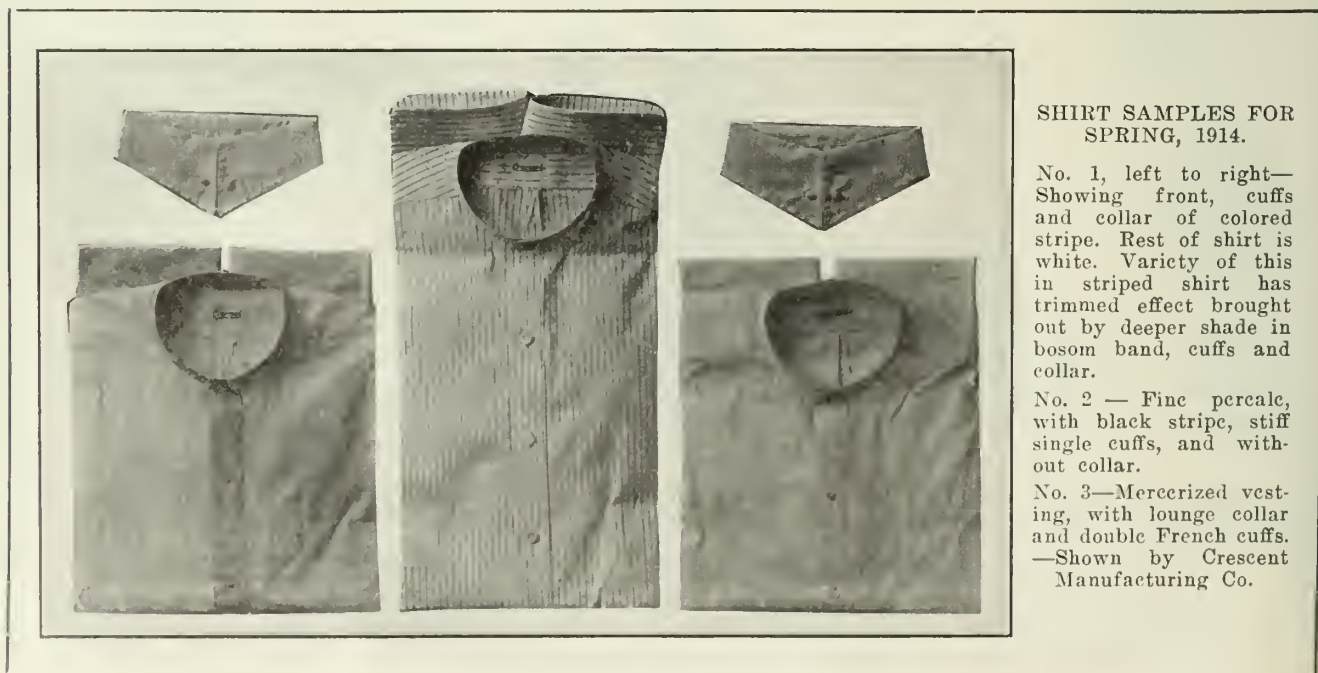
tomers' name and address and shipping directions are classified and filed, first by month, and then under the customer's name, alphabetically, so that if a customer at any time returns a garment with a complaint concerning the alterations you have but to ascertain the customer's name and the month garment was purchased to enable you, in the twinkling of an eye, to trace the whole transaction and place your hand upon the individual or individuals responsible for the delinquency.

For instance, Mr. Henry D. Smith of Watertown, N.Y., who purchased a suit in July as he was sailing for Europe, upon his return in September comes to you with the complaint that the alteration on sleeves of coat, which were to have been shortened, was not made.

Upon going to your alphabetical files of tickets for July, you find that Mr. Henry D. Smith purchased his suit from Salesman Shaw, that the job number is 23122.

Going to your files of busheling tickets, you pull out the cabinet containing Mr. Shaw's tickets for July, and the numerical arrangement enables you in a second or two to pick out the ticket bearing the job number 23122. This busheling ticket shows that the sleeves were to have been shortened, that the alteration was marked by Fitter Roach, that Bushelman Marini did the work, or at least was given it to do, and that Inspector Gallagher passed the job as "O. K."

Not more than five minutes are required by you after hearing the complaint from Mr. Smith to place your hand upon those responsible, and being able to do so quickly and surely place responsibility will enable you to deal with such delinquencies in such a way as to prevent their recurrence.



SHIRT SAMPLES FOR
SPRING, 1914.

No. 1, left to right—
Showing front, cuffs
and collar of colored
stripe. Rest of shirt is
white. Variety of this
in striped shirt has
trimmed effect brought
out by deeper shade in
bosom band, cuffs and
collar.

