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MENS WEAR REVIEW.



JANUARY, 1914

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

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These ADVERTISEMENTS

are appearing in thousands of daily newspapers in Canada during the winter months.

Have You A Sufficient Stock of KUMFORTS

to meet the demand of your customers for this popular seller? If not, send your order to-day to our nearest branch.

CANADIAN CONSOLIDATED RUBBER CO., LIMITED

Montreal

28 Branches Throughout Canada





When Prices are Cut Public are Not Informed

Unique Method of Men's Wear Store of Woodstock, Ont., Run by Moore & Doherty—Customers Will Appreciate Values Given—Oval Display Windows — Avoiding Suspicion of Having Two Prices.

F you found a firm that showed a disposition not to let the public know they were selling goods at reduced process when they were, would you say the were hiding their light under a boundary of the main advantage in making that duction?

There is not one store in a hundred, perhaps in a thousand, in Canada that follows the same procedure as Moore & Doherty, men's furnishers, of Woodstock, Ont., a city of between 10,000 and 11,000 population. These bright young men, trained in their business, and reaching after and securing a fine class of custom, have carried out such a policy for several years, and two circumstances are worthy of note:

1. Their business has developed to such an extent that within the past year they have extended their premises forty-two feet in the rear, and torn down an outer hallway in one side of their building and made it part of their store, the greater width permitting of the construction of two display windows in place of one.

2. They have no intentions of abandoning their present system.

Reducing Without Telling.

Let W. R. Doherty, one of the partners—who spent 15 years with George Robinson (who sold out a few years ago to Grafton & Co.), and has been in business with Mr. Moore for seven years—explain his system as he did recently to The Review.

"It is just this way: we don't like to give the idea of 'bargain sales' in our store. They are all right in their place, but we don't feel it strengthens our position to feature reduced prices even once or twice a year. Our theory is that the great majority of people who come into a men's wear store'know pretty well the value of goods, and if we are selling a 'regular \$3' line for \$2

they will know that just about as well as we do, and give us all the more credit for not seeming to feel it is out of the way."

"Then how do you get rid of your odds and ends, say before stocktaking?"

"We mark down all goods that are slow in selling, or lines on which we are overstocked, and in the smaller goods display them prominently inside our store, probably, as now on tables; sweaters here; ties there, etc. Fifty-cent ties we may mark down to 25 cents, \$5 sweaters to \$4 or less, underwear, say 25 per cent. lower, and so forth. We do not placard them as reduced lines, but depend on the announcement of the lower prices in themselves inducing sales, and we find with our customers anyway that it does."

"Do you not display these lines in your windows?"

"We may, probably would, but not as offered at cut prices. We would not think, for instance, of marking in our window, '50-cent ties for 25 cents.' That would seem to cheapen the whole line of stock we carry.'

Reduces Without Telling.

Mr. Doherty applies this rule in a rather interesting manner in another direction. He carries an extensive stock of ready-made clothing, as well as taking orders.

"How are reductions in your readymade clothing worked?" The Review inquired.

"We mark down clothing but never say it is marked down. Take such a case as this: A man comes into the store and asks to see some suits and we show him a line marked \$18,. for instance 'No, I don't want to go that high; something around \$16 would be better,' he says. However, I've said that is an \$18 coat, and so that is the best I can do on that particular one. But I go along the rack and see another perhaps marked \$18, on which, if the season is pretty

well advanced, I can sell below \$18. So I pull it out and say, 'Here's a coat for \$16.50'—the fifty cents being neither here nor there with him if he really wants that suit. If he takes it, all right; still he is not told he is getting an \$18 coat for \$16.50.''

"But what about the price ticket? Won't that give you away?"

Curse of Two Prices.

"No, for the price ticket in our line of clothes is attached to the under side of the coat collar, in pencil, and not prominent even if a person happened to look at it. Once the coat is sold the ticket is removed. If the customer saw it marked \$18 no great harm would be done, except that it might give the impression that we have two prices. That is not a question that bothers the big city stores, but in towns and smaller cities, especially a few years ago, it was a regular curse to business. 'This is marked so much,-but we'll give it to you for so-and-so.' Bad business that. In the case of the man who got an \$18 coat for \$16.50, he would recognize that we gave him good value, and, as always, we would be the gainers in the future."

This, then, is the application of the theory that it is best not to tell the customer that your price is a "marked down," "cut" or "reduced" one.

Bargain Sales Have a Place.

Mr. Doherty made it clear that he did not ignore the need for and benefit of "bargain sales," but he feels that in the men's furnishing business the reputation of a store that caters for a fairly fine class of trade suffers if there is a mixture of "bargain" or "reduced" and exclusive lines carried, even for a few weeks a year.

"Remember we are not after an extreme high class business, but what you would call a fairly good class, for we consider that the best paying in the

On Odd Prices in Men's Wear

In Ties, Hats, Collars, Hose and Sweater Coats Men Expect the Regular Line of Prices—Underwear May Be An Exception—Do Not Carry Coppers Like Women in Dry Goods Store.

Some manufacturers in various lines, ties, underwear, sweater coats, etc., are urging on the retailers that it is both necessary and advisable that wholesale prices should be advanced slightly, 10, 15 or 25 cents per dozen for 50-cent lines, and that there be established in consequence 55, 60 or 65-cent selling prices, thereby enabling the retailer to obtain a larger profit as well as the maker.

"To me it seems impracticable. The public have not been educated up to those prices. Suppose a man came in and asked you about a tic and you said, 'That's 60 cents.' 'Sixty cents!' h'd say, and probably think you were overeharging him 10 cents, and go out without buying. It is quite true our margin of profit as it is is very small, too small. In underwear where we used to pay \$4.25 for fleece-lined, we have to pay \$4.75 and \$4.80 now, and these we are selling here still for 50 cents, so you see there is no profit in that. In Toronto lots of stores charge 75 eents when ever they have to pay more than \$4.25. Our schedule for 75-cent goods runs between \$5.50 and \$6.50 as cost price. But

I'd sooner buy good goods at \$4.50 and sell for 50 cents, than poorer ones at \$4.25, selling at the same price.

Men's Coppers for Papers.

"I do not think the 98-cent dry goods price has any place in a men's wear Look at the different class of eustomers: men in one ease, women in the other. Women carry eoppers in their purse, for three-cent, seven-cent, thirteen and fifty-seven-cent articles: the only eoppers men earry are in their hip pocket to buy a paper. 'Quarters' are their regular coin; we sell far more collars now at two for a quarter than we did at 20 cents a piece. We sell more soeks at 25 cents a pair, and the range at 3for-a-dollar than we would at 30 cents, and I know we could get a bigger profit at 30 cents than we do on the ones we sell at 25 or 35 cents. Same way with shirts, \$1, \$1.25, \$1.50 and so on. Perhaps underwear is the only exception. I am not sure that we could not sell it at 60 cents or 90, and, indeed, many women buy it for their husbands or sons.

"No, we must all admit that men's goods are different from ladies; no odd

prices for men."

On Stock and Stock-Taking

Good Variety, But No Heavy Stocking — Anything Out of Date is Struck Off As Dead Loss — Oval Show Windows Whose Display is Accounted Best Advertising.

T has been mentioned that the firm of Moore & Doherty widened their store and created two windows instead of one. Mr. Doherty maintains that the character of the show windows is the greatest factor in the making or the undoing of a men's wear store.

This was why they chose rounded corners—with curved (oval) glass for their windows instead of the square corners. They did this partly because this, they thought, gave a more uninterrupted view of the windows from the street.

They chose it also because there were no other windows of the kind in Woodstock. Much care is spent on window dressing. In addition to the regular floor space there is a ledge farther up which is used to advantage. Not content with half a dozen 60-watt lights in each, four 250-watt reflectors have been added so that the effect at night is a perfectly lighted display.

"The best advertising a men's furnishing store has is its windows. They show the public the quality of the stock within," added Mr. Doherty. "We

have tested our windows time and again and know the truth of this."

When The Review representative visited the store the partners were getting ready to take stock.

"We make it a rule to buy little and often and keep our stock clean. We keep good lines of men's wear and deal both in ready-to-wear and ordered elothing.

"In taking stock we do the reserve stock first and keep the small wear, ties, searfs, collars, etc., to the end. We keep each line separate on our lists."

Keep Up Collars and Gloves.

"What principle do you follow in marking down?"

"In collars—unless they are odd lines that are out of date, we list them at full cost price. So with gloves which are staple lines. In sweater coats, if we are not pretty well sold out, we make liberal reductions. In underwear if they are staple lines we keep up pretty well to cost price. In shirts we cut, unless they are very good selling lines. But in shirts and ties, as was the case, this year, we generally keep pretty well cleaned out.

"Some stock we mark out entirely. That was so with some brown stiff hats several years ago which we had left over. They were considered valueless then, and we are keeping them yet, rather as souvenirs and valueless now as then. You must consider such goods as a loss some place, and the present is the safest for you to mark it down as a loss."

DIFFERENT TROUSERS

THERE are few neater, better-looking, smarter effects in day clothes than that given by the "different trousers" idea that is surely coming says Haberdasher. It has an unusually distinctive and pleasing air. The jacket and waisteoat must be utter black or blue or of a very dark Oxford. The jacket may be either single or double-breasted but must be straight in front. On the other hand trousers may be either checked or striped although it is believed checks will be short lived even though now most favored. The popularity of this garb is growing.

Two-Button Morning Coats.

In morning coats the two-button model is favored by the majority of well-dressed men in London. One tall young man noticed wearing one of these two-button coats had on a shirt of white with rose-colored stripes. His bow tie was unusually long and the pattern was new, consisting of oblong figures in white on an indigo ground.

Noisome and Nauseous Clothing Advertising and the Legitimate, Clean Cut

New York Advertising Expert writes For The Review. Some New York Firms Try to Gull Public with "\$60 Value for \$12".—Others That Tower Above Sea of Corruption Like Beacon Light—A New Semi-Humorous Style.

By Walter A. Olsen

More Ingenuity Shown in Clothing Ads. Than in Any Other Line.

The essence of all advertising, good "copy," has no wider field nor broader scope for practice than in the clothing advertising fraternity. Its gamut is almost infinite, and embraces from the very worst to the very best. More ingenuity is employed in writing up clothing ads. than any other. More ideas are created, more schemes evolved and more money expended in promoting the business in retail and wholesale clothing establishments than in any other industry.

Clothing advertisements offer more opportunities for the exercise of every faculty that tends to creation than any other source of inspiration. More styles are affected in effecting an individuality than there are in the clothing itself. In the New York newspapers during the seasons can be seen every angle and curve of the clothing game reflected by the advertisements. From the bizarre to the brief, from the artistic to the artificial, a veritable panorama of clever ideas and startling statements unfold themselves to the public view.

A Regular Avalanche.

The past six months have marked the highest point reached in money expenditures for retail clothing advertising. From an inconspicuous, timid, introduction by one assuming house, a regular avalanche has been hurled in our midst. And the momentum already attained is but a shrinking presage of what will soon follow.

More real, vital, forceful "copy" is

injected into the clothing advertisements of to-day than was ever before apparent. A higher ideal and standard of illustrations is evident. Also the latter are far more profuse than ordinarily. In fact it would be safe to say that the clothing advertising of this country is far more advanced and consummate than is evident in any other industry. To this end then, it admits of more impositions and masterpieces in the name of "copy."

Deliberate Misstatement.

In strong contrast to this development is the present style of advertising effected by some of the retail clothiers in New York. By way of illustration we have recently witnessed glaring announcements which offered \$60 suits for \$12. On the face of it this soaring value (and still soaring) is a deliberate and reprehensible misstatement of facts.

The authors of this stigmatized style of advertising are misguided mortals, actuated solely by the greed for immediate money. They cannot, by all the laws of commerce and nature, thrive very long. One party to it boldly proclaims the fact that it has seven large stores to serve the public with this \$60.00 clothing for \$12.00. How long it will continue with this policy is measured entirely by the gullibility of the public. And all this in the face of the fact that we have a far-famed "Vigilantes Committee" in New York, which has for its purpose the suppression and obliteration of such kind of advertising. Judging from the atrocious statements these clothiers are permitted

to print, this committee must be about as vigilant as a sleeping sentry on duty.

Nefarious Advertising.

If this nefarious style of advertising was the excrescence of one concern alone it could easily be wiped out. But a number of other retail clothiers, in the same city, sheep-like in texture, follow along like lambs being led to the slaughter. They apparently become possessed with the illusion that to make their advertising bring results they must make it a succession of inflated values. And so each retailer hurdles the other in announcing the value of his clothes as compared to the selling price. The initial value was \$20.00 clothes for \$14.00. Next the value increased overnight to \$30.00. When last seen in the daily papers it had vaulted over \$60.00, and still running strong.

Possibly if they keep up these same clothiers will be paying the public of New York money for buying their clothes from them.

Some Strong, Clean Copy.

In the other extreme we have the advertising of houses like Saks & Co., John Wanamaker, Smith, Gray & Co., and a host of others in New York. In turning the pages of the daily newspapers the announcements of the above concerns are as refreshing as an oasis in the desert, and as revivifying as a June bride. Strong, clean copy, forceful illusstrations, in some instances a liberal but judicious employment of white space, they mark the antithesis of the style of

Advertising Orgies and Their Antidotes

- 1. Value started at \$20; increased over-night to \$30; when last seen it had vaulted over \$60, and still running strong—with selling price \$12! Deliberate and reprehensible misstatement.
- 2. Strong, clean copy, and truthful, like Saks. Wanamaker's, etc., totally divorcing old flamboyant style. Campaign recently inaugurated of short, chatty, breezy and crisp talks.
- 3. New and entertaining style of short, flashy ads. converging to semi-humorous, but truthful.



"Exceedingly popular ads., in that every story is short and to the point.

Attractive set-ups and convincing arguments bring home the bacon."—Walter A. Olsen.

advertising that is as noisome and nauseous as the plague.

Nothing Flamboyant.

The chatty, heart-to-heart talk eampaign recently inaugurated by Saks & Co. is being received very favorably, and has excited no little comment. It takes a large heart, generous purse and unlimited courage to buy up space for this kind of advertising - BUT IT PAYS-though not in immediate and always direct results. This series of ads., by the way, mark the ultimate achievement in totally divorcing the old flamboyant style so prominent at present among New York retailers eatering to the lower class. While each paragraph is erisp, the advertisements are not stilted, nor are they "heavy" in the sense of deep meaning and inference. A light, breezy style is affected throughout.

The Smith Gray & Co. style is exceedingly popular in that every story is short and to the point. "To the point" is its chief characteristic. No words are wasted, as none are intended to be, but attractive set-ups and convincing arguments bring home the bacon. The ads. of this house are well worth thoughtful study and assimilation.

Wanamaker's Tell the Truth.

John Wanamaker is a greater artist than anything else, and his great business and unique style of advertising proves it. "Will it pay?" is not so vital an issue with him as "Will it be believed?" A number of people embrace the belief that the lengthy, sometimes studious style of elothing copy is not as productive as it might be. Yet no one ever heard another say that he was

tired of reading the Wanamaker Clothing ads. Such a verdiet would be bad form, and might indicate illiteracy. All the ads. emanating from this house are characteristically individual and distinctive. And towering above all, like a beacon light in a sea of corruption, is the fact that they all tell the truth.

Short, Flashy Ads.

There suddenly stole over the horizon of New York clothing advertising a new and very entertaining style of short, flashy ads., converging more or less to the semi-humorous. These latter, like the first breath of a swimmer who comes to the surface after having "fetched" his lungs out, are sustaining, and contain the pap of current intelligence. A few elothiers have adopted this style into their business, and incidentally it has been received right royally by the public. Striking a happy medium has ever been a safe course, and at times the only logical one. Wallack Bros. have, to a eertain degree, pioneered this style, and author some very interesting and entertaining advertisements.

It is a peculiar fact, or it may be premeditated, that the character of advertising maintained by the manufacturers is nearly always reflected in that of the retail clothier to whom he sells. If the manufacturer adheres to a legitimate, clean-cut and attractive standard, the pendulum of averages favors his retailer doing likewise. There are, of course, exceptions to every rule, and this is no exception.

Cannot Digest \$60 for \$12.

George Benjamin, Brooks Bros., Weber & Heilbroner all stick close to a distinctive style all their own, and evidently



TUESDAY

NEW YORK EVENING JOURNAL, JANUARY 6, 1914.

TUESOAY

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Clothiers for 53 Years==and Never a Sale Like This!



JOHN WANAMAKER

Broadway and Ninth Street

will not be closed until 7:30

A TYPICAL WANAMAKER FULL PAGE AD.

"John Wanamaker is a greater artist than anything else, and his great business and unique style of advertising proves it. 'Will it pay?' is not so vital an issue with him as 'Will it be believed?' A number of people embrace the belief that the lengthy, sometimes studious style of clothing copy is not as productive as it might be. Yet no one ever heard another say that he was tired of reading the Wanamaker Clothing ads. Such a verdict would be bad form, and might indicate illiteracy. All the ads. emanating from this house are characteristically individual and distinctive. And towering above all, like a beacon light in a sea of corruption, is the fact that they all tell the truth.'—Walter A. Olsen.

Some Models Submitted For Bright, Snappy Clothing Ads

JUDGMENT CLOTHES are for Men of ASSERTION!

THE man who has ideas of his own regarding clothes, whose taste is assertive, will find in Judgment Clothes the expression of his full desires. In bringing out the full force of his personality, he will find no greater stimulus, no more eager sponsor, than Judgment Clothes. After years of specialization it has become a distinction to be Judgment Clothed. Are YOU a man of distinction? Then be Judgment Clothed.

JUDGMENT CLOTHING CO.

NEW, YORK

The Only Weak Part of JUDGMENT CLOTHES is the Price!

EVERY part that enters into the making of Judgment Clothes must be perfect—thus making the finished model a standard of excellence. The price is Weak—being uniformly low in contrast to the standard. And it is only the net result of years of specializing. Concentration of capital begets big opportunities.

SUITS OR TOP COATS from \$16.00 to \$35.00.

The above facts are vital to you who are paying the price—not the price of the clothes but our own policy.

JUDGMENT CLOTHING CO.

New York

Selecting a Suit and Choosing a Wife.

Two important factors enter into a man's climb to success—his wife and his clothes. As to the clothes, Judgment can more than satisfy him, but his wife he shall have to choose for himself. But being Judgment Clothed will help in securing the right wife, thus accelerating success in two

Judgment Clothing Co.

have no regrets, because they are still at it after many years' usage. The class catered to establishes the style of advertising, but no class, whether illiterate or not, can digest \$60.00 clothes for \$12.00 with any degree of equanimity. If it were so the profits of the other clothiers would soon pauperize the clothing buying public, and make billionaires of the perpetrators.

In Seeking a Style, However, Do Not Sink Simplicity!

And, remember, continuity or association is a most important factor in making your advertsing successful. Stick to one style—if it is a good one and brings results. But no style is good which does not make Truth its standard-bearer. Style without truth is like clothes without class. Sooner or later it will surely sag.



TIES AT THE RACES

While ties worn at the French races are said to be of every description, dark fabries in brown, garnet, russet, burgundy, etc., are reported to be the most popular. The allover designs, plain or combined with brocaded floral patterns, were more in evidence than anything else. A dark mauve and garnet were among the colors seen in large numbers. It is said that while some striped patterns in satin were noticed, but as for

moires, not more than a score were in evidence.

Close-Fit Overcoats

At a race meet at Auteuil, Paris, not long ago the majority of well-dressed men wore overcoats cut with tight skirts and form-fitting body. Many were finished with fly fronts, silk-faced lapels, plain sleeve ends and a high breast poeket. The back was made without a vent and gray Shetland was a favorite fabric. Two coats worn worthy of notice were cut double-breasted and fastened with two buttons placed rather far apart. One of them, worn by an Englishman of military appearance, was decidedly form-fitting at the waist, and the back was finished with a belt and pleats on each side.

Strange Evening Attire.

One night at the Comedy Theatre, London, recently, a gentleman was seen wearing white silk socks with patent Oxfords. The trousers were eut short, so that they should not eatch in the top of the shoe. In other details he wore correct evening dress, His collar was a high two and one-half inch poke, for he wore a twice-round stock white lawn tie. He earried a black ebony cane which was decorated with a tassel.

The same evening, Robert Lorraine, the actor-airman, wore something new in waistcoats: it was of white material with a fine silk stripe. The roll collar was of corded moire silk and the whole waistcoat was piped with white cord, while the buttons were white also. He also exhibited another idea in waistcoats; this one was a gray silk stripe with a white moire collar and in this case the buttons and cord were of grey.

Velvet on Cuffs and Pockets.

An overcoat style much favored at the French races, the hotels and on the boulevards is described as follows: The lapel is set high and is of medium width with a horizontal notch. It is cut slightly longer than in former seasons. The front of the coat is double-breasted, with four buttons, which are set at a distance of about five inches apart. This coat is form-fitting and is cut without a waist seam, but with two gores, one on either side, which give plenty of room to the chest. There is no vent behind, and in length it scarcely reaches the knee. Two particular coats of this style may be mentioned: one had a velvet collar in a shade to match and the cuffs were finished with a velvet piping. The pockets were slanting and also had a line of velvet at their opening. The other garment was cut with a novel back. These coats were made with a velvet collar and intended for wear with a silk

Toronto, Ont.—Toronto Fur Co. have dissolved partnership. Max Krehn continuing under same style.

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Gravitating Towards a Larger Window Unit

Reaction Among Many Haberdashers Against Small Sections—Possibilities Exhausted and Present Plans Getting Too Common—Scenic Backgrounds and Elaborate Wax Figure Displays for Clothing—New Fixture Devices, a Crescent and Maltese Cross.

THE work of two distinct classes of window trimmers is now visible in the men's wear stores of Canada, in silent eloquence pleading their cause with the only real tribunal that counts, the public passing by. In late issues The Review has presented excellent types of both of these, the window space, divided up usually into three sections, even if each one is only a foot wide, and in the other the whole space, even six or eight feet in width, utilized for a single trim, following the fashion rather of a dry goods display. Of the two the latter is a departure from the former, or rather, it is more correct to say that many trimmers of men's wear windows are going back to the idea of five or ten years ago, before the sectional arrangement had been introduced. Which method will gain the ascendency is now one of the mooted questions in haberdashery circles.

Sectional a Natural Course.

The sectional idea was a natural one, and the strange thing was that it came so slowly. The men's wear window dresser always has been face to face with the necessity for working out his trims in a meagre space. Nearly all the stores are narrow. It is an exception to find counters on each side, or double windows. Even the window there is usually is rather narrow, four feet in many cases. In these cramped quarters the window dresser is expected to herald to the public his varied stock. If he uses it up in ties to-day, to-morrow and next day, his shirts, his gloves, his underwear, his sweater coats, his hats, perhaps his clothing, including overcoats, are doomed to a modesty of demeanor that is not a desirable asset for business purposes. Hence came the division of the slim space, into two or three parts, in order to display two or three lines at once, carrying out,-to borrow an agricultural adjective—an idea of "intensive" display.

Limits of Sectional Display.

But this system has been copied far and wide. The downtown stores no longer possess a monopoly of it; it has been taken up in all directions. Its very universality has drawn attention, more and more, to the objections of the system, to the crowding of the units against the woodwork, and against each other, to the lack of a definite impression, of something distinct reaching the

The Latest Allover Flower Effects



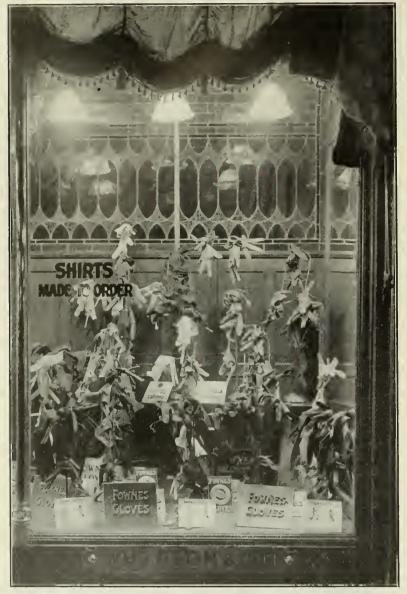
This window unit carries out the one-cravat idea of the other trim of Budds shown on another page. Here only three ties fitted to collars are shown, but the nature of the tie allows of a section of silk being draped on top, accentuating the pattern. A new idea is the monster bow shape occupying the centre "high spot" of the trim, made of a piece of the same cravat silk. The whole effect is to render more prominent the special design of silk, both in the piece and in the manufactured shape. As in the other, the trim is kept very simple, with lots of room and

passer-by from the varied display. Weighing the favorable and unfavorable factors a number of window trimmers have concluded that the single unit is the more advantageous display; and the roomy appearance, and the limited numerical contents, are preferable to the other.

arranged systematically.

Two New York Units.

In this issue The Review presents a photograph taken for it in New York of two units in window displays in one of Budd's well-known stores. These, it will be recognized, require fairly liberal space, and could not form one of the ordinary sized three sections of a narrow men's wear window. The window display in the Hudson-Parker store of Hamilton, in the December issue of The Review, carried out the same idea along a different line, and the upper section of Dunfield's window in November issue, where the whole width was devoted to one unit, evening wear, also illustrated



An attractive glove showing by Mr. Goebel, of Wheaton & Co.'s, Toronto.

this side of the argument. In many new stores an attempt is being made to secure wider window spaces and to utilize each one for single units.

How New York Views It.

It is interesting to present evidence at the same time of a similar movement going on in New York stores. In an article by J. M. Feinson, with Weber & Heilbroner, New York, in "Men's Wear," he declares there is "a reaction among haberdashers against the small section-that is, the window divided into small sections of about a yard in width—which Weber & Heilbroner, through having adopted them ten years ago from the exclusive shops have done Sulka has so much to popularize. abandoned them; Budd's shop on Fifth avenue and 47th street has not opened with them; George Benjamin now rarely employs them, and Weber & Heilbroner are beginning to discard them. And this reaction is not without good

reason. There is a strong and valid ease against the small window section. Novel and distinctive at first and permitting of many variations of display, its possibilities with use, soon became exhausted and its style became the most common of show window effects.

All Got to Look Alike.

"Everyone who opened a haberdashery shop, no matter where, subdivided his window or windows into small sections, and the amateur window dresser, having the same or similar window area to work in, soon succeeded in bringing about the same or similar window effects as his professional brother. The result was, every haberdashery shop got to look like every other; Jones' like Brown's, "The Paris Shop' like the "The London Shop," the shop in the Bronx like the shop among the skyscrapers in "Wall Street." Nor is this all. The small section never did and never can

allow a margin, so to speak, around a trim. Only of about a yard, and frequently less, in width, a few necktie stands or a few shirt stands, or a few of each combined, fill it up to the brim, the merchandise rubbing sides with the partitions. And when it comes to dressing one with clothing, placing a suit form in it, it reminds you of a prison pen with the prisoner pent-up and motionless. On perceiving one of these sections so dressed you feel like entering the shop and exclaiming to the shopkeeper: 'Why don't you give the poor dumb thing in your show window some more room, so it wouldn't look so cramped and cross!'

Window trimming, he says, has caught the "restless, do-something spirit of the day," and is changing, making history. This is particuarly true of the popularprice shops that depend so much upon their window displays for publicity and direct and immediate results.

Of Incalculable Value.

"One of the first evidences in New York City that window trimming has eaught this spirit was Macy's artistic and highly effective display this Autumn of men's and women's apparel. display consisted of scenic backgrounds giving three different views of Monte Carlo. In front of these backgrounds, dressed in the latest fashions and admirably grouped in sitting and standing postures, were the most realistic effigies of cultured human beings that ever found their way into show windows. The most perfect wax figures that at any time graced "The World in Wax" did not surpass them in naturalness of facial mould, of complexion, of hair and of look and pose. You could almost see them breathe. The effect was compelling. Immense admiring crowds were standing in front of these windows from early morning until late at night, each day of the display. It would be difficult if not impossible, to get at the true measure of the publicity value of this master stroke of Mr. Allert, Macy's display manager. It was incalculable.

"Of course, the use of scenic backgrounds and wax figures for window display purposes is not new. A decade or so ago, before Thirty-second street became the southern boundary of New York's department store district, it was quite common, and a decade or so back of that, when the window trimmer had not as yet evolved from the artist-mechanic type, when sawing arches, painting scenes and electric wiring were still the great essentials of a trimmer's work, it was the rule. But the consummate art with which these one-time popular helpmeets of window trimming were used by Mr. Allert amounted to genuine originality. It denoted a decided departure from the complacency and sameness that

(Continued on page 64.)

You Wish to Become a Well-Read Man, Do You Not?

Each of us can probably recall to mind among his acquaintances one or more men who appear to be so well acquainted with any subject that may be brought up for conversation that they are able to enter upon a discussion or give information upon the matter whatever it may be. They are men to whom we instinctively turn for information whenever any question crops up with which we are unacquainted and upon which we need enlightenment.

At first sight there appears no particular reason why these men should be better acquainted with any particular subject than we ourselves are. They may have had no advantage over us in the matter of education. They have probably not travelled any more than we have, and as far as we can see there is no reason why we should look to them for information on diverse subjects rather than to any other of our acquaintances.

What then is the reason for this deference we consistently show them by asking their opinions on this or that question?

Consider any case, as referred to above, which may occur to you and you will find it is because your friend or acquaintance is invariably what we would call a "well read" man. No matter whether the subject under discussion be the past or present history, political or social, of our own or any other country, whether it be of noted writers, painters, politicians, celebrities of any kind or of any country, the latest discoveries or inventions, the best opinions expressed by the foremost writers of the day on present questions of most vital interest, he is able to take an intelligent interest in the conversation and to contribute his own quota to the discussion, probably expressing some viewpoint new to his auditors.

You will doubtless admit that such a man occupies to some extent an enviable position among his fellows; and the object of this article is to show you how by the employment of a small portion of your leisure time regularly, methodically, and at practically no expense to yourself, you can also occupy this enviable position and become one of those well-read men, to whom your friends will turn for information whenever they may be in need of it.

You have, of course, heard of MacLean's Magazine and have probably at some time or another seen a copy. It is a purely Canadian Magazine, and was originally called the Busy Man's Magazine, a title which explains the idea upon which it was originally founded.

The average man of the present day is too much occupied in his business avocations to devote a great deal of his time to literary pursuits. In many cases the daily papers form the extent and limit of his literary experience. Now, while the reading of the daily paper is practically a duty which no live merchant should neglect, the man who is ambitious of improving his mind will feel a desire for a little more than the daily or weekly magazine can give, and this is where MacLean's Magazine stands ready to give him a helping hand.

The February number is particularly interesting and a source of interesting information. It is brimful of good instructive reading, containing just that information which is most beneficial to busy Canadian business men to keep them in touch with things Canadian.

Secure a copy from your nearest newsdealer to-day, and become acquainted with Canada's foremost magazine.

Price 20 cents a copy.

Subscription \$2.00 a year.

THE MACLEAN PUBLISHING CO., LIMITED

143 UNIVERSITY AVENUE

TORONTO, CANADA

Double Receipt for the Window Trimmer

Gives One to Department When Receiving Goods and Gets One When They Are Returned — A Means of Protection.

OMETIMES misunderstandings, in a few cases on record, unfair charges, have resulted from the free-andeasy method obtaining in most stores in connection with goods used in window displays. A window trimmer will get some here, and some there, and usually no record is kept by him or by the head of the department. He returns them in three days, or a week, perhaps, and still there is no record or receipt of any description. In establishments where so much care is taken for an accurate accounting in every other transaction, it is strange that this has been overlooked.

Absence of some form of receipt has led in some instances to the window trimmers being held responsible for articles that were returned in a damaged condition to the head of the department. Perhaps the goods were in that condition before they reached the trimmer. Or something may have been mislaid after it came back, and cannot be found. The window trimmer again! And, it may be as well to add as further evidence of the need for protection the display man has, that instances are not unknown where a elerk has taken an obvious course, by removing an article, to get a window trimmer into trouble. All would have been avoided with an adequate system such as is herewith presented.

A Double Check.

The reproduction of the form used by the Robert Simpson Co., Toronto, is so far as is known, the only one of the kind in use in this country. In a wellknown store of the United States, a eard system was introduced embodying the receipt by the window trimmer for the goods, but not the receipt given him. A glance at the form will explain it. First of all it is a requisition on a certain department for the handing over of certain goods for a window trim. These are named in detail and the price marked down also. Two slips are signed by the window trimmer, one given the head of the department; the other retained. When the goods are taken from the window again, the same trimmer returns them; they are cheeked over and this time the head of the department signs a receipt that they were "returned to department in good order this day of ---- 19---.'' At the same time he gives back to the window man the receipt he holds for the goods since they were handed to the trimmer. Thus the transaction is ended, and if any

THE ROBERT SIMPSON COMPANY LIMITED

Requisition for Window	Dept.
Window Dressing Department will please receive for display from till Rent per day \$	
	==
-	
Received the above this day of	19
	Window Dreeser
Returned to department in good condition this	day of 19

question comes up later, the window trimmer has his receipt and the "good condition" one as well.

Clerks Not Allowed Inside.

In the Robert Simpson Company's store this system as originated by Harry Hollingsworth, is carried one step farther. All goods brought from a department by a clerk must be left outside the window. If a clerk went inside there would be risk of goods being damaged, it is held, and before the first receipt is given the trimmer examines the goods as delivered to him.

Two Rings in One Case.

In discussing the same question with The Review a window trimmer remarked that one time one of his assistants had borrowed some rings, six, from the jewelry department for a window. He returned them but a day or so later the head of the department called him up and said one ring was missing. The man went down and sure enough, there was a ring gone from one of the cases. He was nonplussed; he knew or felt sure he had given it back, but had no proof. Finally another search was made, and it was only when the other five eases were opened that it was discovered, wedged in with one of the others. But several days had passed, and the tracing of the last ring in an ordinary ease, would grow more difficult with the delay.

Manager of Department

Under the old system there is no definite protection for the window man.

This system could be utilized not only in dry goods stores but in large men's wear stores as well, where the different sections are departmentalized.

Cupids, Hearts and Arrows on Your Show Cards

Directions for Making Cards for St. Valentine's Day, and Hat, Glove and Suit Sales—Overcoming the Dullness of an Off-season Month.

Written for The Review by Paul O'Neal

FEBRUARY is another of those sort of off-season months that keeps the average merchant guessing what are the best moves to keep up trade. It is necessary during all slack periods to do something to overcome the dullness, no matter what may be the cause of the quietness. February is so situated in the calendar that business seems to be at a standstill, except for the very necessities of life. However, prices that are inviting because of their lowness always move people to buy, no matter at what time of year they may be offered.

Odds and Ends Left Over.

It may be well to go over your stock and see if, even after the January cleanup, there may be a few odds and ends you may lay on the sacrificing bargain counter and invite your customers to come and partake of the good things you have to offer at prices that are below the ordinary, possibly by 50 per cent. Yes, make it a genuine half-price affair, and you will be able to clear away the dead stocks and have your shelves clean for the Spring lines which you must start to boom not later than the 1st of March.

Three or Four Days' Sale.

You may arrange an odds and ends sale, into which you may gather various lines of articles, including gloves, ties, collars, fancy vests, odd lines of pants, shirts, knitted jackets, sweaters, etc. Group all these into one big sale, with the prices cut down to the bone. Advertise them for a three or four days' sale to start on some Monday morning. Quote prices in your newspaper advertisements and use your windows in displaying these goods and make use of plenty of cards and price tickets.

Cupids and Hearts Liberally.

On past occasions we have called attention to the advisability of taking advantage of special days and holidays for advertising purposes. February offers one day that may be taken advantage of, even though it may not be a holiday. We refer to St. Valentine's Day. The picture postcard craze brings the day out sufficiently strong to make it afford a splendid opportunity for decorating, which is one way, and a good way, of advertising. You may use cupids, hearts, darts, arrows, red ribbons, red tissue and crepe

papers, etc. Use red hearts for your price tickets all through the store. Use various cupid and heart designs for your window cards. And has it ever occurred to you that this same craze for postcards may be taken advantage of by using a few well selected cards in your window decorations and displays? A little thought in placing these cards on and among the articles in your window display will make a very effective showing. Do not be afraid to decorate your store. It is good advertising.

Treatment of Cards.

The samples of cards for February are exceptionally strong, and should furnish you with ideas for other designs. The odds and ends card is for a sale, as suggested above. The card is an air brush design, but simple to execute. The round or oval projections are made with a pattern and the card cut away. The air brushing gives the effect of these being behind the square card. No pattern is needed for the air brushing, as a straight piece of card laid on the edge is all that is needed to air brush the edges.

The large letters should be in some attractive color, and shaded in a subdued color. Red for these large letters would be very effective. The small letters should be in black. The card may be any size up to 14 x 22 inches, which is a half sheet. The size will be governed largely by your window space.

Air Brush on Suit Cards.

The \$15 suit card is for a clearance in suits. There may be some clothing in stock that should have been run out in January, but somehow got missed. A few days' sale will finish it. This card is made very similarly to the last one. But it will be necessary to use the oval pattern in doing the air brushing. Lay the oval on and air brush to give the effect of the angle pieces being behind the oval. The figures may be in red or some other bright color, and shaded in a color to harmonize with the color of the figure. The size of this card may be anything up to 11 x 22 inches, although this is a little narrow.

(Continued on page 62.)



Prepared for The Review by Paul O'Neal.

15,000 Guesses for this Automobile

N automobile or \$400 in gold in consideration of the correct count of the number of hats and caps in the two windows of the Yonge and Queen streets store, was the effective method of advertising used by the managers of L. J. Applegath's hat store. Toronto, this year. Everybody who knows the firm expects that any plan of campaign they use will be original as well as effective and this one was no exception. The idea was this: A large number of hats and caps were displayed in the windows of this store and a card announcing that an automobile or \$400 in gold would be given to the first person making a correct count of the hats and caps in the windows. In the window of the other store (Applegath's have two on the same street, and near by), was placed the automobile, and another card announcing the competition. The windows in which the hats were placed were locked on December 15th. and the keys given into the possession of two well-known newspaper men until January 5th, the day set for the conclusion of the contest.

Every competitor's count had to be returned on a coupon furnished for the purpose, bearing a space for the computed number, and for the name and address of the contestant. No condition was imposed except that each person entering the contest was allowed only one count. No goods had to be bought from the store before any one was permitted to compete; no entrance fee had to be paid. It was absolutely free to all. The only requirements were to secure a coupon, fill it in and return it before Jan 5th.

Twenty thousand coupons were issued and about fifteen thousand were returned. These were all placed in a large box which at the end of the contest was vigorously shaken so that the last inserted had an equal chance with the first. The actual number of hats in the windows was determined by the two men holding the keys, and then ex-Ald. Burgess drew at random from the pile. The correct number was 286 and the first card bearing this number belonged to Mr. Jas. A. Dickson, of 171 Roxborough West. He elected to take the money and got a check for \$400 on the day after the competition closed.

The authorities in charge are quite

Lucky Man Took Hat Store's \$400 in Place of Car

Thousands of People Attracted to Store by Competition in Number of Hats in Window—Devices of Other Merchants to Induce Public to Enter Their Places of Business.

satisfied with the result of the competition. No person passing down Yonge street during the competition could help being struck by the interested crowds in front of the windows. The automobile itself, the number of hats and caps, the probable result all formed topics of conversation for many people and in many places. Similar competitions on a smaller scale might easily be worked to advantage by merchants in other places, the firm point out.

The benefits accruing are obvious, the publicity given to a store using such a method, the people brought there by the competition who were perhaps never inside the door before, the interest aroused in the whole proceeding, these are only a few benefits that might be mentioned.

Nor are the effects short-lived. The originators believe that they will continue throughout the year.



CUPIDS, HEARTS AND ARROWS ON YOUR SHOW CARDS

(Continued from page 61.)

The hats card is made with three patterns. Two torch patterns and open space, which is much like an oval. The oval pattern should be laid over the torch patterns, and after air brushing the torches should be pulled out, taking care not to disturb the other pattern. Then air brush at the edge where the torches come to give the effect of throwing them behind the oval. The air brush color should be in some dark shade. Brown or even black gives good results. The lettering in the space may be in red. Note, the shading is done on opposite sides of letters. This gives the effect of the letters being turned in opposite directions. The torches are finished by hand at the top.

The Cupid card is for your Valentine Day decoration. It is possibly the hard-

est card to execute of the samples shown. The cupid is drawn by hand and cut out. The heart is made from a pattern and partially cut out. The base is air brushed similar to the others. The heart is air brushed slightly to give a rounded effect. The heart could be in red and the lettering in white, but this sample is on a white card with the lettering in red, the small letters black. This makes a very attractive card.

Arrow Through Glove Card.

The glove card is similar in treatment to the last card, but is not cut out. The heart pattern and the bow and guiver are all separate. The last two are slip-ped down behind the heart pattern and removed after air brushing around them, and they are then air brushed at the edge of the heart. Care must be exercised to leave the heart pattern on while air brushing. The figures should be in red and the small letters in black. The other card with the arrow is very similar, only the arrow is cut and laid on to the top of the heart and air brushed to give the effect of coming through the card. If desired a piece of card may be cut into the shape of the arrow and actually stuck through a hole in the card, and will give a stronger effect than this design.



SHORT TROUSERS AT LOTUS CLUB

At the Lotus Club, the new society dance club, one evening lately where most of the notable people in London Society as well as the leading actresses may be seen, dinner jackets were not in evidence but the short trousers worn by dancing men indicate that this is becoming a fashion since Oxford shoes have taken the place of pumps or court shoes.



Toronto, Ont. — Davis Clothing Co. have succeeded David Davis, clothing and men's furnishings.



Carhartt's Uniforms

have distinct and exclusive features which no other

Carhartt's Overalls are cut liberally they're cut and built for comfort and service. They never split and rip

How do you think this feature will

Carhartt's Overalls are well made, sewed with the best thread and reinforced where the greatest strain comes-another reason for giving

Then, too, Carhartt's Overalls give freedom of action because of the patent self-adjusting suspender which works with every movement of

This is an exclusive feature that

Would this not be a good time to have the exclusive agency for your town? Write to-day for our sixtyday approval basis shipment. Send it back if it does not come up to your requirements. We pay return

Note.—Approval shipment consists of

Hamilton Carhartt Manufacturer

VANCOUVER

Bright Combinations in Shirts For Spring Wear

Some of More Exclusive Men's Furnishers Carrying Pink and Red—Silks Will be Strong —French Cuffs and Soft Collars Likewise.

If you are wise this year in your Spring buying you will not forget to lay in a good stock of silk shirts. Such is the opinion expressed by some of the wholesale men who report big sales already in this particular line. To be a little more exact, the material is known as moire and is a sort of mercerized eloth. Taffeta wool as well as a stuff much favored for Spring wear, while zephyrs and crepes are also in the running

When it comes to color, there seems to be considerable diversity of opinion as to what will be most worn. Without doubt, pink is strong in New York at present and some say it will be just as strong here but on the other hand there are many who claim that this year at least there will not be any rush after pink on this side of the line.

One merchant stated to The Review that if men would come in themselves and buy, there would be little difficulty in introducing the gayer colors widely, but as long as many ladies continue to lay their husbands' shirts they will fall back on the old reliable, quieter patterns blue and white, black and white, etc. It is safe to say, however, that pink and red in stripes will be by no means uncommon and both are being carried by some of the more exclusive haberdashers. Yellow, too, is given as a favored color, while combinations of vellow and purple, pink and black, green and yellow are also in the display. Solid colors, while shown will, in the opinion of quite a number, not be so popular as the twocolor designs. Pale pink with white stripes, white with pink stripes, tan with blue stripes and white with helio stripes are some of the smart and effective patterns on exhibition.

Spots vs. Stripes.

An effort is being made in some quarters to replace the stripe patterns by neat spots, or a combination of spots and stripes, while on silk shirts a striking effect is given watered figurings. All patterns, however, will be small and neat and stripes will be narrow.

The thousand pleat front is growing in public esteem and will be very strong this season in silk as well as in cotton goods. Stiff and soft cuffs are , both favored, one furnisher giving his opinion that stiff euffs would be worn mostly on shirts of striped materials, except silk, but French cuffs will be strong in every line—cottons and silks, in solid colors and in combinations. Soft collars will still maintain the popularity of last season, striped as well as plain patterns being favored and it is said that a water wave effect and fancy pique will have a very strong run.

More Expensive lines.

The indications on every hand are that there is going to be a strong demand for the more expensive class of goods. Judging by all signs, zephyrs, crepes, taffeta, wools and silks will be much worn, and with better quality shirts can be sold better quality hats, ties, gloves, etc.. a gain all around and an opportunity for the men's furnishing trade to improve the quality of their business.



GRAVITATING TO-WARDS A LARGER WINDOW UNIT

(Continued from page 58.)

has reigned over New York's shop windows for the past half decade."

Using Curtains in Background.

He takes up a third point as follows: "Another sign that window trimming has caught the changing and progressive spirit of the day is the new treatment which Mr. Zeggers is applying to the luxurious mahogany show window backgrounds in Stern Brothers' stately store on 42nd street, New York. This treatment consists in removing the central panel in each of the show window units and replacing it, according to the nature of the merchandise displayed, now by a lace curtain hung to give the effect of a parlor window from within; now by a glass of an irregular surface set in an artistic black metal lattice frame, the glass colored from behind by a material of a tint to harmonize with the color scheme of the display, giving the effect of a balcony door; and now by rich tapestries, also of hues corresponding to the color scheme of the display, hung apart, leaving the centre open, suggesting an entrance to another room.

"This, of course, is a great improvement over the uninterrupted wood, which has always been held inviolate, not to be tampered with by the window trimmer regardless of the exigencies of window trimming. It helps eliminate the diabolical glare that so wantonly takes possession of most show windows of the solid wood back in sunshine time, and it is pleasingly different, which means that it registers itself on the minds of many more passersby than the same display would if it did not have it. For only variation can gain the attention of the busy and preoccupied New Yorker. And this extra registration means additional business.

New Fixtures Also.

"The window fixture, too, has felt the active hand of change. With the reaction among the more progressive haberdashers against the yard-wide section, making one out of a space that formerly held two, it became necessary, in order to save the display that went into these more roomy compartments from extreme mediocrity, to get up something different in the way of a fixture, some contrivance to set off the merchandise in a display in a decidedly new and different manner.

"Weber & Heilbroner, who pay as close attention to their show windows as any concern in America, as soon as they began gravitating toward the larger window unit. immediately realized this point.

"It is not enough,' said Mr. Heilbroner to his three window trimmers when he assembled them a few months ago up in his office to make certain window plans known to them, 'that we merely change the size of the section. We want more than that. We want a change in the haberdashery fixture.' A month later a new haberdashery fixture came to birth and was displayed in the show windows of their 44th street store. This fixture is a combination of a clothing stand and a shirt easel, the easel attached to a twelve-inch arm which makes a right angle with the clothing stand and which in turn is fastened to the inner post of this stand. To this arm there are two detachable parts, one in the shape of a crescent, the other in that of a Maltese cross. The crescent is puffed with silk of the same design and quality as the neckwear in the rest of the display, and the cross, from left to right, also with silk like the neckwear in the balance of the trim, but from top to bottom, with plush of the same color as puffed on the window floor. Both the silk and the plush on the cross are, unlike the silk on the crescent, stretched These attachments are and plcated. used alternately, one one week and one the other, thus alternating the effect with each change of trim."

Garment Hangers are more than mere pieces of wood glued together

They must have the proper shape or your garments will be better piled on tables

You will likely be making some changes soon in your men's and boys' clothing and ladies' ready-to-wear department. We think you will agree that there is no question about displaying these lines, and the Taylor-Made Rack and Hanger System meet the requirements for this display.

Taylor-Made Rack and Hanger System

doubles the efficiency of your selling forces. The Taylor Hangers are made to keep clothing in proper shape. If you are using poorly made and ill-shaped hangers—hangers which do not keep the garments in proper shape, there is absolutely no economy in hanging on to them.

The Double-Bar Rack

here shown gives more hanging space and takes up less room and obstructs the store less than any other rack made. By using the side rods you have 24 ft. of hanging bars in one rack. Double Deck Racks are used only for boys' suits and short garments in the ready-to-wear department.

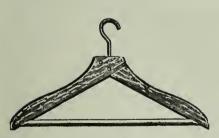
Ma	de of	Pol	ished	St	eel T	ub	ing.	
No	paint,	no	rust,	no	tools	or	trouble	t

\$10.50

Made of Oxidized Steel Tubing.

to set up. Shipped crated. K. D. Ball Socket Rollers. 6 feet long, 6 post \$13.00 8 feet long, 6 post 14.00 10 feet long, 6 post 15.00

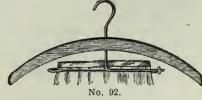
Suit racks, 5 feet high, 26 ins. wide. Overcoat and ladies' garments, 6 ft. high. Additional for side rod, \$1.25 each.



No. 331B. Men's combination hanger with inserted bar to hold trousers, \$7.50 per 100.

Made in boys' size, only 15 inches long, \$7.50 per 100. With wire attachment, \$8.50 per 100.





Combination skirt and coat hanger, \$6.00 per 100.

Combination Hanger, concave shoulder, shaped to fit collar of coat, will keep the garment in perfect shape, \$15.00 per 100. With wire attachment, \$16.00.

Mail, wire or 'phone your order to-day, and equip your store to be ready for Spring business. smallest commands will receive our prompt and careful attention.

The Taylor Manufacturing Co.

82 Queen Street North,

HAMILTON, ONT.

John D. Moser, Manager



Clothes, Methods and Men

TWO KINDS OF PROPHETS

ONDON tailors are rejoicing over the fact that His Majesty the King has expressed his disapproval of the easy way in which the men of the fashionable world have dressed recently, and has voiced his desire that all officers of the Guards when wearing mufti in London should adopt correct town clothes. While the King has no power to enforce this upon his officers there is no doubt that the execution of his desires will be general among military men and the smart set of the Metropolis. Already more men in town clothes may be seen in Bond Street and Piccadilly than for a long time back. Town clothes have therefore got a fresh stimulus and better business will undoubtedly result.

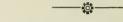
This incident is expected in some quarters to modify recent tendencies to a "lounge" costume even for evening wear, and to create again the sharp distinctions between formal and informal wear that only within the past year or so have shown any signs of being weakened. Probably this has been produced more than anything else by the recent innovations in evening dress accessories, a field of design that no one had dared to intrude upon hitherto. With a multiplicity of novlties, such as French cuffs, mushroom shirts, soft collars, white vests with a black corded edging and linen to match, there has been a certain confusion created and equally confident prophets are to be found supporting the theories that the plain stiff season of yore will come into its own again, or that the sacred boundaries will be trampled down by the world-wide passion for the new and the daring.



DISHONEST ADVERTISING

A N interesting survey of the New York advertising field has been secured by The Review for this issue, together with samples of different styles. As might be expected, men's furnishers there as well as here, are beset by the same temptations to mark up their goods to fabulous prices before marking them down again. There is an impression among a few merchants that "the public will fall for it," on the theory that this terribly unintelligent, unsophisticated and credulous public will "fall" for anything that has a firm's name at the bottom of it. In selling "\$60 suits for \$12," New York has gone farther than Canada ever did, although examples of gross exaggeration are not wanting in newspaper ads. here. About the only other line, besides elothing, in which

the disparity between the "former" selling price and the "latter" is so intense is in furs. While the profit on some lines, especially in furs, is considerable, and admits of fair reductions at times, the majority of business men deplore the tendency to an unwarranted inflation of the "reduction" as tending to imply enormous regular profits and to cast discredit generally on legitimate trading. So strong has this resentment been that the Toronto "Ad." Club has started a campaign to end by exposure all forms of dishonest advertising.



GOOD BOOKKEEPING

REALIZING the inadequacy of the bookkeeping systems in many of the dry goods stores of Canada and the desire of many merchants for information on this subject The Review has engaged a cost accountant, William Cambell, to write a series of articles on the problems of retail costs, which will include a study of the books that a merchant needs as well as a discussion of various systems of accounting by which accuracy and definiteness may be secured. The first of these appears in the present issue.

SARTORIAL NOTES

Is the mushroom with its thousand pleats gaining a foothold for dress wear in your town?

In Paris they are showing shirts with a monogram embroidered on the left side some distance down.

Did you find the mid-January cold dip lasted long enough to make him decide to discard last Winter's overcoat?

With the display of medium-priced Panamas, even more this year than last, Lloyds are likely to raise their charges for risks on the existence of higher priced lines.

The black edged white cuffs and shirts have the mushroom style beaten for novelty and many Canadian men's wear men are trying to figure out when it will be worth while earrying them in stock.

It would take nearly that whole column of John Wanamaker's ad. to get in the name itself,—the Reading Terminal Market Business Men's Association. Probably the first step of his ad. expert would be a suggestion that it be chopped down a trifle.



PATTERNS showing FINISH, and Full Particulars from

THE BRADFORD DYERS' ASSOC., LTD.,

39, Well Street, BRADFORD, and 128-129, Cheapside, LONDON, E.C.

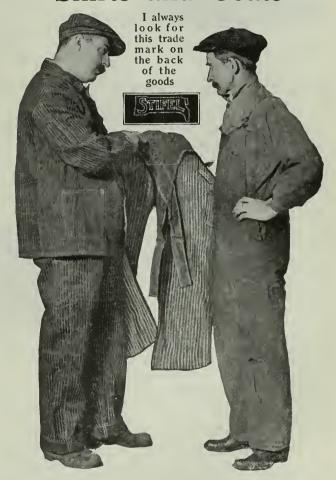
An Attractive Show Card for Window Display obtainable FREE on application to Leading Importers

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats



as my 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

NEW YORK 260-262 Church St.

TORONTO
14 Manchester Bldg.
MONTREAL

100 Anderson St. BALTIMORE 114 W. Fayette St.

SALES OFFICES

ST. LOUIS
426 Victoria Bldg.
PHILADELPHIA
839 Market St.
BOSTON
68 Chauncy St.
CHICAGO
223 W. Jackson Blvd.
SAN FRANCISCO

Postal Telegraph Bldg.

KANSAS CITY 205 De Graw Bldg. ST. PAUL 242 Endicott Bldg. WINNIPEG 400-02 Hammond Bldb

ST. JOSEPH

201 Saxton Bank Bldg.

Back Bow in Soft Hat Refuses to be Dislodged

Three-quarter and Side Stronger in Stiff Hats—Yeddo With Touch of Color in Band, Will be Pushed Again—Big Brown Checks in Caps Going Well—Pushing the Three-in-one Variety—Straws With Velvet Bands.



The Pugaree band, showing pleats and bow running on bias. Courtesy of Fried, Grills & Co.

HE deliveries of placing orders for Spring hats and the latest samples that are being added to jobbers' stocks in novelty lines bear out the general characteristics announced in The Review last September, higher crowns in stiffs and straws; narrower brims on straws, and a more pronounced roll on the stiff hats. On the other hand the early movement of the bow style from back to three-quarters, while steady, is not as universal as was felt some months ago, so that back and three-quarter will divide the field fairly evenly for the younger men and exclusive dressers, leaving the side bow to the more conservative, and older men. In soft hats, indeed, the rear position would appear to have the preference, as it did last Fall. In the stiff hats, on the other hand, many dealers intend to carry nothing else than three-quarter or side bows, considering the back bow in this staple line of headgear as the only thing permissible, leaving the back position to the more sprightly blue or green velour.

Stiff Hats.

In stiff hats the changes from last Spring are not as striking as in some of the other lines. The band will be of silk and will be wider than last year, in keeping with the higher crowns. A width of one inch is given as about the average, while wider bands are not uncommon. As indicated above the roll will be deeper and the brim narrower than formerly.

Blues Strong in Soft Hats.

In the coming months blue will be the predominating color in soft felts. This



Big checks will be popular in caps.

will be one of the most popular shades in new Spring suitings and headgear will be worn to match. Besides, blue is always a standard color. People never require much education to be persuaded to wear it, and it will replace to a large extent the browns and the greens which—especially the latter—were worn so much last Fall. Greys, of course, will always be strong and will form the staple in any stock.

A fashionable type of soft hat will be a flat set style with high crown, narrow brim and wide "pugaree" band. Two and a quarter inches will not be an unusual width for bands and, as in the other line, a heavy roll will be in vogue. The bow will be inclined to be loose and flaring and may be worn in any of the three mentioned positions, although in



Stiff hats for Spring have higher crowns and a more pronounced roll. Courtesy of Fried, Grills & Co.

soft hats the smartest place will be uniformly aft or at the three-quarter mark. An extra touch is given to the bow by the addition of a feather.

Straws With Velvet Bands.

One London firm is putting out straw hats with velvet bands, but so far as can be learned these are not likely to be "the go" in Canada. Removable silk pugarees will be strong, however.

For Summer wear, Sennet straw has the call and will be the most sold. A hat in the market, however, of yeddo straw deserves special mention. It is light on the head; possesses little starch in its make-up and is therefore of a serviceable shade, and has open work at the top of the crown which allows the breeze to play through the hair. It should make a popular seller for hot weather, and although introduced last year without much success it will be put on the market again this Spring and (if properly advertised and displayed) should prove a profitable line. It is one of the higherpriced ranges and is, therefore, worth considerable effort on the part of the



Yeddo with band streaked with green and lighter green cord with ornament at bottom. Courtesy of Cooper Cap Co.

salesman to introduce. A sample is shown here with dashes of green appearing in the black band and a bright green cord around the base.

A Self-Adjuster.

An interesting innovation in caps being put on the market for Spring is the self-adjusting cap made to fit three sizes of heads. The design, while providing for a curious adaptability of the cap, is very simple. A piece of the cloth is fitted in between the peak and a broad silk sweat band, in such a way that while it does not disfigure the lines of the cap in any way, yet retains sufficient elasticity to grip the head firmly without any undue pressure. The cap, the makers point out, does away with the tiresome "trying on" and saves the retail dealer from the awkward plight of a customer not being able to find a cap that fits, as the one will suit three heads, i.e., 67/8, 7, and 71/4, for instance.

Large Checks in Browns.

Linings will not be found in general favor. In patterns, large checks of the different shades of brown are the nobby thing, and black, white and different shades of grey and brown are prevailing colors. Some plaid patterns of the Scottish hunting tartan type look very smart and dressy and will no doubt have a strong following.

(Continued on page 76.)



A cap that will fit three different heads, 6% to 7¼. The piece of cloth between inner edge and peak, marked by arrow, gives sufficiently to allow for the difference. Shown by Cooper Cap Co.

Jennigh &

Duck and Wash Clothing

FOR MEN AND BOYS

Seven years' selling to wholesale only now offering direct to Retail—

WHITE DUCK AND KHAKI

Coats
Trousers
Aprons
Lustre and
Alpaca Coats
(Black, Slate, Fancy.)

Vests
Motor Coats
Long Shop Coats
Norfolk Suits
Corduroy Suits

Boy Scout Suits, etc. Haugh Brand garments, in Dustproof packages, will meet any com-

Ask for samples of your requirements or let us send you Catalogue.

Defiance Mfg. Co., Ltd.

College & Bathurst Streets TORONTO





Right where it's needed is the place where it's strongest

The toughest proposition the brave little housewife has to face to-day is to keep her boys well-clothed; in fact, to keep them in clothes at all.

The Lion Brand comes as the well-tried and proven solution to her troubles, with clothing that gives wear where it is needed.

Lion Brand pleases both parents and boys, and gives satisfaction to all.

Our catalog is worth having.

Write to-day for Catalogue.

The Jackson Mfg. Company CLINTON. ONT.

Factories at :- Clinton, Goderich, Exeter, Zurich

Humphrey's Underwear has fibre toughness



ARITIME wools are world-famous for their fine texture, their tough fibre and unshrinkable quality, the result of constant contact with salt sea breezes.

This is the wool that is used exclusively in Humphrey's Unshrinkable Underwear, selected by experts, prepared and knit by skilled workmen, and every garment thoroughly inspected before leaving our mills.

It costs no more, but pays both retailer and wearer best. Wholesaler will submit samples on request.

E. H. Walsh & Co., Toronto
Selling Agents for Canada

Humphrey's Unshrinkable Underwear, Limited

Moncton, N.B.

"How a Salesman Can Be Most Valuable to Customer and Store"

If Working in Clothing Establishment He Should Look Well-Dressed—Wait Promptly on Customers—Work in Harmony and Make Suggestions—Knowledge, Judgment and Enthusiasm.

A T a banquet of a men's furnishing store in Cleveland, O., Browning, King & Co.'s, an innovation on the programme was a prize essay competition on the subject, "How a Salesman Can Be Most Valuable to Customer and Store." The one adjudged the best was by T. J. Wise, and is a level-headed view of a salesman's attitude, and well worked out.

"A salesman should make it a point to be loval to the store he works for; he must act and show it in every way, not only in the store, but outside of business hours as well. Always praise the firm, their merchandise-and by so doing you will boost their business and your own. Always make yourself have confidence in the store's merchandise. In some instances the store may receive goods that in your opinion do not come up to the standard you think they should carry, but don't criticize and run down the goods, as it has a bad effect on your fellow salesman and also makes you lose confidence in the goods yourself. Show your lovalty to the store by working hard to sell the hard numbers. impossible for any store to always buy the goods that are easy sellers, and we should all put forth an extra effort to dispose of the hard-to-sell merchandise. Do not forget the fact that we salesmen are paid to sell the firm's merchandise, not to criticize it.

"The salesman should also make a study of the goods he sells. he should acquire a thorough knowledge of same, so that he can answer intelligently any question a customer might ask in regard to them. In so doing the customer will gain confidence in the salesman, which is half the sale, and it will bring him back again.

Good Personal Appearance.

"A salesman should always make it a point to put up a good appearance, especially if he works in a clothing store; I don't mean that a salesman should go beyond his means in his dress, but he can be careful in selecting his apparel, so that he looks well-dressed. He can advertise the firm's goods more than he realizes himself. People who know you are connected with a clothing estab-

lishment are quick to observe any new garment you wear, and also note the cut and style of your clothing, hats and furnishings, so let us all be careful in our dress, and make as good an appearance as possible.

"How can a salesman best serve the customer to show the best results? In my opinion, this is the vital point in the success of any retail business. The salesmen can make a great showing if they will only pull together, and make it a point to be pleasant and courteous to every customer they meet; make them feel at home in your store, impress them with the fact that it is a pleasure to wait on them.

Bringing Customers Back.

"I can recall quite a number of instances where enstomers have come back to our store and bought from us because of the proper treatment we gave them. We can also well serve the store and the customer if we all are on the alert to approach customers and see that they are promptly waited on, whether it be in our own department or not. If the customer should want to purchase something in some other department than your own, and all the salesmen are busy, step in and show him goods, until you can turn him over to someone. It is impossible for the floorwalker to approach every customer who enters the store, and we can assist him very much if we all make it a point to meet customers and see that they are served. Let us have people who come into our store say it is a pleasure to trade with Browning, King & Co., because the salesmen are so prompt and courteous.

Deliver When Promised.

"I also think a salesman can well serve the customer and the house if he makes a note of what time the customer he waits on wants his purchase delivered; go to the tailor shop or bundle counter and impress on those two departments that they must get the goods out when promised. The salesman should get the customer to give the tailor as long a time as possible to make the alteration on his suit or overcoat; in so doing you help the tailor, and the customer is not so often disappointed in the delivery.

"A salesman can increase his sales wonderfully, and also the sales of other departments, if, after making a sale, he will suggest other goods to the customer. If a customer asks for a certain article or make of goods which you do not have in your stock don't let him get away; suggest to him that we do not carry the line of goods he asked for, but we have something just as good, and show him the article at the same time. In this way many a sale can be saved.

No Petty Jealousies.

"The salesmen of any store should always try to be on friendly terms with each other. Do away with the petty jealousies that come up in business; be honest and on the square with one another at all times. Never start an argument in front of a customer; it makes a bad impression.

"The salesman should always see that his stock is kept clean and in good order. It always creates a good impression with the customer if you can lay your hand quickly on the garment you want. A salesman should always work in harmony with the head of his department; help him in every way by making suggestions for the betterment of the department. It will be appreciated, I assure you, and it means the success of your store if you all work together. As I write this essay a great many things come up in my mind which apply to this subject, but will close now by making a suggestion. No doubt there will be many good things said here to-night, so let us all profit by what we hear, and practice what we preach; by so doing we will well serve the customer and also the store."

The second in a lengthy list of those judged worthy of a prize was by D. N. Jerauld, scarcely as practical or definite but still full of good ideas. He divided the subject of the value to the customer into three headings, Knowledge, Judgment and Enthusiasm.

The Risk of Bluffing.

"If ever 'knowledge is power' it is to the salesman who knows his line, and this is one of the prime essentials in dealing with a customer. A lack of such knowledge reveals itself in a weak



Suggestions for better display and store service



The "Wood" store fixtures, display cases, hold an elevated position in store-fitting of to-day. They offer the merchant valuable suggestions for better display of goods and better service to his patrons.

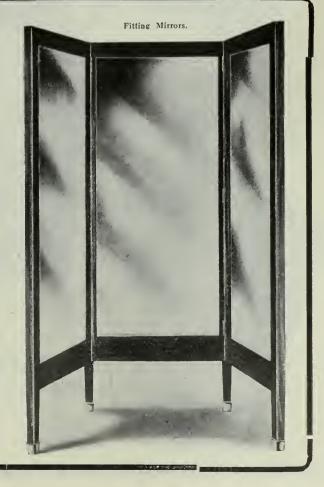
Our new catalog contains ideas which will prove of value.

CATALOG SENT ON REQUEST

Supply is limited, write for your copy to-day.

Round Top Umbrella Case.

H. L. WOOD & COMPANY Corner of Noble and Strickland Sts.



"MONARCH KNIT"

The standard for style, quality, workmanship



B 64

THE accompanying cuts and those in the following pages represent a few good values and styles in Knitted Goods in our 1914 range.



M 170

UR travellers are now on the road with the best range of Fancy Knit Goods ever displayed in Canada. They will show you new styles in Sweater Coats for men, women, youths, boys, girls and infants, also pull-over sweaters, toques, mufflers, motor scarfs, senoritas, skirts, aviation caps, and motor hoods.

The

Monarch Knitting Co., Limited

Head Office, DUNNVILLE, ONT.

Factories at:

DUNNVILLE

ST. CATHARINES

ST. THOMAS

BUFFALO

"MONARCH KNIT"

The standard for style, quality, workmanship



-

uncertainty on the part of the salesman, which has lost many a sale, and if he endeavors to hide it under a bluff he runs a chance of being discovered by a critical public.

"Second to a knowledge of his line, a salesman should try to acquire a fund of general information that can be used incidentally. Nothing so impresses a customer as to have a salesman able to converse intelligently on any subject that comes up.

"Judgment.—If knowledge is power, then judgment is the right use of that power. We often hear of a salesman who is resourceful, tactful and diplomatic, which really means that he uses good judgment. He uses it in handling his customers and catering to their whims. He does not forget that it is FOR THE SALESMAN.

Be loyal by working hard to sell the hard numbers.
Acquire a thorough knowledge of the goods.

Look well-dressed.

Be pleasant and courteous to every customer.

See that delivery is on time. Avoid petty jealousies in your department.

he is honorable in his dealings, positive in his statements relative to the goods he is selling. He avoids arguments, if possible, and exercises self-control in meeting the insults of customers, realizest point of efficiency. Enthusiasm is the 'ginger' of a sale; without it the efforts of the salesman are flat and tasteless, and the customer remains unimpressed. Goods enthusiastically presented are half sold.

"If we are enthusiastic in our work and over our goods the customer will catch the fever. We will repeat our division of qualities a salesman should possess to be of most value to a customer: Knowledge, Judgment and Enthusiasm. But the greatest of these is Enthusiasm; it is the keynote of the salesman's success.

"The second phase of our subject, namely, 'How Can the Salesman Be Most Valuable to the Store?' is in a large measure included in his value to the customer, for the one reacts to the good of the other. But there are perhaps a few points which I might suggest as having a more definite relation between the calesman and the store.

First Impressions.

"Fi.st—The salesman is under more obligation to the customer than the customer is to him. He should appreciate his customer and be on the alert to make as many as possible on the outside, by always having a good word for the store.

"Second—Nothing creates in the customer a desire to buy like stepping into a well-ordered and attractive department—well-kept stock, clean cases, including, of course, well-groomed clerks. 'First impressions are lasting impressions.'

"Third—The salesman should never forget to be watchful of his conduct, for customers are inclined to form from him their opinions of the house and visit upon it all his short-comings.

"Fourth— Be ever mindful of suggesting goods in other departments; a valuable salesman will always do this. Last, but not least, let the relation between salesman and management be most eordial, and that does not necessarily mean intimacy. Then let there be perfect co-operation on the part of the entire working force, and we challenge you to find a more ideal condition in any store in the country. In the common vernacular of the day, 'Can you beat it?''

COLORED WAISTCOATS

A N attempt is being made to enliven informal evening dress by having the waistcoat include colors such as red and blue distinctly but not conspicuously, while the use of color cannot be vetoed as the scheme is informal and so admits of considerable latitude, but there are many who would dislike to see it carried out to any conspicuous extent for fear it would approach too closely to the line where a sufficient differentiation from day clothes could not be made.



up to him to extract the almighty dollar from them with the least possible pain. He creates a favorable impression by being cheerful, polite, and, above all, having an obliging manner. Antagonism melts before a smile. The old motto of the photographer. 'look pleasant, please,' has sold many a customer. He encourages his customer to have implicit confidence in him and his goods. To do this ing that the ability to do these are a salesman's great assets.

'Ginger' of a Sale.

"Enthusiasm. — Enthusiasm has accomplished practically all the greatest undertakings of the world. The part it plays between salesman and customer is paramount. It multiplies the salesman's power and raises his ability to the high-

Are you waiting for a windfall, or—

are you climbing the business tree yourself and gathering in the big juicy apples and leaving the culls for others less ambitious? To-day, the man, the woman, the boy or the girl, who prepares for the better position is sure to get it and along with it, the better money. Start in now on a mail course in

CARDWRITING AD. WRITING or SALESMANSHIP

with the Shaw Correspondence School, and you will be on the first branch of the tree—Success. 'You can start six months from now, but why waste six months? Start now, and be better 'prepared to earn the bigger salary at an earlier date.

THE SHAW CORRESPONDENCE SCHOOL
Younge and Gerrard Sts.
TORONTO

S.C.S. TORONTO

Pléase forward particulars re the course below marked with a cross.

CARDWRITING
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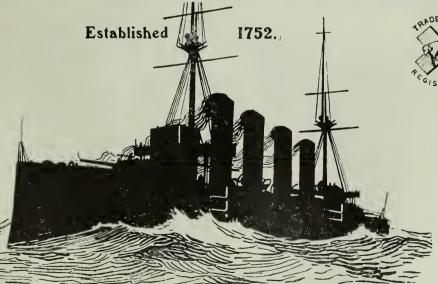
D.C

VANGUARD KNITTING WOOLS



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

> Hosiery Yarns, &c., &c.



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

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

Allover Flower Effects Supplanting Border End

Bordered Ends Not so Strong for Spring—Will Black Edging on Dress Shirts be Accepted in Canada? — Combinations of Bright Colors in Knitted Ties.



A type of all-over-flowered effects in silk ties that will be very popular in Spring. Note wide effect on collar. Courtesy of Stanley & Bosworth, Toronto.

THE tendency in ties favors the allover flower effects supplanting the border ends to a great extent, for Spring. This is true so far as England, France, Canada and the United States is concerned, and some very pretty designs are shown with the all-over patterns.

A tie which is quite popular just now is a loose weave silk, nearly four inches wide, which ties up very easily with a wide flare below the knot. It is made up in elub stripes and combinations of bright contrasting colors such as burnt orange and old rose, green and heliotrope, Paddy green and Royal blue. It is pinned down below the knot to increase the effect. It is a change from the narrow accordeon pleated.

A man who usually is well informed stated to The Review that the fashion of a narrow black border on dress cuffs and a black line down the front of the shirt would be recognized in Canada within a few months, probably next Fall. He thought the mushroom shirt would be included in evening dress (formal) wear as an easy fitter.

BACK BOW IN SOFT HAT REFUSES TO BE DISLODGED

(Continued from page 68.)

In all lines of headgear the standard of quality is advancing. Canadians continue to be satisfied only with the better grades. The cheaper ranges of hats and caps are being neglected more and more every year. One manufacturer went so far as to declare, "The fifty cent cap will soon not be on the market at all." Almost every retailer is found to be steadily raising the quality of the goods he carries, and the great demand for "specially" good headwear in a few quarters shows that there is much room for development in this direction on all sides.



SPECIAL RATES FOR CITY MERCHANTS.

Ottawa, Jan. 17.—The Post Office Department has not changed its attitude with respect to the provincial zone system for parcels post in Canada, the operation of which will begin very soon. The whole system was given most careful consideration before the plans were drawn up, Dr. Coulter, deputy postmaster-general, states, and he declares that he is unable to see how the Government can be accused of discriminating in favor of Toronto.

"There is no special rate from Toronto," he said to-day. "A London merchant ean send pareels just as cheaply as a Toronto merchant, and, in his own territory, should be able to do it more quickly. On the other hand, the merchant at Sarnia, St. Thomas or some other point would be entitled to raise just such objections against London as London has raised against Toronto.

Objections Were Met.

"It was to meet this objection on the part of merchants in smaller places that we made provision for a local zone of 20 miles, within which there will be a special rate. That is, for the area within



Double Ascot tie, a new and popular line, made up by Stanley & Bosworth, Toronto. Ends cover lower part of wings of collar. Note easier fitting collar.

20 miles of London there will be a rate that will offer special advantages to London merchants."

The view expressed here by those in elose touch with the question is that the parcels post, taken in eonjunction with rural delivery and the rural 'phone, should be of great advantage to the smaller merehants. An order sent in over the 'phone can be sent by parcels post and delivered within a few hours by the rural delivery. The same order sent to Toronto would not arrive until three days afterwards. Hon. Mr. Pelletier is known to be exceedingly anxious to make the system not only the most efficient possible for all parts of the country, but to bring it into operation as soon as possible. He had hoped to have it in shape by the first of next month. That, however, may not be possible, but an early opening up of the service is promised.

DON'T SAY IT.

From this good dope don't run away, 'Twill save you trouble day by day, 'Twill make you smile and raise your

'Twill help to make the old world gay; When you ain't got a thing to say— Don't say it.

Display Your Stock

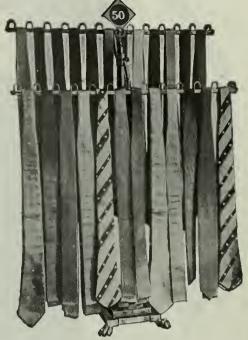


On Proper Forms and Fixtures.

Vest and Coat Forms are invaluable for this use—the cost is small and results large in profits for you.

The No. 1056 Tie Stand is just the thing you need to make your Spring neckwear sales the largest yet.

Send for our complete catalogue.
Write for it to-day



No. 1056, Tie Stand, Price, each \$5.50

Clatworthy & Son, Limited

- Toronto, Ont.

tana. Maximum Comfort and Durability at Minimum Cost. FIRST in the Field and STILL LEADING. Made on the GRADUATED PRINCI-PLE, and starting with TWO THREADS in the TOP, it increases in WEAR-RE-SISTING 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 George" Suspenders



Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

THREE-BUTTON SPRING SACK



This suit is three-button sack, the coat being medium long, about 31 inches, with notch lapel, natural shoulders and semi-form fitting back, sleeves a little narrower than formerly. The vest is cut rather high, and has six buttons. The trousers are straight-hanging, and a little narrower than heretofore. Cuffs may or may not be worn on the trousers. Courtesy E. G. Hachborn & Co.

GRADUATE RATES WILL SUPPLANT MINIMUM.

There has been considerable misunderstanding in connection with the reduction of express charges to be made on February 1 next as a result of an order of the board, and the Dominion Express Company hastens to explain matters before the regulations come in force.

The order refers to shipments carried

by two or more companies between points in Canada, and to shipments subject to graduated charges.

Section C of rule 9 of the conditions of carriage on classified shipments imposing, subject to qualification, a minimum through charge of 60 cents when the through or aggregate rate per 100 pounds is less than \$2, should be abolished on February 1. The qualification re-

ferred to in this section indicates that when the graduate charge under rate of \$2 per 100 pounds is less than 60 cents, such graduate charge applies instead of the minimum. Therefore section C will be discontinued and when shipments are carried by two or more companies there will then be a single graduate on the through rate without the minimum.



HINTS TO BUYERS

"NEW WAY" OF MERCHANDISING

"How to merchandise the New Way," is the title of a catalogue issued by the Grand Rapids Show Case Company, Grand Rapids, Michigan, and so great has been the demand for this unusul type of catalogue that already four editions have been run off. The book contains a number of fine, clear views of stores that use the "service" provided by this firm in revolving wardrobes, etc., and the idea is extended to plans of the stores, many of them laid out by the firm's special architects. The principle underlying the "New Way," is to improve the means for bringing the prospective customer in contact with the goods, showing the line to advantage; handling goods as they ought to be handled, saving clerks' time and labor, increasing sales and conserving profits. A big programme, but backed up by results published in this catalogue.



A NEW FIRM.

Tauber Brothers & Company have opened an office and warehouse in Montreal at 67 St. James Street, where they will handle a full line of general dry goods, and all kinds of jobs for the trade. They have branch offices in London, England, St. Gall, Switzerland; Plauen, Germany; Pernambuco, and Rio de Janeiro, Brazil With their wide buying connections this firm is in a position to offer to the Canadian trade some exceptional bargains in almost every class of dry goods. Buyers visiting Montreal will find it profitable to visit the warehouse of Tauber Brothers and Company.





Watch this advertisement for selling points of the famous

CHALLENGE COLLARS

—the favorites with male Canada

The Arlington Company

of Canada, Limited

58 Fraser Avenue.

Toronto

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





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

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

"The Phantom of Fear"

The imagination when seized with Fear will create things more terrible than either sickness or hunger.

A few days ago a young man was selected to present a business proposition to a number of manufacturing firms located in a large industrial centre. He had just completed a "college education," came of a "good family,"—his father had made a success in business, and as far as we can judge raw human material, he measured up, in mentality and in character, above the average.

But in the Scheme of Life, the value of a man's ambitions is determined, the quality of his character is tested, and the fibre of the moral and mental courage that runs through his being is developed and strengthened, by coming in contact with the realitics of life. No man can predict, with any degree of certainty, this thing or that of any other man until his sincerity has been called up for judgment before the Court of Experience.

After a preliminary training in New York City, this young man started on his first business trip; with all necessary information, money, opportunity, an unusual business proposition to place before his prospects and a fine position awaiting him as Assistant Manager of a Magazine, if he proved to be made of the right substance.

When the train pulled out from the Grand Central Station, facts, realities, verities and uncertainties came thudding through his brain. For the first time the threads of safety, certainty and security were severed. Day-dreams tottered and fell clattering one by one. College illusions and fancies were turned to for assistance, but these castles had crumbled to white ashes. Bubbles of conceit bursted and vanished,—the mirage had disappeared, and everywhere stood silhouetted the great black shadows of Reality—the necessity of dealing with life on the strength of his own courage.

WORK, a strange monster, with shapeless hands and stalking feet, confronted him at every turn. He planned to return home at the first station stop but did not have the courage—his entire being was frozen in a block of life's cold and rigid uncertainties. When he stepped from the train strangers were everywhere—humanity looked different than it ever had. He went to his room and retired at three o'clock in the afternoon. In a little while he arose and with trembling hands fumbled through his lists of business prospects, and each of these manufacturing firms had been transformed into a "phantom."

The next day he passed by the door of a few business houses but returned to the hotel without making a single call. In a little while he wired for money and when this came the fear of being forced to meet life on his own individual strength was temporarily relieved, but still the Night of Work hung about him like a dismal fog.

For twenty-two days he sat in the lobby of his hotel or turned restlessly in his bed, his mind constantly filled with the Phantom of Fear. Around every place of business he built, with his imagination, a wall filled with dark crevices in which lived the Ruminants, Owls. Bats and Dragons of Fear. On the evening of the twenty-second day he returned to New York City, pursued and beaten by a phantom—a thing that does not exist.

And the Phantom of Fear has forced the imagination to create all the ghosts and ghouls that ever haunted either the "grave-yard" or the courage of man.

I fficiency

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What We Shall Wear in the Spring

Tendency for Business Quarters to Develop Styles of Their Own — Brown Has Really Gone — Chesterfield and Balmacaan in Overcoats, Unlined—Brown Long Dress Bow Tie Replaced By Short—Wearing of Odd Trousers.

Some ideas of men's wear magazines

HE first Spring jacket suitings have shown a considerable preponderance of grey," says a London writer in Haberdasher, New York. "Stripe designs are losing favor, and check patterns seem to be on the upgrade. I write while we still have the winter to get through, and during the winter the brown suitings that have been left over will be used up to a certain extent; but brown has really gone. These brown suits have the stripe character, which the Spring will displace by checks.

In the matter of material, Saxonies and Angolas seem to be a little more in favor than last Spring. Cashmeres are still fashionable, and the bluish-grey tone which I liked so much continues to be quite fashionable. There is nothing at all to show that it will be the rage; but, as it is in line with the tendency towards grey and gives a little more color, it will certainly be wearable. For country wear, Cheviots and the harsher tweed called Bannockburn will receive a certain amount of favor; but I do not think it is going to be a tweed or a homespun season. As yet, however, it is rather early to predict with too much assurance what will happen.

For Business Wear.

The tendency for business quarters to develop styles of their own seems to be increasing. There has lately been a considerable revival of an old style which, when I was young, had quite a smart effect. This was a suit, consisting of a black jacket and waistcoat—in those days the jacket generally double-breasted—worn with light trousers. This is the suit with which city men, particularly on the Stock Exchange, first began to wear a silk hat at the same time with a jacket, to my mind an odious combination.

This style of suit is being revived, and its connection with the old idea is shown by the fact that the jacket, although not double-breasted, is cut rather square, and with lapels not rolling quite so far down as they are rolled in the ordinary lounge suit. This is in line with the general tendency; jacket suits are not cut with such long rolling lapels as they used to be. With the business suit that I speak of a wing collar is worn, and either a bow or preferably a small loose-

LONDON SPRING STYLES.

"Browns have really gone," in suits, and checks will replace stripes.

facket suits with shorter

lapels.

Double cuffs in overcoats and shirts discredited.

One-button overcoat finding favor for evening wear.

Unlined overcoats for business wear.

ended knot in a dark color. Shepherd's plaid trousers are sometimes worn with it, not at all unacceptably.

The Spring Overcoat.

Winter overcoats, as I predicted, run rather to nap cloths, and the strap back is an idea that has worked itself out. Double cuffs in overcoats and shirts, too. are entirely discredited. It is quite true that you see plenty of double-cuffed shirts in the ready-made shirt windows, but they have no fashionable vogue. For the Spring I think an unlined overcoat will very likely have a run. The so-called reversible cloths, having a different pattern on the back, do not seem to have caught on, and all that is required of an unlined overcoat is that the under-side of the cloth should look unobjectionable. The best makes of these unlined overcoats are made with satinlined shoulder, so that the coat may slip on easily.

It is difficult to say that there is anything new in the cut of overcoats. The one-button overcoat—the button at the waistline-is a good deal talked of, and for evening wear in the black evening overcoat it is not without its recommendations. The less buttoning you have to do on an evening coat the better. For the daytime wear a man is liable to have a walk in the wind, or ride in an automobile, and a coat with skirts that can be blown about with the wind is a nuisance. The collar of an overcoat for heavy wear is now generally made so that the lapel can be buttoned right across the throat without turning the collar up to the ears. This is an idea that was introduced some considerable

while ago, and it has so many conveniences, especially in these days of automobile travel, that it has quite forced itself upon the public acceptance. Of course, this does not go with the one-button ideas, and the latter is really an evening dress overcoat idea more than anything else.

We quite feel nowadays that evening dress requires an overcoat of its own. Just any coat used for all wear is not satisfactory for evening dress. What we use is a plain single-breasted Chesterfield in black, with a black collar and very often silk-faced lapels. Of course, this is nothing like so satisfactory as the antiquated evening cape overcoat fastening at the neck with a buckle-an overcoat that hung about a man like a cloak, and had a romantic mediaeval, Italian sort of effect. I never recollect a winter season in London when I have not seen a smart man here and there wearing this cape evening coat. It is not in the least fashionable: the fashion for it died long ago; but yet it can be worn any time purely by the grace of its own intrinsic comeliness.

A certain number of things not fashionable, yet never out of fashion, always exist. The blue indigo serge suit is another example of it. There is never any necessity to wear it; no occasion urgently demands it. Yet it is never otherwise than in good form.

The Evening Tie.

The orthodox evening tie of the day, always white, is rather broad, and ties into a somewhat short, fat bow. Butterfly evening ties are not at all worn, and the long bow of recent seasons has given way to the short one. The breadth of the tie redeems it from the paltryness sometimes associated with a small bow."

NATTY CLOTHES

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A T the Aerodrome, at Hendon, England, on a recent afternoon, some very natty effects in clothing were to be seen, says Men's Wear, New York. One of the aeronauts performing was very neat in a navy blue serge, double-breasted suit, over which a double-breasted overcoat of heavy navy blue box cloth, with belted back and

two side pleats, was worn. Lord Grosvenor, who was also present, wore a knitted Spencer overcoat, lounge suit of dark brown Scotch herringbone, and motor cap of the same material.

Sir Bryan Leighton wore a lounge suit and overcoat of a brown material, with a touch of purple in it. A black bowler hat and mahogany brown shoes and socks completed his outfit, which was perhaps the most fashionable present. His overcoat was cut doublebreasted and finished at the back with a belt and side box pleats.

A tasteful English costume was worn by Mr. Clifford Harman, who, it is said, is a wealthy American motor enthusiast. He had on a navy blue singlebreasted loose coat of box cloth, with fly front, double-breasted lapels and outside handkerchief pocket, a heavyweight navy blue serge suit, white buckskin gloves and a black hard bowler-a very neat garb.



BROWN SOFT HATS

NUMBER of high-class stores in several cities in the East this Fall reported dark brown hats were received with favor, and salesmen travelling in several sections report a good sprinkling of orders for this color for Spring," declares "American Hatter.' 'The introduction of brown hats by the leading retailers is assured of the support of the public, and as the Spring season develops the vogue will strengthen.

"In trimmings velvet bands are passe, but scarf bands will be a dominant factor. Incidentally a novelty in trimming has been introduced in the form of a leather band, which is very attractive. It is a thin leather with a small neat pattern cut out, to be used either plain, showing the felt of the hat through the design or with a narrow insertion of silk similar to the lacing on sweat leathers.

"In stiff hats, taper crowns are gradually growing in favor with the better class o trade. This, of course, means higher crown and narrower brim dimensions, with more roll to the brim. The best dimensions are 51/4 x 17/8 for this style. A novelty derby that is meeting with some success has a dish brim.

"In straw hats for next summer there is a strong tendency in high-class trade for soft braids, such as Milan and particularly in body hats, such as leghorns, Madagascars, etc., in shapes that follow the general mode of prevailing soft hat styles and trimmed with sash bands. These effects will be a strong factor in the coming straw hat season.

"Velvet bands with straw hats are not favored to the extent that the opening of

the season had seemed to indicate they would be. It is better policy for retailers to have their straw hats trimmed regularly, and then have a stock of adjustable bands for customers who require them."



SOME LONDON OVER-COATS

NEW double-breasted overcoat appeared lately in London, says Men's Wear London correspondent. Its distinguishing characteristic is the shaping at the chest, which is secured by introducing two seams, one on either side, thus making the front fit closer to the figure below the waist than is usual with a double-breasted coat. The coat falls just to the knees, has a loose back with centre seam and long vent. It looks particularly well in heavy blue box cloth or melton.

A coat combining the lines of both belted and Chesterfield shapes was recently noticed on the streets of London. It was a single-breasted Chesterfield, with a double-breasted lapel, the but-Waisted back tons coming through. and a belt laid on were further features of the coat. Four minute pleats at the top secure the Chesterfield shape; below the belt, except for a long vent, the coat was plain. It is a smart-looking coat, but it requires a smart man to wear it.



SPRING WALL PAPERS

PRINTED oatmeal ingrains are showing strong for Spring with many new and taking designs. A large number have effective borders, 9 inches or 18 inches in depth, and arranged so that they can be cut out.

"There are many charming foliage and floral independent tapestries," says a large manufacturer. "These are printed in rich dark colorings and also in soft tones to suit each particular requirement. Many of these by aid of the ink embossing process, closely resemble the actual fabric. Engraved burlap and other interesting fabric grounds are an innovation which will certainly appeal to the aesthetic taste of the consumer of high class wall papers. These with the Ooze and Cordova Leathers are shown in the plain goods with an exquisite scenic frieze and also with a cut-out frieze and base of elassic scroll design. There are also trimmers provided for these engraved papers which are brought out in the bright clean colorings which are being introduced in the latest decorative

styles. A number of appropriate patterns are printed on these engraved grounds, some with crown and base treatments and others with 18 friezes. Wash colors are used to a large extent so that the grain and weave of the engraved under-print is not obliterated, but plainly shows through the transparent coloring matter."

There are wide lines of independent ceiling papers, including ink-embossed. for use in halls, libraries, etc., with new samples of white and cream grounds. Some are being shown in tapestry finish in a variety of shades to blend with any kind of wall coloring.



KEEP TRACK OF COSTS

The end of the year is, in fact, a time when the merchant should endeavor to probe to the foundation of every phase of the business. He should "get behind the totals."

When the books are closed he finds that the total cost of doing business for the year has been, say, \$9,000. Reckoning on the turnover this figures out at about 20 per cent. This is the percentage that he has found necessary in past years so he feels convinced that his business costs are down to an economical basis and does not investigate any further.

A merchant located in an Eastern Ontario town once got the economy bee in his bonnet—as he himself phrased it and started in to study store expenses. He had been doing business on a twentyone per cent. basis prior to that and had believed that to be a fairly average allowance for costs-until he met another retailer doing business on somewhat the same scale who was getting along on eighteen. It was this meeting which got him started on the cost economy.

In the next two weeks he located an astonishingly large number of small leaks-little things which were unnecessarily costing him ten cents here and a quarter there, small items in themselves but gigantic in their total. There was a remedy for all of them, simple enough to find when the need for it was recognized. A little more system was the remedy in most cases.

The installation of red bulbs to show when the lights were left on in the cellar made quite a difference in his monthly electric light bills. A system for the checking of all material which went out on tinning and furnace work. wrought marvels in that department, loss of supplies being reduced to a minimum. And so on all down the line. He was able in time to get his expenses within the 18 per cent. mark, and that without scrimping in any way or putting a check on expansion in any direction.



Cur new Fall range is now being shown by our travellers.

Our samples include the best-selling lines of former seasons, as well as the latest novelties of the world's big mills.

Be sure to see our samples. You cannot afford to pass them by, for our values are the best being offered.

We are prepared to serve you with your immediate needs and will be pleased to submit samples.

We make a shirt for every need. Let us show you.

Quality is the highest and prices the lowest.

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-bring to you the means of mechanically doing important work heretofore done by hand, and at the same time doing it much better, quicker and cheaper. ASK YOUR NEIGHBOR!

Wire, Cable, Tube, Belt and Pickup Carriers.