No. 2 — Fine percale,
with black stripe, stiff
single cuffs, and with-
out collar.

No. 3—Mercerized vest-
ing, with lounge collar
and double French cuffs.
—Shown by Crescent
Manufacturing Co.

CHRISTMAS

MEN'S

BELTS

Order Your Holiday Novelties

We are showing the largest and most attractive range of Holiday Novelties, Suspenders, Arm Bands and Garters, in new and original fancy holiday boxes---to retail from 25c and up.

HALLS LIMITED

Brockville, Ontario

SUSPENDERS

IMPERIAL MEN'S UNDER



PURE WOOL WEAR

For thirty years now this famous brand of Men's Underwear has weathered the storm of competition and has come out victorious—the best value in men's pure wool underwear on the market today. Pure worsted wools, the most up-to-date improvements in our machinery and factory, combined with almost a third of a century's experience in specializing on Men's Underwear makes Imperial Brand by far the most profitable line for you to handle.

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

Your wholesale house can fill your orders promptly for your Fall and Winter trade.



KINGSTON HOSIERY COMPANY
KINGSTON ONTARIO

Business Has Reached Stage of Transition

Things are on the mend, but it will be some time before the financial stringency is relieved—In the meantime repeat orders are making up for comparative slowness of earlier placing.

A PROMINENT manufacturer, sizing up the business situation, gave it as his opinion that conditions had improved in the west a little but to counterbalance this, a certain reaction had manifested itself in the east.

It would seem that things are in a transition stage. With the harvesting of a record crop, the early lifting of the money stringency became an assured fact, but until the money for the wheat reaches the producer, the financial tightness will continue. Up to the present, there has been little perceptible improvement in money matters but it is only a matter of time.

A noteworthy feature of the fourteenth annual meeting of the Canadian Bankers' Association held at Winnipeg, was the optimism which prevailed among the members. The banker is always closest in touch with conditions. He handles the nation's cash and when things are bad, he learns of it first. Likewise when, after a period of financial stringency, conditions begin to show signs of improvement, the banker gets the first authentic and tangible evidences. Consequently, when unanimity is displayed among bankers on the score of future prosperity, it can safely be accepted that the indications are there to justify them; for the banker is more inclined to hint his pronouncements to reserved hopefulness rather than to tincture them with exaggerated optimism.

Confidence was expressed that a great improvement would be noted in the financial situation as soon as the crop money started to come back.

With reference to the trade in clothing, business at present is reported to be brisk. Placing orders were heavy but repeats are now coming in well and the general volume of business promises to be quite



satisfactory. The stringency has not yet hit the consumer very badly, it would appear. Man still has enough money to foot his clothing and haberdashery bills. Some retailers in the larger cities have complained on the score of business this year but in the smaller places, retail business has been proceeding at a normal gait.

To revert to the financial situation again, it will be of interest to quote from Financial Post, which says:

“October will be a month of some anxiety in business circles. The Post is of opinion that the crop in the West and the splendid weather which has prevailed for harvesting it, are very promising circumstances, but they are not such as to justify the hope that trade will revive and continue at the bounding gait of a year ago. A policy of great caution is quite as necessary now as it has been for the past few months.

“Business is moving along steadily, but there still exists nervousness with regard to collections. It is not the West that is wholly to blame in this respect. In the East there are large corporations which defer payments as long as possible.”

Neckwear for smart dressers

Our range is brimful with style and smartness. Snappy and comely patterns, combined with best workmanship. The diversity of colours and designs makes every one a **sure seller**.

Regnis Brand Cravats

for the holiday trade is unsurpassed in assortment, in style, in real neckwear value. Your smallest or largest command will receive our prompt and careful attention.

The Fowke, Singer Co., Limited, Toronto

Manufacturers of Regnis Brand Cravats

Canadian Agents for Cheney Silk Tubulars, Knit Cravats,
Scarfs, Mufflers, Handkerchiefs, etc.

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*

Why Not a Graded Price Scale for Ties?

Written for the Review by a Manufacturer of Ties

RETAILERS must advance their selling prices for ties, or the quality must be reduced. I could have put the proposition in another form: manufacturers must raise prices to the retailer, or must put in inferior quality for the same priced goods.

You can see the two really amount to the same thing. For the first proposition is the logical outcome of the second. I was simply extending the process beyond that in which I am interested directly.

Why do I say this? (And, remember, I am writing The Review "off my own bat.")

I have just cabled for 5,000 yards of a certain line of silk, and did so to escape most of the coming rise in the price of this material. Silks are going up. They are up now, and are going higher. The advance is likely to reach 25 per cent.

Where does the manufacturer get off at in the face of higher cost of his "raw" material?

But that is not all.