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SERVICE

MILLER BRAND Duck Clothing







"AHEAD OF ALL"

Our duck service and specialty clothing comprises all the popular styles for all classes of trade. We are masters in the art of tailoring uniforms for Cooks, Waiters, Barbers, Bartenders, Butchers, Grocers, Doctors, etc., and guarantee every garment to give absolute satisfaction.

The "Miller Ahead Of All" label is also found on the best-made Militia and Cadet Khaki Uniforms, Boy Scout and Girl Guide Outfits, Choir Vestments, Academic and Professional Robes.

Let us know what you are interested in and we'll send catalogue and prices.

The Miller Mfg. Co., Ltd.

251-3 Mutual St., Toronto

A SAMPLE ARTICLE -

Salesmanship and Service

By W. M. Van Valkenburg in The "Retrado"

NOTABLE change has taken place in the last few years in the me-A in the last less jeuns thods of retail merchandising. In the old days, "let the buyer beware" expressed the attitude of most shopkeepers towards the buying public. The aim was to make a profit at all hazard. The one-price store was a rarity; exchanges were seldom granted, and then grudgingly. If the article bought was not satisfactory, that was the buyer's misfortune, but imposed no obligation upon the merchant. The practices of the trade were such that haggling over the price and standing by the bargain once made were accepted as a matter of course.

Far-sighted Policy of To-day.

To-day every reputable store makes one price only to one and all customers. Moreover, exchanges and refunds are freely allowed. Experience has found it to be good business. It is a far-sighted policy. The petty losses of to-day are more than offset by continued patronage from satisfied customers to-morrow. A hard-fisted, grudging policy in the handling of complaints will mean restricted business and slow growth.

"Service is continuous" is the maxim by which the merchant must shape his policy. Competition on the selling end of the business is growing keener than on the buying end. The buyers of all big houses meet and mingle in the same markets. They have access to the same goods and buy on the same terms.

Demands Best Type of Service.

Then the features that distinguish one store from its competitors, that make it stand for something distinctive and characteristic in the mind of the shopping public, are the features of its service that excel those of its rivals. And here is reached the aspect of the question of most significance to the salesman and saleslady. Successful merchandising demands the best type of service to customers, and this, in turn, demands a well-trained, courtcous, intelligent force of sales people. The public must be attracted to the retail store, not merely by the advertising of new goods and bargains, but by the assurance and maintenance of fair, intelligent, and liberal treatment. With so many points of contact with the customer, it is obvious that successful selling depends largely on a thoroughly trained organization. Business success requires inventories of the mental stock as well as of the business stock.

"Know your goods." If you know of any interesting process through which an article passes in the process of manufacture tell your customer, create an interest in the article, get on his side of the fence. Your prospective customer doesn't care one cent for what you have to sell until you can show him that you have something that will benefit him.

Fairly Heavy.

A customer who knew that the weight of a desk had something to do with its value, asked what the weight of a certain desk was. The salesman did not know. Taking hold of a corner of the clesk and lifting he remarked that it was "fairly heavy, though." Now the customer had read in a mail order catalogue that his local dealer would ask the same price for a light desk that the mail order house would ask for a heavy, substantial one. The customer had a motive in asking the weight; he was mentally comparing values. He went out without buying, when, by being well informed or making an effort to supply the information, the salesman would probably have closed the sale.

Pointless, Blanket Claims.

Pointless, blanket claims are the curse of salesmanship and advertising.

"Best sardines in the world" is over used and general; "Tender, spicy little fish from the coast of Norway, packed in pure olive oil," is specific, illustrative and desire-creating. Other essentials we will enlarge upon in some future issue.

Suggestion in Selling.

"Suggestion in salesmanship." We think this the most important point to be discussed at present.

The word suggestion means very little to the average man, and yet suggestion exercises a marvelous power in politics, religion, medicine, salesmanship and advertising.

Here are two valuable laws for all salesmen to keep in mind:

- 1. The subjective mind is amenable to control by suggestion.
- 2. The subjective mind is incapable of controversial argument.

Let us remember that we cannot antagonize and influence at the same time. For this reason a good salesman will not controvert what his prospective eustomer says, nor argue with him or her in any way.

There are four kinds of suggestions: Positive and negative.

Direct and indirect.

The positive says, "This hat will give you excellent satisfaction;" the negative says, "You wouldn't want this kind of a hat, "would you?"

The positive says, "You can get two collars for a quarter and save a nickel;" the negative suggestion accepts the 15 cents and says, "That's all, isn't it?"

Suggesting Negative Response.

The direct suggestion is a positive suggestion made by one man to another. The indirect suggestion is a suggestion made by a third party. For instance, you ask Jones how he likes a certain stove. Jones says it is fine, couldn't get along without it. That suggestion coming from Jones is far more effective than if it came from the man whose business it is to sell the stove.

We will contrast results of positive and negative suggestion. The grocery clerk said to his customer, "You wouldn't want any oranges, would you?" She said, "No." Didn't he tell her she didn't want any!

Questions such as "Can't I sell you a pair of shoes to-day?" put to the customer after he has bought a suit, usually brings the answer, "No." The very wording and inflection of the question usually invite the negative answer. The idea that the salesman wants to sell something more arouses the customer's defence. He is not out to spend all his money, and he is quick to resist such suggestions. The salesman should have said, "You will need a pair of nice shoes with this suit, will you not? I'd like to show you something you may want now or later." Negative suggestions-Suppose a young man decides to get married; suppose he edges his way to his lady-love and says, "Mary, you wouldn't want to get married, would you?" Do you think he would get her? Not unless she thought it was her last chance.

Using Chloroform.

I went into a store the other day to buy a collar. The clerk said "Something?" I told him I wanted a collar. Now, why didn't that clerk take it for granted that I was there for something and ask a positive instead of a negative question? Well, I handed him the fifteen cents, and he said, "That's all, is it?" and I walked out. Instead of chloroforming my mind into inaction by saying "That's all," suppose he had offered me two collars for a quarter and called my attention to ties, shirts, etc., and if some other department was offering a special bargain in some article that would be of some use to me, why not direct me to that department. It is

(Continued on Page 86.)

Analyzing the Retail Buying Public

An Investigation Carried on by One Store Into Reasons People Had for Shopping at Others in District—Tactful Adjuster Followed Up Each Complaint—Points of Weakness.

EPARTMENT stores of the older so distinctly in a class by them-type used to feel that they were selves that it would be impossible for anyone outside their own domain to give any information that would help solve their individual problems, writes M. L. Anthony in The Efficiency Magazine. What does a woman want to buy? Where does she prefer to shop? What advertising argument appeals most to her?

It, therefore, revolutionized things when an advertising man who had been successful in the manufacturing field, asked his new employer, a retail merchant, for more concrete data.

He had before him all the usual 'shoppers' comparative reports.' He knew from these what each store in the city was carrying, and how prices compared with those of the same line of goods in his own store. He had criticisms on window decorations and displays. He had time-sheets showing the drawing power of every big "Special Sale" his competitors had, even down to just how many customers "looked" and how many purchased, between ten and eleven, eleven and twelve o'clock and so on.

"Yes," he said, "this is fine. It is invaluable. But what I want as well is concrete information direct from the people who don't come to the store. Why does Mrs. Jones go to Brown Bros. for shoes when we carry the same line? Why does she go there for china and come here for linen and furniture? Our comparative reports show that our line is as good as any in the city."

The merchant demurred for a time, but finally the advertising man won his point and a campaign was started to get the unusual data. This demanded that investigation be made not only in the city proper, but also in a group of towns within a radius of thirty miles of the store.

Each investigator was required to give detailed information on a list of questions.

- (1) Consumer's name?
- (2) Address?
- (3) Number in family: Men, Women. Children (sex)?
- (4) Which store do you prefer for general shopping? Why?
- (5) Which store do you patronize for special articles?

DISCOVERIES.

Adjuster followed up each complaint at once.

One lady had to tell condescending clerk she was buying cheap furs for her cook.

Parcels delivered at different

Exaggeration in reducing prices.

- (6) Which days of the week are most convenient for you to shop?
- (7) Which store has the best delivery service in this town?
- (8) About what is the average amount you spend on your shopping trips?

In addition, the investigators were required to make notes on surroundings, character of household equipment, furnishings, etc.

There were many and varied reasons. "Because I have always bought there," was a familiar reply to the second part of question number four. When asked why they had always bought there they would admit that they had no particular reason.

It was found that one store had built an exceptionally great amount of goodwill through its superior adjustment methods. Instead of permitting the customer to follow up her complaint by repeated letters and telephone calls until she had the annonyance deeply impressed on her mind, the store took a different As soon as a complaint was made, a tactful adjuster took the matter in hand, and by personal call and followup not only straightened out all tangles and adjusted the matter satisfactorily. but saw to it that the customer was impressed with the store service and left in a wholly favorable attitude of mind. This sort of personal effort left its impression and resulted in a general feeling among a large group of women that that one particular store was strong on "personal service.

Another important item in the investigation was the delivery system. One store would deliver within twenty-four hours; another store only two or three times a week. In one case the men on the wagons were always courteous, while the other men seemed indifferent and often impertinent. One firm delivered everything at one time; another came straggling along with the little bundles in spasms from six to twenty-four hours late.

Another item of interest which the investigation disclosed was the attitude of the club women and the women of the better class toward comparative values in advertising. There was a great deal of criticism of one house in particular, a house that had always had good standing in the community, but which clung to the comparative values in its advertising. The women seemed to feel that they were not getting a square deal. They read the advertisements and went to the store on account of the old-established reputation. They found that \$75 suits at \$39 were misquoted values. The suits were probably good value and had orig-



The semaphore is a new line in store display, but "it is a winner," according to a proprietor of a Los Angeles store where it was installed. In regard to this device, "Popular Electricity" quotes him as saying:-"Many a customer has stopped at the unfamiliar sight of a semaphore on a store front, and entered to ask questions, usually making a purchase before leaving. Others watch the flashing light, the rising and falling arm, and then drop in with such a remark as 'Well, I saw your stop signal, and followed it.' It is inexpensive to install. One of my clerks originated the idea and constructed the upright and arm from pine boards, and a sign painter did the lettering at small cost. The operation of a small motor keeps the arm in motion and the cost of power behind the colored panes is very slight, compared to the results."

inally sold at \$45 or \$50, but they were not worth \$75 and never had been sold at that figure.

Another store, in many departments. had lofty clerks, who became quite condescending if a customer wanted to make a modest purchase. One well-to-do woman said she had closed her account with this store because of an exaggerated case of hauteur of one of the clerks. She asked to see furs such as she supposed would be satisfactory to the woman for whom she was purchasing them. When asked if they hadn't something at a lower price than those which she showed, the clerk became unsufferably rude, until the customer said: "I want a set of warm furs for my cook." Presto! The clerk was as subservient as possible. But an unpleasant impression was made and fatigue had caused the woman to make her purchase in that store, and she never went there again. This same sort of complaint came up in a number of of cases and it was evident that that particular store was losing trade daily.

The data obtained by personal investigation of this sort supplied the advertising man with an excellent basis for determining:

- (1) The kind of arguments that appealed to department store patrons.
- (2) Days when it was most convenient to shop for most women.
- (3) Average buying power of patrons.

In addition, it gave the most concrete material for meeting points of competition hitherto unfelt and improving store service at the weakest spots. When the reports were tabulated it was possible to graphically show:

- (1) Proportion of population served by the store and each competitor.
- (2) Proportion of surban population served.
- (3) Comparative strength of various departments of all stores from the consiumers' viewpoint.
- (4) Total possible sales to be made in any department.

Salesmanship and Service

(Continued from page 84.)

the business of a salesman to-day to do a lot of thinking for his customer. If he doesn't, some one else whose mind is awake will get a lot of the business.

Had Troubles of His Own.

Here is an illustration which shows the negative effect of a suggestion which queers the sale. A farmer came to town to buy a binder. He looked at one binder, was satisfied, and about to buy. At this point the salesman, thinking he would make a hit more and close the sale immediately, said: "I'll tell you, this binder has given us very little

trouble." Now this farmer was not looking for a binder that was going to give him even a little trouble. He had troubles of his own. That one suggestion scared him away. He went out and bought a binder from a salesman, who said: "This binder has given us excellent satisfaction."

Positive and negative suggestion divide all clerks into two broad classes. The negative clerk is an order taker; the positive clerk is a salesman in the true sense of the word.

Order Taker vs. Salesman.

The order taker says: "Yes, ma'am; a tube of tooth paste. Is that all?" The salesman wraps up the tooth paste and suggests a new tooth brush, or calls attention to some new toilet preparation just received.

The order taker causes the customer to say to herself, "Yes, that is all I want here." The suggestive questions of the true salesman causes the customers, before the original transaction has been concluded, to question themselves as to whether they do need a new tooth brush or some of the articles that have been casually mentioned.

Determines Quantity.

The suggestion is a factor in determining the quantity that a customer will buy for instance. Hard boiled candy is sold at 40c per lb., or two ounces for 5 cents. Some salesmen when asked the price by a customer quote 2 ozs. for 5 cents, and will make a 5-cent sale. If the quotation made is per pound, the least quantity sold will be a quarter pound, in many cases a half or a pound. In many eases all tinctures are sold by the fluid ounce. If you quote 10 cents per ounce, the customer usually says. ' Put me up 10 cents worth,' whereas by having the article ready bottled in 25cent sizes you have little difficulty in selling the increased quantity and your sales percentage is augmented.

Why Mark Twain Gave Nothing.

Closing the sale is usually very easy, the customer offering the money or voluntarily suggesting that he is ready to give a definite order. At other times the closing is the most difficult part of the sale. A successful closing depends largely on knowing when to stol the demonstration. Don't talk too much. Mark Twain delighted to tell of a missionary talk that he once heard which so moved him that at one point of the sermon he was inclined to give \$5. As the minister continued to talk, the enthusiasm dwindled until he was willing to pay only \$1. and finally the speaker became so much of a bore that when the basket was finally passed the celebrated listener gave nothing.

The Time to Close.

The best time to close is when the selling points in favor of the goods have been piled to such a height and with such an intensity that they outweigh the objections in the customer's mind. Then, suddenly, the customer feels that the goods are right. This is the time for the close. It is difficult to tell how this time may be recognized; its recognition comes mostly from intuitiou; it must be felt. Even if a salesman has not said one-half of what he intended to, he should close when he feels that the customer is ready to buy.

KING ALFONSO IN PARIS

King Alfonso, upon his arrival in Paris lately is reported to have worn a dark green soft felt hat and a brown traveling coat cut with Raglan sleeves. On another occasion, at the Hotel Meurice he had on a silk hat, a black double-breasted frock coat, fastening with three buttons and with lapels half faced with silk. His trousers were of a dark combination of black and white. He was stopping at the hotel incognito.

──ङ── FUR COATS IN PARIS

In spite of the lack of extremely cold weather over there, some fur coats in restaurants and at the theatre have been noted. One of them seen after a performance at the Rejane Theatre is said by authorities to be the style proposed by the leading Parisiau tailors this season. The front is double-breasted, with a long wide Persian lamb collar, the garment fastening with two buttons and braided loops. It is cut very full.

Another model is described as being lined with silk and looked exactly like many of the belted coats. The sealskin collar was narrow but long, and the front was finished with two rows of three buttons. The waist was very well defined and the skirts were short and hugged the figure. The back was finished like a frock coat with the exception of a vent between two tuck pleats which were set very close together.

Midland. Ont.—Fire caused losses to Aikens & Co., tailors, and Christina M. McLeod, millinery.

Sarnia. Ont. — Fire caused loss to Smith & Ash. dry goods.

Montreal, Que.—The Britannia Cloak Manufacturing Co. have been registered.

Listowel, Ont.--J.S. Gee, general merchant, is retiring from business.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

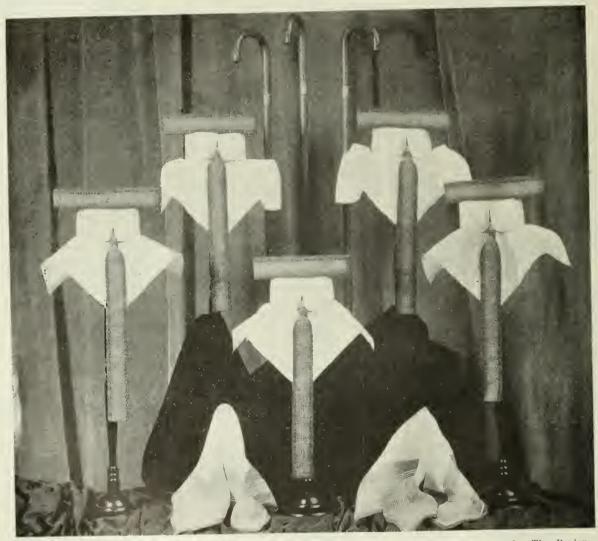
Jowelry	Pearl or moonstone links and studs	Gold or jewelled llnks and studs, gold bar chain	
Boots	Patent leather, buttoned cloth or kid tops, patent leather pumps	Patent or dull	
Socks	Black, grey blue or deep blue or deep blue or silk or other lite suede subdued color	Of silk, to match tile.	
Gloves	Pli Wh	Chamois best, or suede or tan cape	
Tie	Butterfly, with round or straight ends, plain white or small pique pattern	Butterfly, as above, black satin, figured silk or color to match waistcoat	
Collar	Poke	Plain fold or wing	
Shirt and Cuffs	Stiff, with single cuffs, white, plain or small plque, two stude showing	White, stiff or soft. If latter, fine tucks, double cuff, sem!-laundered	
Hat	High silk, with broad felt or corded silk band	Derby or black or grey soft	
Trousers	Same material as coat, one broad or two medium braids	Same material as facket, one broad or two medium braids	
Waistcoat	Single breasted, white semi-V- shaped, with	Same material same oot or material as facing on sa facks as facing on broad ast, with breast, two medial facing.	
Material	Black, dress- ed or un- dressed, worsted, plain or fancy werves, dull facings. Blue occasionally worn.	Black or Oxford grey, single breast, with dull facing.	
Coat and overcoat	Swallow- tail Chesterfield, slngie breasted, inverness and Spanish cape, or cape overcoat,	Jacket Same overcoat as above.	
Occasion.	BALL, FGEGETION, FORMAL, DINNER, THEATIRE, EVENING	INFORMAL CLUB, STAG, AT HOMB, DINNERS	

DAY WEAR

1			((
	Gold or pearl uncut jewelled ornament, jewelled pin	Same && above	Something very plain	Same as
	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Buttoned patent leather, plain tip	Black or brown, plain or the plain or the plain uppers, uppers, laced, or laced, or cross tip or cross tip	Black or brown lace calf, low or high plain tip or full brogued
	Dark colored silk	Dark colored sllk	Cotton, wool, brown, plain isle, shades or fancy uppers, wool to when harmonize, laced, plain barmonize, or cross tip	Wool to harmonize leather looped legging, Highland galters
	White or grey glace kid or suede, white buck	Same as above	Tan, red, chamols, colored or white buck	Same as above
	Once-over, or four-in- hand or Ascot in solid colors, black, white, grey or pastel shades	Once-over, or four-in- hand or bow, same shades as above	Four-in- hand or bow in	Same as above
	Poke or wing or plain band	Foke or wing	White, wing or turnover	White or turndown to match shirt
	White, single cuffs.	White or colored; If latter, cuffs, white and single	White or colored, single and double cuffs, may match	Flannel or Oxford suffings, double cuffs
	High silk, with broad felt band	High silk, broad band	Derby or Alpine	Cloth, felt, Alpine cap
	Black worsted, with white or colored stripes, or dark grey striped worsted	Same as above	With black factoring and control of the control of	Same as suit or fannel; knicker. bockers with strap and buckle, knicker. bocker breeches
	Same material as coat, double breasted, or of fancy	Single breasted with collar, but without collar if braided and of same material as coat	Single breasted like jacket, or fancy to harmonize	Single breast like sult or fancy knitted amb's
	Black or grey lamb's wool, worsteds, worsteds, brailed edges.	Same as above	Flannels, worsteds, Saxonys	Tweeds, cheviots. bomespuns, flannels
	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Cutaway coat Same overcoat as above.	Single and double breasted jacket and walking coat	Norfolk or slacket, slacket, slacket, double breastefield, Kaglan draped, Highland eape, S.b. ulster.
	AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	AFTERNOON TEA, PROMENADE, BTC.	BUSINESS, LOUNGE AND MORNING WEAR	MOTORING. GOLF. COUNTRY, DRIVING

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, propared this chart for The Review

The New Tendency in Men's Wear Trims



Window Trim of Budds. New York

From photograph taken for The Review

This unit display in the Fifth Avenue store of Budds is typical of the new movement in men's wear trims in many of the more exclusive stores. The most novel point about it is that it is a display of one line of cravats only, the five all being the same. Its simplicity in arrangement, and the lack of variety or of numbers, or of crowding, and the systematic manner in which the groups of two ties and a collar are set up are readily noticeable. The only accessories used are three canes which are becoming a favorite addition in many stores' displays, and two handkerchiefs with bordered ends, —a new fashion,—and be it noted, the patterns and shades are copies of the tres themselves. The plush "flooring" and the background which appears to be a curtain, are also typical of the new departure. This display is one of the neatest seen of late in New York.

A QUESTION OF VALUE



Canadian Window Trimmers' Association

A QUI	ESTION OF VALUE				
Send was heard to say that the addresses demonstrations were worth 50 times price of his membership fees.					
	You may think that this trimmer in a moment of enthusiasm placed a monetary value on his membership in this association which he would perhaps not make in a calmer moment. However, the fact remains that membership in the C. W. T. A. is				
	Actually Worth Far More				
	Than The Membership Fee				
	Nineteen fourteen programme will be bigger and better than ever				
	APPLICATION FOR MEMBERSHIP				
F. J. THOMPSON, Secretary C.W.T.A 52 Stanley Stre St. Thomas	Date				
I hereby enclo	se the sum of Two Dollars for membership in the Canadian				
	have had years' experience.				
AD MAN CARD WRITI WINDOW TR	SignedER				
F. J. THOMPSON, Secretary C.W.T.A 52 Stanley Stre St. Thomas I hereby enclo Window Trimmers (Mark X on Diag) AD MAN CARD WRITI WINDOW TR	Window Trimmers' Association Date Date Set, Ont. See the sum of Two Dollars for membership in the Canadian of Association. I am now employed by have had years' experience Signed ER				



This is a type of English Balmacaan. This and a modification will be worn in Canada this Spring in homespuns and fancy suitings, with collar and lapel rather than being close-buttoned. Courtesy of Kenneth Durward, London, Eng.

Turning to Loose Fit Overcoats

Balmacaan Will Be Made Up in Homespuns and Fancy Suitings — Chesterfield Still a Strong Favorite.

T ALKING of Spring overeoats, the buyer for a high class men's store in Canada thus sized up the styles for The Review:

There will be striking patterns such as cheeks and overplaids, and, to use a common expression, they will be quite "noisy." It will take a man of courage to wear some of those I have ordered.

In style there is a strong feeling for the loose-fitting Balmacaan. Ordinarily so far, this has been made for evening dress but we are having it made up in homespuns and fancy coatings. It has a raglan sleeve, and indeed may be called a cape with sleeves. The coat is very loose-fitting at the bottom and is easily put on. It is quarter silk lined and made with just the sleeves.

The seams are taped with the same silk or satin as the lining, so as to give a nice finish.

In general Scotch homespuns, Irish homespuns, Harris tweeds and cheviots are all going to be in vogue for Spring coats.

Irish homespuns, Connemara and Kerry tweeds have preference over the more general kind known as Donegals.

There is, indeed, not much change in styles. The most radical is the turn to the Balmacaan, from the narrower, more contracted garment to the loose slip-on effect.

For general wear the plain Chesterfield coat is still a strong favorite and is praetically the same style, holding to natural lines.



GRAY AND BLUE COATS.

With regard to eolors and fabrics, gray woolens are said to be the favorites in the dressy coats, as well as a number of blue shades, such as gray blue, mauve blue and deep slate blue. At the last races light grays and blues were the leading shade and while some browns were seen the latter shade was confined more to the automobile eoats. Rough Shetlands and vicunas were the popular fabrics.

HINTS TO BUYERS

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

THE "I WILL" MAN.

Grafton & Co., Hamilton, attracted considerable attention by a novel style of advertising in which matter appeared over the name of the "I Will" man. The "I Will" man, after a pretiminary cauter, offered a price-cutting sale to the public.

THE "LONELY" SALES

Semi-Ready extended their "Lonely" sales this month to nearly every town

and eity where they are represented. This striking term is copyrighted and local dealers report that it is easily remembered and awaited with interest cach year.

----- COCKBURN & BUNDY.

By an Order of the Lieutenant-Governor in Conneil, the name of Coekburn & Rea, Limited, has been changed to Cockburn & Bundy, Limited.

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J. B. GOODHUE CO., LTD.

The business of the J. B. Goodhue Co.. Rock Island, Que., manufacturers of overalls, coats, shirts, pants, etc., has been taken over by a new company under the name of "The J. B. Goodhue

Co., Ltd., with a capitalization of \$100,000. The former management in the office and factory continue with the new company. A charter has been applied for.

Condensed Advertisements

FOR SALE

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

POSITION WANTED

OPEN FOR FOSITION—SUPERINTENDENT or service manager—man with 10 years' experience in devising service system. Have originated large number of systems, check book, etc., in use by large stores in Canada and United States. Best references. Apply Box 49, Dry Goods Review.

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You Wish to Become a Well-Read Man, Do You Not?

Each of us can probably recall to mind among his acquaintances one or more men who appear to be so well acquainted with any subject that may be brought up for conversation that they are able to enter upon a discussion or give information upon the matter whatever it may be. They are men to whom we instinctively turn for information whenever any question crops up with which we are unacquainted and upon which we need enlightenment.

At first sight there appears no particular reason why these men should be better acquainted with any particular subject than we ourselves are. They may have had no advantage over us in the matter of education. They have probably not travelled any more than we have, and as far as we can see there is no reason why we should look to them for information on diverse subjects rather than to any other of our acquaintances.

What then is the reason for this deference we consistently show them by asking their opinions on this or that question?

Consider any case, as referred to above, which may occur to you and you will find it is because your friend or acquaintance is invariably what we would call a "well read" man. No matter whether the subject under discussion be the past or present history, political or social, of our own or any other country, whether it be of noted writers, painters, politicians, celebrities of any kind or of any country, the latest discoveries or inventions, the best opinions expressed by the foremost writers of the day on present questions of most vital interest, he is able to take an intelligent interest in the conversation and to contribute his own quota to the discussion, probably expressing some viewpoint new to his auditors.

You will doubtless admit that such a man occupies to some extent an enviable position among his fellows; and the object of this article is to show you how by the employment of a small portion of your leisure time regularly, methodically, and at practically no expense to yourself, you can also occupy this enviable position and become one of those well-read men, to whom your friends will turn for information whenever they may be in need of it.

You have, of course, heard of MacLean's Magazine and have probably at some time or another seen a copy. It is a purely Canadian Magazine, and was originally called the Busy Man's Magazine, a title which explains the idea upon which it was originally founded.

The average man of the present day is too much occupied in his business avocations to devote a great deal of his time to literary pursuits. In many cases the daily papers form the extent and limit of his literary experience. Now, while the reading of the daily paper is practically a duty which no live merchant should neglect, the man who is ambitious of improving his mind will feel a desire for a little more than the daily or weekly magazine can give, and this is where MacLean's Magazine stands ready to give him a helping hand.

The February number is particularly interesting and a source of interesting information. It is brimful of good instructive reading, containing just that information which is most beneficial to busy Canadian business men to keep them in touch with things Canadian.

Secure a copy from your nearest newsdealer to-day, and become acquainted with Canada's foremost magazine.

Price 20 cents a copy.

Subscription \$2.00 a year.

THE MACLEAN PUBLISHING CO., LIMITED

143 UNIVERSITY AVENUE

TORONTO, CANADA



Do you get the clothing trade of the young man who buys your best furnishings?



There are very few stores which do not have a certain class of young men, and older men too, who buy good furnishings, but go to the tailor for their clothing. You can get this trade by having the

Crown Tailoring Outfit

This outfit consists of our latest books of samples, measuring equipment, style charts, signs and complete instructions. It enables you to give this class of trade a first-class tailoring service without a cent of outlay. This service is the best in the country. Behind every Crown Tailoring garment is an established business with a "square deal to all" policy as well as facilities which enable us to turn out garments that defy competition and give complete satisfaction.

The smallest order you send in is given the same careful attention that the high-class city tailor gives the orders of his best-paying patrons. Our aim is to give a service that is beyond question—one hundred cents for a dollar.

There may be a Crown Tailoring agency in your town—there may not be: no matter, your request will get prompt response. Why not write now?

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO

MENS WEAR REVIEW.

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FEBRUARY : : 1914

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

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These ADVERTISEMENTS

are appearing in thousands of daily newspapers in Canada during the winter months.

Have You A Sufficient Stock of KUMFORTS

to meet the demands of your customers for this popular seller? If not, send your order to-day to our nearest branch.

CANADIAN CONSOLIDATED RUBBER CO., LIMITED

Montreal

28 Branches Throughout Canada



MEN'S WEAR SECTION

Ingersoll Merchant uses Axiom of Euclid to Increase Sales of Men's and Boys' Wear

Seven Display Fronts in Place of Two — Combines Men's and Boys' Clothing and Furs on One Side of Store — Carries Out Advertisements to the Letter.

A STORY of a men's wear store in Woodstock, Moore & Doherty's, where the single window had been transformed to two with oval curves at the front corners because they would be "the only oval windows in town," was told in the last issue of The Review. In this article, an Ingersoll store is mentioned, that of George Naylon, that has windows that are in a class with few others in the province, as will be seen by referring to the accompanying illustration.

Both these—as others already described—indicate a feature in present day methods in connection with men's stores,—the development, to the utmost, of the possibilities of window display.

Windows Their Best Ads.

Many leading men's furnishers hold that their windows are their best advertisements; that the taste and originality in trimming and the quality of the goods set forth, are more than any printed word can be, an index of the character of the goods within. There has come to be so little, comparatively speaking, of the stock in a men's store that can be classed as staple lines, such as any merchant, good or poor, can be relied on to keep. Time was when all collars looked alike, and there was a sameness in ties, in shape, fabric and design that enabled a man to pick one out with his eyes shut, provided only the color was told him. There was the regulation dress tie, so much so that a man who was ordinarily careful and tucked it away in its little box in his drawer, could pull it out next winter and be quite in style. Chances are he repeated the performance three or four years before—or after. Season after season the hats were identical, the bands, and crowns and brims were the same shape and height and width, and there were no velvet trimmings or back bows or cute little feathers to proclaim a man who wore last year's vintage as behind the times. And for clothing a similar word might be said.

Bigger Opportunities Now, If-

The revolution that has decreed yearly changes in styles has in the main been all for the good of the men who are "on the inside looking out." There is the disquieting risk, ever existent, that stocks may be held over and deteriorate



GEORGE NAYLON INGERSOLL.

into a pile of junk within a six-month. But that is a necessary and universal evil of the style system. What it has done in men's wear, as in half a dozen lines of a dry goods business, is to create a new selling constituency, far more extended than before, and inclusive of a large percentage of "repeats." That is, men are buying more and buying

oftener, and such a condition automatially quickens trade.

More Study on Merchant's Part.

But, this removal of the men's wear business from the level of mechanical trading, has thrown upon the merchant a more difficult proposition in meeting the desires of the public. Those who have been equal to the task, have prospered more abundantly, and others have fallen by the wayside. A keener discernment is required in buying; a thorough knowledge of styles and tendencies; a more accurate and more frequent analysis of stocks on hand, and the conditions under which they are moving; and a more educated skill in the display of the choicer, more varied merchandise, by means of window trims, silent salesmen and the other inside artifices that win custom from the man who has entered your store. The possibilities of gains are immeasurably greater, and the risks-for the man who would rely on the antique methods-also immeasurably increased.

The window displays of a men's wear store have been forced to reflect the greater variety of the goods within. This has thrown a problem upon the merchant, for window space in such a case usually is at a premium. The obvious device, now widespread, was to subdivide the existing window space, and put separate trims in each, ties, shirts, hosiery, sweater coats, clothing, and so forth. This is succeeding admirably in many cases, particularly where transient trade is depended on, for in the greater variety of goods displayed, the greater the chances of successful appeals. But, the revolt against this crowding together of goods, especially if these are of a high class, has begun, and these partitions have been removed in many windows and the store has reverted to the single,



A transformation in Ingersoll store front that brings business.

well-spaced unit, such as have been shown from Canadian stores by The Review, and in the New York trims of Budd's in last issue and in this. Probably the most successful solution of all has been the adoption of devices for increasing the glass front area—securing the variety of display, and avoiding the crowding that might detract from the pulling power of that display.

Three Divisions on Each Side.

The windows of George Naylon, of Ingersoll, have been adapted admirably to these requirments. As will be seen there are three divisions of the glass on each side on entering the store, each coming to an angular point like the serrated edges of a saw. The result is that the glass surface presented represents two long sides of a triangle instead of the "third" side, which we do not need Euclid's proof to reeognize as longer, and preferable. Mr. Naylon has in addition a display "window"-or virtually one-in the centre of the wide front, a high showcase that is used generally for shoes, while the windows on either side contain the other lines. Viewed from the other side of the street these triplieate windows reinforced by the central battery give an impression of fully three times the frontage of the former windows arranged on ordinary lines.

A single day's display of clothing in the one side will indicate the variety at Mr. Naylon's disposal: boy's elothing, men's odd trousers, men's overcoats. All this, without interfering with the space at the other side, devoted to ties, shirts, gloves, and so forth. A variation of this form of arrangement, but one that could be carried out in a men's wear store also to good effect is shown in a view of another store, not a men's wear, but one that depended almost equally on display facilities to build up a business.

The Interior of the Store.

The interior of Mr. Navlon's store, as may be judged from the front, is roomy and arranged in a practical manner. On the left side are the men's furnishings. shirts, ties, underwear, etc. These are shown in a number of silent salesmen, and the ties and gloves have a number of holders for themselves. A special silent salesman is used for children's hats, for in children's and boys' clothing this store has a large business. Boys' suits are piled upon tables on the right-hand side at the front of the store, and the prominence given here and in window displays, as well as in advertising, is a big factor in building up a substantial business with the mothers. Mr. Navlon has not felt any force in an objection raised once or twice to The Review that women do not like going into a men's wear store for children's clothes. This certainly is not the ease in Ingersoll.

The men's clothing is hung on racks, suits and overcoats along the right-hand side, giving a good display, and keeping the suits and coats in fine order.

Keeps Furs for Men.

A feature of this store not found in many exclusive men's wear establishments is a stock of furs for men. These are on view along the ledging above the men's suits, and, as no firm in town specializes on fur goods, Mr. Naylon has a good chance for business along this line, and finds in Ingersoll that furs work in with the other lines as well as boys' elothing.

The proprietor is a firm believer in keeping his stock cleaned out. He has two sensons for sales of surplus or threatened left-over goods, in July and January, and pushes both vigorously.

Keeps to Letter of His Ad.

In referring to the "dragging on" of some sales this year Mr. Naylon declared that when he started a sale, a two-weeks one, or three, as the case might be, or only a week in some lines.



Another form of double display front as seen at Remick store, Toronto.

he took care to have the sale end at the time the advertisement stated.

"I carry out the advertisement in this respect as in all others to the letter. When I say a sale will stop on a certain day it stops then, and the public know from past experience that this is final. This induces them to come in good time, and keeps the sale moving briskly."

"No juggling with prices," is another of Mr. Naylon's practices. He would not advertise clothing at \$17.98, instead of \$18. He does not think men are influenced by a "two-cent bargain," however well this works in a dry goods store when the customers are women.

No "Marking-up."

Another principle is in refusing to "mark-up" goods beyond their usual selling prices, in order to make the public think they are getting a specially big bargain.

"This exaggeration may work all right in large cities where there is so much transient business, and where people will go into a store once and the proprietor never expects to see them again; but in a town where one is known, you cannot fool the public and expect to succeed."

Such are the principles on which a large business has been built up in Ingersoll.

Among the Men's Furnishers

Markham, Ont.—Joseph Urquhart, merchant tailor, is dead.

Edmonton, Alta.—E. G. Ranton is enlarging his clothing store.

Winnipeg.—A burglary took place at the tailor shop of Henry Presch.

Calgary, Alta. — Mendelson Bros.' clothing establishment was destroyed by fire.

Windsor, Ont.—Ex-alderman John S. McConnell, a tailor here for many years, is dead.

Sarnia, Ont.—The Watson Clothing Company are remodeling the front of their store.

Milton, Ont.—Burglars took some clothing from the dry goods store of F. Hemstreet & Co.

New Waterford, N.S.—J. H. Holmes has taken over the tailoring business of Morrison & Holmes.

Windsor, Ont.—J. W. Peddie, of J. W. Peddie & Son, dry goods merchants, one of the oldest business men in Windsor, is dead.

Edmonton.—Fire did nearly \$100,000 damage in the quarters of the Canadian Fur Co., Ltd., and Ross Bros., Ltd., furriers.

Quebec, P.Q —At a staff banquet of L'Heureux & Gauvin, dry goods, M.

L'Heureux, who is leaving the firm, was presented with a splendid deer's head.

Wingham, Ont.—Orvay Taylor has sold his tailoring business to P. A. Taylor.

Toronto, Ont.—Fire destroyed over \$1,500 worth of furs in Morris Hochman's fur store.

Montreal, Que.—Waugh-Boulter, Limited, is registered as a wholesale dealer in hats and furs.

Hamilton, Ont.—The Dominion House Furnishing Company's establishment was visited by thieves.

Bowmanville, Ont.—J. T. Allen has moved his tailor shop to the Mason block over Anderson Clothing Co.'s store.

St. John, N.B.—Scovil Bros., Limited, men's furnishings and trunks, had building and stock damaged by fire.

Montreal, Que.—The premises of the Merchants' Clothing Company were destroyed by a fire, which also destroyed the stocks of S. A. Delorimier and Samuel May & Co.

Dartmouth, N.S.—Henry C. Walker, who died here recently, was one of the veteran clothiers and men's furnishers of Dartmouth, having been in business for upwards of thirty years.

Advertising Men's Wear on Mirrors in Dressing Rooms of Y.M.C.A.

Aggregate of 2,400 Reached Every Week by This Method—Good Results, Says Men's Furnisher—Idea Applicable to all Places Where Crowds Gather.

Making advertising capital out of masculine vanity, by installing "publicity" mirrors in places where large numbers of young men congregate, is the original idea of W. A. Kenney, a men's furnisher, near the corner of College street and Ossington avenue, Toronto.

Or if this statement of the case is a slander on the young athletes, let it be said that the plan of Mr. Kenney is this: In the dressing rooms of the West End Y.M.C.A. he has placed a number of mirrors, each bearing in chipped gold leaf letters his name and the name of some of the goods he carries. These rooms are used by about 1,200 members who visit the rooms on an average twice every week. Thus during that time the advertiser's name is brought before the public approximately 2,400 times. Nor are members the only ones who enter these rooms. There are very few of the members who do not occasionally take a friend with them and hence a larger number are reached. At the least, 95% of those who enter the rooms will not leave without looking at the mirrors for some purpose or other. Not only the man from the swimming pool who must perforce arrange his "back hair" and tie his neckwear, but every man who passes is tempted to stop to have a look at himself, and will read the ads. at the same time.

Another point is that the people reached in this way are just the ones that the store wishes to get into connection with.

Supplies Mirrors for the Ads.

Mr. Kenney says he is very well satisfied with the results of the plan. By agreement with the Y.M.C.A, authorities the maxim has been adopted that "fair exchange is no robbery," and Mr. Kenney gets his advertising and the Association get their mirrors, and both are satisfied.

"Many men," said Mr. Kenney to The Review, "see those ads. ten or twelve times before they come in, but they generally do come finally, and I often have new customers tell me that it was in the Y.M.C.A. they saw my ad. Those mirrors are a good medium, all right."

Could Be Used in Other Places.

There is no reason why the same idea would not work well in any public or



Y.M.C.A. dressing room with men's wear ads. on mirrors.

semi-public place, particularly in cities where the daily papers are not used for men's wear advertising so much as the weeklies in smaller places. And even in the smaller centres this plan could be used to good advantage. Club rooms. lodge rooms, theatre dressing or sitting rooms, railway station waiting rooms and hotel offices and sitting rooms might all be utilized for this purpose. It is a scheme by which the eye is readily caught and in the case of regular frequenters of the places where the mirrors are put, the ad, is constantly before their notice. tőt ----

CONVICT FAKE ADVERTISERS.

What is said to be the first conviction under the Illinois fraudulent advertising act was obtained recently by Assistant State's Attorney J. K. Murphy in Judge Fake's branch of the Municipal Court. Chicago. Frank Nerad and Otto Nerad. his son, both were charged with selling goods as "bankrupt stock," which were not. Oscar M. Wolf, representing the defendants, contended that they had sold goods worth \$2,000, of which \$1.200 worth was bankrupt stock.

"If any portion of the goods sold actually is bankrupt stock, these men legally have a right to advertise their

sale as a bankrupt sale," he said. "Such sales take place on State street every day."

"When men advertise a bankrupt sale everything sold in that sale must be a piece of bankrupt stock," declared Mr. Murphy. "These men buy a few fixtures at a bankruptey sale, throw in a few hairpins and whatnots, and all of it doesn't cost them more than \$25, and then they advertise a bankrupt sale, at which they sell \$2,500 worth of goods that never caught a glimpse of a receiver."

The case will probably be tried again and there is considerable interest among merchants and ad-men as to whether or not this decision will stand.

----**:**

Better late than never, but better never late.

Live within your means. A gentleman should have more in his pocket than on his back.

Benjamin Franklin once said that by observing and planning before you come to a definite decision you will be better prepared to meet and overcome any obstacle that may confront you.



Inauguration of New Parcel Post System GIVE IT A GOOD SEND OFF THIS STORE PAYS THE POSTAGE Beginning Tuesday next, February 10th, the Honorable The Postmast General has declared operative the new reduced rates for parcels sent by mail. On Sale Monday and Tuesday We Pay Postage to Destination for out-of-town customers or deliver free in city and sul tomer IN THE STORE buying goods advertised on this may have them mailed by new Parcel Post System, any The SIMPSON Company Robert SIMPSON Limited

Merchants who grasped possibilities of Parcels Post for pushing men's wear.

Used in center of full page ad.

Grasped Parcels Post as New Mode to Sell Men's Wear

Response Was Slow Until After System Went Into Operation— Combining Rural 'Phone, Rural Mail Delivery and Parcels Post.

DVERTISING of the parcel post system has been very meagre so far. The accompanying reproduction was the single attempt the departmental stores appear to have made up to the middle of February. This was set in the centre of a seven-column ad. which had the appearance of an illustrated page out of a catalogue. As it was not followed up by the firm, it is probable that it was not intended so much to increase business at the moment, as to secure attention by dealing with a topic of live public interest, especially as this firm at present prepays its parcels. The first day some 5,000 parcels were sent out of Toronto from two mail-order houses, mainly, it is believed, through the firms shifting from express to parcel post on the smaller parcels. So far as can be learned the 20-mile zone limit will not be of much assistance to Canadian mail order houses, as many of them cover this area pretty well now by their ordinary delivery routes. What they are expecting is that a larger zone, intermediate between the 20 and the provincial will be established, say 50, or 100 miles. For the longer distances, as a rule, express

charges are lower on the larger parcels. By all, the regulations that came into effect on Feb. 10, are looked upon as an experiment, and the extension of the service in the matter of weight, and in a lowering of some of the schedules is awaited in a few months.

But for the present the 20-mile zone affords an excellent opportunity for the retail merchant, and, as in everything else where publicity would increase sales, the advertising of the store's readiness to handle business on the new parcel post basis is eminently advisable.

More After February 10.

Following February 10 there were more signs that merchants were awakening to the new field opened by Parcels Post, and by February 12 several Canadian firms were bidding for new trade.

One of the best seen was Mitchell's, of Kincardine, Ont., who used a fourcolumn display, part of which is reproduced. A form of expression advocated by The Review was made use of: "Try the new combination," and a definite announcement of the hours as follows:-

"Your rural mail leaves the post office here each day-R. R. No. 1 at 6.30 a.m., R. R. No. 2 at 7 a.m., and any order reaching us by 6.15 in the evening will reach you the following morning.

"If you have a 'phone, just call up No. 48, Kincardine, or write us, it matters not. Mitchell's store and the new parcel post system are at your service.

"The Government have arranged a specially low rate within a 20-mile zone (which includes you and ourselves), commencing at 5c per lb. and going up to 22e for eleven pounds."

Sutcliffe & Sons, of Lindsay, made parcels post the feature of a full-page announcement, and Brown's, of Brigden, used good space with this as one of the leaders.

Samples of sections of these ads. are reproduced.



Salaries depend on what one does do: not what he is going to do. In other words, you must catch the bear before you sell his skin.

Oriental and Flower Designs for the Easter Trade



Printed faille, shown in 20 different designs, in all combinations, with Paisley, Egyptian and Oriental effects. Courtesy of E. & S. Currie.

IES for Easter trade will be shown in various all-over designs, which, as has been noted before, are dividing attention with border ends. and in many centres, robbing them of the selling strength they have enjoyed for the past year or two. Figures of butterflies, peacocks, birds of paradise, and other Oriental and flower designs will be very strong and will be among the

best sellers. Pan-

el borders, too, will command the favor of a large section of the public. This style shows no sign, whatever, of waning in popularity in any range. Here the "handkerchief tie" will have a very strong vogue. These are ties made from silk bandana handkerchief squares in navy blue and white polka dots and ancient madder and Oriental patterns on English foulards. Many of the larger haberdashers say that these will have the chief run for Easter wear.

All soft materials will be popular, Irish poplins and bengalines will be among the stuffs most shown and plain colors will not be among the least worn.

In batwings large widths will be shown, 2-inch, 2½-inch and 2½-inch being common. In the States samples shown as wide as 3 inches will not be out of the way.

In the opinion of many, knitted ties are going to be exceptionally popular in the pure silk hand frame knitted goods in bright colors. Old gold, orange, among the colors shown.

Ties of the all-over designs will also be shown in rich colorings of two and three tones.

Some novelties in braided plaids and stripes to tie up in small knots attract considerable attention and will, no doubt meet with a fair demand.

Among the pretty ties being shown

Butterflies, Peacocks and Other Similar Designs Among the Most Popular in All-over Effects— Small Plaids, Both in Four-in-Hands and Bows.

for Spring wear are many in printed faille cloths. They are shown in figured effects of Paisley, Egyptian and Oriental designs in all combinations of colors. Similar to these is a butterfly design in silk crepe in all pastel shades, the butterflies being in two-tone effects. Both of these styles are said to be very strong favorites and as pointed out in a previous issue of The Review, have gained a very considerable part of the popularity enjoyed by the border ends.

A small shepherd's plaid also makes a very neat tie, and some are so designed that when properly made up a black satin stripe runs diagonally across the knot. This fits in with the growing popularity of black and white in clothing, as well as ties,

Brocades are also shown in black and white silk and are said to be good sellers.

Wide stripes, too, are on display, some rather brilliant colors appearing in combination such as cerise and black.

In paddle ends a very pretty thing being displayed is a fine shepherd's check so designed that it shows a small edging of black satin on the end of the loops. This is a particularly neat and dressy tie.

A NEW DRESS TIE.

One of the assistants at Budds, in the Piccadilly Arcade, London, is about to patent a new evening tie, under the name of the "Bill," from his own name. The tie has no loops and the essential part is that it must be made to measure or sold to fit the size of the collar. To get the effect, two hard knots are just tied in front and the bats pulled out to stand forward, as it were. From the manufacturer's point of view it has an advantage as it takes but 22 inches of silk for a size 15 collar; that is ten inches less than heretofore. The band of the tie may be one inch in width; the length of the bat from where it starts at the shoulder 21/2 inches, and the width across 21/4 inches. The shape made up in black barathea has been much admired.

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TANGO SQUARES FOR TIES.

In a London store some wonderful silk squares for ties in what are called the "Tango" shades were shown. The grounds were of ice or crystal in shot



The upper tie is a new line with unusually wide stripes, which is being featured for early Spring. The tie illustrated here is a cerise and black combination.

The lower one is a brocaded silk in grey and black, wider than usual below the knot.

Both ties are well suited to the wider collars that are going strong for Spring. Courtesy of Hiekey & Pasece, Toronto. shades of gold and purple, gold and mauve, gold and pale blue, and over these were heavy mogador stripes in contrasting shades. Shot reps in the above shades with neat pin stripes of purple blue, and brown on gold grounds were also displayed. These shot reps were very popular at the moment. An-

PARISIAN NECKWEAR

Moire is a much favored material for neckwear among the retailers of Paris. One shop was noticed displaying an assortment of black how the for even-

In the shops on the Boulevard there has been an unusual display of satin ties with blue and black grounds, ornamented with little brocaded patterns consisting of figures and flowers in gold, red and white, etc. Green shades, too, have recently come to the front and are being pushed extensively. Printed moires and printed taffetas are seen in many handsome combinations. In silks the "matted" grounds woven to show a kind of diamond pattern in the weave have been shown in the best shops. Allover designs in "rough stone" effects, as well as in flower and leaf patterns continue popular.



A NEW STOCKING FOOT.

A new feature in hosiery has been patented in the United States. The improvement has to do with the fact of the stocking. This is so attached to the leg as to perfectly follow the human ana-In the ordinary stocking the foot is attached to the leg obliquely, whereas in the human body it is apparent enough that the foot joins the leg at right angles or very nearly so. In stockings as at present constructed this failure to carefully follow the form of the foot causes a stretching at the heel and a consequent wrinkling at the instep, resulting in undue wear and strain at the former point and discomfort to the wearer at the latter. Just how great this stretching at the heel and resulting fullness at the instep is may be better appreciated when it is mentioned that the measurement from any point at the back of the leg around the heel to the large toe exceeds the measurement from a similar point at the front of the leg over the instep to the large toe by 6 to 6½ inches. In the ordinary stocking the measurement at the back exceeds the measurement in the front by but three inches, and the stocking is made to adjust itself to the foot by stretching the fabric at the heel and wrinkling it over the instep at the front. The new Hirner stocking is made to conform accurately to the measurement and shape of the foot which is accomplished by inserting by a new method an additional piece of fabric running from the instep to the bottom of the foot. This allows the foot to slip naturally into the stocking without causing any unnecessary strain on and stretching of the fabric at the heel and without any uncomfortable fullness at the instep.

It is claimed for the new stocking that it is many more times serviceable than the old; that it is decidedly more comfortable, and that it is more sightly, a feature that will be especially appreciated when low shoes are worn, as the fabric over the instep is always certain to appear snug and unwrinkled.



Attractive types of Spring neckwear. The apper bow tie is of fine shepherd's check with edging of black on the ends. Below is a similar four-in-hand, with two black bias stripes. The one on the right is of grey background, with all-over figured effect in butterfly pattern. These are made in all pastel shades in contrasting colors and two-tone effects. Shown by Sword Neckwear Co.

other design which had a large sale at the same shop was an indistinct check, shot purple and black, white and black, and blue and black.



Fort Frances, Ont.—Fire destroyed J. A. Tullock's clothing store.

ing wear, made up in this fabric. At the Louvre where they have one of the most extensive collections of neckwear in the city, they have been showing a large and beautiful line of changeable moire ties, among which was one having a striking changeable effect in blue and green shades.

Knit Goods Men Offer Many New Lines For Fall

Classes Filled Out More Than Before and Splendid Assortment Available to Stimulate Trade—Higher Price of Yarn Reflected Compared with Last Year's Values—Better Quality Demanded.

THE knit goods manufacturers have sent their Fall samples broadcast among the retail men and the numerous new lines that have been developed within the year are giving general satisfaction as likely to stimulate selling through the novelties that have

been added to the good assortment of last year

While there is no radical departure in the direction of weave or shade or even the designs of garments. the choice in different classes has been extended considerably and several improvements brought into effeet in the direction of greater comfort. through the elimination of rough seams. Many firms have installed machinery that will permit of fashioning in one piece what before required a seam. This applies to shoulder pieces in underwear as well as sweater coats and particularly to knitted skirts for children and boys' overalls. In the last mentioned there has been a development by many firms in the way of turning out complete costumes, including the caps, jerseys, or sweaters, sashes, mitts and overalls, or pants. For the men's wear stores that go into boy's clothing this will prove a great convenience, as in many cases before it

was difficult to stock a variety of these complete overall suits.

A One-piece Bathing Suit.

Among the knit goods novelties intended for summer, though being shown in the Fall trips, is a one-piece bathing suit having exactly the effect of a two-

piece, where the upper falls over the trunks, reaching well to the knee. The advantage, however, is that there is no draw-string at the waist to bind the wearer, as the trunk part is attached to the upper portion. This is being made up in navy, cardinal, maroon, and



The heavyweight champion of sweater coats in a Jumbo stitch, weighing 412 lbs. A novelty shown by F. W. Robinson, Ltd.

white. Canadian manufacturers are still fighting shy of the heavier sweater style of bathing suit, such as is seen in the United States, and was shown in a few steres in Canada last year, but without much success so far as sales were concerned.

How Higher Prices Work Out.

In weight the sweater coats show little difference from last year. In one respect, indeed, they may be expected to average slightly less, but this is not the fault of the public, and indicates nothing

> as to their fondness for heavy weights, mediums or lights. It is a question of price entirely. As was forecast several months ago, the Fall samples of sweater coats show an advance in prices. With most firms this has taken the form of raising the figures for one class to the one higher: \$24 to 27; \$30 to \$33; \$33 to \$36: \$39 to \$42; \$42 to \$48. and so on. This has been done in order to keep to what the manufacturer and jobber claim the retail trade want, even prices. It is not that wool has advanced to that extent, especially in the lighter weight lines but if the increase amounted exactly to the actual extra cost, a new series of "uneven" figures would be introduced. The latter is an English custom. At this stage The Review will not discuss "uneven prices"; they have not been adopted except by one or two firms. The average increase in the cost of wool has been five cents per pound, compared with one year ago and the theory of the manu-

facturers has been that as the public were used to \$3 or \$4 or \$5 or \$7.50 eats, a new scale would be hurtful, and would retard selling, even if it represented somewhat lower figures than are being charged.

(Continued on next page.)

Appointment of Western Canada Editor

Chas. W. Byers to be Western Canada Editor of Dry Goods Review—Rapid Growth of the West Necessitates an Addition to Staff of Western Representatives.

THE growth of the Western Canadian provinces has been so rapid, and of such importance, that The Review bas recognized the necessity of making additions to the western staff, In addition to the present Vancouver and Winnipeg representatives, The Review will, from now on, have a Western Canada editor, in the person of Chas. W. Byers, with headquarters in Winnipeg

Mr. Byers will tour the West in the interests of The Review and will keep closely in touch with the progressive men's furnishers there who are working out their problems on original lines. Mr. Byers will describe how they are doing this, and will furnish readers of The Review with illustrations of their window displays and store interiors, and describe their systems of buying, stockkeeping, etc.

The appointment of a Western Canada editor will demonstrate to our many readers in the West, that The Review is not slow to recognize any improved service which can be instituted for the benefit of the readers of this paper.

Mr. Byers turns naturally to the problems of salesmanship in dry goods and men's wear stores, baving been born in the work. He comes of an old established firm of dry goods merchants,



CHAS. W. BYERS.

tailors and haberdashers and one of his earliest recollections was of his father reading the Drapers' Record. At the age of twelve he went behind the counter and engaged in selling goods for the next five years, and even spent some of his school vacations in this work. Since

that time Mr. Byers has had a thorough college, journalistic and trade paper experience.

Mr. Byers studied engineering under Professor William Robinson at Nottingham University, winning two scholarships there and graduating in 1906, after a wide experience in engineering in Claremont, N.H., Cincinnati, Bellows Falls, Vt., and Detroit. Mr. Byers in 1909 decided to enter the journalistic field.

He went to Ottawa and secured a position on the Evening Journal. In August 1910, be received an offer to join the staff of the Hamilton Spectator and accepted, remaining with the latter paper until the following year when he went to England for the coronation and returned to Canada just prior to the general elections. Because of bis knowledge of the French language be was given a position on the editorial staff of the "Daily Witness," before long being appointed telegraph editor. He later became assistant to the city editor. After spending eighteen months with the "Witness" Mr. Byers joined the editorial staff of the MacLean Publishing Company, on the trade and technical papers, with headquarters at the Toronto office, where he has since been engaged.

KNIT GOODS.

(Continued from page 58.)

In this way the public will not get quite as heavy a sweater at \$5 as they did last year; the \$5 line of last year will be selling for more in the Fall of 1914. Where a certain price has become popular at a men's wear store, it is probable the lighter sweater coat will be sold at that figure again, but it is noticeable, so far, that in large placing orders most retail firms are asking for better class and higher-priced goods than last year, following improved requirements on the part of the public in nearly every line of merchandise. How far a cautious tone in buying will restrict such a cause among most buyers, the records do not yet show.

In the heavier coats, the Jumbo stitch, considered by many as the most substantial looking (as well as "substantial weighing"), shows no signs of lessened favor, and it is continued impartially in ladies' as well as men's.

Norfolks hold a strong place, but it is too early yet to figure out whether they have gained or lost in the past year. One firm is showing a Norfolk

without the separate pleats that have distinguished it so long in cloth, as well as knit goods. The portion taking the part of the "pleat" is of a different weave, but part of the body of the coat. The belt is worn as usual, and the pockets are finished with a turned-over edge like an ordinary flap.

Another firm is featuring a cashmere coat for men, with a soft-fleeced effect. The collar is a roll in one piece with the rest of the coat. The weave is unusually elastic, permitting of a close but easy fit.

Jerseys Opening at Neck.

In jerseys one firm is departing from the opening along the top of the shoulder, and is using a high collar and slitting it down, and fitting it with dome fasteners. The opening continues slightly below the neck. The collar can be turned over and worn with a tic, as in the style of negligee shirts.

In sbades for men cardinal seems to be in the lead, with slates, greys, whites, and scarlets among the runners-up. Several new sbades of blue particularly cadet, are being pushed by one or two firms.

Set-in Piece in Underwear.

In underwear the movement continues towards medium weight and the use of combinations, the closed crotch ones being particularly strong. Little fear is expressed of legal complications following a settlement of the bushel of suits now being tried in the United States courts.

One firm has made an innovation in t'e shoulder by which a piece is let in, and the seam is found below the shoulder on either side. This, it is claimed, adds room and strength, and the neat stitch over the seam in front and back improves the appearance.

In the fine class trade there is a cream casbmere suit that is meeting with acceptance, a very light garment. weighing less than twelve ounces each.

The natural wool garments, of course, still lead in total sales, and their popularity shows no signs of waning.

The demand for white socks in cashmere and silk for dress wear continues, and sales promise to be better next Fall. A beavy line of ribbed socks are being made in wool. and are likely to be popular for hunting and late camping.



Clothes, Methods and Men

ANALYZE YOUR SALES

NO distinct values accruing from an analysis of the work of the salesman in men's wear stores, as indeed in every kind of business, are emphasized in special articles in this issue, one dealing with the personal side, the other with its relation to the stocking of goods for the season that follows. So far as the salesman is concerned the proprietor is enabled to keep tab on the real value of his work, whether it is of the stereotyped nature that disposes of goods of the "least resistance," the new or otherwise popular lines that almost move of their own accord, or whether he is of far superior merit in helping to keep stocks cleaned up by moving the older and more slow-selling articles. This knowledge on the part of the manager not only enables him with impartiality to arrange for proper dispositions of salaries, but acts as a spur to the whole staff.

In another direction this analysis is of advantage. A clothier of wide experience sets down as a basis for advance stock buying the number of suits in each line that were sold at full prices—without reductions—the previous season. This is a record that the great majority of men's furnishers would find it impossible to supply at the end of any season. With it on hand as a guide, the merchant is at least in an intelligent position to proceed with his advance buying, whether he duplicates it, as is recommended in the article, or not.



FUR ON TWEEDS AND FRIEZES

In the new range of samples sent out by fur manufacturers it is interesting to note that among the men's coats with fur collars are a number of tweed coats. For some time past it has been taken for granted that all coats with fur collars had to be of black cloth, but it is predicted that for the coming season tweeds and friezes, mainly in plain, solid colors, diagonals and plain stripe effects, will be popular. The samples shown are mostly in brown shades, though some have a touch of grey or are somewhat on the heather mixture design. The collars are of beaver, persian lamb and otter. Beaver collars seem to be very popular, as the color matches the brown cloths to best advantage. Quite a number of these coats were sold during the past season, and it is claimed that they will be in high favor for next year.

THE TRUTH IN ADVERTISING

The merchant who can show his customers a new reason why they should purchase certain goods, or an exaggerated touch to them are not appealing to the reader. The time has evidently come when "best on the market," "greatest of all sales," "wonderful values," and a legion of other such phrases, produce some such results as drops of water falling on a duck's back.

It must be understood that advertising is a science. It becomes effective in proportion to the power it has to show the reader a real reason why certain goods should be purchased. The public is beginning to appreciate the fact that each of two separate things going under the same name cannot be the "best" on the market. There can only be one "best" and if it is one it certainly cannot be the other—and the reader is placed in a quandary. This sort of publicity undoubtedly has the effect of lessening generally the faith in all advertising.

At a dinner of ad-men in Toronto a short time ago, the famous Dr. Harvey Wylie, United States pure food expert, gave an address on the question of honesty in advertising, in which he pointed to flaring examples of the disregard for the plain truth. He maintained, however, that the day of exaggeration in advertising was passing; that plain common sense talks were succeeding, but that there was still great opportunity for reform.

It is time, therefore, that many merchants discarded many of the old phrases used in their advertising which are not the whole truth. For instance "freshly churned," on storage butter; "eggs, direct from the farm," that haven't seen a farm for six months; "No. 1 standard granulated sugar," out of a second grade barrel, etc., are all little deceptions that the fair and conscientious dealer will not tolerate.

Let the truth be told in advertising or do not advertise at all.

SARTORIAL NOTES

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11E predominating styles in Men's Neckwear for the coming season are stripes, figures and plaids in contrasting colorings, such as blue, red, purple, emerald, orange, mandarin, flaming gold, absinthe, tuscan and firefly," says a prominent tie manufacturer. Sounds almost like a fashion writer on dress goods, doesn't it?

That "the East and the West are One" will be appreciated better by readers of The Review after our new Western editor, Mr. Byers, reaches his field of operations.



EVERY customer you turn away from your clothing department either without selling him at all or selling him something he is not exactly pleased with, is a black mark for your store.

When a customer comes to your store and asks to see goods, a man especially, you can bank on it that he is interested to the extent of buying, nine times out of ten.

If you cannot sell him a stock suit you should have the highest grade of made-to-measure tailoring to offer him—Crown Tailoring.



With this service at your command you are as amply prepared to go after the smartest tailoring business in your town as the high-class custom tailor. You can give a service with the

Crown Tailoring Outfit

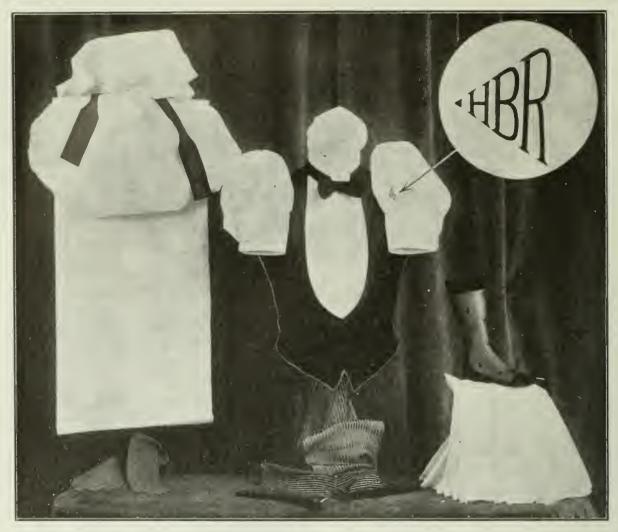
that he cannot give—a service that satisfies every customer or we want to know the reason why.

The outfit consists of the latest books of samples, measuring equipment, style charts, signs and complete instructions.

This service is yours without a cent of outlay. Our styles are the very latest, our workmanship is without a rival. Write for full particulars. The agency for your town may not be taken yet.

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO



The Review is able again this issue to show a couple more trims of the well-known, New York, tinctive from a showing of the monogram shirt, a Fifth Avenue store of Budds. The one above is dis ff, but sometimes on the bosom. The shirting, a self-design embroidered usually in silk above the left cu two drapes. The stockings are two-tone silk em-striped linen, is shown in a rather unusual form, in ripe. Gloves complete a very tasty and original trim.broidered, and the muffler of plackard and white st

No Public Glimpses "Behind the Window Trim"

The Display Man Must Make His Work Complete to the Last Detail—The Construction of a Display is a Determining Factor in the Business-getting Qualities of a Trim—A Suggestion for a Motion Device Suitable to the Season.

HE big thing behind the modern play is its realism. To the audience on the other side of the footlights, what happens on the stage seems real because it simulates the real thing to the last detail. A stage courtroom is a courtroom in miniature without a detail missing; a stage forest is as much like a real forest as man can copy the work of nature. The action is carried on openly and realistically without any of the mechanical devices obtruding. When Peter Pan floats from the stage on wings, to the audience he actually flies: there is no outward evidence of the clever mechanical device by which the flying is accomplished.

If the transformation scene in Fanst

were carried on in full view of the audience, the awe which greets the sudden change from a crippled greybeard to a handsome gallant would be lacking entirely. The seene would be robbed of its reality and shorn of its effect.

Suppose the audience could see the stage "supe" beating a metallic sheet at the wings to produce the sound of thunder! It would not sound like thunder to them, if they saw how it was accomplished

The rule which thus applies to the stage—that the public must see only the finished effect and not anything of how it is done—applies with equal force to window decorating. The display man aims at a certain effect but in achieving

it, he must be careful that the critical passing public sees only the effect and not the means by which it has been obtained. The devices adopted to arrange materials in a certain position and to make them stay as arranged, if diseemed, would ruin the whole effect.

Nothing is more unattractive than a display which lets the onlooker see "behind the trim." Some little time ago a clerk in a certain city store planned a window disphay on an unusually elaborate scale. He carried out the idea, although he found himself sadly cramped for time before he had finished it. On that account he scrimped things a little here and there, failing to entirely conceal the forms, with which he had built

Merchants carefully read

Magog Indigo Drill



None Better---None as Good

The purpose of this pure Indigo Drill is for a garment to be worn where heavy work is required, whether in the field, on the engine, or by the builder.

Therefore the wearing quality of the cloth itself is the most important feature. The color is also important, but any dyer having an up-to-date Indigo plant (such as we have), and men who know how to dye cloth, can produce a pure Indigo-dved cloth, which in fastness of color and other qualities is equal to the best produced the world over.

Therefore the merchant need only assure himself that cloth is pure Indigodved and can then dismiss the color question.

But how about the cloth itself? This is the most important part. We manufacture every yard of grey cloth that goes into our 250 and 285 pure Indigo Drill. From the purchasing of the raw cotton to the finished cloth, every operation of carding and spinning the yarn and of weaving this yarn into cloth, is watched over by competent operators and inspectors, with the one idea of producing a cloth of great tensile strength and durability, that will stand the wear and tear that the garments made of these cloths are subjected to.

No other drill cloths on the market can stand the wear and tear of service as well as ours, as no other is made under the same favorable conditions, to insure the maximum of strength in each and every piece.

Each piece is thoroughly tested before going to our Print Works to be dved and printed, which insures each and every merchant, that garments made from MAGOG INDIGO DRILL will give absolute uniformity of wear, and better wear, than if we only dyed and printed cloths which we had purchased from many different sources.

Remember we produce every piece of MAGOG INDIGO DRILL from the raw cotton to the finished goods. Is it not reasonable that we can guarantee our goods with more assurance than if we only dyed and printed them?

> DOMINION TEXTILE CO, Limited MONTREAL







An extremely neat trim arranged for The Review by C. Norman Beaton of Score & Son, Toronto, showing new Spring shirting and ties. The former is a Zephyr, with purple stripes and the latter the fashionable Roman stripes. Note the single line of each, retaining the effect of uniformity.

up the window, in several places and making a number of other errors of omission on the same order. The finished result was a distinct disappointment to him.

After it had been in a few days, the trimmer's disappointment became acutely confirmed. The window had failed to create much interest. People stopped, looked at it for a moment or so and then passed on. So he got a brother window trimmer, engaged in the largest dry goods store in town, to look it over and see what was wrong.

"Your idea was good," said the latter, "but you carried it out in most slovenly style. See here: several inches of bare, rough board are sticking out in that corner. The nails show everywhere. I suppose you think that safety pin in the folds of the bunting does not show. It fairly hits you in the eye. A coat of varnish on the edges of the background would have made a great improvement.

"As I said before, your idea is great, but your execution is very bad. Let me tell you the neat working out of details is the most important part of window trimming. A brilliantly original idea, worked out carelessly, is far less effective than a commonplace one artistically executed."

Planning the Display

Inasmuch as it is so highly necessary that the public should not be allowed to see "behind the trim," the work on a display which does not show is of double importance. A trim must be so planned and carried out that no difficulty will be experienced from that source. Many a trim is spoiled because it is not entirely practical. The idea had been adopted before the display man had figured whether he could work out the details properly or not.

It follows that each display must be figured out well in advance. The success-

ful window trimmer knows just exactly what he is going to do before he starts the actual work; how the decorative effects are to be placed and where each article is to go.

This result can be brought about by the use of a space similar to the store window in size and shape for the planning out of trims. Some men arrange their displays roughly in this way before touching the store windows. Thus they know exactly what they have to do and practically all difficulties have been met and solved before the window trim is attempted.

Still another successful display man has a miniature of each window in the store he serves. By means of these he plans his display and arranges considerable of the detail. It is interesting to note that many playwrights follow the plan of using miniature stages with dummy figures in the preparation of their scenes.

"King George" Suspenders



Retail Price 50c.

Give Free Movement of Body and

Easily the best value in Canada

Guaranteed Unshrinkabi**a**

Shoulders

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

Registered No. 262,005 **Maximum Comfort and Durability** at Minimum Cost. FIRST in the Field and STILL LEADING. Made on the GRADUATED PRINCI-PLE, and starting with TWO THREADS in the TOP, it increases in WEAR-RE-SISTING 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.

THE ACME OF PERFECTION IN

FOOTWEAR

To be had from any of the Leading

Wholesale Dry Goods Houses

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats



as my 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

NEW YORK 260-262 Church St. TORONTO 14 Manchester Bldg.

MONTREAL
100 Anderson St.

BALTIMORE 114 W. Fayette St.

SALES OFFICES

ST. LOUIS
426 Victoria Bldg.
PHILADELPHIA
839 Market St.
BOSTON
68 Chauncy St.
CHICAGO
223 W. Jackson Blvd.
SAN FRANCISCO

Postal Telegraph Bldg.

ST. JOSEPH
201 Saxton Bank Bldg.
KANSAS CITY
205 De Graw Bldg.
ST. PAUL
242 Endicott Bldg.
WINNIPEG

400-02 Hammond Blo







Budds, New York.

-Photo taken for The Review.

Preparing Fixtures.

Whenever some special feature. mechanical or otherwise, is being introduced, it is advisable to prepare it before placing it in the window. For instance, if a windmill is to be used, it should be built, painted and made complete in every way before being placed in the window. One recalls the case of the young merchant in an Albertan city who took the reverse plan and built a windmill in the window itself. When he came to take it out, he found that he had miscalculated and made it too large! And so it had to be taken to pieces in the window before any other trim could be arranged.

Use More Fixtures.

Do most window trimmers make as much use of manufactured display fixtures as they should?

The proper utilization of fixtures is an important part of the display man's work, one of the very most important. The fact that store fixtures sell goods is

something that the retail world has wakened to a sudden realization of the last few years. What the silent salesman and the cabinet does in the store, the window fixture does in the window. It helps to show the goods to such advantage that they arouse the desire of possession.

The introduction of display fixtures has revolutionized the art of window trimming. The display men of to-day secure effects with the greatest case which were quite impossible not so many years ago. Thus the necessity of studying the use of fixtures is one of prime importance.

The initial cost will not seem large when it is considered that a fixture will be used for years, adding an appreciable percentage to the sales force of the store displays during that time.



Every man should have his field of usefulness but it isn't necessary to put a barbed wire fence around.

TWINS! CONGRATULATIONS!!

On Feb. 11, 1914, to Mr. and Mrs. E. P. Burns, Toronto, twins, a boy and a girl.

Mr. Burns was the winner of The Review's silver cup at the C.W.T.A. convention in 1913, and his clever and artistic work for the Robert Simpson Co. has been the subject of frequent comment.

——·

The Nova Scotia Underwear Company, Montreal, Canada, finds it necessary to install additional machinery, the cost of which will be met by an additional issue of 7 per cent. cumulative preferred stock of the company which is being issued at 89.

Montreal.—The express companies say they have no intention of cutting rates to compete with the parcel post unless ordered to do so by the Railway Commission, which they do not believe is probable.



Prize List Prepared for Annual C.W.T.A. Convention

Eighteen Valuable Prizes, Including Handsome Silver Loving Cup Presented by The Review—Fourteen Gold and Silver Medals — New Regulations in Force for Third Annual Convention in August.

66 BOYS, Number Yourselves Among the Progressive, and Make 1914 the Progressive, and Make 1914 a Banner Year," is the foreword of the President, Secretary and Executive of the Canadian Window Trimmers' Association in presenting in this issue of The Review the list of prizes offered for competition at the August convention for window display, card-writing and advertising. The official staff have completed this portion of their work in good time, and the members of the Association and others who are planning to join will be ready to begin getting their exhibits in shape at once. The events at the first and second conventions were keenly contested and this year promises to exceed the rest, as the standard of the display men is advancing steadily in all three departments.

There are several modifications noticeable this year in the conditions governing the contest, as decided upon at the last meeting of the executive, that should meet with general approval. Heretofore it has been customary for entries to be received up to the time of judging. This year all photographs must be forwarded to the secretary by July 1, 1914. The purpose of this is to allow of the entries being judged before the convention instead of during it, thus obviating delays and enabling the members the very first day to look over the entrics and eonsider the points taken into consideration by the judges.

No Means of Identification.

Each contestant must give a description of the windows, color scheme, general plan, cost. etc.. upon the back of the photograph. The name, however, must be sent in separately to the secretary, who will number each photograph, so that there will be no marks of identification. This is a recognized rule in leading competitions everywhere, and will remove any conscious or unconscious influence that a personal consideration can hardly fail to exert under some conditions, even in the most stoical of indees

It is provided also that each photograph shall be taken since the last convention, and must not have been submitted in any other contest.

Some changes have been made this year in the nature of the classes for the window dressing competitions. The first five remain as last year; Class 1 being

The Review's silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant, the cup to become the permanent property of the winning decorator. Class 2 is for original windows in cities of over 100,000 inhabitants, which this year will include Montreal, Toronto, Winnipeg, Vancouver and the latest entrants, Hamilton and Ottawa. Class 3, Holiday or Opening Windows, up to 100,000: Class 4, Merchandising Windows, under 50,000; each class having gold and silver medals as prizes; Class 5, for men's wear trimmers, with two medals also as rewards.

SOME NEW RULES.

Photographs, cards and advertising copy must be in Secretary's hands by July 1, 1914.

Committees of judges,—outside the C.W.T.A. organization—will have reports ready by opening day.

Prizes will be presented by a prominent citizen of Toronto. Eight classes for window trims, two for cards, and one for advertising.

Class 6 has been changed from floral decorations to medals for the "best effective window arrangement of Women's Ready-to-Wear Garments," prizes being donated by the Dry Goods Record. Class 7, as before, best Grouping or Drapes; and Class 8, for the best Baekgrounds.

In the card-writing contest there are two classes this year instead of seven. Class 1 is "for the most artistic pen or brush lettered eard, used for opening or special announcement"; and Class 2. "for the best plain lettered price card used to indicate the price of merchandise." The terms are similar to those for window dressing as to being in the secretary's hands by July 1 and being free from identification marks.

Two prizes are offered for advertising, "for the best all-round advertising, including general publicity, opening and sale announcements." All entries in these also must be forwarded to the secretary by July 1.

Honoring the Winners.

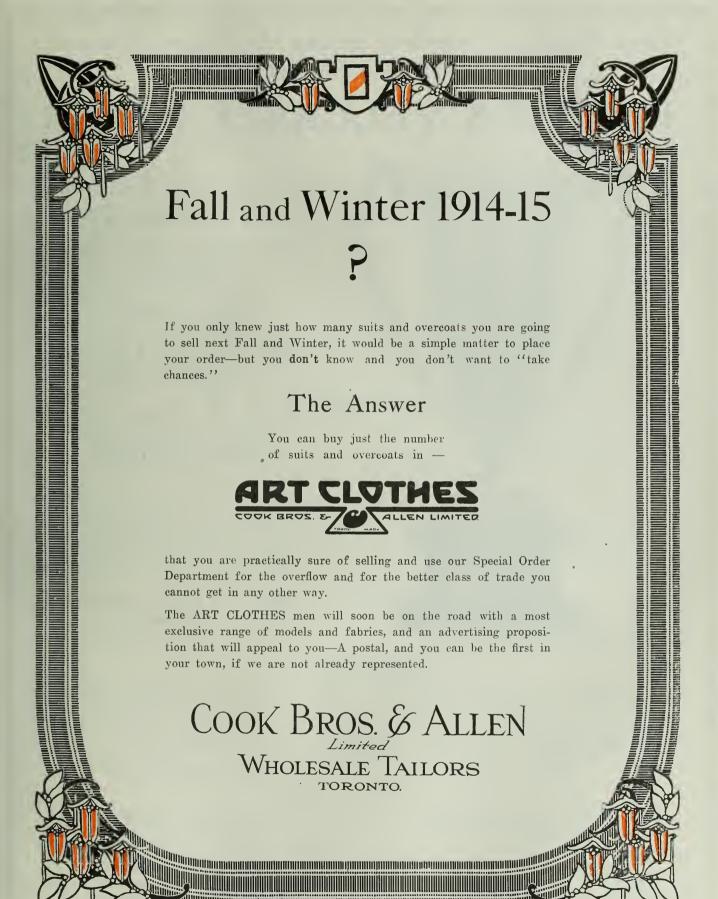
The executive are planning on making the presentation of prizes one of the features of the convention. The announcements of winners, as has been said, will be made at the opening, and the judges' reports will go into the merits—and demerits—of the exhibits in some detail. The presentation of the prizes will be made by the Mayor or some other prominent citizen of Toronto, to add to the distinction of the victories.

The programme is being worked out and a number of valuable papers are promised. Particulars of these may be looked for at an early date.

PARCELS POST AND EXPRESS.

Some idea of the way in which the proposed parcels post rates will work out will be found in the subjoined table, showing the cost of sending a ten-pound parcel to the places mentioned. The distance from Toronto by rail is given, the proposed Canadian rate, the express rate, and the rate which would be paid for a similar distance in the States.

Agincourt Allandale		Proposed Cana-	.30	Express Rate for same
Alliston		.46 .46	.30	.14 .24
Arthur	. 79	.46	.35	.14
Atherley Jct Aurora		.46 .46	.40	.14
Aurora		.46	.40	.14
Ayr		.46	.35	.14
Barrie	. 64	.46	.35	.14
Beamsville		.46	.30	.14
Bobcaygeon		.46 .46	.35	.14 .14
Bowmanville Bradford		.46	.30	.14
Brampton	20	.46	.30	.14
Brantford	. 63	.46	.30	.14
Brighton	. 93	,46	1.1	.14
Brockville	209	.46	.40	.26
Cannington		.46 .46	.35	.14
Chesley	- 0	.20	.30	.14
Cobourg		.46	.35	.14
Goderich	. 134	.46	.40	.14
Oshawa	. 34	.46	.30	.14
Whitby		.46 .46	.30	.14
Walkerton Peterboro		.46	.35	.14
Lindsay		.46	.30	.14
Penetang		.46	.40	.14
Ottawa	. 300	.46	.40	.24
Montreal		.64	.45	.43
Hamilton St. John, N.B		.46 .84	.75	.14 .62
St. John, N.B		.84	.85	.81
Winnipeg		.64	1.05	.81
Saskatoon	.1713	.84	1.20	1.01
Calgary	2129	1.04	1.20 1.20	1,20 1,20
Edmonton		$\frac{1.04}{1.20}$	$\frac{1.20}{1.35}$	$\frac{1.20}{1.20}$
Vancouver Victoria		1.20	1.35	1.20
A ICTORIG	2 9 (34)	1,20	2	_1=0



Boys, Number Yourselves Among the Progressives and make 1914 a Banner Year

EIGHTEEN VALUABLE PRIZES



The Review Loving Cup.

Handsomely Engraved Silver Loving Cup.

14 Gold and Silver Medals.

Cash Awards.

3rd Annual Contest, August, 1914

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

Awards to be made and Prizes Presented by Prominent Toronto Citizens 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.

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.

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.

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.

OPEN TO ALL WINDOW TRIMMERS IN CANADA. Class 6-

1st Prize - - Gold Medal 2nd Prize - - Silver Medal

For best effective window arrangement of women's ready-to-wear garments.

Medals donated by courtesy of Dry Goods Record.

BEST GROUPING OR DRAPES.

Class 7-

1st Prize - - - - \$5

For the best display of drapes or ready-to-wear grouping arranged in department windows or cases.

BEST BACKGROUNDS.

Class 8-

1st Prize - - - - \$5

For the best background suggestions. Suitable for opening, anniversary or special events.

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 only one view is necessary to enter competition in any class.
- (c) Photographs must be of this year's work, since August 1st, 1913, to June 15th, 1914, and must not have been submitted in any other contest.
- (d) All photographs to be forwarded to the secretary by July 1st, 1914. Pictures will be returned to contestants after the convention if requested.
- (e) Contestants must give detail description of windows, color scheme, general plan, cost, etc., marked on back, 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. And names sent to secretary, who will number photograph, each member having different number.

C. W. T. A. Cardwriting Contest

Class 1-

First Prize - - - Gold Medal Second Prize - - Silver Medal

For the most artistic pen or brush lettered card—used for opening or special announcement.

Class 2-

Silver Medal.

For the best plain lettered price-card—used to indicate the price of merchandise.

TERMS OF CONTEST.

- (a) Cards used must be first used in merchandise displays.
- (b) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet, 22 in. x 28 in.
- (c) Each card must have no mark or name, but must be sent not later than July 1st to secretary, who will number same for contest. A card must be sent with each entry, stating name and when used.

C. W. T. A. Advertising Contest

CLASS 1-GOOD ADVERTISING.

First Prize - - - - Gold Medal

Second Prize - - - - Silver Medal

Awarded for the best all-around 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.

All entries to be forwarded to secretary by July 1st, 1914.

Contestants must be members of C.W.T.A. and staff employees in Canadian Stores. Contest closes June 15th, 1914.

The Award Committee decisions to be final.

Canadian Window Trimmers' Association

J. A. McNabb

F. J. Thompson

Sec.

52 Stanley St., St. Thomas, Ont.

Using Photographs to Reduce Bulky Sample Cases

Omaha Firm Adopts System That Saves Big Expense and is Beneficial to the Merchants—In Some Cases Weight of Samples Only One-twentieth.

THE sampling of dry goods by means of photographs and swatches, rather than by using the different garments, was the subject of a paper at the Jobbers' Association of Knit Goods Buyers in New York, by C. E. Hutchinson of M. E. Smith & Co., Omaha, Nebraska.

After declaring that it was spreading all over the country, he added:—It is, I believe, the first radical improvement to be made in the method of sampling dry goods, in the last quarter of a century.

The advantages are very great. In the first place, the conservation of the salesman's time is one of the greatest benefits. It is no little task to pack and unpack from ten to fourteen trunks once or twice a day. Frequently our own salesmen each carried 1,700 pounds of samples in the general line. To handle these requires not only much time, but no little strength. To inspect them, a merchant frequently was required to visit the sample room in the evening, after a hard day in the store. The result was that he bought indifferentlyhe was tired and wished to get through with the job of selecting stocks as soon as possible. The salesman was tired too -and it is only human nature to lose enthusiasm as one takes on fatigue.

Reduces Number of Trunks.

With the new system of sampling, we have reduced our trunks to not more than seven, as against ten to fourteen. The men are selling more goods from the photos than they did from the actual samples. They are covering more territory, and averaging at least one town more per week. This is an increase in efficiency of 16 per cent. in time saving alone. But best of all, the men are not tired out with handling a ton or two of samples and being fresher, they attack their problems more vigorously, with the result that sales are increased.

The merchant, on the other hand, seems to be as well pleased as the salesman. It is much easier to buy from photos than from samples.

How It Works in Each Case.

Suspenders. Two years ago, each man carried about 150 styles of suspenders, weighing sixty pounds, or more. To-day, by means of a book, in which a short section of the web and the ends and mount-

HOW IT WORKS OUT.

Sixty pounds of suspenders reduced to twenty.

Sixty pounds of neckwear reduced to fifteen.

In duck and sheep coats 240 pounds reduced to 10.

Big saving in cost of samples. Saves three-fourths the time of the merchant and visits to the showrooms.

ings are shown, he displays his line in a few minutes and to better advantage and carries only 20 pounds. A few actual suspenders show the models—the balance are all in the book.

Neckwear. The neckwear line weighed 60 pounds; to-day it is swatched and shown in a book weighing about 15 pounds.

Shirt Waists. Shirt waists formerly required an entire trunk; to-day, by means of photographs and a half dozen or so actual garments, the retailer finds the line put before him in better condition and in a little 24-lb. package which requires one-eighth of the space formerly needed.

Muslin Underwear. Muslin underwear also required an entire trunk. Photos have reduced the samples of this line to a 24-lb. portfolio. The garments photographed on living models give a better idea of the line than the actual samples.

Notions, etc. Salesmen formerly carried 120 lbs. of house dresses, 120 lbs. of children's dresses, 60 lbs. of boys' wash suits and 240 lbs. of notions. Photos and swatches have reduced all these samples from 540 lbs. to 300. The apparent reduction here is only one-half; but it must be remembered that we now show all the notion line where formerly only little more than half was sampled.

Duck and sheep coats required a 240-pound trunk. To-day 48 styles are shown in a 10-pound swatch book, and a few actual models.

Dress Shirts. Dress shirts required a 200-pound trunk. To-day 10 pounds of swatches and a few models show the line.

Wash Goods. Formerly required

about 60 pounds of samples made up in miscellaneous, odd size folders, without uniformity in eather size or make-up. To-day everything is swatched and bound in one standard loose leaf book, weighing about 15 pounds.

All these various books, portfolios, etc., have been worked out to meet the requirements of a standard unit. They fit the sample trunks and are capable of expansion or contraction as the necessity may require.

From 360 Pounds to 30.

In my own department, sweater garments formerly took up a trunk and one-half, and weighed about 360 pounds. Photos, mostly colored, with the garments shown on living models, reduced this mass of samples to a thirty-pound portfolio. The sales last season were more than the previous year. Underwear is sampled in the same way with the garments shown on living models so far as possible. This reduces the sample line from 360 pounds to about 30 also.

There is, of course, a great saving to the jobber who samples his lines in this way. The photos are inexpensive. The samples cost money, and have to be sold at a reduction when the men are through with their trip. There is a lot of difference between supplying our traveling force of 60 men with a 15c. photograph each, and giving them a wool sweater which cost say, \$3.00. Multiply this instance by the number of sweaters in the line, and you will see what it amounts to.

Another great saving is in the excess baggage charges. This is no small item. I believe we have at least 300 less trunks on the road to-day than we did a year or so ago, and figuring each at 240 lbs., it will be seen that there is 72,000 pounds of excess which formerly had to be moved each day, as a rule, on which charges are now saved.

To-day a salesman can walk into the store of the busicst merchant and, with his photographs, show his line in one-fourth the time formerly required. The merchant can examine 50 photographs in the time he required to look at 10 samples, and the labor of looking over a line has been reduced to almost nothing.

It seems not too much, to predict that before many years this method of sampl-(Continued on page 78.)



ROB-ROY

A Ballantyne Result-Getter

BEAVER BRAND "ROB-ROY"

This coat is taking exceptionally well with the men in all parts of Canada. It is a real live model with true manly lines, heavy hand-spun worsted yarn and massive ribbed stitch.

The Rob-Roy Coat has every quality mark of Beaver Brand—fine workmanship, perfect fit and high-grade finish.

Write for a trial half dozen of these coats to-day. If they're not what you want—send them back.

R. M. BALLANTYNE, LIMITED

Manufacturers of "Beaver Brand Knit Goods"

STRATFORD, ONTARIO



How the Clothier Can Win Out in Early Buying

Advantages of This System Best Secured by Accurate Record of Sales in Each Size and Style During Previous Season—Position of the Manufacturer—How One Firm Has Solved Difficulty.

or at least his chance should be the best, writes a clothier in Men's Wear, New York. When the Armours were practically the only people of any size in the packing business their first competitor was Nelson Morris. Phillip Armour wasted little time in those days, and he was generally on the job at pretty near daylight, buying pigs from the pens as they had been brought in by the farmers.

One morning, much to his chagrin, he found the pens entirely empty. Morris had been there at four o'clock in the morning and gotten the jump on his larger competitor. Armour was a hard man to beat, and the following week, upon his arrival at the stock yards, Morris found the pens empty at daylight. Armour's men had been there with

lanterns, bought their pigs, and this time left Morris the empty pens. Morris took the laugh good-naturedly, but next week the pigs came into Chicago consigned direct for Morris. His men had bought them from the farmers and shipped them direct into Chicago.

Early buying seemed to be a requisite in the packing business at that time. It has long been considered so in the men's retail clothing game. Let us consider it from the

different angles, and see just what the clever merchants are doing to-day along these lines.

Competition has made volume take the place of high profits, with the natural result that the methods of doing business have changed. To-day the retailer must fit every shaped man, and fit him as well or better than the tailor. The manufacturer must design his patterns so that they will compare favorably with the models of the latest London and New York custom tailors. He must adapt them to fit the regular, the stout, the long stout, the short.

He must select his woolens, and in such variety that every section of the country may be supplied with their individual needs. He must to a great extent gamble on these woolens, for the tremendous demands from an industry that figures third in the country's business makes it impossible, except in rare instances, to reorder with a promise of delivery under six weeks, and then with a strong possibility of being unable to get the goods at all.

The labor situation to-day is one that is so uncertain that the manufacturer feels he must allow himself some leeway, so that he may be sure not to disappoint his customers who are depending on him for delivery at a certain date, and such a condition as developed in New York last season only goes to prove the necessity of such a precaution. These are the manufacturers' difficulties, and they seem to prove conclusively that there is a necessity for buying far in advance of actual needs and long before the season is in progress.

But the retailer. Where does he "get

33 34 35 36 37 38 39 40 42 44 46 48

2 1 2 3 1 3 1 2 1 1

ON SE 2 1 2 9 2 4 2 3 2 1 Total General Sold Sold Search Search

off" on this "Early Buying" game? Let's take a glance at his peculiar situation and where the evolution of the clothing business has left him.