Do the retailers of Canada realize whose shoe has been pinched by the late demand of retailer and public for silk ties with flowing ends?

You see these ties at 50 cents, the same as you did the narrow, straight line derbies.

Owing to their strength for display purposes you have found them quick sellers. Your turnover in ties, in many cases, has doubled, trebled, quadrupled. That is, your profits advanced exactly in that proportion.

But consider where we have come in.

We were forced to put more goods in each tie. Those flowing ends that look so nice in your windows are not made for nothing. Every cent of extra cost in those 50-cent lines comes out of our pockets.

Once again. You will remember it was not so long ago that we made a cut in our prices. What we sold for \$4.50 a dozen usually go now for \$4.25.

That is, we get less for our goods and put in more stuff, and you'll find in some cases it is better stuff. We are hit in both ways.

What is the solution?—for there must be something done soon.

1. Diminish the shapes. 2. Put in poorer quality. 3. Raise the price.

We will all agree to wipe the first proposal off the slate. The present shapes and styles are satisfying the buying public more than any ties that ever were turned out. Your business in ties is greater than it has ever been. The average purchase of ties per individual is larger than ever before. None of us can afford to run athwart public taste.

Shall we lower the quality? There is too much of that being done in other lines. It's a poor business in the long run for every one who takes a try at it. Do you want to sell shoddy ties? Does the public want to buy them?

There is another point of view to this, the designers'. These men, in Europe and the United States and Canada (to use a modest order), have been turning out an infinite variety of designs to supply the wonderful demand. They know the extra money there is in this for the man who handles these goods the last time before the public fit them through their collars. Are they likely to curtail prices? They simply will not design new cards unless they are well paid for them. The manufacturer cannot get relief from the designer.

There is another point many do not realize. When we buy a certain pattern we must take all seven colors. A retailer can come in and pick out two, three, four, of these. In most cases we find ourselves with one color left of a series as the season advances, and we have to cut up that silk and sell at a loss, for "bargain" sales in retail stores. The designers bear none of the loss,—nor do the retailers.

Now what is the objection to the third mentioned, raising the price to the consumer, a policy that has had to be adopted in countless cases in other businesses? When the cost goes up, up should go the selling price. Surely!

What I suggest is this. Pay us \$4.50 instead of \$4.25 a dozen, and mark your ties 55 cents instead of 50 cents. That will mean 60 cents more for you and only 25 cents of this will go to us. That margin will mean all the difference to most of us between a decent, though small profit, and actually running at a loss. If it were not for our \$5.50 and other higher lines, on which we can make a fair profit, we could not go on. That is an unseasonable condition of affairs.

You may say, the public will not pay 55 cents.

How do you know? Why will they not? What difference will it make to them?

The public will pay 55 cents. If you have noticed U. S. stores lately you'll see that is what has been done over there. Lots of their former 50 cents goods are now marked 55. And they have 65 cent lines, as well as 75 cents.

When you come to think of it, why is there such a gap in the prices? Fifty cents, then one dollar. Isn't that the usual jump? Comparatively few 75 cent ties are seen. Why should there not be a graded scale, as in nearly every other line?

I ask you to think this over, and I am sure The Review will be willing to give a little space to publishing some letters on this point.

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls,
Uniforms, Shirts
and Coats

This trade mark on the back of the goods



is your guarantee against all imitations of the Indigo Cloth that has held the confidence of garment makers and wearers for over 75 years--on its unapproachable merit.

Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth--the world's standard.

CLOTH MANUFACTURED BY
J. L. STIFEL & SONS
INDIGO DYERS and PRINTERS



SALES OFFICES

- | | | | |
|--------------------------------|---------------------------------|---|----------------------------------|
| NEW YORK
260-262 Church St. | ST. LOUIS
426 Victoria Bldg. | | |
| TORONTO
14 Manchester Bldg. | PHILADELPHIA
839 Market St. | SAN FRANCISCO
Postal Telegraph Bldg. | |
| MONTREAL
100 Anderson St. | BOSTON
68 Chauncy St. | ST. JOSEPH
201 Saxton Bank Bldg. | ST. PAUL
242 Endicott Bldg. |
| BALTIMORE
W. Fayette St. | CHICAGO
223 W. Jackson Blvd. | KANSAS CITY
205 De Graw Bldg. | WINNIPEG
400-02 Hammond Bldg. |

Revolving Garment Racks



"The best that can be made"—Our racks have for years occupied the first place. Made with or without card holder.

Prices

- No. 265 rack, without card holder, each\$12.50
- No 265C rack, with card holder, each\$13.50

Write for our illustrated Catalogue.