It is only a trifle over one hundred years that someone discovered that most men were made along the same general lines, and that started the clothing game. To-day it is the third largest industry in the United States. years ago ready-made clothing was a different proposition. The man whose purse allowed him the leeway went to the tailor if he wanted anything but a decidedly ordinary suit of clothes. In the old days all men were regulars or stouts, and someone who could not do anything else changed last year's patterns as little as possible and the suits were cut. To-day the designer of readyto-wear clothes gets \$5,000, \$10,000 or \$20,000 if he can produce what the trade demands. If a suit was of attractive fabric and would hold together it was desirable, and even in the small towns a merchant could sell twenty or thirty of one pattern if he could get the village Beau Brummell to buy the first one.

To-day clothes must not only fit, but they must have character and distinctiveness, and, moreover, there must not be many of a pattern. Then the manufacturer relied on his judgment of the fabrics that would sell, estimated how much he could sell in a season, made the clothes and carried the stock for the retailer, who went into market and purchased his season's stock about two weeks before he actually needed the goods. If unfavorable conditions prevented their sale their value was not very heavily impaired for their disposal

on the following season.

Not very long ago the writer of this article had an opportunity to see the books of a clothing manufacturer of thirty years ago. They had made a net profit of 25 per cent. on their business. No greater evolution in any business in the world has taken place since that time than in the clothing industry.

For example, the small merchant in the town of 75,000 or 100,000 inhabitants must be in active

competition with his big brothers in the metropolitan cities. Under the conditions as they exist to-day he must select his clothing, furnishings and hats somewhere in the neighborhood of six months in advance of the time his season opens. Of course, his possibilities of keeping in close touch with the ever-changing conditions are more or less limited, where he assumes the active management of his business, particularly if he is at any distance from the manufacturing centres. With his list of stock on hand, he goes into the market in March to buy the merchandise he knows will not begin to sell until the following October. buys \$1,000 here and \$5,000 there, and when he figures it all up on the train he finds he has bought several hundred dollars more than he thought he would, but what's the odds, next year should be better than last, anyway, or so, he figures. But in the meantime there is a strike in the lamp works that wipes \$75,000 a week off the payroll, business conditions in general are none too good, and his season starts slow. Not so slow, however, but that he sees that there is a big demand for, say, chinchillas; in fact, they are the only overcoats that are selling at all. Well, it so chances that that is the one kind of which he bought lightly, and so, regardless of his already heavy stock, he hustles into market and buys the chinchillas that he must have.

This means one thing: when the time to clear his stock comes he must take a loss that may wipe out his entire season's profits. It seems clear that this is not the best arrangement for him, but what can he do? His demands for better made merchandise all the time have made it impossible for the manufacturer to give him what he wants unless he has his orders well in advance. And, of course, that is true, and although more strongly applicable to the manufacturer of hand-tailored clothing, to a greater or less degree it fits the case of producers of every kind of men's apparel.

There must be a happy medium some-

On the back of the card (Fig. 2) you find the lot of the coats in stock, the number in each lot and their prices. As any lot is received during the season it is added to the front in sizes, and to the back in the same method in which the coats carried over are listed, and the date of their receipt noted. At the end of the season the stockman again takes a list of everything on hand, and places it on the front of the card, under the totaled list of the coats on hand at the beginning of the season and those subsequently received.

The subtraction of the coats then on hand from the totaled list will give the number of coats actually sold and the exact sizes. If at any time any part of the clothing stock is reduced in price a record is kept of it. Then, before the buyer goes to market, he notes, for example, the number of garments sold in every grade and how many of a size. Their method is to buy the actual number of garments in the exact sizes that have been sold at a regular price.

Of course that system requires a great amount of detail, and in so complete a form is hardly suitable for the mean an increased number of employees in the factories during the rush periods, and months when practically there would be no employment for tailors. This, of course, means less uniformity in the making of the garments themselves, and probably an increased cost. It would eventually necessitate a different arrangement with the mills in reference to the delivery of woolens.

Late buying would, of course, solve some of the difficulties of the retailer, leave less to guess and reduce his chances of overstocking through his inability to forecast future conditions. It would, however, tend to decrease the grade and raise the cost of his mer-With these conditions of chandise. manufacturer and retailer as they are, it seems imperative that the retailer should give the manufacturer his support by buying as early as possible such merchandise as he feels sure that he may dispose of, and the manufacturer should assist the retailer by every means in his power to reorder, with an assurance of quick delivery and workmanship up to the standard.

Lot Bats Quantity Price Lut	Bate Quantity Price 1	of Rec'd Quantity Price	Let Geld Odantily Price	Lat Date Quantity Price
Carrend Bush	,		2	
3600 - 17:1050				
3442 . 7 1000				
16ch . 3 1/2				
1600 1 6 1/190				
3600 6 4 10 40				
42 Total Reed				
23 Total Sold				
19 On Ham				
		•		

where, and the solution seems in carefully-kept stock records. At least that is how the large stores are solving the problem. An example of the exactness with which one New York house keeps lists, from which they finally make up their minds how much and what to buy, will serve as an example.

A card system like the one shown on these pages is in operation. At the beginning of every season a list is taken of everything in the clothing department. It is then placed on the front of the card in sizes (Fig. 1), and on the back of the same card (Fig. 2) is shown the lot, date, quantity and price. The top row of figures on the front of the card show the \$15 silk-faced overcoats carried over from the previous season. Each line under that represents the coats subsequently received during the season.

small or medium-sized store, but it could readily be adapted to the needs of the individual merchant, and, moreover, anyone who has some such system cannot go very far wrong with overstocking his store. This method, carefully adhered to, would give the merchant an opportunity for frequent reorders, under normal conditions, and would work to the advantage of both manufacturer and retailer, although the early orders would probably suffer to some extent.

The retailer must supply the consumer at the time he demands his clothes, and in like manner the manufacturer must meet the demands of the retailer and deliver his merchandise when the latter wants it, regardless of when the purchase is made. For the manufacturer to produce his garments in the period of perhaps a two-month interval between their selection and their delivery would

----**;**

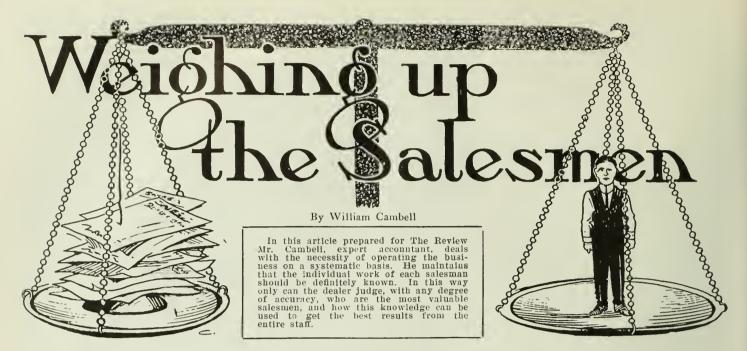
VENTILATED CLOSED CROTCH.

A feature of a new union suit that will be placed on the market by a United States manufacturer is a ventilated closed crotch. This is a radical and new idea in union suit construction. The gusset is a perforated insert of double and elastic texture, the perforations of which are not directly opposite each other, thus preventing a draft upon the wearer. The particular benefit of the ventilated crotch, it is explained, is a practical provision whereby the confined heat of the body and the resulting accumulation of moisture, to the discomfort of the wearer, is avoided without interfering with the appearance or fit of the garment. The double ventilated fabric of this style closed crotch acts as a bellows, and, while the wearer is in motion, draws a steady stream of air through the crotch, thus allowing perfect circulation and avoiding moisture and consequent chafing.



ADJUSTABLE NECKTIE

A necktie that can be lengthened or shortened is the invention of John Calvin Stanford, of Atlanta, Ga. The tie has a strip of rigid material secured by a single transverse line of stitching between the ends of the tie, so that the material of the tie may be folded over the strip in different directions to effect different adjustments in the length of the tie.



COME years ago a business of comparatively small size changed hands. The first owner had not made much headway with it. He was the kind of man who makes a splendid employee but a poor employer. When working under direction he proved himself capable, aggressive, careful in detail—a brilliant salesman. On launching a business on his own account, he found new responsibilities saddled upon him which bewildered him. The detail and careful planning ahead which falls to the lot of an executive head were beyond him. He let matters slide, devoting his time to superintending sales. In other words, he worked in the present as the average employee does and let the future provide for itself.

Needless to state, poor Dempsey's experience as proprietor of a retail store was a short one and if not exactly disastrous was in a sense very inglorious. It took less than a year to run the business into a bad hole from which Dempsey extricated himself by selling out. The savings he had invested in the business were partly wiped out, but he was lucky in escaping with anything left at all. He secured his old position back and I understand is there to-day. He is doing as well as ever and each year adds to his neat pile of savings. He is, I may say, in his proper element.

System, His Cardinal Creed.

The man who bought out the business was a hard-headed fellow who had been in the commission business for some years. Harding, we will call him. He did not know anything about running a retail store but he did know the primary elements of successful business. He was the stamp of man who could take hold of any kind of a business, carefully get

down to the roots of it and find out how that business needed to be run to get the best results out of it. He had a keen instinct for essentials and he believed in system as the cardinal creed of the business man,

Immediately on completing the deal whereby he secured the almost defunct Dempsey store, he came to me.

"This business," he explained, "is in bad shape. I am prepared to put in enough each at the start to get it on a right basis. After that it has got to be put on a paying basis at once. We'll have to go through it with a dark lantern, you and me, and find exactly what's needed."

We went at it; and needless to state, found the business to be in a water-logged condition. The systems Dempsey had put in were hopelessly inadequate and the details had been loosely arranged. We worked at it hard for some time and finally succeeded in putting in a system which seemed to fit the requirements of that class of business. A thoroughly experienced merchandising man was put in charge of the sales campaign. Harding, himself, camped on the system end of the business. He had it working like a well-greased machine in no time.

The business has grown many times over. A linge business oak has grown from the acorn that Dempsey planted. It must almost make him dizzy when he contemplates the store that has been built up and thinks of the wobbling little concern it was at the start.

Of all the systems we put in, there was one that I believe paid us best of all. This, at any rate, is the firm belief of Harding himself. It was a plan for keeping track of the work of the sales

staff, which enabled him to judge accurately the worth of each employee. By means of this system he kept his sales staff as close to efficient as it is possible to do.

Weigh Up the Clerks.

When a man buys goods for his store he takes care to get good value; he tries to get articles that will yield a good margin of profit. Do you weigh up your clerks in the same way? Large departmental stores do this, in addition to dividing their store into departments. Your business may not yet be large enough to divide into departments, but there is no reason why you should not make every clerk a Department, and find out what clerk gives you the largest profit. Try it, and you will probably be surprised at the difference shown when you find that one or two salesmen are far ahead of their fellows. Study their methods and get others like them.

In teams playing for sport they weed out the weak men and so build up a team that wins the coveted trophy. Surely a business is at least as worthy of being built up as a baseball team. Yet how few businesses are run on such keen lines as a successful baseball team?

Do you take an analysis of your salesmen every week or month? Probably you know that it would be a good thing to do but are not sure of the best way to do it and so let the matter slide.

In order to check the men's sales, you will require either a cash register or to furnish each one with a duplicate counter book, one copy of sale to be handed in or filed as the sale is made out. Have a stick file for each salesman's slips, add them up every day and enter them in a record book. You will then soon find out who is selling the most goods.

Profit Margin Analysis.

You can go further than this and find out who is selling the goods that are bringing you the best margins of profit. The man who is selling just advertised goods at a small margin and at a minimum amount of trouble to himself is not the man who is going to help you to build up a big profitable business. When you find you have a good salesman it

should be both a pleasure and a profit for you to give him an advance. It is surprising how good salesmen help a business and how poor ones let it down. Study the methods of your salesmen: it will pay you.

Encourage a steady, reliable man; don't be afraid of giving him a word of praise, let him see that he is appreciated. Now that rents are higher and nearly all expenses growing, you must look to the increase of your sales to keep down the percentage of your expenses and one very good way is to dive down into each man's sales and weigh them up. You will find a great deal can be gained in this way, so even if you have a cash register, have counter check books as well, keeping each clerk's sales separate and checking one against the other.

Lessons That Are Learned from the Inventory

The Need of Taking Stock at Least Annually is Emphasized— Too Many Merchants Think They Are Better Off Than Actual Conditions Show—Special Instances Cited.

Written for The Review by William Cambell.

T is my intention in this article to go thoroughly into some phases of stock-taking. The subject will perhaps seem a little untimely, as most retail merchants take their inventory during the first few weeks of the new year. In many respects, however, the present is the most suitable time possible. I venture to say that a large proportion of the merchants who have finished up their stock-taking either did not carry out the work on the most thorough basis or failed to comprehend all that their inventory had to teach them. therefore, the facts which I desire to present are likely to impress themselves thoroughly when the work of stocktaking is still fresh on the mind.

What Inventory Shows.

The first point to be brought out is the importance of the annual inventory. In the first place, it lets you know for certain what your stock is, and by including it in your assets your balance sheet when prepared by an accountant will show you how you stand. Secondly, if you took stock a year before, the difference in the amount of your surplus item will show your net gain during that period. Thirdly, if you have kept a purchase and sale journal and know the amount of your total purchases and total sales, it will show your gross profit-a most important point, because it will show you for certain what percentage of profit you have made, not what you think you are making. For instance, if you have put 40 per cent. on to your cost your stock-taking should show that your gross profits have been 281/2 per cent.

Stock-taking tests your profits and determines if there is any leakage, so that at least stock should be taken once a year for that reason alone. The biggest and most progressive stores keep stock systems to tell them what their stock

should be at any time, and if anyone could say with reason: "Oh, I take stock only once in about three or four years, because I have a good idea of what I have," it would be them. Yet, we find that the firms with the best records take stock the most frequently. Why? Because it pays them to do it, and they are in business, and they have big business because they have the right methods and know every detail of their business.

The writer knows men conducting large stores and enjoying the reputation of aggressiveness who have not taken stock for three years or more. They claim they have a good idea of what their stock is. I have tested this knowledge on several occasions and I would not risk a nickel on it.

A man starts in business and does \$5,000 a year; he has five-thousand-dollar ideas, and possibly knows the amount of stock he is carrying; his business grows and he is doing three or four times that amount. That man's stock will have outgrown that man's ideas, and if he takes stock he will find that he has a great deal larger stock than he thought he had.

The Man Who Thought He Knew.

I was consulted by such a man once, and he wanted his business put in order. He confided to me that he knew all about it himself, but that he wanted to show it to a partner who was to get a share. I asked him how much stock he had, and he told me confidently that he could tell any leakage directly, and he almost apologized to me for his weakness in allowing an inventory of his stock to be made. It showed \$6,000 more stock than he thought he had. I do not think he has quite forgiven me yet, but he increased his insurance, fired the man who kept his stock and put fresh energy into his sales department.

How to Go About It.

The next phase to be considered is the proper method of procedure in taking stock. It is a fact that many retailers who take stock out of a sense of duty carry out the work in such an incomplete way that it is really useless; worse than useless, for the merchant accepts the totals at their face value and believes he knows how his business stands. An incomplete inventory will often give a merchant an entirely erroneous idea of his standing and lead to the adoption of suicidal methods.

I remember one instance where a certain merchant had been carrying out his stock-taking each year quite regularly, but doing so on a slipshod basis that amounted in reality to guessing at what he had in stock. To make it worse, he based each succeeding year's inventory to a great extent on that of the previous year, with the result that each year he got further away from the truth. When the time of readjustment came—as it must come in all such cases-the difference between the real value of the stock and the figures on the books was almost unbelievable. It was great enough to create a suspicion of dishonesty in some minds, but I knew that the whole difficulty had cropped up through sheer carelessness.

System for Recording Stock.

Now, how is stock to be taken so that every article shall be taken down for certain and a prominent record kept, one that can be referred to and any article traced at once—a list that anyone can go over and check quickly? For this you need sheets numbered 00 to 99, and as it is generally sufficient to have 50 on a sheet, you need two sets of sheets, one set numbered 00 to 49 and the other 50 to 99. The reason for this is that you only need two lots of printing, even if you require hundreds of

sheets; after you get to 99 you add the figure 1 to the 00 and you have 100.

Previous to taking stock a ticket must be placed on each article or package to be taken, and, as it is taken down, the number on the list is marked on the article or package; the first article will be numbered 00, the second 1, and so on. The articles must be taken down in exactly the same order as they are arranged, so that a package numbered 40 would be between articles numbered 39 and 41.

If this system is thoroughly followed out you will get all your stock down and nothing down twice.

These sheets should be filed in a post binder and then you have a permanent and reliable list of your stock.

The experience of the writer extending over twenty years devoted to a study of business methods has shown him the necessity of taking stock frequently. Profit by this and you will never regret it. It is simple but it is comprehensive. It enables the merchant to cover the ground and to thoroughly estimate the stock.

USING PHOTOGRAPHS TO REDUCE BULKY SAMPLE CASES.

(Continued from page 72.)

ing will have become standard with most of the large houses of the country.

Practically all of our sweaters, knit goods, and knit underwear are now sold from photos; so are the notions, furnishings, muslin underwear, etc. We are expanding the idea in every department of the house, as rapidly as possible; and it will not be long before the sample trunk will be a rather small affair.

These results have not been accomplished in a day or a year, and the end is not yet, and to the merchant the benefits are just as great as to the road man.



SPRING SHAPES IN COLLARS.

In Spring collars there are three shapes which look likely to meet with popular favor. The double fold collar is one, with the V opening at the top instead of the lock top. The long point.

too, will be a good seller especially in striped patterns and Madras cloths. These will be extremely good. Another big selling shape will be the double fold collar with the cutaway front in both plain and striped patterns.



Montreal.—Fire gutted the store of Brennan Bros., men's furnishers.

St. John, N.B.—For the third time in seven weeks, burglars visited the tailor shop of A. Gilmour.

Weyburn, Sask.—W. T. McConachie, formerly of Symes & McConachie, has opened a tailor shop here.

Pembroke, Ont.—Luxenburgs' men's furnishing store has been taken over by N. & D. B. Cohen, of Montreal.

London, Ont.—M. Fishbein has sold his business at 638 Dundas St. and will devote his whole time to his London "ready-to-wear" store at 256 Dundas street.



The above picture shows the progress being made on the five-storey 50 x 100 addition to the MaeLean Publishing Co.'s building on University Avenue, Toronto, proprietors of this paper.

This building will provide space that has been argently required for the last year or two for the editorial and business staffs of their various publications. That we have great faith in the future of Canada is shown by the fact that we have acquired the whole block on University Avenue, running from Edward to Agnes

Street. As the business develops and as Canada develops, the next building will be erected on the southern corner of the property, bordering on Agnes Street. The old building on the right of the pieture—and it is only four years old—is one of the most substantially built brick, steel and reinforced concrete buildings in Canada. It will be devoted exclusively to the printing presses eventually. It runs through to Centre Avenue.



Designed for The Review by Paul O'Neal.

Window Cards for Advanced Spring Showings

St. Patrick's Day a Time for Special Line of Decoration and Show Cards—For Hats, Ties or Clothing—Wallpaper Effects and Harps in Reverse Designs.

Written for The Review by Paul O'Neal

O matter what the weather conditions are, lamb or lion-like, the first of March should see every progressive merchant alive to the fact that he should be pushing his Spring lines. It may be a little in advance to show straw hats, but "Advance Showings" always create talk, and talk is advertising. The young man who is particular about his wearing apparel is always pleased to see the coming modes for the Spring season. So the merchant who is out early with his Spring displays will be the one to attract trade, for it will be seen he is alive and up-to-date.

No Price-Cutting in March.

January and February should have seen all the winter lines well cleared, so that the Spring goods may have all the attention of advertising and pushing. There should be no necessity for special sales, price-cutting, or extra inducements during the month of March. Regular Spring lines should be in sufficient demand to keep business at a brisk point. This will be particularly true in ordered clothing. Orders should begin to come in promptly now, if a little extra advertising, display and decorating has been attended to.

It is important that some attention be given to decorating during the Spring season. Artificial flowers, garlands, a few singing birds, attractive cards here and there through the store will give an

air of Springtime that will be attractive, effective and produce a buying feeling in your customers. The extra attractiveness will alone repay for all the expense and trouble. The public admire progressiveness in this direction and will talk and advertise your business enough to pay many times the cost of the work. In a western Ontario town, a men's furnisher spent considerable time in putting attractive window displays. It was only a short time after his arrival until he was known all over the town as



Design of Paul O'Neal.

the man with the "pretty windows." Rather odd, but it was powerfully good advertising—and he did business.

The cards for your interior decorations should be about 6 x 10 inches, neatly lettered with pen or small brush. Have direct personal appeals on each, such as:

"Have you thought about your new Spring suit?"

"We have the tie that is specially suited for you."

"Try on one of our new mode hats—it will look well on you."

On each card have a YOU. Try this once and see the result.

For St. Patrick's Day.

March offers one day that will furnish a basis for decorating. That is St. Patrick's Day. The dominating color, of course, must be green. Harps, pipes, hats, shamrocks, etc., may enter into the decorative features. Crepe tissue paper may be had at moderate cost and used effectively for decorative purposes. Shamrocks in green card, and harps in gilt may be purchased or made at trifling expense.

The Sample Window Cards.

The cards presented this month are somewhat unique in design. They are merely suggestive and may be elaborated upon and adapted to any line of merchandise. The 75c card may be used for

ties, shirts or other similar lines. The price may be made to suit the article and the wording for gloves could be changed to "a pair" instead of "one." The card is a wall paper design. A piece of small pattern wall paper should be chosen. Mount this on a white or grey eard and letter in white.

The one dollar and twenty-five dollar eards are wall paper effects showing a reverse design or how to kill two birds with one brick. Dark paper is chosen, and care exercised in cutting out design so as to preserve the "cut out" as well as the background. Mount each of these on separate cards and letter to suit the articles chosen. On the eard with the



Design of Paul O'Neal.

background card a few flowers may be painted of the "splash" type, which are always attractive. The lettering on this card may be in black shaded in a color to harmonize with the paper.

Reverse Pattern Type.

The two harp cards are of the "reverse" pattern type. They are air brush designs made from the same pattern, using the background in one case and the "cut out" in the other. They may be gilded first and air brushed on top. Or they may be done in dark green color. The effect of passing the harp through the scroll or ribbon is easily accomplished. In fact, the design will show how it is done better than a word description. Notice the scroll on the dark harp is shown entirely on the face side, the harp being behind it. The lettering may be done in black and the figures in dark green, shaded with light green. But care should be taken to keep the colors in harmony, and free from strong contrasts.

These card suggestions should be of help to the enterprising card-writer or window trimmer and may be enlarged upon to suit the circumstances.

Programme of Ontario Branch, R.M.A. Convention

This will be held in the Temple Building, Toronto, on Wednesday and Thursday, February 25 and 26.

Morning session opens at 10.30 a.m., when the usual preliminaries of registratiou, receptiou of delegates, and receiving resolutious will be in order. Wednesday Morning:-

Wednesday Afternoon:

Address of welcome—President J. C. VanCamp of the Toronto Branch.

Response—B. W. Ziemann, Esq., Dominiou Past President, Preston, Ont.

President E. C. Matthews' address.

Report of the Executive Officers.

Receiving and considering resolutions and reports. Some interesting subjects will come up under this order of business.

Thursday, February 26th (10 a.m.):—
Considering resolutions continued.
Secretary's report.
Treasurer and Auditor's report.

Thursday Afternoon (2 p.m.):—

The election of officers.

The election of officers.

The election of representatives on the Dominion Board.

Arrange the date and place of next meeting.

Joint conference with leading wholesale merchants and manufacturers.

Joint conference with leading wholesale merchants and manufacturers.

Joint conference with leading wholesale merchants and manufacturers.

On Thursday evening at 8 o'clock a banquet will be given in the Assembly Hall when an address will be heard from A. F. Sheldon, proprietor of The Sheldon School, of Chicago, Ill., on "The Science of Building a Retail Business."

In sending out the programme Secretary E. M. Trowern adds several suggestious In sending out the programme Secretary E. M. Trowern adds several suggestious In sending out the programme Secretary E. M. Trowern adds several suggestious In sending out the programme Secretary E. M. Trowern adds several suggestious In sending out of the quality of the considered. Among them are the following:—

"These be in attendance promptly at every session. If you do not put something "If you ask for a Convention Certificate, you will secure reduced rates on all "If you ask for a Convention Certificate, you will secure reduced rates on all "If you ask for a Convention Certificate, you will secure reduced rates on all "If you ask for a Convention Certificate, you will secure reduced the part "Consideration of the report of the Special Committee who walted upon the "Consideration of the plan proposed by our Special Committee, to accomplish the purpose desired by the wholesalers and manufacturers, and for which they asked legislation known as the 'Bulk Sales Act.'"

"The new Parcels Post legislation and what effect it will have on the retailers throughout the Province."

"The new Parcels Post legislation and what effect it will have on the retailers throughout the Province."

"What effect the proposed Workmen's Compensation Act, which we have vigorously opposed, will have on the retail merchants if provision is left in

"The appointment of committees from every section of our Association, to take up simultaneously the question of wholesalers and manufacturers selling direct to our customers."

"What further steps we should take to oppose Co-operative Society Legislation and Co-operative Society Stores."

"Consideration of further changes in the Weights and Measures Act, and especially the abolition of the fees for their inspection."

"A definite plan to develop and retain the retail trade of the home town and urge upon retailers to see that their importance collectively, as a class, is not omitted on any literature that is put out, advertising their town."

"A plan whereby our members will be protected against unreliable rating and collecting associations and agencies."

"The advisability of amending the Shops Regulating Act regarding the hours of employment for females."

"The question of retail markets and the municipality going into the retail trade, and showing why we should not be charged with being the cause of the high cost of living."

"The question of receiving credit notes from wholesalers and manufacturers which were not ordered, or not according to order."

"Consideration of what further means can be adopted to regulate or control severe price-cutters and trade demoralizers."

"Taking further steps to secure an amendment to the Criminal Code, to make false advertising a crime."

"Taking further steps to press our amendments to the Division Court Act regarding garnishees and simplifying the collection of small debts."

"A report will be submitted of the excellent results our members are meeting with in collecting their old over-due accounts, through our Credit Reporting Department."

Bad Debt Problems Were Discussed

Retail Merchants of British Columbia Get Together in Annual Convention on the Question of Improving Collection Facilities—Deputation Waits upon Hon. Mr. Bowser.

By Special Wire.

Victoria, B.C., Feb. 10.—The two-day convention of the British Columbia Retail Merchants' Association adjourned this evening after consecutive and spirited sessions. A number of important resolutions were passed, dealing with problems facing the trade.

The convention opened on Monday with a large attendance of retail merchants from all parts of the province, and representatives of all trades. A significant feature was the unanimity shown on many points, all the trades represented displaying a willingness to co-operate to secure better conditions.

Many of the points taken up and debated at greatest length had to do with proposed amendments to the provincial statutes, giving the merchant more adequate protection against the "dead beat." Statistics were introduced which showed that during the year 1912 the money lost by the retail merchants of the Province of British Columbia through bad debts amounted to one million dollars. This staggering total had not been improved upon during 1913, which was a bad year in the matter of collections. The unfairness of laws which permitted so serious a condition to develop was most pointedly brought out.

The present Capias Act fixes the amount at \$50 for which a man can be prosecuted. Anyone owing less than that amount cannot be reached effectively. This phase of the question was debated at some length, and the consensus of opinion was that the minimum amount should be changed from \$50 to \$10.

The Loan Act, which allows farmers' money at 4 per cent. for co-operative societies, was criticized.

Changes were advocated in the Garnishee Act.

It was thought that there should be provisions making wives jointly responsible for goods sold for maintenance of the household.

In fact the "bad debt" problem bulked very largely in the proceedings, and the greater amount of the time was taken up in discussing the many phases of it. Resolutions covering the points above were carried.

To-day a strong delegation waited upon Attorney-General Bowser and laid the resolutions before him. The speakers gave a strong presentation of their case and showed the extent to which losses from bad debts had grown, demonstrating that it constituted a severe menace to business.

Hon. Mr. Bowser gave attention to the arguments presented and promised that the question would be given full consideration.

A number of routine matters were taken up at the convention, including election of officers and making arrangements for convention next year. The 1915 convention will be at Victoria.

The above brief synopsis of the proceedings at the convention of the British Columbia Retail Merchants' Association held at Victoria on Monday and Tuesday was secured by wire from our editorial representative in the City of Victoria. A complete report is being sent on, giving full particulars and a resume of the discussions. This will appear in next issue.—Editor.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS EVENING WEAR

Same Iligh silk, uniterial as cont, one felt or brand or two band bralds bralds Same or material with broad felt or brands or two brands brands brands or as jacket, black or ngl, me brands brands	Shirt Collar Tie Gloves Socks Boots Jeweiry		Stiff, with single cuffs. Single cu	White, stiff or soft. If latter, fine tucks, double cuff, or wing match handered annualered waistcoat in the color to match handered waistcoat.
Single breasted, white seml-V- sbaped, with collar Same material as cont or as facing or cont, single breast, shape		3 88 88 88 88 88 88 88 88 88 88 88 88 88	Iligb silk, with broad one felt or two corded silk as band s	Derby or black or grey soft
			Shgle breasted, a white spanl-V- sbaped, with	Same material as coat ocoat, single breast, shape
		Occasion.	BALL, RECEPTION, PORMAL, DINNER, THEATRE, EVENING	INFORMAL CLUB, STAG, AT HOME, DINNERS

DAY WEAR

Gold or pearl pearl uncut jewelled ornament, jewelled pln	Same as above	Something very plain	Same as above
Button, kid tops, patents or varnished lowers, plain cross tips on toe	Buttoned patcut leatber, plain tip	Cotton, wool, brown, plain liste, shades or fancy in harmony uppers, barmonla, batton or harmonlae, faced, plain or cross tip	Black or brown lace alf. low or high plain tip or full brogued
Dark colored slik	Dark colored silk	Cotton, wool, liste, shades in harmony Wool to harmonlze,	Wool to harmonize leather looped leggings. Highland gatters
White or grey glace kid or suede, wbite buck	Same as above	Tan, red, chamols, colored or wbite buck	Same as above
Once-over, or four-in- hand or Ascot in solid colors, black, white, grey or pastel sbades	Once-over, or four-in- band or bow, same shades as above	Four-in- hand or bow in	Same as above
Poke or wing or plain band	Foke or wing	White, wing or turnover	White or turndown to match shirt
White, single cuffs.	White or colored; colored; lf later, cuffs, white and single	White or colored, shigh and double cuffs, may match	Flannel or Oxford sulfings, double cuffs
High silk, with broad felt band	High silk, broad band	Derby or Alpine	Clotb, felt. Alpine cap
Black worsted, with wblte or colored stripes, or dark grey striped worsted	Same as above	With black jacket same material, otherwise fancy stripes in cheviots and worsteds	Single fannel; knicker. Ilke sult or strap and lamb's knicker with strap and buckle. wool bocker bocker bocker bocker
Same material as coat, double breasted. or of fancy	Single breasted with collar, but without collar if brianded and of same material as coat	Single breasted like jacket, or fancy harmonize	Single breast like suit or fancy knitted lamb's wool
Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same as above	Flannels, worsteds, Saxonys	Tweeds. cbevlots, homespuns, flannels
Frock or Cutawny Chesterfield Overcont, S. or d. breasted.	Cutaway coat Same overcoat as above.	Single and double breasted jacket and walking coat	Norfolk or jacket, single or double breasted Chesterfield Ragian draped, Highland cape, s h, nister.
AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	AFTERNOON TEA, PROMENADE, ETC.	BUSINESS, LOUNGE AND MORNING WEAR	MOTORING, GOLE, COUNTRY, DRIVING



Selling Point

Number One

They're Water-proof

These famous collars lack nothing in appearance found in the regular linen collar, but have features which place them infinitely higher in point of service and appearance. Being water-proof they are easily cleaned with soap, water and sponge, thereby eliminating the laundry expense and ensuring a clean collar at a moment's notice. Arington Collars are made in six grades, ranging in price from 70c to \$2 dozen, each a third heavier in weight than other water-proof collars at a corresponding price.

A trial order of Challenge Collars will prove our statements. Five styles shown below.

The ARLINGTON CO. of Canada, Limited, Toronto

Western Agent: R. J. Qulgley, Winnipeg. Eastern Agent: Duncan Beil, Limited, Montreal.
Ontario Agent: John A. Chantier & Co., Toronto.









ECLIPSE

SHAMROCK

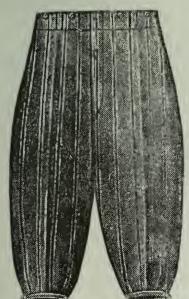
VIGILANT

AMERICA

ATALANTA

Lion Brand Clothing

Correct and Exclusive Styles for Boys



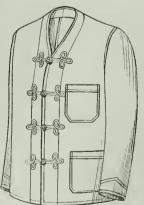
We make nothing but boys' clothes. Into them we put every ounce of tailoring and designing skill that we possess. We give them elegance and exclusiveness, and the little touch which cannot be found in clothes that do not bear the Lion Brand label.

If you would capture the boys' clothing business of your town, get in a stock of these popular clothes.

The Jackson Mfg. Company CLINTON, ONT.

Factories at :- Clinton, Goderich, Exeter, Zurich

Jangh BRANDA



Duck Trousers— \$9.00, \$10.50, \$12.00, \$15.00

Duck Coats— \$9.00, \$11.50, \$12.75, \$13.50

As Illustration— \$13.00, \$14.00, \$15.00.

Duck Vests— \$9.00, \$11.25, \$12.00, \$12.75, \$13.50.

Aprons-Carpenters'-\$2.25, \$2.50. Aprons—Butchers'--\$2.50, \$2.75,

\$2.50, \$2.75, \$3.00, \$3.50.

Haugh Brand garments, in dustproof packages.

Ask for samples of your requirements or let us send you Catalogue.

Defiance Mfg. Co., Ltd
College & Bathurst Streets
TORONTO

Brown, Tweeds and a Rival to Chinchillas is Fall Clothing Prophecy

Many Predict a Return to Brown After a Weak Spring—Worsteds Very High in Price—Meltons and Other Soft Cloths Will Come Back Again in Overcoats.

R EPORTS of placing orders for Fall suitings state that black and white patterns are not being taken up quite as freely as for Spring. One manufacturer gives as an explanation that these patterns are made in so many qualities and the white is so often eotton or partly cotton that the trade are not quite so keen as they were. There is great buying, however, being done in small checks other than black and white.

The predominating colors for Fall, one Canadian authority declared to The Review, will be brown and gray. While many people thought that brown was done with, and it has been rather weak for Spring there seems no doubt that it will be stronger for Fall and Winter wear and may resume its old place as a standard color.

Navy blue of course is always good. Wholesalers report lately, a slight decrease for Spring in the sale of blues, but this can easily be accounted for by the tremendous sale last year while prices were jumping and in many cases merchants covered themselves at the low prices. But with the ever increasing demand for blues there is not much doubt that at the end of the year 1914, the actual yardage of blues used will be greater than that of 1913, in spite of the fact that there was considerable speculation in this color.

High Prices May Hurt Worsteds.

While many people feel that tweeds have received a set-back, it would not be a surprise if, owing to the very high price of worsteds, we should see tweeds take a very strong hold, especially for next Winter season. The price of worsteds is very high and it is almost impossible to get decent worsteds unless you pay a good figure for them, whereas a much more sightly tweed that will give equally good wear can be obtained at less money. Large sales of the latter, therefore, may be regarded as a strong possibility.

Chinehillas Will Have Rivals.

While overcoatings for next Winter will still be of the soft materials used last season, there will be a very much larger sale of smoother cloths such as meltons and cloths of the melton order. Chinchillas and Whitneys are undoubtedly going to be very strong and the showings of that class of stuff will be quite extensive. With regard to color.

TROUSERS IN ROTATION.

A cable from Nice, France, says:—One of the best dressed men in Nice has appeared with a strip of braid running down the side of his evening-dress trousers. He explains that the innovation is the idea of his tailor, who says a well-dressed man must possess at least four pairs of evening trousers in order not to wear any pair too frequently.

frequently.

To make it certain that his customer wears his four pairs of trousers in rotation, he has made one pair stripleless, the second pair with a single stripe, the third with a double stripe, and the fourth with a triple stripe.

black, blues and grays as well as a great variety of mixture colorings will be shown.

—— GLIMPSES OF NEW YORK

At the Ritz-Carlton, New York, says Men's Wear, a well-dressed young man was seen wearing a plain blue double-breasted suit, a blue shirt which had white euffs, a white wing collar and a blue and white polka dot tie. A pair of light brown cloth topped boots completed a very quiet yet smart costume.

The same observer noticed also a well-known polo player and an equally well-known dilettaute, both recognized as men of position. "I want your attention," says he, "for their boots—good-looking button boots. There was no exaggeration as to extension of sole. The shape is not new with them, a long vamped boot with a blunt toe and plain tips."

The dilettante wore a costume of black and white. A black two-button jacket and double-breasted waistcoat looked nice over black and white shepherd's check trousers. He had on a double collar, the inverted V showing a space at the top, and a grenadine silk sailor's knot tie.

This style of collar and tie will be seen during the coming Spring in New York.

The polo player wore a smart assembling of brown and green. Rich dull brown suits with indistinct green stripes are well liked and this man added to his a low cut double-breasted waistcoat and pale brown silk shirt and green bow tie and white double collar. He had lately returned from Europe and the colors he wore may be regarded as forecasts, as well as an odd shade of blue flannel, almost a peacock blue which another man had on.

The same afternoon at the Castle House, the dansant house, it was noticed that among the men and women of consequence and others there was little or no attempt at formal evening dress, especially with the men; they wearing their most informal town apparel.

SLASHED TROUSERS.

American Idea is Ridiculed in England.

Some of us remember Mr. Walter Passmore's exultant exclamation in "The Earl and the Girl"—"It ain't the coat wot makes the man; why, demme, it's the trousers," says a writer in the London, Eng. Daily Telegraph. So evidently, think certain sartorial experts in America, when they suggest that fashion is about to prescribe to the "nuts" on the other side, nether garments that shall be "slashed" or "slit," just as women's skirts are, according to the prevailing vogue. Of course, the prospect of "slashed" trousers opens up—as it were -endless possibilities, even to the average male mind. We seem to see visions of openwork socks vastly more elaborately embroidered than they are now. Also do there seem to loom up enchantingly dreams of fairy footwear, bejewelled shoc-strings, and dainty garters—with, perhaps, a bit of airy frilling thrown in. For, once you open the floodgates of fashion at the trousers seams from the knee downwards-that is, assuming that the innovation is to be confined to the line betwixt the knee and the anklewhere are you to stop? But, after all, why dally with the modern trousers at all? Why not hark back to the kneebreeches of our forefathers? Or if the desire be to exploit the grace of the male calf and ankle what is wrong with the kilt? But, perhaps, the kilt might reveal too much the poverty of the prospect, as it were, from below the knee. It

"Harvey" Knitted Coats

for men, women and children

Combined with the latest decrees of Dame Fashion is our own individuality—our own exclusive characteristics which have made Harvey Brand popular.

We are showing for Spring a wide range of coats in the new brushed Angora effect with reinforced iron-clad seams.

Harvey men's and ladies' fine Botany Wool underwear with the new style necks and drop seat ladies' combinations (Entirely new, absolutely closed and with the advantages of ordinary drawers) should be of interest to you. Be sure you see our range before placing order. Sold direct.

Harvey Knitting Co., Limited

WOODSTOCK, ONTARIO

Agents:—B.C. and Alberta—H. P. Lang, 601 Welton Bldg., Vancouver, B.C. Man. and Sask.—Harvey Bros., 53 Scott Block, Winnipeg, Man. Ontario—J. E. McClung, 33 Melinda St., Toronto. Quebec—P. DeGruchy & Son, 207 St. James St., Montreal. Maritlme—F. S. White, St. Stephen, N.B.





The same high-grade quality of pure worsted wool that has made Imperial Brand Men's Underwear the most popular and profitable line on the market for the last 34 years is still being knit into comfortable, durable Imperial Brand under-garments for men.

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

With these rapid-selling lines stocked in your knit-goods department, your profits for 1914 will be greatly increased.

Your wholesale will supply you with Imperial for your Spring and Summer trade.





Clothing Designers' Style Forecast For 1914

T the annual three-day convention of the National Association of Clothing Designers, Baltimore, one of the important features was the fashion exhibit and the issuing of a "Style Forecast for 1914." This forecast read as follows:

"Three-button, conservative men's saek; natural shoulder, with a straight seye line; length 31 inches, centre vent 9 inches; sleeve, 3-inch vent, two buttons; slightly form fitting, regular pockets.

"Young men's saek: Threebutton, soft front, narrow shoulder, no pads, small sleeves, finished with cuffs; extreme form fitting, 29-ineh, no vent; with or without patch pockets.

"Double-breasted, same type coat; 3 buttons; soft front; length, 29 inches; no vent.

"One-button eutaway eoat; edge bound half and half with galoon braid, 3-16-inch wide; peaked lapel; low gorge, shortwaisted; skirts extremely cutaway; 37 inches long.

"Dinner eoat, satin faced to edge; collar and euffs bound with satin; outside breast pocket; no vent; link button on front; 30 inches long.

"Dress coat, short waisted, low gorge, 39 inches long; 3 jet buttons on front; eollar and cuffs bound with satin; outside breast pocket optional; extreme narrow skirts at bottom. Staple overeoat, single-breasted, fly front, slightly form fitting, 44 inches long.

"Young men's 3-button single-breasted button through overcoat; patch pockets, no outside breast poeket; narrow shoulders; small sleeves; extreme form fitting; 40 inches; no belt.

"Young men's double-breasted overcoat; 3 buttons,

soft front; skeleton lined; made as above; bellows poekets; no belt.

"Balmaeaan for the eity trade; Five-button, button through, button to neek; one-piece sleeve; vertical poekets; skeleton lined; Prussian collar; 44 inches long; 90 inches sweep.

"Balmacaan; single-breasted, button through; convertible collar; two-piece sleeve; vertical poekets; skeleton lined; 48 inches long; 90-inch sweep.

"Box overeoat: Single-breasted fly front; 42 inches long.
"Vests: To go with conservative men's sack; 6-button; medium high cut, athletic scye.
Trousers to go with conservative men's coat, 20 knee, 16 bottom.

"Trousers to go with young men's saek: 18½ knee, 15 bottom cuff."

takes a shapely man to wear the kilt properly.

English Experts Contemptuous.

"Slashed trousers!" said a leading London tailor, when the subject was broached to him. "Why," he exclaimed. "the thing is simply absurd!" More strongly than that, indeed, did the gentleman in question express himself, but that, perhaps, is besides the point. What matters is that this authority and others to whom the subject of "slashed" trousers was mooted, regarded it with unqualified contempt. They could searcely find words in which to express their derision of the very idea. Said one of these men rather pithily: "Slashed trousers might appeal to the

East-end coster, but not to the average Englishman. Anybody who suggests 'slashed' trousers for English gentlemen knows nothing of English male taste in the matter of clothing. You have only to look around you," he said, "in order to appreciate that what the Englishman desires above everything in his clothes is 'quietness' in style. In dress he utterly deplores 'loudness.' To wear 'striking' clothes is the last thing he wishes. What he really aims at is being 'well' dressed. And to think of an Englishman-whose sole desire, as I say, is for 'quietness' in his costume-wearing 'slashed' trousers! Why, the thing is positively unthinkable!" And the expert almost purpled with indignation as he spoke. It was as if his professional tastes were being

gratuitously insulted. "Another American freak!" he seemed to say.



SPRING SHIRTINGS.

The trend in Spring shirtings is strongly towards bordered zephyrs and Oxford materials. Silks, too, are strengthening their hold more than ever, as also are silk and wool combinations. More highly-colored stuff is continually becoming stronger, the novelty effects showing tones of yellow, pink, green and purple. Striped designs of larger patterns in bright colors are being shown, salmon and blue, purple and helio on a white ground being some of the combinations.

Attention, Manufacturers' Agents!

We are being continually approached by manufacturers in Great Britain and United States who require representatives in this country, asking us if we can recommend suitable representatives.

We would appreciate it if you would drop us a line and state whether you can handle another good line in Canada, giving full particulars so we can refer these enquiries to you.

The Dry Goods Review

Publication Office, 143 University Ave., Toronto, Ontario



Will your head be next?

Are you as necessary to your employer's business as you think? Can be replace you from the vast ranks of the unemployed who are looking for just such a position as yours—an ordinary sales position?

With the thorough training we give you in our courses in

CARDWRITING AD.WRITING SALESMANSHIP

you can face the world with the knowledge that "You're wanted."
You will lose the feeling that "your head may be next." Plan on
more money and a sure position by writing to-day for our complete
prospectus on the subject you are interested in. Fill in the coupon
to-day. Send it now.

SHAW CORRESPONDENCE SCHOOL YONGE AND GERRARD STREETS TORONTO S.C.S. TORONTO

Please forward particulars re the course below marked with a cross.

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CLOTHING IN LONDON AND PARIS

IN Paris it appears that double-breasted overcoats are leading in the demand of the well-dressed men this Winter, and the two-button model with form-fitting back is a favorite. In the single-breasted garments the conservatively cut, slightly form-fitting, style continues to hold its own. The skirts do not flare but are wide enough to allow perfect freedom in walking and the sleeves in many cases are finished with narrow cuffs.

A recent fad is to leave the top button of this garment unfastened, and in a number of the models the poeket openings and flaps are cut in curved lines.

In fabries, the gray Shetland is favored and there are also a large number of blue mixtures.

Peculiar Pockets.

A very peculiar arrangement of pockets and pocket flaps was noticed on a form-fitting frock overeoat. The large side poekets were set on a slant towards the rear and the flap of the small "tieket pocket" was fixed on the waistline and overlapped slightly the flap of the slanting side poeket.

An elderly gentleman not long ago was seen in Paris wearing a striking double-breasted model. The eoat followed the lines of the figure at the waist and a raised seam ran down the centre of the back. On either side of the seam starting just below the waist were two inverted pleats.

Attractive Golf Jacket.

"Bobby" Hale, of "Revue" fame, was seen playing golf the other day in an attractive jacket, says Men's Wear, London correspondent. By the addition of four short seams, placed on either side of the eentre seam, the material is gathered into the waist without the addition of a belt. The result is one gets a business-like garment with a great deal of style and comfort. The front of this eoat was like the ordinary singlebreasted style with three buttons and two patch pockets.

"It seems to me," says the writer. "that this particular kind of coat will be a popular style for country sports during the coming year.'

New Lease for Belted Overcoat.

It would appear from the notes of a London writer that the belted overcoat is in for another lease of life. At the beginning of the present Winter it was predicted that this fashion was finished. yet in Hyde Park one Sunday morning

Artists Alarmed at Men's Spring **Fashions**



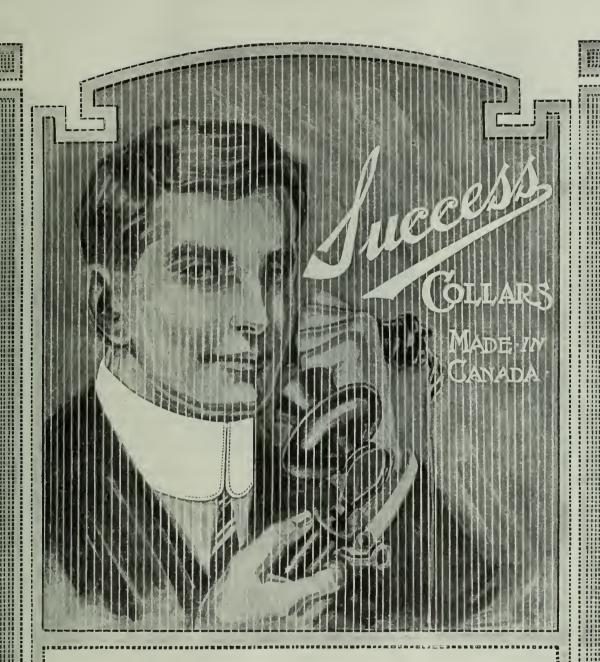
According to the National Association of Clothing Designers, man must wear his clothes as tight to his figure as possible.

No padding will be used, and the man with the thirty-six-luch shoulder can no longer masquerade as the coming middleweight champion.

Quiet colors and little cloth will be the rule except for overcoats. Then every man can indulge his fancy to the fullest extent. Horse blanket effects, fattening sleeves and loud colors will be the mode.

recently it may safely be said that six out of every twelve men were wearing belted overcoats. There were many ideas but the most popular seemed to be a straight back with belt from which the inverted pleat falls. This year's belted coats are being made double-breasted more often than single.

Next in popularity seem to be singlebreasted Chesterfields of black vieuna, hopsae and barathea eloths. Every one of these have double-breasted lapels, faced with black corded silk and fly fronts-very plain English looking garments. Among the wearers of this latter syle was seen Lord Vivian while



Remember, in Success you get a first-class collar, well made, accurate as to size, a genuine hand-turned collar—which will hold its shape through the most severe laundry work.

The shape illustrated is the Success "Angus," a close-front model which is a steady big-seller. At the retail price, 2 for 25 cents, Success offers the best value on the market. Ask your wholesaler.

The Canadian Converteris Co. Limited

young Lord Edward Hay favored the former

The black Chesterfield coats seem the most popular for evening wear at the moment. At the Empire Theatre, on the occasion of the Oxford and Cambridge varsity Rugby football match, the young bloods flocked up in thousands, and on this occasion again were seen many of the above-mentioned coats. Many of these boys favor the white silk tubular woven mufflers, which are wound round the neck and are tied in a big, that knot at the coat opening. Otherwise these young men were not responsible for anything startling in the way of clothes

A Waterproof for Riding.

At the meet of the Quorn hounds not long ago, says a London writer, Count Areo was noticed wearing a very excellent waterproof for riding which had many good points but the most important of all was the attached apron fastened on the side, which absolutely shuts out any rain and completely protects the horseman from the waist to the calf of the leg. When the apron is not in use it can be put out of sight inside the coat and the garment can be used for everyday wear.

"Best Dresser's" Costume.

Mr. Mallaby-Decley of London, who is said to be one of the four best dressed men in the British House of Commons, according to the London correspondent of Men's Wear, always wears perfectly cut trousers of some light gray material and a superbly cut black lounge coat and waistcoat-the coat braided at the edges. His collar and shirt are generally of blue with narrow white stripes: his necktie a dark blue with white spots and with this unusual get-up he dons a silk hat. He has been seen in Hyde Park on Sunday mornings wearing colored collars with a silk hat, he being in favor of such a Bohemian addition to town clothes.

When on the links he is said to wear golfing suits of cream or very pale biscuit-colored homespun,

CHANGE FOR EASTERN BUYER. Ralph Bonnell, of St. John, N.B., Joins Selling Staff in Truro.

Ralph H. Bonnell, of St. John, N.B., who for the past twelve years has occupied the position of buyer for the furnishings department of Scovil Bros., Limited, retail clothing and men's furnishings dealers, has severed his connection with that firm to accept a position on the selling staff of the Eastern Hat & Cap Manufacturing Co., of Truro, N.S. Mr. Bonnell has been remarkably successful as a retail salesman and he will no doubt "make good" in his new work.

He has a wide acquaintance all over the Maritime Provinces and also in Upper Canadian cities.

It is interesting to note that the Truro concern have recently organized another big industry under the name of Eastern Shirts, Limited. A big new factory has been built and samples of the new lines of high grade shirts are now being shown to the trade. It is under-



RALPH BONNELL.

stood that the company will cover every province of the Dominion with their sales force.



FROCK COAT DOOMED?

A despatch from Cleveland says that "The frock coat is doomed. Next autumn any one wearing one of these time-honored, long-beloved, flowing frock coats will be chalked up as out of style. The International Association of Customs Cutters of America, fifteen hundred strong, is opposed to it. It indicated as much when it met for the thirty-fourth annual convention here."

To use the words of one of the leading members of the committee selected to draw up a set of resolutions on what men shall and shall not wear hereafter the frock coat will be "utterly abolished."

"The long-tailed cutaway will be in vogue for an indefinite and lengthy period," he said.

It will also be perfectly impossible, according to the tailors, for any one to wear an evening coat that has not a plain silk or satin facing and satin cuffs to match. Waistcoats for evening wear must be of white silk, with white ball pearl buttons, four of them, close together. And, besides, there must be broad braid on the trousers.

"Silver suitings" are to be the thing. Their effect, it is said, will be, at a distance, like a shining piece of silver. They may be plain or of black and white mixtures.

All the coats are to be a little longer than in previous years. The waistcoats will be high buttoned, without collars. The trousers are to be narrow, with cuffs.



CLOSED CROTCH SUIT IN U.S.

At the annual meeting of the Jobbers' Association of Knit Goods Buyers in New York. The closed crotch union suit situation was touched upon by F. 11. Burgher, of Bliss-Fabyan & Co. Mr. Burgher said that in his belief the situation would be cleared up and that the 25 manufacturers he represented would defend any suit brought against members of the association in regard to the closed crotch union suit. He commented upon the phenomenal growth of sales in this particular line and stated that the value of union suits sold in 1899 was \$800,000 and had increased in 1909 to \$9,000,000.



THE NECKWEAR MARKET.

At the present time all varieties of scarfs seem to be selling well, with no particular leaders, says "Men's Wear" of New York. The tendency toward better grades is growing, the result of which is in favor of the dollar searf. The salesmen behind the counter, noting this, are inspired with the courage to show the one-dollar grade first, instead of the fifty-eent scarf. Manufacturers who have found it difficult to make a fifty-cent scarf that would yield a profit to themselves, to the retailer and give satisfaction to the wearer, welcome the change and hope that it will become stronger as the season advances.

The larger designs are still in the lead, and a diversity of colors are called for, though some furnishers are of the opinion that more conservative colorings will follow, probably after Easter.

There is considerable comment upon the status of knit neckwear, some believing it will be in improved demand, basing this opinion upon the favorable experience wearers had with knit searfs two seasons ago. Returning to the silk scarf for a season, they find that the wearing qualities of the knit tie surpass does not show pin holes is another argument in its favor. On the other hand, the wonderful array of patterns in the cut silk variety is strongly in the latter's the later, and the fact that the former favor.

There is said to be a good demand for printed crepes for Easter, and they are expected to be a popular summer scarf, competing for favor with wash ties.

That bias stripes and patterns are favored is admitted, and this fact, some makers say, it not altogether to their liking, nor to the entire satisfaction of (Continued on page 94.)

Are you listening?

All the extra-size talk and silk-lined sentences about Garment Hangers wont convince you half as quickly as to the correct shape and finish of the Taylor Hangers, as the sample you will receive by writing us, stating the style best suited to your requirements.

Store and display your clothing in such a manner that the public can come into your establishment and see the wide range of shades and fabrics carried in stock. Permit them to examine the stock and satisfy themselves as to style, quality of

fabric, workmanship, and special details by displaying your clothing on Taylor-made racks. The customer will enjoy looking over the line, and your salesmen's time



will be saved, and the coats will "try on" without pressing.

Don't wait until your Spring Clothing arrives, but order today. Racks and Hangers for "right-a-way" shipment.

Made of Polished Steel Tubing.

		\$10.50
8 feet long, 6	post	
10 feet long, 6	post	 12.50

Suit racks, 5 feet high, 26 ins. wide.

Made of Oxidized Steel Tubing.

No paint, no rust, no tools or trouble to set up. Shipped crated. K. D. Ball Socket Rollers.

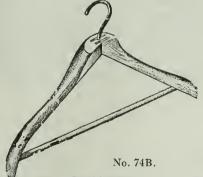
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10	feet	long,	6	post.				٠	٠										 15.00	0

Overcoat and ladies' garments, 6 feet high. Additional for side rod, \$1.25 each.



Men's combination hanger with inserted bar to hold trousers, \$7.50 per 100.

Made in boys' size, only 15 inches long, \$7.50 per 100. With wire attachment, \$7.50 per 100. \$8.50 per 100.





No. 92.

Combination skirt and coat hanger, \$6.00 per 100

Combination Hanger, concave shoulder, shaped to fit collar of coat, will keep the garment in perfect shape, \$15.00 per 100. With wire attachment, \$16.00.

The Taylor Manufacturing Co.

82 Queen Street North

HAMILTON, ONT.

John D. Moser, Manager

A new moderate-priced Triplicate Mirror

—a selling help no store should be without in the clothing and ready-to-wear departments



There was a day when a merchant would not dare allow his customer to see the back of a garment being tried on—but that day is gone. No merchant can hold his business to-day if he does not give perfect fit and satisfaction with every sale in the clothing and ready-to-wear departments.

This triplicate mirror, like all

Clatworthy Fixtures

has a reputation for superior workmanship and high quality materials to sustain. It is made with a strong, yet light, metal frame in the popular oxidized copper finish, heavy British bevel mirrors, with back of quarter-cut oak, handsomely marked, mounted on ball-bearing casters, easily moved about. Let us send you our big catalog showing the complete Clatworthy range of store fittings and display fixtures.

CLATWORTHY & SON, LIMITED

Established 1896

"The largest makers of Display Fixtures in Canada"
161 King St. W., TORONTO

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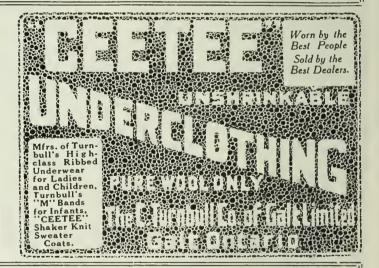
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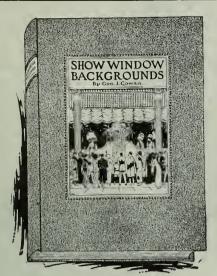
MANCHESTER (ENGLAND)

Can supply all your requirements in

KNITTED or BRAID GIRDLES, FROGS, LOOPS, TASSELS, BUTTONS, TAPES, etc.



John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.



This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By GEO. J. COWAN

Vice-President of the Koester School of
Window Trimming

This is the most useful window trimming book ever published and sells at only \$1.70 postpaid; a price that makes it possible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

New Year's Windows.

New Year's Windows.

New Year's Windows.

New Year's Windows.

Submit Goods Windows.

Spring Opening Windows.

Easter Windows.

Horse Show Windows.

Carnival Windows.

Sale Windows.

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.70.

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The Glove That Made The "Big Four" Famous



No. 542. \$11.00 Doz. Pair

The only engineer's glove made in Canada with a seamless thumb—

This is, without a doubt, the best engineer's glove made in Canada. It is absolutely steam and



scorch-proof, being made of chrome-tanned leather only. When dirty it can be washed in gasoline and will dry out as soft and pliable as new. It is made with welted thumb and hand outseam—Union made and fully guaranteed.

A trial order will convince.

The Durham Glove Co., Limited BOWMANVILLE, ONTARIO

R. D. Fairbairn President Thos. D. Kerr Managing Director retailers, as the bias goods are apt to stretch out of shape the first time they are worn, a fault not found with the straight silk. No matter how carefully the bias tie is made it is bound to bound to stretch, and the excessive strain used in pulling it through the fold collar almost invariably rips or tears the lining, with consequent complaints from purchasers. The call for the bias scarf makes it imperative that they be supplied, however, and there are numerous dealers who maintain that very few complaints are heard or claims made.



BOYS' SWEATER SIZES.

The National Wholesale Dry Goods Association announces that the first statement of the scale of sweater sizes submitted by a special committee to the Jobbers' Association of Knit Goods Buyers, contained a slight inaccuracy. The corrected scale for boys' sweater coats is as follows:

Boys' Sweater Coats.

Chest.	Width.	Length.	Sleeve.
24	11	18	13
26	$12\frac{1}{2}$	19	$13\frac{1}{2}$
28	$13\frac{1}{2}$	20	14
30	$14\frac{1}{2}$	21	16
32	15	23	19
34	16	24	20

This report is tentative and will be acted on at the July meeting.



NEW BRANCH R. M. A.

Branches of the Retail Merchants' Association have ben formed at Fort William, Port Arthur, Kingston, Fort Francis, Port Perry, S. S. Marie, Sudbury, Uxbridge, and Hamilton. Where returns of officers have been received containing names of men in the dry goods trade, these are noted below:—

Kingston.—E. H. Steacy, president; John Laidlaw, first vice-president.

Port Perry.-F. W. McIntyre, president.

S. S. Marie and Steelton. — Second vice-president, H. Bryans; secretary, F. Gorman.

Uxbridge.—N. Alexander, secretary

Among the Merchants Over Canada

Galt, Ont.—Miss M. Cowan, milliner, has sold out her business.

Sydney, N.S.—Mr. Bonaviski, sustained a loss of \$9,000 by fire.

Princeville, Que.—Mrs. Albert Bussiere is registered as a general merchant.

Kipling, Sask.—Louie Krescy has succeeded Geo. Maskell, general merchant.

Brantford, Ont.—The Slingsby Woolen Manufacturing Co. sustained \$500 loss by fire.

Sheho, Sask.—M. Cremer has succeeded Soloway & Cremer, general merchants.

Blind River, Ont.—P. J. Kenny, general merchant, is moving to Algoma Mills.

Howell, Sask.—Chas. Mossen & Son succeeded Marcott & Mossen, general merchants.

Montreal. — The premises of 11. Garght, cloth manufacturer, were damaged by fire.

Hawarden, Sask.—M. W. Perry, men's furnishings, has been succeeded by E. S. Fligg.

St. Thomas, Ont.—S. Chant, dry goods merchant, will commence improvements to his store shortly.

Montreal, Que.—The Harris Company, manufacturers of celluloid goods, sustained a fire loss.

Bethune, Sask.—Jennings & Slater have succeeded Jennings & Winterstein, general merchants.

Cornwall, Ont. — A branch of the Dominion Retail Merchants' Association has been organized here.

Wiarton, Ont.—Damage to the extent of \$2,500 was done to the dry goods stock of the Levine store here.

Edmonton, Alta. — Thieves stole \$1,500 worth of furs from the fur store of Alexander & Hilpert. The furs were found afterwards hidden in an adjoining barn.

Toronto.—John ('. Green & ('o., Ltd., wholesale milliners, have purchased Nos. 291 and 293 Spadiana avenue.

Alton, Ont.—Wm. Algie, proprietor of the Beaver Mills, who recently purchased the machinery of the Waterloo Knitting Co., of Carleton Place, died early in February.

Waterous, Sask.—The firm of Steen & Bretz has dissolved partnership. Mr. Bretz leaves for an extended eastern trip shortly. W. J. G. Steen has taken over the business.

Edmonton, Alta.—At a meeting of all the employees of the Hudson Bay store, M. S. Booth, the retiring general manager, was presented with a solid silver combination tea and coffee set.

Hamilton, Ont.—The W. E. Sandford Manufacturing Company entertained their employees at their annual banquet, supplemented by a musical programme and later by dancing. Superintendent George Sweet occupied the chair. Speeches were given by J. J. Green, D. Kapple, R. McHaffie and H. Dodds.

New Liskeard, Ont.—Capling & Hickling are holding a thirty days' cash sale. To every purchaser of \$2.00 worth of stock a coupon is given, one out of every 50 coupon holders wins a \$10 prize free.

Melfort, Sask. — McCallum's Haber-dashery is offering a \$400 piano free to the person getting the key that will fit the lock. Keys are supplied with every \$2 purchase.

Alton, Ont.—Wm. Algie, head of the Beaver Woolen Mills here, whose death was noted in a recent issue, was well known as "the man who invented the Drummers' Snack"—a combined concert and pienic held annually for commercial travelers ever since Mr. Algie established it twenty-five years ago. The earlier celebrations were usually held at Mr. Algie's home in Alton.

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You Wish to Become a Well-Read Man, Do You Not?

Each of us can probably recall to mind among his acquaintances one or more men who appear to be so well acquainted with any subject that may be brought up for conversation that they are able to enter upon a discussion or give information upon the matter whatever it may be. They are men to whom we instinctively turn for information whenever any question crops up with which we are unacquainted and upon which we need enlightenment.

At first sight there appears no particular reason why these men should be better acquainted with any particular subject than we ourselves are. They may have had no advantage over us in the matter of education. They have probably not travelled any more than we have, and as far as we can see there is no reason why we should look to them for information on diverse subjects rather than to any other of our acquaintances.

What then is the reason for this deference we consistently show them by asking their opinions on this or that question?

Consider any case, as referred to above, which may occur to you and you will find it is because your friend or acquaintance is invariably what we would call a "well read" man. No matter whether the subject under discussion be the past or present history, political or social, of our own or any other country, whether it be of noted writers, painters, politicians, celebrities of any kind or of any country, the latest discoveries or inventions, the best opinions expressed by the foremost writers of the day on present questions of most vital interest, he is able to take an intelligent interest in the conversation and to contribute his own quota to the discussion, probably expressing some viewpoint new to his auditors.

You will doubtless admit that such a man occupies to some extent an enviable position among his fellows; and the object of this article is to show you how by the employment of a small portion of your leisure time regularly, methodically, and at practically no expense to yourself, you can also occupy this enviable position and become one of those well-read men, to whom your friends will turn for information whenever they may be in need of it.

You have, of course, heard of MacLean's Magazine and have probably at some time or another seen a copy. It is a purely Canadian Magazine, and was originally called the Busy Man's Magazine, a title which explains the idea upon which it was originally founded.

The average man of the present day is too much occupied in his business avocations to devote a great deal of his time to literary pursuits. In many cases the daily papers form the extent and limit of his literary experience. Now, while the reading of the daily paper is practically a duty which no live merchant should neglect, the man who is ambitious of improving his mind will feel a desire for a little more than the daily or weekly magazine can give, and this is where MacLean's Magazine stands ready to give him a helping hand.

The March number is particularly interesting and a source of interesting information. It is brimful of good instructive reading, containing just that information which is most beneficial to busy Canadian business men to keep them in touch with things Canadian.

Secure a copy from your nearest newsdealer to-day, and become acquainted with Canada's foremost m'agazine.

Price 20 cents a copy.

Subscription \$2.00 a year.

THE MACLEAN PUBLISHING CO., LIMITED

143 UNIVERSITY AVENUE

TORONTO, CANADA

Let the breezes blow— The Cooper 3 in 1 cap will stick



embodies selling points in an abundance which cannot well be overlooked.

Selling points are what you want. The exclusive points embodied in the Cooper three-in-one cap will turn your cap stock into ready cash very quickly, and will make satisfied customers and friends for your store.

Point No. 1. Three sizes in one cap. A size 634 cap will automatically adjust to a head 648 and 7, without changing its comfortable feeling or perfection of shape. This fact enables you to reduce your stock two-thirds and still have a good assortment, or to have a larger variety with no more outlay.

Point No. 2. The windless front. The Cooper cap fits the head in such a way that the wind does not strike the forehead. It sticks to the head on the windlest day.

Point No. 3. Every cap guaranteed. Every Cooper three-in-one cap is guaranteed perfect—will be replaced if defective.

Point No. 4. The leading styles. The Cooper trade-mark in any cap is a surety of its correctness in style and its easy fitting (Fit-Eze) construction.

You should see the range now. Samples on request.

THE COOPER CAP COMPANY
260 Spadina Ave.
TORONTO

MEN'S WEAR REVIEW

In This Issue

White Polka Dot on Gold Background.

The New Tango Tie.

Half a Dozen Colors in Club Stripes on Single Tie.

Broad Pink Stripes in Shirts.

Color Combinations in Cross-Stripes on Mushroom Shirts.

Black Soft Hat Coming for Fall.

How Men's Furnisher Reaches the Fans at the Ball Grounds.

A 25-cent Tie Bargain Show Case.

Trying for a "Union" Men's Furnishing Store.

Fall Styles in Suitings.

MARCH, 1914

THE MACLEAN PUBLISHING COMPANY, LIMITED

PUBLICATION OFFICE 143-9 UNIVERSITY AVE., TORONTO

SUBSCRIPTION PRICE

\$1.00 A YEAR

The MARCH Issue of

"FOOTPRINTS"

contains the

1914 CATALOGUE

of

- "JACQUES CARTIER"
- "MERCHANTS"
- "DOMINION"
- "ANCHOR" and
- "FLEET FOOT"

Brands of Rubber Footwear

It is full of new and improved styles and shapes. If your copy has not reached you, write for one. It is the largest and most complete catalogue of Rubber Footwear ever issued

Canadian Consolidated Rubber Co., Limited

SELLING AGENTS

MONTREAL

28 BRANCHES THROUGHOUT CANADA



Every man who has occasion to protect his clothes from soil, whether he be working on the railroad, in the ditch, or repairing his car, he will appreciate the comfort and service-giving features of

"Carhartt's Overall Uniforms"

They are cut in roomy proportions and are well made, being sewed with the strongest thread procurable, reinforced where the strain comes, supplied with a patent safety watch pocket and selfadjusting suspenders. Even the buttons bespeak the Carhartt quality.

Your trade will appreciate these famous working man's clothes. Why not send for a trial order to-day? Try them for sixty days. If they are alright, keep them; if not, return at our expense.

Our approval assortment consists of Carhartt's Overall Uniforms and Gloves —

Carhartt's Corduroy **Pants**

Carhartt's Gloves

gloves that have double the life of the ordinary.

Drop a card to-day. You will be sure to want the exclusive agency.

Hamilton Carhartt Manufacturer, Ltd.

TORONTO.

VANCOUVER



"Sell a man one Surety Guaranteed Shirt and he will come back for a Second. The Shirt makes good because it is good"



It means something to him to know that he is wearing the best flannel shirt that can be made—roomy, liberal in cut, patterned to fit, finished finely—and sold at a moderate price, and then this big added advantage over any other flannel shirt—a broad guarantee of a new shirt should anything prove to be defective or unsatisfactory.

The SURETY line is the most attractive line of flannel shirts you can handle for the Fall of 1914.

It means a bigger, better and vastly more satisfactory and profitable flannel shirt business than you've ever had—you are selling a guaranteed shirt with a name—and of a quality that lives up to its name.

Every outdoor man who wears flannel shirts

—for work or recreation—is interested in the SURETY GUARANTEED SHIRT—whether he wants to pay only \$1.00 or go higher for finer grades of materials. But no matter what he pays—he gets a guaranteed flames shirt.

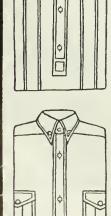
A national advertising campaign to the consumer will help you move your goods in the Fall of 1914.

An attractive store hanger in three colors, furnished on request—this is no ordinary hanger. It was prepared by a high-priced artist—and it will move your goods.

Here's the big line for you for this coming Fall. Let your jobber tell you more about it. If he does not happen to carry the SURETY line just now—write us direct. We will give you the name of the SURETY jobber nearest to you.

Sidney Rosenstein & Co. New York City





"Hero"

THE NAME SUGGESTS

River State of the state of the

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Attractive appearance, Clean-cut strength, and staying qualities.

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ALPHONSE RACINE, Ltd.

Wholesale Jobbers and Manufacturers

HERO SHIRTS

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"Hero"

The name of Canada's best-value, popular-price shirts.

NEGLIGEE, DRESS, OUTING AND WORKING.

Manufactured and wholesaled only by

Alphonse Racine Limited, Montreal

The name makes sales easy.

Workmanship, material, comfort and style makes permanent customers.

340 to 350 St. Paul Street MONTREAL



ANGUARD KNITTING WOOLS

BUSTER

PRISCILLA

LIVONIA

Soft

Fine.

DEFENDER

MAGIC

MERIT



IAS BURNLEY & SON

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.



-a Spring tonic for your men's underwear department

Imperial Pure Wool Underwear

If your men's underwear department needs a tonic try the remedy that has been successful for thirty-four years in boosting up sales.

Give Imperial Pure Wool Underwear a trial. These comfortable undergarments for men hold their shape better and wear longer than the ordinary kind and through a process of our own Imperial is as soft as the softest.

Dealers throughout the Dominion have stocked this old reliable line year after year for no other reason than that it has given them and their customers 100% underwear satisfaction. Put your underwear department on a profitable, sales-repeating foundation by ordering a supply of Imperial Pure Wool Underwear.

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

Your wholesaler can now supply you with Imperial for your Spring and Summer trade.



Kingston Hosiery Co.

Established 1880 _ KINGSTON, ONTARIO

Two dozen)
reasons why
you should
haddle
Deacon Shirt

The first twelfth of a dozen

BEING shirt specialists we study the shirt requirements of the men—the outing man, the working man, and the boy. We study every feature of shirts to the smallest details in fabric, style and manufacture.

We make a shirt for every need.

Let us be your specialists in men's and boys' working and outing shirts. The Deacon line is brimful of interest. Let us submit samples of our latest outing lines.

The Depon Shirt Company

BELLEVILLE, ONT.

MEN'S WEAR SECTION

Making a Hit With the Baseball Fans

Berlin Firm Set Up Score-Board in Field for Canadian League Games — Caused Increase in Business of 25 Per Cent. — Three Circular Letters to Each of 500 Persons.

WHILE the wideawake advertiser will endeavor to reach all classes of the community likely to be interested in his goods, in the men's furnishing business it is of the utmost importance that the younger men be reached. The older men generally tend to be more conservative about their dress, they are not so fussy as the younger set, nor do they change their styles so often.

The younger men are more likely to be caught by the newer ideas. They are more on the watch for the latest styles and, generally speaking, where the young men go the old men will eventually follow. In advertising, therefore, that style and that matter which are most likely to get results from the young men must not be forgotten and care must be taken to place these ads, where they

will most likely be seen by those for whom they were designed.

Ball Players Work the Board.

In order to eatch the eye of the young men in in one of the places where they congregate most, H. Wettlaufer, the manager of the Berlin store of Thornton & Douglas devised an advertising plan to which he attributes a very considerable increase in business. He had erected on the local baseball grounds at the firm's own expense-which was not very great-a large

score board at the top of which was placed in conspicuous letters, the firm's name and a general advertisement of the stock contained. Below was a suitable space for the names of contesting teams, one under the other, while to the right of these were spaces for the runs scored in each inning, as shown in the accompanying cut. At the District

League matches the scoring was attended to by the management of the baseball club, to whom the board was a great convenience, as it kept all spectators well informed as to how the game was progressing. Thus the name of the firm was constantly before the eyes of the "fans," a preponderating percentage of whom were prospective buyers.

Mr. Wettlaufer says that great business was drawn by this ad. Many new customers, both old and young, who visited the store said that they had seen his advertisement in the baseball grounds and had come to see the store. There is no reason why this plan should not be worked to advantage in every town, he thinks.

Circular Letter with Style Notes.

Another scheme which this store has found to be advantageous is to send out

one individual in order that no person might be antagonized. Many new customers were also secured by this plan. To each of these schemes Mr. Wett-

To each of these schemes Mr. Wettlaufer attributes a growth in business of 25%.

A Sample Circular.

The following is a sample of the style of circular letter sent out by this firm:

Dear Sir. — Everything is now ready for your critical inspection.

All our Xmas goods have arrived; are unpacked, and are tastefully displayed for your approval. And the gift boxes (which we will pack all Xmas goods in) will be here to-day.

As one who uses care in your dress, we feel that you will be interested to see just what the New York and London fashions have decreed. It is for this reason we are writing you,

so that you may see the different lines all complete before they become broken.

Comfortable house coats, dressing gowns, bathrobes, the season's bestin neckwear, warm and stylish gloves, new ideas in ties, the latest in shirts, a splendid range of Christmas gifts for gentle-

Buying early is right good judgment. Every year more gentlemen are coming to believe in the policy of shopping early in the season.

Won't you drop in one day this week?

Respectfully, Thornton & Douglas.

P.S.—If you have not as yet purchased your winter overcoat, be fair to yourself, step in and try on a Thornton & Douglas model. That is all we want. Our coats speak for themselves.



A good ad, set up in the baseball grounds in Berlin by Thornton & Douglas. The local ball club attends to the fixing up of the score each innings.

a circular letter once a month for three months to a list of 500 people residing within a reasonable radius, both in town and country, whether customers or not. This letter would tell what was for sale in the store, what advantages they had to offer and what was the proper thing for the season's wear. The letter was not sent more than three times to any



Interior of men's wear section of Dundas and Flavelle's, Lindsay, showing three methods for handling clothing according to value, and bargain tie display.

Three Methods of Handling Clothing in Lindsay Men's Wear Department

On Tables for Lower-Priced Lines, Racks and Glass Cabinets—Special Show Case for 25-Cent Ties With Handkerchief Background—How 102 Dozen Shirts Are Displayed.

DUNDAS & Flavelles, of Lindsay, have a men's store that is quite as attractive in its way as the dry goods, under the same roof. The introduction comes in a 30-foot window devoted to displays of clothing and furnishings. This extra width is secured by having the entrance at the side in a diagonal form.

The interior strikes the visitor as orderly and systematic in its arrangements. As will be seen by the illustration, one side is devoted to clothing. This is shown in three forms, on tables, on racks and in cabinets. Each has its approved uses. The tables are near the entrance, and the less expensive grades from \$13.50 down are set out there. The manager of this department, Mr. Harry Brimmell, states that he arranges the larger sizes on top, "so that in-overlapping slightly they will keep the lower ones from getting dusty." To the left is a series of shelves for separate trousers

Back of these are series of double racks, in the centre, for the better class of clothing, and behind these again racks for overcoats. The left side of the store is filled up with handsome glass, dust-proof cabinets, for the finest class of clothing \$20, \$22, \$25, etc.

The firm thus are enabled to carry a very large stock of clothing, in all prices and sizes, and find that this ready-to-wear department is growing rapidly.

Selling Double Number of Hats.

The front wall of the store is covered with the latest approved glass cabinets for holding hats, and a large stock is kept in full view in this manner. Mr. Brimmell takes care that it is kept full of all sizes and designs, and considers that two or three hat sales can be made under this arrangement in the time it takes to make one where the salesman has to delve deep into a dozen hat boxes.

In front of this cabinet is a table for caps, arranged according to sizes. It does not take much space but the goods are shown prominently, and, with a good assortment, sales often are induced where they would not be thought of if the caps were hidden away in some other quarter of the store.

The first silent salesman on the right is devoted to jewellery on the top shelf, and soft hats and caps under it.

Handkerchief Background for Ties.

Next it is a show case with an ingenious arrangement for ties, as can be seen in the illustration. Four brass curtain rods are strung across so as to give a pyramid effect, the ends supported on curtain poles. To these are attached ties, each one set on a folded handkerchief for a background. This brings out the colorings of the ties prominently and is a neat and effective arrangement. This show case is used for a special line of 25-cent ties which the store always carries, as good value as it is possible to give. There is a constant "sale" of these going on. One show card is used inside the case, with a tie painted on it, and a short price inscription.

For the higher-priced ties, stands are employed on the top of the show cases, with black and staple stuff kept in boxes on the shelves. At Christmas time the "25-cent" show case is utilized for higher-priced, fancy stock.

Shirts According to Sizes,

Back of these, shirts and underwear are arranged in compartments along the (Continued on page 53.)

Present Parcel Post Conditions to Last Five Years

Government, It Is Stated, Has Given This Assurance—Weight Limit Now Up to the 11 Pounds and 5 Cent Extra Delivery Charge Eliminated.

ELEVEN pounds is now the parcel post weight limit. It was the original intention of Postmaster-General Pelletier to hold the limit down to six pounds until first of May so as to prevent a tie-up of the system at the outset. However, trade, as the merchant would say, "has not been rushing," so we have the eleven-pound limit thrust upon us two months sooner. Dealers who have been taking advantage of the six-pound limit will, therefore, now be able to send parcels by post to their customers, weighing 11 pounds or less at parcel post rates.

Extra Five Cents Off.

Another change, and one that is of more or less interest and importance to many dealers is that the local additional rate of five cents per parcel has been eliminated. This means that in future all parcels posted within the 20-mile zone will be delivered to any place in the city at the ordinary rate.

TO LAST FOR FIVE YEARS.

This paper has received information on good authority that the present pareel post rates and weight limits will hold good for at least five years. A scale company which is putting a parcel post scale on the market claims that when it was making provision for its "ready-reckoner" weighing device, the question was taken up with the government, and the advice received that the present conditions governing the system would prevail for five years anyway.

There is, of course, always the possibility of a change of government, and it is a difficult matter to say what a new postmaster-general would do. Nevertheless, it looks as if the present government has given its pledge as above stated, and whether there is a change of officials or not it is pretty eertain that the pledge will be maintained. The trade should, therefore, make a note of February, 1919, and see that it has a say as to whether alterations should or should not then be made.

-READ THE NEW-PARCEL POST RATES Rates of Postage on Parcels Mailed in the Province of Ontario DESTINATION. 1 2 3 4 5 6 7 8 9 10 11 lbs. Any Post Office within 20 miles, including 5 6 7 8 10 12 14 16 18 20 22 cts. Any Post Office in Quebec or Manitoba... 10 16 22 28 34 40 46 52 58 64 70 cts. Any Post Office in Saskatchewan or Mari-12 20 28 36 44 52 60 68 76 84 92 cts. Any Post Office in Alberta. 12 24 34 44 54 64 74 84 94 1.04 \$1.14 Any Post Office in British Columbia. 12 24 36 48 60 72 84 96 1.08 1.20 \$1.32 IMPORTANT. We Prepay Postage On all goods bought from us to any Post Office in Ontario. Send to us for everything you want and our Mail Order Department will give it prompt attention. GUARANTEE. We guarantee all goods sent to you to be satisfactory or money refunded in full THE RITCHIE COMPANY, LIMITED, · ONTARIO. BELLEVILLE. - Hang this in prominent place for reference.

One of 3,000 notices on stiff cardboard sent out by the Ritchie Company, of Belleville, to the surrounding district. At the top was a hole for hanging up this card for reference.

City merchants, therefore, who have customers in distant parts of the same municipality will now be able to send parcels to them without paying or charging up the extra five cents. This places the system in its regular running order and it remains to be seen of what advantage it is going to be to the country in general.

For Light Expensive Goods.

Retailers, and particularly general merchants who handle comparatively light, and at the same time, expensive goods, should go fully into the advantages of parcel post before rejecting it entirely. Dress goods, boots and shoes, books, many hardware lines such as tools, etc., and the lighter groceries can be sent within the twenty-mile zone at a fairly low rate. A fifty-dollar dress for instance weighing a pound or so could be mailed for 5 or 10 cents; a pair of boots weighing two or three pounds

may also be mailed at little extra cost, and a cost which, considering the price of boots, would not be excessive. Same applies to expensive tools, etc. With

Mail Order Houses Active.

While the twenty-mile zone from cach post office was made to protect the retail trade yet the mail order houses are not only taking advantage of the system to get after trade in the first zone, but beyond it as well. The following clipped from a city daily paper partially owned by a mail order house will be of interest:

"At some of the larger stores, the parcel post has been used to great advantage, and thousands of parcels are being sent out each day, and the expectation is that the increased maximum will lead to a very marked increase.

"The present time is an off season, the special winter sales are practically

(Continued on page 53.)

Include Interest on Investment in Overhead

Many Owners of Their Buildings Do Not Make Provision for This in Expenses—Why It Should Be There—Example of Successful Manufacturer—An Incomplete Statement.

By Henry Johnson, Jr.

It looks as if this letter might eventually become interesting:—

The Review, Toronto, Ont.

Dear Sirs,—Don't know to whom to address this but expect it will fall into the right hands. Took over this store July 1st, 1913, and doing about \$40,000 per year (at that rate). Have \$2,000 out on good accounts. My expenses are about \$85 per week; get very good prices but don't seem to be able to pay bills the way I should. Please give a little advice, for which I am willing to pay.

Thanking you in advance, Very truly yours,

But the writer thereof must give me further details to work with. Certain zoological sharks are said to be able to rebuild an entire skeleton if they are given a single spinal vertebra; but I cannot do that, though I have been able to dig some interesting facts from very few figures and meagre details.

So I must ask this gentleman to tell me what he put into the store; what average amount of cash he has on hand; what he thinks he makes on an average in margin; and complete details of his expense account, including everything—such as his own drawing account, or allowance for household expenses, etc. Then I may be able to help him. There will be no charge for the service—it is a matter of mutual helpfulness. He will aid us as much as we can possibly help him.

Fixed Charges or Overhead.

Some months ago, quoting from a pamphlet issued by an iron and steel making concern, I enlarged on the sound busines policy of charging our own business with interest on its capital investment. So many have questioned the propriety of doing this that I am going to quote again, since the reasoning in that pamphlet seems to me particularly convincing and conclusive. The case is taken of a man who borrows \$10,000 with which to go into business, because he has plenty of money but it is invested where he does not wish to disturb it.

He borrows at 5 per cent., therefore pays \$500 annual interest and (pro-

perly) charges that \$500 into expense, or "overhead." After five years he is enabled to pay off the debt and thereafter have \$10,000 paid-up capital invested in the business. So I quote:

"Five per cent. on \$10,000 was considered a proper overhead charge five years ago; why is it not proper now?

"Five years ago the business was required to earn 5 per cent. in order to pay interest and (we will assume) 20 per cent. to pay on the principal. Then you based your selling price on cost of raw material, productive labor and overhead, which last included \$500 interest. Why should you to-day reduce your selling price and profit simply because you are furnishing the capital instead of your creditor?

"Are you not just as much entitled to demand \$500 interest to-day from the business as your creditor was five years

ago?"

All of which seems so conclusive to me that I cannot improve it. I have charged interest on my capital investment every year before I have figured any net profit at all.

Division of Expense.

What does it cost us to sell goods? The old, long-established English rule is that we shall pay from 6 per cent. to 7½ per cent.—never more than 7½ per cent.—for our wages; but I know of no rule for selling expense.

Recently I had occasion to figure what a certain clerk was costing me as a salesman. Dividing his salary by his sales over a period of five weeks I found that he was costing me $3\frac{1}{4}$ per cent.; but that man's time was not all taken up in selling. Probably not half the time could be so charged. This because he was window dresser, took care of the cracker department, buying all the supplies, and planned and executed a lot of the interior displays. I calculated that the actual selling time did not cost me more than $1\frac{3}{4}$ per cent. to 2 per cent.

To what account, then, should the remainder of his wages be charged? Plainly, to general expense, or overhead.

In the manufacturing business, work done by a man in turning raw material into finished products is called "productive labor," and, as such, is charged into cost of the various jobs. Other work, such as a foreman superintending a job, goes into overhead. Probably a

similar practice would be good in our business. We might properly analyze our expenses so that, as in the case of the clerk mentioned, actual selling time should be charged to wages and the remainder to overhead; because selling is productive and other work is certainly general in its character.

Items of Overhead.

The following is given as a list of overhead charges; and I think it will fit our business, so far as it goes, just as well as it fits the manufacturing business:

- 1. Stationery.
- 2. Postage.
- 3 Telegraph.
- 4. Telephone.
- 5. Insurance.
- 6. Advertising.
- 7. Fuel.
- 8. Light and Heat.
- 9. Traveling Expenses.
- 10. Taxes.
- 11. Power.
- 12. Rent.
- 13. Repairs.
- 14. Depreciation.
- 15. Salaries of employees not engaged in productive labor.
- 16. Claims allowed.
- 17. Bad debts.
- 18. Attorneys and collection fees.
- 19. Salaries of principals.
- 20. Interest on borrowed money.
- 21. Interest on investment.

One more quotation will probably give us enough to think of this time.

"19. An individual, a partner or officer of a corporation, should consider his services worth a fair salary and not feel content with simply his share of the earnings of the business. Therefore, it is necessary and right that fair salaries for principals should be considered in overhead."

Examples for Guidance.

In looking around for guide posts to show us the right way, we should choose the sayings of those who have made a success of their undertakings. The concern from whose pamphlet I quote is conspicuously successful in a fiercely competitive field. So it seems to me that details drawn from its long experience should merit our closest attention. That is why I give those details the space I have here assigned to them.



Prepared for The Review by Paul O'Neal.

Attractive Show Cards for the Easter Displays

Coming in April, Opportunities Are Greater This Year—Flowers for the Interior and Windows—Series of Neat Cards for Suits, Ties, Gloves, etc.

Written for The Review by Paul O'Neal.

I the weather be at all seasonable during the month of April, every merchant should engage himself in a little extra effort to sell his best Spring lines. All the "advance showings" should have been made in March, and the "showings" that are made now should be for present selling.

It is now that men are looking for new suits, new hats, new gloves and ties, and other things that are right up in the first row of styledom. It will therefore be to your interest to put forth your best efforts to meet the expectations and desires of your customers and others by displaying your finest lines to the best advantage, that you may reap the best results.

There is something about the Spring season that seems to give new life to all living things. Everyone feels in a happy mood. It is just such a feeling that will, in all probability, induce the buying attitude in an individual. How very appropriate to take advantage of such conditions.

It is fortunate that Easter comes in April, for it always affords a spleudid

advertising opportunity, from which every merchant should reap rich returns. It comes at a more seasonable period than last year, which should be more favorable for business.

Purples, Blues, Lilac Flowers.

There was a time when women alone were interested in new Easter bonnets, dresses, etc. But to-day men are concerned about their Easter suits, gloves, hats, etc., as much as the women are



Prepared by Paul O'Neal.

about theirs. So Easter displays in men's wear are appropriate business bringers. The colors that should dominate in the decorations are purples, blues, lilacs, and white. Flowers that carry these colors may be used freely. These will include violets, lilacs, lilies, apple blossoms, etc. These flowers will necessarily be artificial for the store and window decorations. A few natural flowers may be used, however, in special places throughout the store.

Easter Window Decorations.

The window trimmer of to-day has a decided advantage over his brother of ten or fifteen years ago. To-day there are unique and attractive conceptions in crepe tissue papers that make charming decorations. This material is inexpensive and easily obtainable. To supplement this there are various and appropriate novelties that can be utilized to produce most attractive effects. These will include eggs in a wide variety of sizes. Little chicks, ducklings, rabbits, etc., all of which may be worked in most pleasingly effective.

Give your windows special attention

Complete Postal Rates for Parcel Post

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•	lb.	lb.	lb.	lb.	lb.	lb.	ib.	lb.	lb.	lb.	lb.
Within 20-mile zone of any post office	.05	.06	.07	.08	.10	.12	.14	.16	.18	.20	.22
Within each provincial zone		. 14	.18	.22	.26	.30	.34	.38	.42	.46	.50
Ontario rate to Quebec or Manitoba	.10	.16	.22	.28	.34	.40	.46	.52	.58	.64	,70
Ontario rate to Saskatchewan or Maritime Provinces	.12	.20	.28	.36	.44	.52	.60	.68	.76	.84	.92
Ontario rate to Aiberta	.12	.24	.34	.44	.54	.64	.74	.84	.94	1.04	1.14
Ontario rate to British Columbia	.12	.24	.36	.48	. 60	.72	.84	.96	1.08	1.20	1.32
Law effective Feb. 10, 1914.											
Waight limit 11 nounds											

Size limit, 2 feet 6 in. long; 12 in. wide or deep.

Above table now represents the complete parcel post rates. Merchants will find it convenient to place it on file for future use.

for this Easter season. We have frequently intimated that there is no better advertising medium than your windows. We want to emphasize this all the time. So we suggest that you take a little extra time and expense in putting in the most attractive window you know how to arrange. And no window is complete without a neat showcard of some description. It gives that finishing touch, the climax effect. And we will also emphasize the desirability of price ticketing every article in the window. The most successful business men have found that this method is a paying one, and successful men are worthy of emulation.

Some Sample Cards.

The sample cards shown for April are sufficiently varied to meet almost all demands. The \$20 suit card is a very plain design, lacking in embellishment and super-flourishes. Such cards are always acceptable to merchant and customer. Their plainness is attractive. The card may be worked in almost any color—brown, red, black, etc., and shaded with subdued colors, green or grey. The size may be anything from half-sheet (22 x 14) down to a small 9 x 11; but the larger size is preferable if your windows will permit it.