CLATWORTHY & SON
161 King St. W. Toronto. Limited

"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 HARDWEAR

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

How 1448 Ties Were Sold on One Day

Advertising Brings Record Sale to a Toronto Retailer—Window Display Helped to no Small Degree—Models Paraded Store at Certain Hours, Dressed in the Latest of “Toggery.”

DID YOU ever sell 1,448 ties in one day?

Not many hands go up.

Here's one better yet. Did you ever sell 1,448 ties of one line in a single day?

What! Only one of you? Name, please.

John Brass, Toronto.

And what kind?

A line of Parisian velvets.

The kind was black, and the design below it a border of diagonal stripes;—black and blue, black and white, black and red, black and brown, black and purple, giving a shaded effect in the dark combinations. Yes, we sold 124 dozen of those ties at 50 cents a piece in the one day. It was Saturday, of course. Cash receipts on that single line, \$724.

Mr. Brass, it may be remarked without the formality of putting the question to him formally, needed the money.

Don't mistake our meaning. The head of this store needed it in the same way that every other Yonge Street store in Toronto needs the money. Rents are enormous. A small store, one storey, will rent for \$5,000 a year. With assessment up to \$7,500 a foot at spots, \$10,000, \$15,000 and \$18,000 a year are paid for many Yonge street stores. Some pay more.

Now do you appreciate the phrase, “need the money?” The very location demands big turnovers in stock; and to be big they must be rapid. Yonge street, as anyone who has paid a single visit to Toronto will have seen at a glance, is the main retail artery in the city. The transient business is tremendous; such a crowd passes that the city in despair at the packed street cars talks of underground roads, and forbids heavy vehicles the use of this thoroughfare downtown. The transient crowds, then, are the reason for the huge rentals, and conversely, if properly handled, are the means for paying those rentals.

Hence the methods of the Brass store. New lines of men's wear in constant succession; a novelty in ties every day if possible; a sale for two days together at most. A volley thrown at the public in the form of an “ad” that sometimes fills seven columns, and is set with heavy type; like “sounding cymbals”; such as is reproduced in this article. And, quite as important, probably, on Yonge street, a window that will stay the passing thousands, stir their interest, and draw them in to buy. A typical Brass window also is reproduced herewith, a sample of the work of Cliff Caldwell, window dresser and ad. writer for the

BRASS' GRAND FALL OPENING
AND Men's Style Show

Walking Models Showing the World's Latest Cleverest Ideas in Men's Neckwear, Shirt Collars, Clothes, Hats Here To-morrow

A unique event in men's dress will take place at this store to-morrow, Sept. 20. In order to show the Fall and Winter styles for 1913-14 as they are worn in the world's leading style centres, we have gone to the expense of having living models parading in our store between the hours of 11.30 a.m. and 2 p.m. 3 p.m. and 5.30 p.m. and 7.30 p.m. on to-morrow. No more about this ad.

One of Features Will be Our New Parisian Velvet Ties Priced from 50c to \$10

In order to make this event doubly interesting we will place on sale the following attractive specials:

1,500 Ties 25c	2,000 Men's Shirts 3 for \$2.00 69c 3 for \$2.00	1,000 Pair Ferris, Dent's, Fowles GLOVES 95c
1,200 Pair Men's Silk and 50c and Lisle Hose 19c		500 Silk Shirts \$1.95

The Sale Opens at 9 a.m.

Tel. Adelaide 348 **BRASS** Just Below Richmond St.
148 YONGE STREET

AMMUNITION FOR BIG TURNOVERS.

Sample of advertisement of Brass's, Yonge Street, Toronto, in which he announces his Fall opening by a display of world's latest fashions shown by walking models. He throws in five bargain selling magnets. The model feature, shown on two days, was a big success.

The tie at the upper corner is a sample of a line of diagonal velvets, in combinations of black with brown, purple, etc., of which 1,448 were sold on a single Saturday.

Brass store. It may be mentioned that the stand is on the west side, half a block below Simpson's, and a couple above King street, within a hundred yards of Eaton's.

Perhaps it is not intentional, more probably it is, but the main displays in this window (there is only one) are close to the glass, and, plainly ticketed as to quality and price.

There are three compartments in that window and each one, narrow and all as it is, is devoted to a special line. One display in the second week in October had “the latest fad in New York” in velvets, at one end, a 75-cent line of black ground, with two wide stripes below the knot, white and blue, and orange and green. In the centre were Parisian novelties, a black ground with a large colored spot as the simple design upon the black. These also were a 75-cent line. At the right was a 50-cent lot of velvets in two colors.

A special occasion drew forth the “ad.” that appears here:

“Grand Fall Opening and Men's Style Show,” the third week in September. Three walking models, experts from Paris, were engaged and they