The Easter tie card is a hand-drawn picture with the card cut out. If you find it difficult to draw the picture, cut one from an advertisement and paste it on to a card and cut it out the same as sample. This card can be made very effective by having the head life-size and cutting slits in the card and tying a real tie in the proper place on the collar. The word "tie" and the price are done in red, with a black outline. The shading should harmonise with the color of the tie.

The glove card is an air brush design. The pattern of the egg and rabbit is cut out and laid on the card and air brushed in some dark Easter color, then lettered in blue or purple, and shaded in a tint of the same color. The detail of the rabbit is finished by hand.

Purple Background for Lily Card.

The Easter lily card is done in the same manner as the rabbit card, and the

best effects are obtained if the background is done in purple. Leave the lily white and do the stem and leaves in green. The lettering should be done in dark purple and shaded with the same color much required. The size may be 14×22 or 11×17 .

The \$5.60 card is a panel effect. The smaller panel is cut out and a picture pasted behind it. This design may be hand-drawn or a print. The one used in the sample card is printed and the flowers are purple, leaves and stock green, and the ribbons the same color as the flowers. The box or tub is green, with gold bands and rings. The letters are in dark purple and the figures in same color and shaded in light purple.

These cards should suggest to you some good selling lines on which you may enlarge and embellish.

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THREE METHODS OF HANDLING CLOTHING.

(Continued from page 49.)

wall, according to sizes, not prices, so that the whole assortment of either in a certain size, is ready to hand. In this compact form 102 dozen shirts are displayed in a very limited space.

Boys' Department Separate.

At the rear of the men's section is the boys' department, where shirts, stockings, etc., as well as clothing are kept. Several chairs are provided for the

FOR GOODS NOT IN STOCK.

When Customers ask for goods which we have not instock or do not keep, write out one of these notices, describing the goods asked for, and sign "number." No matter what kind of goods are asked for, nor how often in the same day they may be inquired for, one of these notices must be written out every time, and sent up by the cash carrier to the desk.



Introduce goods to your customers.

When serving customers give them all your time and attention.

Politeoess and attention are inexpensive. Give it freely to your

mothers to rest when looking over the goods. It is felt, first of all, that women prefer a separate department for children's clothes, and also are accustomed to purchase the "accessories" at the same time that they are getting "new suits."

Record of All Inquiries.

One of the regulations in this department, as throughout the whole store, has to do with inquiries for goods not kept in stock. It is imperative that every one be entered on an "inquiry" slip, with the number of the salesman, as well. No matter if the same article is inquired for six times a day, six slips must go in. The object, of course, is to keep the management in touch with what the public want, and is the best kind of hint for the buyer for his next order.

PRESENT PARCEL POST CONDITIONS TO LAST FIVE YEARS.

(Continued from page 50.)

over, and there has been no great rush as yet for the spring goods, but when that comes the number of parcels will be decidedly increased.

"Many of these parcels have hitherto been sent by the express companies, as the old postal rate was practically prohibitive, and, it was remarked, that the companies are bound to feel the competition very severely."

This shows pretty well which way the wind is blowing and emphasizes why the retail merchants should get out of parcel post for themselves everything there is in it.

What of the Express Companies?

The question has been raised as to what course the express companies will pursue if they see their trade slipping away. Possibly their rates may be lowered, but whether they are or not the fact must not be overlooked that the three largest express companies in Canada are subsidiary to the three largest railways which have already been granted an increased government subsidy of \$1,000,000 for carrying the extra mails under parcel post.

The Valuable Asset of a Loyal Sales Staff

Loyalty Leads to Bigger Business — No Merchant With An Enthusiastic Staff to Co-operate With Him Can Fail to Make a Success—An Anecdote With a Moral.

I was at a meeting of credit men and the conversation had been turning on the very pertinent question of assets. For several minutes discussion centered on the case of a retail merchant known to all present who had struggled through countless discouragements and several periods of semi-insolvency to a position of financial soundness.

"There was a time," said one, "when he had no assets worth speaking of. I wonder that his creditors didn't wind him up then and there."

"There was never a time," said another member of the party," when Bennett didn't possess big assets. It all depends on what you consider assets. I'll tell you what Bennett had from the start, and has yet. He was honest as the day is long, he had an indomitable will and he had a loyal staff. Ever consider loyalty as an asset? It's one of the best a merchant can have."

The writer, who happened to make one of the party, pondered the last remark over very carefully. Is staff loyalty an asset? Most decidedly; one of the most invaluable and essential assets in the carrying on of a successful retail business. But is it always regarded as such?

It may seem at the outset superfluous to argue that staff loyalty is an asset to the merchant. It is asknowledged by all. But on the other hand it is equally true that there are a great many merchants who handle their staff as though they had no realization of the fact.

They pay their employees so much per week and make it their business to see that they get value to the fullest extent from them. That is the sole basis on which the relationship between employer and employee is maintained. In the course of a recent address, A. F. Sheldon summed up very concisely the mental attitude of the parties to such a relationship. "How much can I get out of my staff for the wages paid?" is the thought of the employer. little can I do for what I am getting?" is the idea that runs in the mind of the employee.

Mutual liking and interest and loyalty; are they possible under the circumstances? An automatic adherence to duty, a cut-and-dried basis of minimum efficiency is the result.

What is staff loyalty? The loyal salesman can be described as one who is really interested in the business, who takes the trouble to think about it, who strives to please customers. The most complete degree of loyalty consists not only in loyal service during store hours but in loyal thought. The salesman who does his best to please customers and to make his sales large but who does not give any thought to how the business can be improved or to the changing of conditions which he knows to be wrong and detrimental, who, in

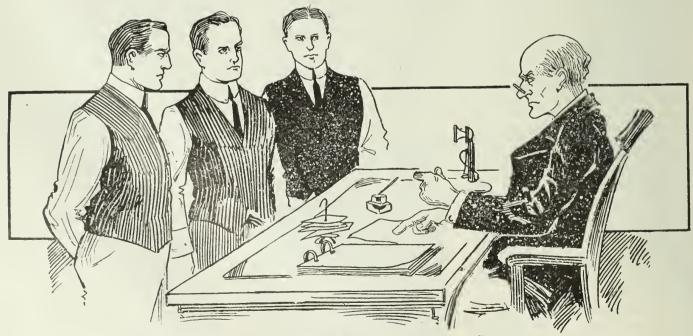
fact, does not bring whatever share of mitiative and resource he may possess to the furthering of the interests of the business; this salesman, valuable though he may be, is not in the fullest sense loyal.

With this definition of loyalty before one, the immense advantage of a loyal staff becomes at once apparent, "Give me the services of a thoroughly loyal staff and I can win through any difficulties," said the head of one of the largest retail establishments in the world.

Lack of loyalty is the hardest handicap under which any business can be placed. It spells inefficient service, prefunctory performance of duty, machine-like manipulation of all branches of store work.

The attitude of the staff decides to no inconsiderable extent the growth of a business. It is the merchant who enlists the hearty and loyal co-operation of his staff who builds his business up to large proportions. Where the bond between employer and employee is one of dollars and cents—only that and nothing more—the growth of the business will not be spontaneous.

A case comes to mind of a retailer who had been in business in an Ontario city for a full quarter of a century. He had a good trade, being the oldest established merchant in the town. At one time he had been leader in his



The next morning he called his staff down to the office.

own line in the district, but this supremacy had passed from him fifteen years or more back. Two of his competitors had left him on the back stretch. Their trade had increased very considerably and both had graduated from modest stores on side streets to large, modern-front, handsomely-equipped emporiums. Both had motor trucks for delivery purposes. The former leader, we will call him Smith, had never moved from the store he had first occupied—a spacious but rather dingy looking stand on the main street.

The writer had often visited the store and knew the whole staff from the crabbed old proprietor down. The establishment always left the impression somehow that it lacked something. The store was large and well stocked. The fixtures though old were adequate and had not yet reached the stage of dilapidation. Manufacturers' lithographs were used to good advantage—show cards were to be seen. But there was nevertheless, a distinct something lacking about the place.

After several visits the writer concluded that the trouble consisted in a total lack of originality and action. The clerks performed their work well but they did not seem to be actuated with more than an average share of ginger. There was no evidence of enthusiasm anywhere. New stunts never greeted the eye at Smith's. The window displays were always on the same lines. store service was good enough in a limited way but one would never need to expect a favor at Smith's. To sum it up, the whole staff seemed to be willing to let well enough alone and to earn their so-much per week, -and not give an additional cent's worth of service.

And their attitude did not seem strange after one became acquainted with the head of the business. Smith was a morose, snarling old fellow with a positive genius for economy in details. He watched the lighting and heating bills with piercing 'scrutiny. Disbursements were checked and rechecked and put under the microscope of Needless to state ruthless economy. Smith did not believe in liberal salaries. Pay a man as small a wage as possible and keep after him to see that he did his work-such was the policy of Hiram Smith.

Just when his change of heart was effected, or how, is not certain. Probably, however, it dated from the time that he had occasion to visit another city and dropped around to see an acquaintance in the hardware business.

During the course of the conversation, the friend alluded to the fact that he had just closed a nice contract with a builder to supply the hardware and the heating for a row of dwellings that the latter was putting up.

"We got in on the ground floor," he explained. "One of my boys heard that the houses were to be built and he hustled around and buttonholed the builder. We had figures in the builder's hand before another dealer in town knew anything about it. And we got the contract."

"Do your clerks get business for you that way often?" asked Smith.

"You bet they do," affirmed the friend. "I've the greatest little bunch of live wires ever collected together. Why, those boys of mine are fairly bubbling over with sales ideas."

"If an idea got into my store by any mistake," said Smith, morosely, "they'd shoot it out. Wouldn't know what it was, in fact. There isn't a man in my store that has had an idea for ten years."

"Then get a new staff," advised the friend. "Or perhaps you need a few new ideas yourself. Think it over."

When Smith returned, he created somewhat of a sensation by shaking hands with each member of the staff. He seemed in a more amiable mood than any of the clerks had ever seen him in before.

The next morning he called his staff down to the office and gave them a long talk, outlining a plan he had evolved of basing salary increases on the increase in the turnover in the business. The salesmen listened in wonder and with a faint show of growing enthusiasm. It was the first time in the recollection of them all that the boss had ever voluntarily mentioned the odious word increase.

"And now it's up to you, boys," he concluded. "I want you to show an interest in the business. If you can increase our sales, your salaries will go up accordingly."

The change in the attitude of the staff was rapid and complete. They began to take a real interest in the store. Innovations were introduced here and there and seldom a day passed but some suggestion was given to the boss. A new snap was noticeable everywhere. Bright ideas were used to improve the window display.

"I hardly know the place," said Smith to himself one day.

And as for the staff, they hardly knew Smith, so complete had he made the change in himself. His attitude invited co-operation instead of repelling it. It was an effort for him sometimes to maintain this new front, but he succeeded.

The result was felt in a largely increased turnover. Business started to

steadily increase—and kept on increasing. The improvement was so marked that each member of the sales staff got a substantial advance on the strength of the promise which had been made.

The change can easily be accounted for. Smith had acquired a new asset, one that his business had sadly lacked before— the loyalty of his staff.



THE HEALTHY STORE.

"His store is healthy, that is why I trade there," said my friend, the builder.

"Why do you use the word healthy?"
I asked.

"Listen! Dirt is nothing but matter out of its proper place. Disease is nothing but dirt. A healthy body is clean, wholesome, radiant, active, intensely alive. Every fiber is of the right quality, and is in the right place. Every part does the work for which it was created. It is built to serve, to work efficiently, and it does.

"Now, let's look at that store of Henderson's. The outside is inviting. One would think that he had been trained in one of those high-grade candy stores where they sell bon-bons for two dollars a pound. He has somehow performed the miracle of making uneatable things look appetizing.

"Inside is order. There is a place for everything, and everything is in its place. The salesmen and the customers do not have to stumble over odds and ends. He has made the place like a home that radiates hospitality. Henderson is like the fellow who owns the Mission Inn out in California, and who puts cut flowers and baskets of fruit in the rooms of his guests every day. He makes the visitor feel welcome. When I go in there he makes me feel that he wants to serve me, but that he is not vitally interested in selling me things. There is a difference, you know."

There, you have it! You are interested in one thing—to sell your goods at a profit to the satisfaction of yourself and customer. Healthy, laughing, radiant folks attract friends, make them feel at home, fill them with comfort, and they, without your urging, buy your goods. You want them to buy your goods, therefore you make your store healthy, clean, orderly.

Ingersoll used to say that the time would come when people would see that health is just as catching as disease. Employ healthy clerks, treat them so that they will remain healthy, keep your store clean, wholesome, orderly, make friends of both clerks and customers, and you will find yourself blessed with all the business your are equipped to handle. —Plymouth Products.



Clothes, Methods and Men

SUBSTITUTION BY MAN'F'RS

N INSPECTING deliveries of their Spring ready-made clothing a number of retailers have come across a certain proportion of suitings that are different from the original orders. So far as can be learned this is a growing tendency. Where the variation is slight and the suit in a good selling color, the returns to the manufacturer are not large. In odd lines, however, or those of risky selling chances, the substitution where not remedied by an immediate return, may prove costly. Moreover, where goods are thrown back on the maker's hands, the retailer runs the risk of having his stock curtailed seriously, at least temporarily, and he may not be able to replace the rejected lines all season. The maker, on his part, blames the mills for introducing variations in his cloth order, which he has been helpless to remedy in time if he would save his retail customers from lateness in delivery. Sometimes his fear of losing an order prompts the substitution. One retailer showed The Review a lot of goods that had been ordered as judigo blue, and when opened showed a purplish tint. He blamed the manufacturer for deciding to make up substituted materials in place of the right order. Often where original samples and a record of orders are not kept by the retailer, the substitution passes unnoticed until it is too late, and the buyer may be "stuck" with a number of unsaleable lines. The situation is not only annoying but risky, and a close watch on individual suits in all shipments should be kept by the retailer.

A DESIGNER'S CONVENTION

PROPOS of the convention of the National Association of Clothing Designers held recently at Baltimore, many Canadian designers are of the opinion that such an association would be of immense value to the clothing trade of this country. "It would serve as a clearing house for clothing men's ideas," said one up-todate clothier. At present no one knew just what was Canadian style, because each man worked out his own ideas and seemed to be afraid to let the other know what he was doing. If they could only see it, he maintained, an interchange of ideas would be the best thing for the trade as a whole. Such was this man's criticism. Nor does he stand alone among his fellow-tradesmen in making such a statement. That there will be a convention " by and by," when more are in sympathy with the movement, is the present feeling.

MIREPRESENTING GOODS

RAUDULENT advertising is more or less being practised in Canada. In an endeavor to make money, men still persist in misrepresenting their goods to the disadvantage and injury of their honest competitors.

The recent failure of the New York and Boston department stores controlled by Henry Siegel and associates, which has created widespread interest in commercial circles in the United States recalls a conviction against one of the stores of that firm for fraudulent advertising. It was done at the instance of the Advertising Men's League of New York, and the circumstances in brief are outlined in an issue of Pearson's Magazine as follows:—

"The Fourteenth Street store advertised '\$90 to \$100 fur coats—Arctic seals—your choice \$47.50.' An agent of the Advertising Men's League, which is trying to stop fraudulent advertising, bought one and proved in court that it was French coney—rabbit skin, sheared and dyed. The coat for which people were paying \$47.50 at a great reduction was worth about \$45."

This case occasioned considerable comment at the time, and it was claimed to be typical of the operations of a number of large city retailing enterprises.

The Siegel failure was by far the most important mercantile failure in recent years, and it has served to create much discussion as to the comparative efficiency and success of some retailing methods. One or two of the stores were regarded as bargain stores. The American Fair Trade League contends that there is a growing popular inclination to seek established values at standard prices, rather than purchase classes of merchandise without brand names.

ED1TORIAL NOTES

THE TANGO TIE! It had to come, and, anyway, it might have been worse.

SO THEY TELL us the black, soft hat is about due next Fall. Sort of foil for our paddy green cravat.

TELL ME, are chinchillas going to be good next winter? If so, I'll be able to take a Summer trip this year on the strength of what I've left.

NEVER BEFORE SINCE the days of Sir Walter Raleigh has an Easter time brought us such a dazzling array of colors in shirts and neckwear.

A Novel Daily Bulletin Will Attract Trade

Easy to Make and Easy to Operate—Useful for Featuring New Goods—Announcement of Seasonable Goods—Special Sales—New Goods, Etc.

EFFECTIVENESS and simplicity are combined in this novel method of advertising by means of a daily bulletin. One of these home-made printing presses may be used advantageously for window or interior dis-

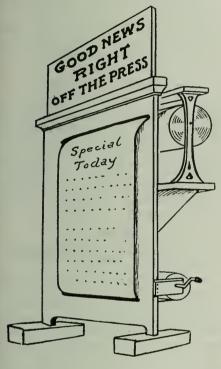


Figure 1.

play or as an outside bulletin to catch the eye of the passer-by.

The upright style shown in Diagram 1 is best for outside use, since it would take up much less space on the sidewalk. The wooden frame can easily be constructed in spare time, and all that is needed is a roll of manila wrapping paper in its holder at the top and a small wooden roller with crank attached at the foot. If desired the sides and back may be closed in so as to protect it from the weather.

The printing press idea is best carried out in diagrams 2 and 3, the first illustrating the skeleton of the press and the second the way it looks when finished.

First of all a couple of packing boxes are secured and on top is placed the roll of wrapping paper. Two scantlings are used for the lower frame and two short pieces for legs. The roller is made to fit into the end of the long scantlings and the crank through the end as shown. If a board is placed behind to support

the bulletin, diagram 2 may be used as shown if desired. It is not complete, however, until finished up as shown in diagram 3. This looks rather complicated at first, but the effect is easy to secure. The sides are first boarded in with planed boards, leaving the ends of the upper roll of wrapping paper exposed by cutting the boards in circular manner around it. If the "printing press'' is not for outside use and is not likely to be damaged, a covering of cardboard or straw-board may be used instead of wood. The frame should be given a coat of metal grey (dry scenic color) as a background, and the mechanism can be painted in with an ordinary half-inch brush, using black for the outlines over grey. This will give the effect of machinery and will make the sign on the top, "Good News Right Off the Press," seem altogether appropriate.

This is a good practical feature and if changed daily and good, live "copy" used customers will soon look for it just as they would a newspaper bulletin.



Figure 2.

Make your bulletins timely—seasonable. It is important also to vary your subjects so that all lines will be covered in the course of time. The bulletins can be made much more attractive if illustrated in colors. A few colored crayons and a little practice will enable you to make very fair cartoons. Or, if pictures of the goods featured can be secured and pasted on and the bulletin written around the illustrations, an excellent effect will be secured.

SALESMANSHIP OF COURTESY.

"Persistent advertising combined with attractive window display produce a strong, business-creating force," says a successful Ontario merchant, "but the effect of these important essentials will be greatly reduced without the salesmanship of courtesy."

Customers are human beings, with human feelings, and are as susceptible to the influence of courtesy in business dealings as in social affairs.

Take for instance the merchant offering accommodation to the public as a means of attracting people to his store. He should see to it they are given in a spirit that will make them bear good fruit. A directory carelessly flipped on the counter; a postage stamp sold with a look of annoyance a "five-spot" changed with a tired, weary expression—these things done by an unthinking clerk may kill the effect of a liberal store policy.

Salesmanship may be a difficult science, but surely the "salesmanship of courtesy" may easily be put into practice even by the junior clerk.

A SQUARE DEAL.

In business watch your competitors. No one man or concern has a monopoly of all the best brains and methods. Let competition be an incentive to your energy and ambition. Give the other fellow a fair square deal and beat, him out on your merits.—Walter H. Coddingham.

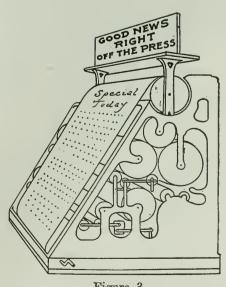


Figure 3.

Are We Leading Up to Black Hats for Fall?

From Dark Brown and Steel Grey and Navy Blue Evolution in Soft Headgear to Black Would be Easy—Fedora Not Much Seen—Telescope Selling Freely.

EARLY all dealers agree that in sales of soft hats, blue holds the premier position, but is closely pressed with a good demand still for green. Greys and browns, particularly a shade known as stone brown, are also very good. To put the matter plainly there is as yet very little difference in popularity between the various colors, but the order given above is correct in the opinion of many salesmen and jobbers.

The pencil brim and telescope crown are good selling styles though of course the crown is often much manipulated, the diamond style being as popular as any. While many hats of the ordinary type are worn with the diamond crown there are others which have been blocked specially for this purpose. While the pencil brim is undoubtedly strong there are very many who prefer the mushroom style. A flat brim with a decided dip fore and aft is also very popular.

Both plain sarcenet and pugaree silk bands are being sold. The pugaree is going well for a new idea, particularly as the later forms of it are more shapely than the original adaptation from the straw brims. With the latter hat, however, it is going best.

On soft hats the wide flaring bow at the back prevails among the younger men almost exclusively. The threequarter bow has some followers, however, and the side bow is worn by the more conscrvative of the younger men and almost entirely by the older ones.

In stiff hats as has been stated previously, the crowns are slightly higher, but there is a call from some for a quite high crown. The general run of brims have a fairly heavy roll. Differing from the soft styles the bow here is worn at the side almost to the exclusion of other positions. Of course there are some who prefer the three-quarter position and a few the rear but these are decidedly in the minority.

Rush for Soft Hats.

The rush for soft hats in preference to stiff which was a feature of last Fall's trade has begun again in the early sales, and promises to continue to an even greater extent. There appears to be a revolt against the stiff hats, and the latest shapes do not tend to remove this

The velour hats that came in for fair attention last Fall are weaker even than might be expected for light-weight weather. Indeed one might almost sus-

BLACK SOFT HATS?

A hat jobber who has supplied as many new ideas for hats for the Canadian trade probably as any one else in the business ventured an interesting prophecy to The Review.

He took up four soft hats and laid them out in the following order:

Dark steel or slate;

Dark brown;

Navy blue;

Black.

"There you see what is really a sort of evolution in hats. You see the best, the strongest colors to-day are the dark ones, and once we get people calling strongly for navy blue as they are to-day, it is but one step to black. In the States they have adopted it already and we will come to it by the Fall, anyway, in Canada.

"The black stiff hat is getting weaker. They do not seem to appeal to the public as they did. As a matter of fact, the new dish brims are approaching very near the soft hats in design without the advantages of the soft shapes."



Two styles of hats which promise to be strong for Fall. On the upper note the puggaree band and flat brim with dip fore and aft; on the lower the pencil brim and diamond crown, for which latter effect this hat is specially blocked. Shown by A. A. Allan & Co.

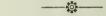
pect they had gone the way of velvet ties. Strangely enough, New York is again showing velour is high grade for the smartest dressers, and velvet ties are being rushed again for Easter—but not for Canada.

The "tail feather" idea has not caught on strongly here as it has in England. Retailers have stocked a few to be in style and for casual demand, but most regard them as extremely "faddy."

In caps, the large checks retain their popularity and are growing in favor. Black and white and grey and white checks have the big run.

Very High Crowns in Straws.

In straws the latest models tend to extremely high crowns, many of them four inches. In this case some are made to taper to a certain extent, easing off the rather top-heavy idea that would otherwise be obtained. In these hats, as is usual, the brim will follow the opposite dimension, and be very narrow, about two inches.



STRAW HAT SALE IN WINTER.

A straw hat sale in February is something a bit out of the usual, yet such an event was conducted by Strawbridge & Clothier of Philadelphia last month—and it was well patronized, too. They put on sale fifteen hundred hats, all new, freshly imported and in a dozen or so styles at reductions of from \$2 to \$7 on the hat. The public responded readily to this opportunity of anticipating the straw hat season.



CO-OPERATIVE ADVERTISING.

In addition to their regular advertising the members of the Merchants' Association of Princeton, Ind., print a cooperative advertisement in a newspaper every Thursday in which special offers are made. Each store that is a member of the association is requested to offer a special value in some line of merchandisc for the current week. In this way people from out of town can always be assured of real bargains whenever they may visit Princeton.



Winnipeg, Man.—Lurie's Limited, clothiers, 267 Portage Ave., will shortly open up a new store in the Queen's Hotel, at the corner of Portage and Notre Dame Streets. There has never been a store in the hotel before, and considerable alterations have to be made.

Connecting Up Sweater Coats With Outings

Sporting and Camping Scenes Should be Reproduced in Window Trims—Paddles, or Lacrosse Sticks, or Bats, or a Panel Scene as Background Will Suggest Connection and Aid Sales.

Now is the time to begin preparations for getting the best out of the Summer trade in sweater coats. The recent advances in wool yarns, following closely upon the declines before Christmas, have served to balance up to a considerable extent the new scale of prices that more than covered the actual rise in the "raw" material, so that a small-sized grievance of a few retailers is pretty well dissipated.

Whatever may have been the experiences due to the slump in cold weather during the early part of the Winter, a good Summer's possibilities are before every one. These lie, not so much with every person, as do the Winter prospects, but with those who go on outings or engage in sports at home. It is to these classes that the merchant must carry his appeal.

The sporting connection of the sweater coat is easily suggested in window displays. This may be done in a variety of ways; for instance, by bringing the



A novelty in knitted goods — men's white evening vest. Shown by Avon Hosiery, Limited.

two together, a window of sweater coats and lacrosse sticks, or baseballs and bats, or footballs. Aquatic requisites could be combined with the coats in the same way; a paddle, if you have no canoe; and a few pennants to diffuse further the air of sport and recreation. Sometimes a panel in the background with a Summer scene, preferably with water, has been used to good effect.

The sweater coats may be set in the window, thrown over a stand, or placed upon a full-length figure. In the latter case, particularly if there are hands convenient, an oar or paddle or a ball bat of some description, cauld be leaned up against them to give an air of action to the trim.

Anything that suggests that the knitted garment would be most suitable for the season, will form a good selling window, and any trimmer with a little ingenuity can change the whole lay-out every few days and secure a variety of treatment for weeks to come.

Among the Merchants in Canada

Orillia, Ont. — The Lion Clothing House have moved from Hatley's Block to the new store next to Vick & Sons.

Sutherland, Sask.—E. E. Holder has opened a clothing store here.

Sudbury, Ont.—J. N. Foster is opening a tailoring establishment in the Young Block, Cedar street.

Montreal, Que.—Harry Roffey, Limited, will open up a tailoring business

Parkhill, Ont.—H. H. Hawley has sold his tailoring business to A. Gammie, of Ingersoll.

High River, Alta.—J. A. Gillis has opened a men's furnishing establishment here.

At the annual convention of the Illinois Retail Clothers' Association, a resolution was adopted. Resolved, "That we do not approve of the methods of certain shirt manufacturers introducing quarter-size shirts, as they are of no advantage to the consumer, and a disadvantage to the retailer. Resolved, That

the secretary of our association notify the secretary of the other associations of our action in this matter in all States having retail clothiers' associations."

They further recommended that the president appoint a committee of five to investigate the advantages of co-operative buying.

NEW YORK FANCIES.

"In hoisery there is an increased demand for numbers with side clockings and instep patterns. In brief, fancy half-hose is reviving markedly," says The Haberdasher, New York.

"The collar trend is towards the deep-point fold collar with high band. This model has ben produced with both square and rounded corners, in plain and a variety of fancy patterns. The high-band cutaway collar is expected to figure about as generously as last season, while the close-front has taken its place as a very strong staple.

Short-Bosom Shirt.

"The short-bosom shirt continues to gain in popularity. There is also an increased call for silk and silk mixtures with soft cuffs. The decline of madras as a popular material has continued for several years, and is still noticeable, though in some quarters its return to favor in the near future is confidently predicted.

"The unusual vogue of fancy braids in straw hats, which was experienced last year, will probably be once more in evidence this spring. There had been for some years just a smattering of coarse straws in the market, but they made no material headway before last year. Colored straws sold better than had been anticipated.

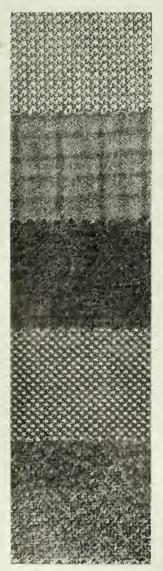
Velvet Still in New York.

"Oriental patterns containing a variety of bright colors rule in the better grades of cravats. For holiday selling these will have a place alongside of Persians. Knit cravats of the more expensive sort are showing a trend toward figures in combination with stripes. while popular-priced goods are best in narrow stripes, both cross and bias, in a multitude of bright hues. It cannot be said, as it could in many previous seasons, that any particular colors have the preference, doubtless because solid grounds are comparatively scarce. Velvet cravats, some with gilt design, some with cut silk, have flooded New York."

Strong Tendency to Patterns in Fall Suitings

Feeling That There Has Been Too Much Plain Material — Browns and Greys, With Tweeds Regaining Some Lost Ground — Smoother Cloths for Overcoats as Being More Wearable — Balmacaans Selling Well.

C OME weeks ago it was stated in The Review that the tendency in Fall suitings this year was towards pattern cloths, as it was felt that for some time we had been having too plain ma-Later opinions quite sustain this view. For while loud colors will not be in vogue, neat check designs and stripes certainly will be. According to some men who are usually well posted on such matters, bottle greens and bottle blues are going to be stronger than ever before, especially in Saxonies and unfinished worsteds. Some are showing unfinished worsteds in olive green, with blue and brown and gold over stripes.



Fall suitings, showing small black and white checks, larger grey overchecks, and mixtures of grey and brown. Shown by Nisbet & Auld.

Small black and white checks are also on display, but it is believed widely that these will not be in great demand, especially for the higher class trade, although they are going well for Spring. Some large over checks in grey are also being shown.

There is a general feeling that brown, which was prophesied as likely to be good for Fall, in spite of its present weakness, will come back much stronger than it has been for some time. Tweeds are expected to be in good demand, as there is a large section of the public which seems to prefer tweeds to worsteds, and, besides, the price of good worsteds is so high that often a better value for a moderate price can be had in a tweed than in a worsted. In tweeds, checks and heather effects are likely to be the prevailing styles.

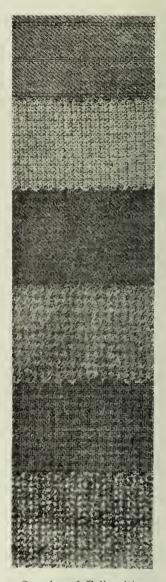
Patch Pockets on Sack Coats.

From what designers have to say, there is going to be a greater striving than ever after more form-fitting One of the leading clothiers clothes. showed The Review representative a new sack suit, which he believed would be one of the most popular styles for Fall wear. In this coat the lapels were about five inches wide, with the lapel seam running parallel to the shoulder seam. The collar was about two and one-half inches wide. The sleeve was trimmed with a narrow cuff, and the coat had four buttons close together. pockets were a further feature. coat was slightly form-fitting, this effect being secured at the waist by an extra V at the side. It was further stated that the noticeably wide lapel would be a feature of all sack coats next Autumn.

Smoother Cloths for Overcoats.

For Fall overcoats there seems to be no doubt that chinchillas and the rougher and softer cloths will have serious rivals in the smoother cloths. One reason perhaps is that the rough goods do not wear as well as the smooth ones. And it would almost seem as if the better the quality of the soft goods the more quickly they wear out, which certainly is not the case with the smoother goods. By this it is not meant at all that the woolly fabrics will not be worn, but they will have stronger opposition from the other materials than they had.

On the rough goods the shawl collars and the large convertible collar for ulsters will obtain. These coats will be cut on a very ample scale, about 50 to



Samples of Fall suitings, showing tendency towards goods with a pattern, in small checks and stripes.

Shown by Nisbet & Auld.

52 inches in length, with belted back. On young men's coats a box pleat will be a common feature.

Velvet Collars.

On coats of the smoother materials velvet collars will be fairly strong, and here again the extra V at the side will be used to cause a tight fit at the waist. In fact, this tight fit will be a feature more or less of all men's clothes. Brown and grey mixtures look to be in the lead for next year's colors in Fall and Winter overcoats.

For Spring overcoats some exclusive houses are specializing in loose flowing

The premier ordered-to-measure tailoring house of Canada

"Crown Tailoring" is the original special order tailoring house of Canada—built up from one agency to a service which now covers Canada from coast to coast, is represented in most of the best towns and cities in the country.

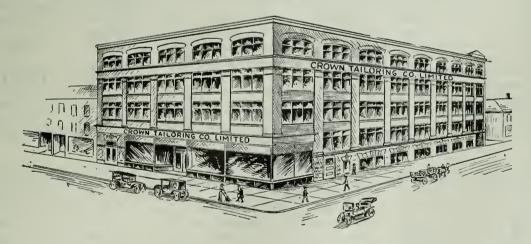
Our aim has always been and always will be, to have only the livest and most reliable merchants as our agents. Our service is the best and we want men who take full ad-

vantage of it—men who look to the interest of their patrons as well as their own interest. With the steady growth of the "Crown Tailoring" business we have added such facilities that the increased business warranted to keep our service second to none. To-day we have the finest clothing

factory in the Dominion, devoted to the made-to-order men's clothing business.

There are still a number of towns where we are not well represented. This is an opportunity for fore-

most clothiers to obtain a set of samples which will make money for them.



The Crown Tailoring Outfit consists of our latest books of samples, measuring equipment, style charts, signs and complete instructions. It enables you, without a cent of outlay, to cater to the men who buy only tailor-made clothing. Why not write for the agency to-day?

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO

garments, with a more or less wide skirt. One man in conversation described the chief advantage of this style as being that it gave the feeling of ease and the appearance of what he aptly called unconscious dress.

Among the characteristics of some of the coats shown was the set-in sleeve with the seam on the shoulder meeting the seam in the sleeve. A convertible cuff is also to be had, which can be turned down to button right around the wrist for greater comfort when motoring, driving, etc. Many coats have leather buttons to harmonize in effect with the cloth. A favorite material for these garments is a fine homespun stuff called "handwoven Connemara," which is made in the lighter shades of greys, browns and greens.

Balmacaan Going Well.

The Balmacaan in tweeds is meeting with public favor. This coat combines lightness and great freedom of movement. Very deep armholes are a special point to be noticed, allowing the coat to

be slipped on and off with the greatest case. Some firms are taking the chance of heavy stocking in this, almost discarding the Chesterfields.

With regard to belts, there is considerable divergence of opinion, but there is a strong feeling that the belt will not be so much favored this season. The general trend for Spring and Summer overcoats, according to one of the most exclusive clothiers, is all towards looser-fitting lines.

Will Specialize in Clothing For Boys

New Preston Store Will Make the Young Folks as Important as the Grown-Ups—Busy During Day When Men Are Working.

H. MASON, who has recently opened a furnishing store in Preston, Ont., intends to specialize in children's wear. He believes that children's goods are a fine drawing card and help to advertise the store. Besides, in a town like Preston where a great part of the male population is busy during the day the presence of children's clothing in the store attracts considerable custom from the female population. The following is a circular which he issued last month when starting:—

"Dear Sir,—In a short year and a half while I have been in Preston, I have particularly noticed the rapid growth of our town, both from the standpoint of population and that of enthusiasm which our people take to make this a bigger and better Preston.

"During the last year several young men have taken over businesses formerly run by older inhabitants, and one cannot help but feel the different spirit that it puts into the business section of the Hub of Waterloo County.

"I believe with the man or men who composed the wording on our sign boards—

PRESTON: A Good Town to Work In.
PRESTON: A Good Town to Live In.

"Taking these things into consideration I am about to open a Men's Store here. You will agree that this town is sufficiently large to warrant—besides what men's stores we now have —an up-to-date high class Men's and Boys' wear store handling ,Men's and Boys' furnishings of all kinds. Ready-Made Clothing and specializing in Made-to-Measure Clothing for Men.

"As you know our place of business in the Schultz Block has been undergoing excessive alterations both inside and out, and we assure you that all which will tend to make your purchases from us unregrettable ones will be our aim while in business here.

"Mason's, for this is the name of the new store, will formally open on Friday evening and Saturday of this week. We solicit a share of your patronage, guaranteeing you in return QUALITY and SATISFACTION.

"If your garments are marked Mason's it is a standard of quality.

"Trusting that you will favor us with a call in the near future."

Selling Clothes By Phone

Follows up "Lookers" and Makes Sales That Otherwise Might be Lost—Man is Pleased at Notice Taken and Often Buys.

YOU see that clerk over there telephoning?" queried the owner of a clothing store in a big Western city, writes W. E. Norton in System. "He'll sell more suits of clothes in the next half-hour over the 'phone than any other man on the floor will sell regularly in an entire day."

"He has a system all his own. When a man comes in and does not buy, this clerk gets the 'looker's' name and address and hunts the name up in the telephone directory. He gets a pretty exact line on how the prospective customer's taste leans; then he waits until a special sale is on and calls up his man.

""Mr. Blank," he says, 'you were in here a few weeks ago and said you liked a light-weight, navy blue suit, but preferred to pay about eighteen dollars. We've a sale on suits that regularly bring twenty-seven fifty, at seventeen seventy-five. I am holding your size, coat forty-two, trousers thirty-six thirtyfour, and you can put the suit right on and wear it away—or I can send it over for you to look at if you like.'

"The man called up is pleased because he was remembered, and often comes right over to the store, asks for the clerk who called him up, and ten to one, buys. This first satisfactory experience often makes him a 'regular' and after that when there is something special on, all the enterprising clerk has to do is to call him up.

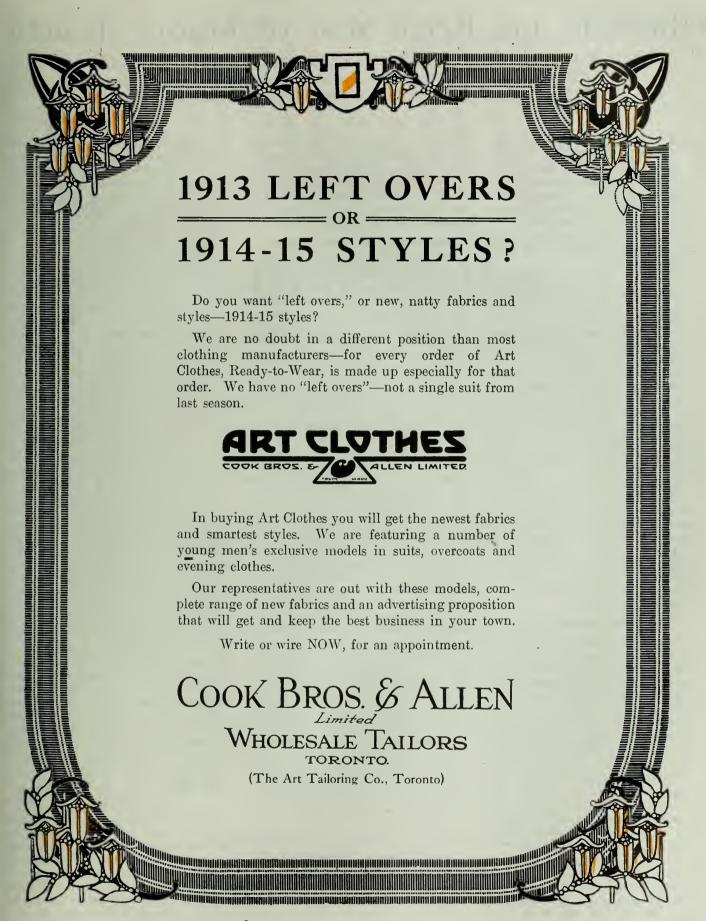
"You'd be surprised to find how many men like this easy-to-buy method. So many, in fact, that we think of putting this clerk in charge of a 'telephone notification department,' and let him work the idea with all the tactful energy he possesses."

Actors Help Trade

At Least They Create Demand for High-Class Goods—Stocks in University Cities Must Keep up to Mark.

That the young men of the larger cities are becoming much more fastidious as to dress is the contention of one of the more exclusive men's furnishers in one of the largest Canadian cities, and the reasons he assigns are the university and the theatres. "It is a fact," he says, "that if a haberdasher is to keep in the front rank here he has to keep the very latest things in clothing and general men's furnishings. Two things to which I attribute this are the university and the theatres. At the university, while it may be said that the majority are not flush with money, the enrolment is now so large that the number of men with means in attendance there is suf-

(Continued on page 70.)



Wholesale and Retail Man of Mutual Benefit

How Co-operation Between Two Classes in Clothing Trade Can be Made Helpful—British Business Methods Superior in Absence of Continuous Price-Cutting and Cancelations—Address to Ohio Association.

HE following address by Wm. Goldman, president of the National Wholesale Clothiers' Association at the first annual banquet of the Ohio Retail Clothiers' Association at Columbus, will be of considerable interest to Canadians in his analysis of the contrast between the systems in the United States and England. Mr. Goldman said in part:—

I have been asked particularly tonight to tell you how wholesale and retail clothiers' associations can benefit each other, and it is because we of the National Association of Clothiers have felt that there were ways by which we might be mutually helpful that we have advocated these organizations of retailers, with the idea that they should ultimately be merged into a national assoeiation, just as our local organizations were merged into a national body; and that these two organizations would come together in conference, through a joint committee, to be named to represent each association, that the representatives of these two associations should consider all questions which might help to make the manufacturing and distributing of clothing more efficient, that an effort should be made to eliminate the waste that results from a lack of cooperation, and that both should do what they could to put the standards of trade on a higher plane.

Bettering Relations.

We have such a joint committee composed of clothing manufacturers and woolen and worsted manufacturers, and it was because of the betterment of the relations between these two great trades and because of the correction of many of the abuses in these industries, that we have come to advocate this method for the wholesaler and retailer. an organization now exists between the manufacturers of boots and shoes and the retail boot and shoe dealers. Cooperation is the order of the day. We must replace antagonism and the old defensive attitude of one trade toward another with a disposition to work out our common problems in a spirit of mutual consideration.

The Joint Committee of Woolen and Clothing Manufacturers, in addition to dealing with questions that would serve to make both more efficient, established an arbitration board and a board of joint examiners, and these organizations were predicated on the theory that in the adjustment of all disputes that arose between the members of the two associations, equity and fairness should control, rather than legal or technical considerations. A vast number of cases have been satisfactorily handled under the auspices of this committee.

Early Buying and Late Deliveries.

While it is not my purpose to take up in detail the questions that seem to require attention, and, as I am human, I will confess that I perhaps see some that appeal more clearly to the manufacturer than those that appeal to the retailer, and the reverse is perhaps true of those of you in the range of my voice, I cannot refrain from referring to two subjects-one that worries you and one that worries us. I refer to early buving and late deliveries, on the one hand, and to the instability of orders, on the other. The more we examine these subjects the more convinced are we that they are really only one. That if a joint committee of manufacturers and retailers began to study them they would find that one overwhelmingly involved the other.

Now, isn't it worth while for wholesaler and retailer to come together and tell one another what there is in the present method that creates hardship, and what might be done to mitigate, or perhaps remove, the causes of waste and loss that result? Most of these questions seem quite baffling at first glance, but in the light of the methods evolved to deal with some of the great and necessarv governmental reforms, shall we despair of our ability to solve them? If we accomplished nothing more than a better understanding each of the other, a fuller realization of what was required to free our transactions of restraint. what a gain that would be.

But I am optimistic. When we consider the progress that has been made in the past 15 or 20 years in many directions, who is there that will gainsay me when I predict that the solution of many of the problems that face us to-day is not only possible, but not far distant?

British Business Methods Better.

There is much that we needed to do to bring the whole industry to a more uniformly high plane. I have had an object lesson recently, resulting from a trip abroad, which I made for the purpose of investigating what avenues would be opened to competition by the new tariff, and while I had the satisfac-

tion of learning that even the violent reduction in Schedule K (the storm centre of the tariff) would let very few foreign goods in, and this served to reassure me as to its effect on our industries generally, my observations tended to convince me that there were certain directions in which we might with profit emulate the

English business man.

The very enterprise that is characteristic of the American often causes him to follow a false lead. His aggressiveness not infrequently causes him to depart from sound practice. We are prone to accept the existence of an evil with complacency and as a matter of course, to assent to a proposition because the "other fellow does it." While my contact with English business was confined to the woolen and clothing trades, I learned that the men engaged in these industries were a uniformly prosperous lot of business men. They appeared to average up better than we do over here. There was not that disparity in degree of prosperity that is significant of American business, and I am very much inclined to attribute this to the fact that the English business man has a wholesome respect for traditions and for sound commercial practice. He believes that if he has been thoroughly schooled in the technique of his trade and practises economy in the conduct of his business, there is a place in the business world for him that he can hold without stultifying himself or sacrificing a single time-honored principle.

I am not defending all of the British methods. It is easy for us to understand how rigid adherence to traditions has entailed some narrow, and to us antiquated methods, but, on the other hand, our breadth of view and progressiveness often cause us to disregard vital principles, the violation of which not infrequently returns to plague us.

Cut-Price Sales and Cancelations Unknown.

The continuous performance of cutprice sales that we see over here are unknown on the other side. There, when a merchant wants to clean up stock, he offers a reduction of 10 per cent. to continue for a certain number of days, to which the buyer responds because he knows it is genuine. Over here the very extravagance of the announced reductions creates doubt and brings demoralization.

Cancelations are unheard of in Eng-



Tailored Clothes

Our travellers are now out with the full range of Style-Craft tailored clothes for Fall and Winter 1914-15.

Never have we offered a range more notable for its exclusive, smart styles in both cut of garment and design of fabric.

Style Craft clothes make a strong appeal to the men of the day—the men who make appearance a matter of much moment.

They equal the finest clothes of the best city tailor except in height of price.

Have you looked into the Style Craft made-to-measure proposition? The agency for your town should appeal to you.

Write for full particulars.

E.G. HACHBORN & CO. TORONTO

land. An order over there, if its terms are observed, is an obligation of equal standing with any other business liability.

It is not my purpose to rehearse the serious shortcomings that we encounter so often in the conduct of business over here, because they are known to all of you, but the aggressiveness of the American business man manifests itself in so many directions that we don't examine some of them very closely.

The Moving Habit and Others.

Let one or two wholesalers or retailers move to a new locality, in which the chief attraction is higher rent. We have the moving habit over here. Pretty soon they are all in line like a flock of sheep.

Some enthusiastic retailer comes to market with a rosy plan for financing his business, selecting certain firms as among the chosen whom he will permit to subscribe anywhere from \$1,000 to \$10,000 of his capital stock. I have known wholesalers with an eye to volume alone to vie with one another to get in, and they usually do "get in"—bad.

The manufacturer sends his salesman out with a tremendous assortment of merchandise. He has almost every conceivable model, and yet he finds retailers want to be their own designers and are ready to create any number of specials for him, and, rather than see the "other fellow" get some business, he takes this along, and destroys his manufacturing policy and adds to the cost of his whole product.

I do not care to elaborate too much on this theme. I realize, of course, that a majority in all branches of the industry can say "not guilty" to these lapses, but the shortcomings to which I refer are conspicuously in evidence, and contaminate the whole trade.

We have no quarrel with the ambitious or progressive man. He should be keenly alive to any wholesome influence that will extend his trade, but he must learn what makes for healthy development and what is the path to his own undoing. We need, in other words, to combine with the enterprise and energy which are significant of all American business men that "spine," poise and sense of perspective which many have here, but which is characteristic in these English trades as a whole.

We appear to be on the eve of a new era. Let us of the competitive trades share in the national prosperity to come.

I am not pleading for larger profits; our gross profit seems entirely adequate yea, even liberal, but I do ask for an elimination of the waste which these weaknesses entail, for a sounder conception of the meaning of the words "self-reliance in business," for a more whole-

Union Label Stores in Canada

Labor Unions in Toronto Subscribing to New Concern to Sell Only "Label" Men's Furnishings—Appeal to Different Union Organizations.

N interesting document has come A into the hands of The Review in the shape of an appeal addressed "To fellow trade unionists of Toronto," to subscribe to the stock of "The Union Label Stores Co. Limited," organized to open a store for the sale of many union label gents furnishings, "not made at present in Canada," such as collars, shirts, neckwear, suspenders, underwear and socks. "The Retailers," the circular states, "refuse to import the above-mentioned goods from across the line where our brothers and sisters are obtaining fair wages, but continue to sell the sweatshop articles and will sell them if you are fools enough to buy them.

"Don't you wish to see your union flourish? Don't you desire to see other workers become organized? We believe you do.

"We herewith submit a practical remedy to protect our unions against the unscrupulous employers and which will help to organize many other lines of industry."

The statement is then made that the Union Label Stores Co. Ltd., has been organized by local unions and union members to advertise, display and promote the sale of Union Label goods, "which we will be able to sell at close competitive prices." About \$2,900 of the share capital has already been subscribed, among the shareholders being the District Labor Council, Garment Cutters, Garment Operators, Boot and Shoe

Workers, Lithographers, Barbers, Brass Moulders, etc.

"It is a bread and butter proposition," it is declared, "and the workers are realizing that they must do the co-operating if progress is to be made.

"Now, Brother, we expect to open our first store, centrally located, in another month. Are you prepared to do your part? We need your subscription for stock! Every union member has a duty to perform to advance the interests of his fellow workers. As a trade unionist we believe you want to discourage non-union conditions in a most effective manner; you can do so by helping to get our store in operation, and to open the store. more shares must be subscribed."

As a further reason for support it is stated that "if our union members are to obtain constant employment in union shops, then the products of those union shops must be purchased by us (consumers). If you fail to do this and use your union wages to purchase the products of non-union concerns, then you are defeating the aims of your union. Invariably the local retailers are prejudiced against Union Label products often advancing the price so that you may be discouraged from purchasing same."

It is further declared that later on as the Company develops it is proposed to sell the workers all kinds of fruits, vegetables and provisions to be obtained direct from the producers—to reduce the "high cost of living."

some regard for the principles which make for permanence and prosperity in trade.

"ABBREVIATED" SUITS.

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A cable from London states that "abbreviated" suits for men are the latest decree of fashion. The tailors have ordained that there shall be a reduction all along the linc. Even the dress suit is to be abbreviated—it is to be short and form-fitting.

This is the official decision for the overcoat: Three-button, single-breasted, patch pockets, no outside breast pockets, narrow shoulders, small sleeves, extremely form-fitting. Also four-button, double-breasted. No belts on either coat.

Other styles are: Sack coats, threebutton, "conservative natural" shoulders, with straight line, 9-inch centre vent for skirt and 3-inch vent for sleeve; two buttons on sleeve, and slight form-fitting; or, three-button, narrow shoulders, no pads, small sleeves, extremely formfitting.

The walking coat is one-button, peaked lapel, short-waisted, and skirts extremely "cutaway."

Dinner coats will be satin-faced to the edge, the collar and cuffs bound with satin, with outside breast pockets and link buttons.

The retail clerks from the hardware, dry goods and grocery trades in Montreal have decided to organize a protective association affiliated with the Retail Clerks' International Protective Association.



Very shortly our salesman will call upon you with new Fall and Winter 1914 models of

Sovereign Brand Clothing

FOR MEN AND YOUNG MEN. AND

Sanford Juvenile Clothes

We indulge in absolutely no exaggeration when we say that in these lines you will see clothing values that have never been excelled in Canada.

The smart, distinctive styles, the up-to-date exclusive materials, the perfect fit and the splendid quality of tailoring shown in these goods, can hardly fail to elicit your admiration-and your orders.

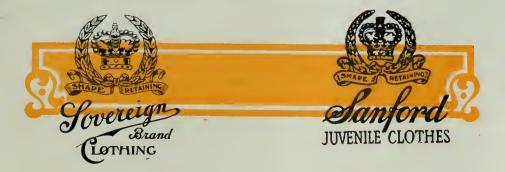
See them; make a point of it—Sovereign Brand and Sanford Juvenile Clothes have a tremendously strong reputation. Every dealer who has ever tried them has found them good and quick-selling lines that can be relied upon for profits and satisfaction.

W. E. Sanford Manufacturing

HAMILTON

WINNIPEG





Strong and Weak Points in Clothing "Ads"

Two Samples of Prize-Winners in Newspaper Competition — Where Selling Idea is Combined with Pleasing and Attractive Display.

TWO types of clothing advertisments are presented here that were secured under interesting conditions. Some time ago "Printer and Publisher" arranged a Newspaper Advertisement Competition and in order that the judging of the entries might be carried out along uniform lines, the "copy" for the ads. was supplied. The one on this page was adjudged the best, and the one on the next page was given second place, out of a large number of competitors.

The first was submitted by H. Beattie, of the Sudbury "Star," and the second by J. W. Cowan, with the "Saturday Sunset" presses, Vancouver, B.C. In its eriticism of the first prize "Printer and Publisher" said: "It will be noticed that Mr. Beattie's entry is treated in that forceful, but pleasing style. A notable feature of this arrangement is the telling four-line bit of information at the start that catches the eye, holds attention and rouses interest. Farther down the price and other important information stands out prominently. The arrangement on the whole is neat and attractive, although it weakens in the final three lines with inconsistent letter spacing, unnecessary panels, and lightfaced type with 'quotes.' "

The second prize advertisement was declared to show "unity, pleasing form, emphasis of white space surrounding matter, is well balanced and shows consistent harmony of type faces. Good emphasis is given to three headings in 1, 2, 3 order, and secondary emphasis to three or four subordinate points. The panel is effective and emphasizes one of the main points of the advertisement."

Too Close to Border.

Another prize winner was weakened by being set close to the border. It was said to "weaken the emphasis given by white margin."

Another was "weak in the solid portions which have been set too small for rapid reading." This type was indented but set very small.

In its summary of the entries "Printer

A Most Amazing Opportunity for You to Secure a Stylish, Dressy Suit

made to measure from choice materials at an exceptionally low price. In order to have our left over stock of heavy, fall suitings out of the way in time for our winter goods, we are offering you for the next five days

SUITS TO MEASURE \$12.50

Considering the price and the quality of the goods you never saw such a striking offer as this before, and the best of it is it means just what it says. The materials are of the best quality from English, Scotch and Irish weavers.

You can have the style you like best, whether its American or English, and made up in that snappy, gingery manner which has made our clothes extremely popular with good dressers. Our tailoring is guaranteed satisfactory.

Smith & Sons

"OPEN EVENINGS"

Queen's Road, Opposite the Post Office

First Prize Clothing Advertisement.

and Publisher' says: "There was one point in ad, composition proved beyond cavil: to attain its highest efficiency an advertisement must have good advertising force as well as good style of display.

Ad-Compositor a Salesman.

"The ad.-compositor may be likened to a salesman. Really the main difference between the two is the medium with which they work. The salesman sells goods through the medium of speech and gesture; the ad.-compositor through

type and ink. The minute the ad.-compositor starts to work on an advertisement, that minute he has begun his appeal to the reader of his paper in favor of the advertiser's goods. Like the salesman's selling talk, the effect of the adecompositor's appeal will depend largely on the points he chooses to emphasize most strongly, and the manner in which he presents them. Every line of type, every rule, each piece of material plays its part in the sum total of the effect on the reader.

WHO IS WALKING THE STREETS?

You will find that it is the untrained man or woman who is dispensed with when the financial pinch comes and expenses must be lowered. It is not the clerk who has had thorough training in

CARDWRITING ADWRITING or SALESMANSHIP

through the mail courses of the Shaw Correspondence School. Our courses are compiled by America's most practical instructors. They contain the cream of knowledge gleaned from years of practical experience of these men and others. Will you look into them and prepare to insure yourself against joining the ranks of the unemployed?

Fill in and send the attached coupon.

The Shaw Correspondence School, Toronto

Cor. Yonge and Gerrard

FILL IN AND MAIL THIS The Shaw COUPON Correspondence School TO-DAY Toronto Gerrard Sts. Yonge and **CARDWRITING** Please send full ADWRITING particulars of the **SALESMANSHIP** course marked with "X"

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats



as my 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

NEW YORK 260-262 Church St. TORONTO 14 Manchester Bldg. MONTREAL 100 Anderson St. BALTIMORE

114 W. Fayette St.

SALES OFFICES
ST. LOUIS
426 Victoria Bldg.
PHILADELPHIA
839 Market St.
BOSTON
68 Chauncy St.
CHICAGO
223 W. Jackson Blvd.
SAN FRANCISCO

Postal Telegraph Bldg.

ST. JOSEPH
201 Saxton Bank Bldg.
KANSAS CITY
205 De Graw Bldg.
ST. PAUL
242 Endicott Bldg.
WINNIPEG
400-02 Hammond Bld

Some That Repelled.

"Among the entries in the competition are many advertisements arranged in a pleasing and attractive manner. Harmony of tone and shape is good, balance well preserved and contrast in size and tone of type effectively utilized. . . . Yet with all this many of these entries seem to suffer seriously from the lack of spirit and force and are by no means impressive from a commercial or advertising point of view.

"In other cases, crude and coarse arrangement tends to repulse a reading, even where the salient points of the copy have been picked out and boldly emphasized."

"Others strike a happy medium and effectively combine the selling idea with a pleasing and attractive display."

ACTORS HELP TRADE.

(Continued from page 62).

ficient to be taken into account by the most up-to-date haberdasher. These young men, many of them, keep in touch with their confreres in other college centres and get the latest ideas in clothing from other cities and, of course, as a result demand of the local clothier the newest ideas in apparel. This city, too, is a great theatre town, the attendance at the theatres is very large and at such places the latest things in men's wear are often worn on the stage, and many a young fellow sees something there that catches his fancy and he must have the same. You know years ago we used to have a man come in and say, "I want a sack coat," well we gave him a sack, and he was satisfied. Now in order to satisfy the public we have to carry ten different styles of coat and fifty kinds of material.'

SILK SWEATER COATS.

Popular in New York for Street Wear-Vivid Colorings Order of the Day.

A New York authority Sweaters knit on loose, straight lines, which suggest rather than reveal the figure, seem to have the call with women. Demand is good for a sweater coat at \$5.00 and over, which allows the manufacturer a fine margin for the addition of style and quality. Silk sweater coats. on account of light weight and small bulk, are popular for general street use worn under jackets or coats. Originally imported from the other side, these silk coats are being made in considerable variety by domestic manufacturers. With their increasing popularity among those who are able to afford a higherpriced garment, there is no reason why a manufacturer should hesitate to allow his ingenuity and creative ability free scope, with the surety of a ready and appreciative market always at his command.

Very soft wool sweaters are being imported from the other side, with a plain knitting stitch, very long, coming well down over the hips. Vivid colorings are the order—greens, orange, purple, yellow—with scarf and cap of contrasting color. Should this vividness of coloring come into vogue on this side, it will do much to liven and warm up the coldest Winter weather.



WOOL WILL KEEP HIGH.

Production Falling Below Demand, Says French Knit Goods House.

The following statement has been received from an important French house: "We note with satisfaction that the English wool trade now looks on the future with more confidence, and that they are now operating more largely in wool and tops. Here trade continues good. No one is unloading and prudence is observed by all manufacturers. It is precisely this which makes the strength of the situation. Both manufacturers and merchants hold no speculative ideas. We may expect well-sustained prices in London, if not some little rise. The United States continues to operate in Europe in fabrics and wool, and transsactions from this source grow monthly. We must accustom ourselves, therefore. to higher values for wool as well as other articles. Wool holds an exceptional position, because consumption is increasing with population, while production is undergoing a progressive diminution. We are not, therefore, frightened by wool values. In the future we shall

see higher prices."

A MOST AMAZING OPPORTUNITY

FOR YOU TO SECURE A STYLISH, DRESSY SUIT

made to measure from choice materials at an exceptionally low price.

¶ In order to have our left-over stock of heavy fall suitings out of the way in time for our winter goods WE ARE OFFERING YOU FOR THE NEXT FIVE DAYS

\$12.50

- © Considering the price and the quality of the goods you never saw such a striking offer as this before, and the best of it is it means just what it says.
- ¶ Our tailoring is guaranteed satisfactory.
- ¶ The materials are of the best quality from English, Scotch and Irish weavers.
- ¶ You can have the style you like best, whether it's American or English, and made up in that snappy, gingery manner which has made our clothes extremely popular with good dressers.

SMITH & SONS

QUEEN'S ROAD

OPPOSITE THE POST OFFICE

OPEN EVENINGS



"King George" Suspenders



Retail Price 50c.

Give Free
Movement
of
Body and
Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.



Tango Tie Leads Novelties for Easter

Figure of Dancers Shown Below Knot and Near End-Hosts of New Designs for Spring Opening—All the New Colors Featured —Polka Dots Return in Strength—Social Influences on Men's

HE oldest living merchant has seen nothing like it—this flash of color that has burst upon the neckwear market. The ladies won't be in it with us on Easter. We can match them in every color-scheme they like to bring out-in their wardrobes.

Is it tango, paddy green, mustard, mahogany, cerise, champagne, indigo or porcelain blue? We have them all.

But if by any chance one has been omitted, you'll find it in our galaxy of shirts. Probably honored with a stripe an inch or more across.

You have heard of the tango? Or rather have you heard of anything else? A cartoonist recently pictured mankind as tango-ing, two and two, down town to their work in the morning, so as to lose no time from the tango, and three couples in a Canadian city tangoed up and down a street car at 2 a.m.!

Well, we stop the press to aunounce to welcome-the TANGO TIE. Spell it in caps., compositor; shout it out upon the housetops. "Let joy be unconfined"; we have the Tango Tie and we have, likewise, the Tango Shirt.

Recipe For Tango Tie.

The recipe for the Tango Tie might read as follows: Take a plain cold silk, grey, navy blue, and so forth. Make some whirls below the knot and near the end to represent motion. Inside set a figure of a man in black and a lady in a fashionable shade for dango dancingand you have the tango tie. It is simply an adaptation of those bizarre figured designs of aeroplanes that set Paris and London by the ears-and eyes-a few months ago.

These "Tango" ties have colleagues in the "Tango" shirts, which are described elsewhere in this issue. The two are quite in the running for Easter.

As prophesied several months ago in The Review, the ties that held their drawing powers chiefly from the pattern. stripe, or contrasting color or design at the flowing ends, are weakening. In their place are all-over effects; whether in flowered patterns, or conventional designs, or a succession of stripes, Roman or club, it matters little which. But in the great majority of lines of ties the all-over effects are manifest.

Softness, Not Loudness In Colors.

To the colors there is no limit. And And yet, bright as they are, they do not -except in a few extreme cases-ap-



Tango tie, showing printed figure below knot and at end, surrounded by a "whirl." Courtesy of Brass'.

proach the oppobrium of being "loud." There is a certain softness about the new shades and an artistic arrangement of the patterns that transform them into things of beauty. There is a lack of crudeness in design that has distinguished most of the bright color creations in years past.

This favorable attitude of the public may be, and no doubt is, due to a special reason. The vests, as a rule, are higher; the space below the collar is therefore smaller, and the portion of the bright tie revealed, proportionately smaller. So the bright color display is less in degree, though not in kind. This safety valve will be removed, of course, when the vest is discarded in summer weather, and it will be interesting to note whether there will be a reaction against the vivid scarfs. Chances are there will not, for by then custom will have "staled" their infinite (and bright) colors.

Polka Dot Back Again.

There are certain well-defined tendencies in ties. The all-over design in various lines has been mentioned, and self colors in plain silks and in brocaded satins. But our old friend the polka dot is back again, in renewed strength. Indeed one might surmise the designers had spent the intervening years of absence in working out a variety of sizes for the dots and colors, so many are the forms in which it is turning up. It has been a favorite remark for years that the polka dot in navy blue and white for flowing ends and bow ties were "always in good taste." But this Spring the navy blue has half a dozen or more quite successful rivals.

Nor in this summary must the knitted tie be neglected. More and more it is being shown in the broader widths and in club stripes with pronounced contrasting colors.

Chief Materials.

Among the materials selling well at the present time are pure silk repp and foulards, and that popular line in feminine fabrics also, crepes.

One dealer thus summed up the color situation: "Ties will be very gay. The best sellers will be mustard, paddy green, burnt orange, tango and cerise in self colors and combinations. Black and white stripes and checks are also shown in profusion with black satin borders." Woodbine stripes and mugadores, he said were also strong and knitted ties still held favor, particularly with conservative men.

Some Ties That Are Selling.

Among the special lines of ties that are selling may be mentioned the follow-

The heavy club stripe, running on the bias, a sample of which was given in last month's Review. These come in black and white, blue and black, green and black, and some of the brighter colors, in twos.

Another bias effect is in Roman stripes in brilliant combinations of three colors, arranged like this: rcd, black, yellow, black; or yellow, black, blue, black.

An unusual effect is secured by a broad stripe green, yellow, blue, purple, etc., running across the tie, and in between a series of narower stripes of black and white.

Various forms of shepherd's check are also selling well, closely following the popularity of this venerable combination in suitings.

Plain colors with a jacquard figure.

Brocades in self colors, tango, paddy green, mahogany, cerise, mustard, navy blue, purple, and a few more.

Silk in self colors with a broad satin stripe about 11/4 inches wide, running on the bias.

In polkas the latest novelty is a white spot on a gold ground; and another uncommon one is a gold ground with a black dot. Green on blue ground is another combination.

These dots are in all sizes from the smallest pinhead to the half-inch in diameter forms. These latter have at a distance almost the effect of a honeycomb pattern. A few ties are being shown with the polka dots growing larger towards the bottom of the tie.

Pinhead Dot on Silk Bengalines.

Among others selling well just now may be noted silk bengalines with a pinhead dot. These are further distinguished by a plain bar crossing the tie on the bias and coming just below the knot when tied up. The same idea is worked out in ties of a check pattern. This makes a very neat tie of a rather unusual style.

In medium-priced lines the bordered ends and panel borders continue to move

Some dealers are pointing out as one of their best sellers some very neat ties of a narrow cut in black material, relieved with a diamond spot of various colors coming just below the knot. Others again following the same idea have a star-shaped or sun-burst spot taking the place of the diamond.

A peculiar pattern of several colors in what might be called a "hit and miss" weave, following no particular design. It has been stocked heavily by some dealers, and they report these to be a very satisfactory line.

A deep satin border also is a feature of many ties. Often this border is edged with Roman stripes.

Another buyer gave the following opinion: "There appears to be no doubt that highly colored ties will be strong for Easter trade. One reason is the fact that the vests buttoning up fairly close enable a man to wear a bright tie without feeling too conspicuous, as the amount of brilliant coloring shown is pleasing rather than startling."

Foulards Strong.

For later on in the season foulards will be very strong—stronger than for



years in fact. These will be made from bandana handkerchief squares in ancient madder effects, printed crepes and crepe de chine. Many of these have the wide border of the corner of the handkerchief retaining the effect of the bordered ends.

"In fact," as one man said, "any style is good as long as it makes a good appearance. Some prefer the all-over effects, some prefer the spot and others again the Oriental patterns or the bordered ends. Everything goes, but it is necessary to have a variety."

One house in showing some very pretty ties in plain colors of Swiss crepe. These, they say, are selling very well.

Knitted Ties in Better Lines.

Knitted ties seem to be holding their own very well and a dealer who has had long experience with knitted ties says he believes that the future for these is extremely good, especially in the higher-priced goods. One firm at least has bought more and is selling more than ever before in their history. A feature that augurs well for the future of the knitted tie is that some Canadian manufacturers have installed machinery which enables them to put out goods of the very best type and to give Canadian dealers

every facility. The cheap knitted tie is becoming a thing of the past. In the better lines club bars of about a quarterinch or wider are good and also horizontal bars in two or three colors.

Here, as well as in ties of other material, all colors are good, quiet greys and blues holding favor, as well as more brilliant tangoes, purples, reds, etc. The general opinion is, however, that the brilliant stuff will be most in demand. Heavier linings are now being used by many leading firms in order to make a larger knot to fit in with the wider collars.

TANGO INCREASING SALES.

The craze for the tango has become so pronounced that it has long passed on from tea rooms holding afternoon teas to the Big stores. In New York Wanamaker's arranged a program in the auditorium of their store in which a chronological history of the dance was shown from the old Grecian days to the present. Gimbel Bros. are holding a daily exhibition and demonstration of the "latest dances" every afternoon in their Tea Room while a shirtwaist manufacturer lifted the monotony of



"Sew, Sew, Sew," by installing" an instructress of the giddy tango in their establishment during the lunch hour.

In New York it is reported that several fashionable cafes are arranging to sell evening dress collars for men in their dressing rooms,—so strenuous is the exercise that it wilts down a collar half way through the evening.

──ॐ── ''CASHING IN ON DANCE CRAZE''

In an article on "Cashing in on the Dance Craze," Men's Wear, New York, says:—

That old saying, "He who dances must pay the fiddler," should have an addition tacked on the end of it. It should read, "He who dances must not only pay the fiddler, but he must be a pretty good patron of his clothier and haberdasher." If there is one place more than any other where a man wants to look and feel well dressed it is on the floor of the ballroom. He may go to a banquet, and if he is particularly careful to keep in his seat the other guests need not know and he need not feel particularly conscious of the fact that the tails of his evening coat are cut on the lines favored by our best designers in 1907. He can go to a card party, and, if careful to keep his feet under the table, no one need know that his evening pumps were purchased three seasons

But when he gets out in the spotlight on the ballroom floor it is a far different matter. He does have something to worry about then, and the 1907 coat tails which he sat upon at the banquet and the 1910 pumps which he kept under the card table arc very likely to spoil his evening if he is a sensitive soul. Before he goes to another affair he visits his favorite men's apparel store. "I have found," said a live men's wear dealer in the middle West, the other day, "that these tango parties, which are becoming an every-night affair in my town, are boosting the sales of evening clothes and evening dress accessories. Men who have not danced in years are getting to be fanatics on the subject, and every day finds a number of them in our store freshing up their evening wardrobe. It is not only the younger men, who have always been considered the dancing men in past years, but the middle-aged men, and even the portly clderly chaps are taking it up."

Unless your town or city is a rare exception, the new dance craze is gaining a large-sized foothold in the social activities of the place. In nearly every city, town or hamlet from New York to San Francisco one can find good-sized crowds .dancing to the strains of the snappy tango music or the graceful hesitation waltz. In a number of places they are tearing out the seats in the moving picture palaces and installing ballroom floors. Ice and roller skating rinks are being transformed into large dance pavilions. Dancing teachers are again in their glory, and leading exponents of the art like the Vernon Castles are becoming wealthy and world famous.

There is no time limit to the new dance; they go on nearly all hours of

the twenty-four. Back in the days of the waltz and two-step we confined our terpsichorean activities to the evening hours; but now we have the tango afternoon teas, the tango lunchcon parties, and in some places they are said to be contemplating tango breakfasts.

While the dance has always retained its hold in the smaller towns and cities, it has not in years, if ever, developed into the craze that is sweeping the country to-day.

Where It Affects the Apparel Trade.

The progressive retailer of clothing or furnishing goods can make this epidemic of dancing add a considerable amount to his sales and profits. He can announce through his newspaper advertisements and display windows that his establishment is the proper place for the men to purchase their dancing equipment. He can install special displays showing the complete outfits for formal day and formal evening wear. He can make a study of the correct dancing dress for men, as outlined in the Dress Ethics Chart and in special articles in this magazine, and gain the reputation of being an expert on the subject of what to wear and when to wear it. That reputation will pay handsome dividends in increased trade from the men of his town. When it comes to matters of formal dress, when a man wants to



New ties for Easter wear, one showing the double border of Roman stripes on figured silk in a variety of patterns and colors; the others a new shaped four-inhand of silk reppe with white corded effect. Courtesy of Fowke, Singer Co., Limited.



If you want a coat that will sell on sight—show the new Beaver Brand "Rob-Roy"

Here is a coat that is fast making "Beaver Brand" the talk of the trade. It is made along exceptionally manly lines, heavy hand-spun worsted yarns in massive ribbed stitch.

The workmanship of the "Rob-Roy," as in all Beaver Brand knit goods, is the finest. The finish and fit are perfect.

The "Rob-Roy" has the heavy shawl collar, which adjusts to fit high around the neck, giving warmth and comfort in the coldest Winter weather.

Place your order now for Fall. Samples sent on request.

R. M. BALLANTYNE, LIMITED

Manufacturers of "Beaver Brand Knit Goods"

STRATFORD, ONTARIO

ROB-ROY

WE MAKE BOTH STYLES



Either revolving or straight bar Tie Stands—as well as hundreds of other lines use-

ful to the men's wear man or the dry goods merchant.

Garment Racks

Wax Figure

Garment Hangers

Forms

Triplicate Mirrors

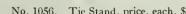
Silent Salesman Cases

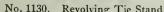
Metal display fixtures in all finishes

Glass Shelf Clips



WRITE TO-DAY FOR OUR LARGE CATALOGUE





CLATWORTHY & SON, Limited, Toronto











WHAT PARIS IS SHOWING IN MEN'S SCARFS

No. 1.—The "1914 scarf" of figured silk, the figures 1914 being in satin effect on clouds of lighter color.

No. 2.—Black silk ground, brocaded fern leaves, veins and stems dotted with light violet silk, outer lines of leaves brown mordore. Carried out also in blue and Havana, and green and dark prune.

No. 3.—Spiral effect, figured on black background. Design is brought out in somewhat lively shades, red or green, or gold, mauve, etc., and is accentuated by black threads.

No. 4.—Japanese design, flamingo sitting on bush with broad leaves. This "motif" repeated in different

directions. The shades are purple, wine color, green, Havana, etc., on black background.

No. 5.—All-over floral design of brocaded roses, made in light shades, salmon, light mauve, light garnet pink, etc. Courtesy of "Men's Wear," New York.

TANGO INCREASING SALES.

(Continued from page 74.)

be positively sure he is right in every detail of his garb, he will take his patronage to a man he knows can give him the proper advice.

More Shirts and Collars Will Be Sold.

The shirts and collar end of the business will reap an added harvest from the dance craze. More men are going to buy evening shirts, and, as for collars, there is no greater booster of collar sales outside of a Chinese laundry than a fat man at a dance; in fact, nearly any man, no matter what his weight may be, will wilt down several collars during an active evening on the ballroom floor.

One authority in the trade believes that the "craze de dance" is going to be a big factor in reviving soft collars during the coming summer. He believes that for the informal dances at the summer resorts and summer homes silk or mohair suits, negligee shirts and soft collars will be worn by a great many men.

Without question the awakened interest in the dance will help the sales of silk hoisery and the tango slipper with rubber insertion in the soles. It may be an aid to the sale of athletic underwear in the winter time. One man stated the other day, "Whenever I attend a tango party I lay aside my full-length underwear and get into one of the athletic knee-length suits. I find them very much more comfortable than the regulation winter garment." Another man in the trade suggested that the combination outer shirt and knee-length drawers made an excellent garment for dance wear, as the shirt was held securely in place and could not work up from the trousers.

Opinions of the Retail Trade. A number of men's wear dealers in

the Chicago market stated that there was no doubt in their estimation but that the dance fad had been stimulating business in many ways. Clothiers say it has brought an increased demand for the Tuxedo, or evening jacket, as well as the full dress suits. It seems that at many of the Chicago tango parties one notices more of the evening jackets than full evening dress. It depends largely on the occasion and place. Many of them are formal, while others are what one wellknown furnisher and club member termed informally formal. This furnisher related an incident which took place in his store. He was recently asked the question by a prospective customer, "What is the proper shirt to wear with a dress suit at a dancing party?" He answered by showing the man a line of white stiff-front full dress shirts. These, he said, were the proper thing, a fact upon which he thought there could be no doubt, yet the prospective customer walked out, saving he had several of that kind. The furnisher, after another similar experience, gave instructions to his salesmen to say in such cases, "These (referring to the regulation full dress shirt) are the proper things, but many of these (referring to the pleatedfront shirt) are being worn." The result was that many more of the finely pleated and tucked bosom shirts were sold.

"Even though we are selling many of these finely tucked shirts for evening wear," said this furnisher, "it is not probable that such a shirt will be worn at a strictly formal affair, nor, of course, would the Tuxedo be worn on such occasious."

Some stimulation is noted in regard to evening dress jewelry, and neckwear has also felt the effects of the demand. "The number of these tango parties," said another dealer, "has brought out many a dress suit and Tuxedo which may have been unused for some time. Finding that the garments are not exactly in style many owners have been impelled to buy new ones."

Demand for Soft Shirts.

"One of the most significant effects that this dance craze has had on men's wearing apparel," declared a buyer for a big string of men's furnishing stores in New York, "is the development of a remarkable demand for soft-bosom dress shirts. We sell hundreds of dozen of dress shirts, and I believe I can truthfully say that during the past few months we have sold a dozen soft-bosom shirts to every one stiff-bosom shirt for evening dress wear. Personally, I feel that for any kind of formal evening affair the absolutely proper shirt to wear is the stiff bosom, even though it be a fancy figure, but that is evidently not the prevailing opinion to-day, because almost every man, both young and old, seems to prefer the soft pleated-bosom shirts, and I think it may all be attributed to this dance craze that is sweeping over the land and sea.

"I attended the annual dinner of the Southern Society at the Waldorf-Astoria the other evening. This is an exclusive society, composed of prominent southerners in New York City—men prominent, both socially and commercially—and it was the nicest dressed and finest-looking assembly I ever saw. There were 1.100 members and guests present at the dinner, and I believe that considerably more than half of the men were wearing soft-bosom shirts with their evening coats. There was dancing, of course, and this may have accounted for the as-



This coat form gives the proper set to the garment displayed. Has the round, narrow shoulder. Makes the collar straining and the front to hang right either buttoned or unbuttoned. Is adjustable to any desired height.

PRICE.

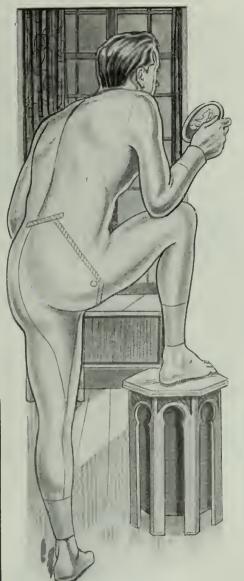
A. S. Richardson & Co.

99-101 Ontario St.
TORONTO

The first manufacturer of Wax Figures, Forms and Display Fixtures in Canada.



Dr. Neff's WOOL Underwear



made
with the
perfectfitting
one-piece
closed
crotch

This feature alone makes Dr. Neff's combinations the most comfortable on the market.

Dr. Neff's underwear is made of a soft non-irritating wool fabric—perfect in fit, close-fitting, but not binding.

We are exclusive makers of this famous underwear for Canada. Our 1914 samples should be of interest to you and will be sent upon request. Write direct or to our nearest agent.

Samples for Fall sent on request.

Thos. Waterhouse & Co., Limited

INGERSOLL,

ONTARIO

Mr. W. R. Mosey, Toronto, agent for Ontario; J. W. Peck & Co., Winnipeg, agents for Manitoba, Saskatchewan and Alberta; Garneau Limited, Quebec, agents for Quebec and Maritime Provinces; J. W. Peck & Co., Vancouver, agents for British Columbia and Yukon.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Jewelry	Pearl or moonstone links and studs	Gold or jewelled links and studs, gold har cbaln
Boots	Patent leather, buttoned cloth or kid tops, patent leather pumps	Patent or dull
Socks	Black, grey or deep blue e kid or silk or other te suede subdued color	Of silk, to match tie.
Gloves	Plat glac whi	Chamols best, or sucde or tan cape
FI.	Butterfly, with round or straight euds, plain white or small pique pattern	Butterfly, as above, black satin, figured silk or color to match waistcoat
Collar	Poke	Plain fold or wing
Shirt and Cuffs	Stiff, with single cuffs. white, plain or small philue, two study showing	White, stiff or soft. If latter, fine tucks, double cuff, sem!-laundered
Hat	High silk, with broad felt or corded silk band	Derby or black or grey soft
Trousers	Same material as coat, one broad or two medium hralds	Same Same ou material De as jacket, bli gle one broad ov gri two medium bralds
Waistcoat	Single breasted. white semi-V or U- shaped, with	Same material as coat as facing coat, siut hreast, semi-V- shape
Material	Black, dress- ed or un- dressed worsted, fully nearly weaves, satiu facings, satiu facings, woru.	Black or Oxford grey, single hreast, with satin facings.
Cont and overcoat	Swallow- tall Chesterfield, chested Single Single Linerness Single Linerness Single Linerness Linerness Linerness Spanish Linerness Single Linerness Linerness Linerness Spanish Linerness	Jacket Same overcoat as above.
Occasion.	BALL, RECEPTION, PORMAL, DINNER, THEATRE, EVENING WEDDING	INFORMAL CLUB, STAG, AT HOME, DINNERS

DAY WEAR

Gold or pearl uncut javelled javelled pln pln	Same as above	Something very piaiu	Same as above	
Button, kid tops, patents or varnished jowers, plain cross tips on toe	pattents varnished lowers, plant cross tips on toe Buttoned patent leather, plain tip		Black or brown lace alf, low or ligb plain tip or fuii brogued	
Dark colored silk	Dark colored slik	Cotton, wool. brown, pialn ilsie, sbades to francy uppers, Wool to harmonix harmonize, is edged, pialu or cross tip	Wool to barmonize leather looped leggings, Highland galters	
White or grey glace kid or sudd, white buck	Same as above	Tan, red, chamois, colored or white buck	Same as above	
Once-over, or four-in- band or Ascot in Solid colors, black, wbite, grey or grey or pastel shades	Once-over, oor four-in- band or bow, same shades as above	Four-in- band or bow in harmony	Same as above	
Poke or wing or plain band	Foke or wing	White, whg or turnover	Wbite or turndown to match shirt	
White, single cuffs.	White or colored; if latter, cuffs, white and single	Wbite or colored, single and doubbe cuffs, may match	Flannel or Oxford suitings, double cuffs	
Higb slik, with hroad feit hand	Higb silk, broad band	Derby or Alpine	Clotb, felt, Alpine cap	
Black worsted, with white or colored stripes, or dark grey striped worsted	Same as above	With black materials, Striped tronsers or cherk, otherwise same as	Single finance; break sult or finance; knicker-land; knicker-knicker-knicker-knool and buckler-knool breeches	
Same material as coat, double breasted, or of fancy fabric	Single breasted with collar, but without collar If braided and of same material as coaf	Single breasted like jacket, or fancy to harmonize	Single breast like suit or fancy knitted lamb's wool	
Black or grey lamb's wool, undressed worsteds, plain or hraided edges.	Same as above	Flaunels, worsteds, Saxonys Chevlots	Tweeds, cherlots, bomespuns, flannels	
Frock or Cutaway Chesterfield overcont, s. or d. breasted.	Cutaway Coat Same overcoat as above.	Single and double hreasted facket and walking coat	Norfolk or Jacket, single or double breasted Chesterfield, finglind draped, Highland cape, s.b. nister.	
AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	AFTERNOON TEA. PROMENADE, BTC.	BUSINESS, MORNING WEAR	MOTORING, GOLF, COUNTR, DRIVING	

.W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

TANGO INCREASING SALES.

(Continued from page 76.)

tonishing number of soft-bosom shirts that the men wore, for I think the tango and its variations must be held responsible for the wonderful popularity of this style of shirt at the present time."

The manager of one of the stores operated by another prominent and highclass retail clothing and furnishing goods concern in the metropolis declared that, in the absence of any definite figures, he believes they sell almost twenty times as many soft-bosom shirts as they do stiff-bosom shirts for dress wear. "Only the most conservative dressers and the older men buy stiffbosom shirts now," he said, "and we seldom have a demand for anything but the soft-bosom styles. Business in our evening dress department has been very good this season, dress suits, shirts, collars and ties, silk hats and accessories all having sold very well."

Interferes With Business.

There is another phase of this dancing craze which this manager pointed out is having an evil rather than a good effect on business. He claimed it is causing young men in various lines of business to neglect their work. Salesmen, clerks and young men in other vocations, so the report goes, are being paid to attend the afternoon teas in the big hotels and cafes and dance with the women there, the attraction for them being twofoldthe pleasure they get out of dancing and the financial compensation they are given. This manager said that he had had no such experiences with salesmen and clerks in his store, but that he had heard of cases where employees got down to business very late in the morning, and the cause was found to be late dancing the night before. In New York City especially, and perhaps elsewhere, too, there are many young men and women who have developed a craving for the modern dances and who spend every minute they possibly can in the dance halls of the hotels and cafes, and here it becomes a moral as well as a commercial question.

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BIB OVERALLS IN WEST.

Winnipeg, March 18.—(Special.)— Western farmers are wearing bib overalls, formerly made specially for engineers. This change has taken place within the past few years. It was formerly customary to make denim overalls, of grey and blue, but now most

of the overalls going West are made of indigo blue. They have found the engineers' overalls roomier, durable, and yet they are more expensive. They are utilizing the bib as a protection for the



ADVANCES IN UNDERWEAR.

An advance of from 5 to 121/2 cents is reported in most Spring lines over that quoted in June, according to New York advices. A portion of the Fall duplication of these lines was booked at an advance over the opening figures. This is a legitimate raise, in view of yarn prices, and not much further chance of revision is entertained by agents. Deliveries of Spring lines have been hastened by some concerns, probably to insure a proper delivery, in most instances, as mills have been extremely slow of late years in following out instructions for Spring ship-



Knowledge is the gradual discovery that you possess precious little.

Clothes might not make the man but they very often make the opportunity that makes the man.



EVERY RETAILER In Saskatchewan

should attend the Annual Convention of the Saskatchewan Branch of the Retail Merchants' Association of Canada, Inc., to be held in

MOOSE JAW, MARCH 23, 24, 25

Keep the dates open, and make it a point to be

Keep the dates open, and make it a point to be present.

There are 1,200 Retail Merchants in this Province working in co-operation for the good of the Retail Trade. Help swell the number.

Convention rates over all lines, and a hearty invitation from the City of MOOSE JAW.

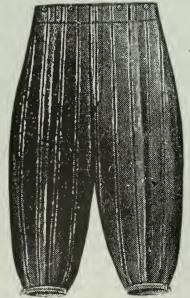
Remember the dates—March 23, 24, 25.

Let us work in unity, for in co-operation lies our strength.

For further particulars apply Mr. F. E. Raymond, Secretary, Saskatchewan Provincial Board, Box 475, Saskatoon.

Lion Brand Clothes

the Boys' Favorite



are an important factor in the building of your business that should not be overlooked. Lion Brand clothes are in great demand among the well-dressed youths for the reason that they are in perfect harmony with his ideas of what snappy, correctly finished clothes should be.

Get the exclusive boys' trade of your town by stocking this popular line.

Write for catalogue to-day.

The Jackson Mfg. Company CLINTON, ONT.

Factories at :- Clinton, Goderich, Exeter, Zurich

Tango Shirts and Fine Pink Lines For Easter

Cross-Stripes on Pleated Shirts—Jacquard Allover Design With Soft-Colored Stripes Latest Novelty in from Paris—What Stores Are Showing.

E NTER the Tango Shirt, arm in arm with the Tango Tie. This Easter creation has been pleased to adopt the pleated shirt for its display of bright colorings and marches boldly across it, instead of in the customary "up and down" fashion. These cross stripes in tango or tan colors give the name "Tango Shirt" to the goods they ornament, but many dealers are using the term indiscriminately to apply to all shirts with cross stripes and pleats. These appeared from New York the first few days in March and made a hit at once. Indeed, the public appear to be ready for any novelty that is offering, and do not want it unless it is a novelty. One of the most popular of the crossstripe patterns comes in navy blue. It is an odd fact that late last Fall a Canadian retailer brought in a shipment of these cross-stripe shirts, showed them a day or two, and then gave it up. Evidently he did not strike the "psychological moment." At the time of writing he is featuring them again rather cautiously.

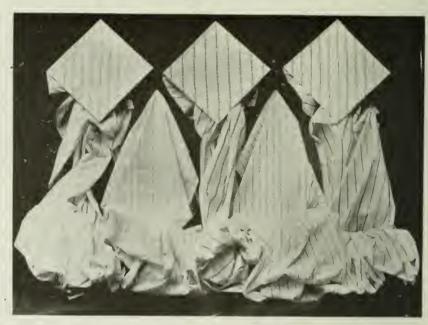
Broad Colored Stripes.

The deep colored stripe is undoubtedly one of the features of the Easter showings, one that was hardly anticipated by the manufacturers in their offerings last Fall. But along with this general fashion, is a distinct revival of pink shirtings. These, so far, are shown mainly in the more expensive lines, such as silk crepe de chine, and the bulk of business reported is of the made-toorder type. Several exclusive men's wear stores report a very brisk demand for the goods they are showing in this line. There is surely a reason for this favorite feeling; the samples, so far from being "loud," are among the most tasty, indeed beautiful, that have come on the market in years, in this or any other shade. It is usually of a delicate, soft coloring, and the pink generally is the main feature, with perhaps a broad stripe of white silk running up and down at long intervals. Of course, pink is a difficult color to find a match for in cravats, but here is where the popularity of black, in men's as in women's goods, comes in.

Beautiful Pink Lines.

These pink lines are made in silk and wool, soft crepes, including grenadines, and fine quality of taffeta. In the grenadines, red stripes are being shown as well as the pink, but the latter are in more demand.

SAMPLES OF SPRING SHIRTINGS



These samples of Oxford shirtings include Farley cord with shadow stripes of reddish brown and blue, and Russian cord with stripes of taupe grey and pink spot, and blue with orange spot, and stripes of two-shade tans. Courtesy of R. J. Hunter & Co., Toronto.

In silk twill some very neat patterns are seen in the softer shades, purple, pink, etc. Indeed in the finer goods the tendency is all the soft colors, with very broad stripes.

One of the latest novelties in the finer lines, a direct Paris importation shown The Review, was a beautiful light weight silk in an elaborate Jacquard, all-over pattern and stripes combined in delicate shades. A letter from Paris describes this as the latest thing over there, and Canadian up-to-dateness thus has received a striking testimonial

Among shirtings generally mauves, blacks, blues and tans in heavy stripes seem to be the best sellers.

French Soft Double Cuffs.

Everywhere are to be seen the French soft double cuffs, and they promise to be bigger favorites this Summer than on their real debut last year. As for collars, there is not the same demand for the soft ones to match the shirting. They are made up in many lines of shirts, but where they are absent, little effect is observable on sales. An early prophecy of a different patterned collar from the shirting, which was introduced in England, so far has received no support in this country.

Of course, with the silk shirts the soft

French cuffs are almost the inevitable accompaniment.

There is a peculiar looking shirt being shown at one or two places, a pleated white linen, with cross-stripes of black. The effect is almost cold, and not as alluring as the softer color shades in the "tango" and others mentioned before.

Russian cords also seem to be taking hold well among the new Spring shirtings on display. In some of these materials the cords are about two inches apart, raised noticeably from the surface of the goods, These make up well in the coat style with the French cuffs and are made up frequently with the stripes running crosswise or on a herringbone style.

Pure wool taffeta shirtings are also finding a good place for themselves.

Extra pair of cuffs.

One large firm is making a practice of giving an extra pair of cuffs with each made-to-order shirt. These cuffs are ready to stitch on when the first cuffs become worn out.

Long Point and Cutaway Collars.

In collars the long point and the cutaway seem to be as popular as any and some declare that low cutaway collars will be the leading style soon. This is only a matter of opinion, however.

"The Selling Power of the Dealer"

In the year 1910 one of our trade papers brought out its Fall number with the above headline as a slogan. It proved conclusively that the dealer, the retailer, is the strongest factor in the chain of distribution and that a manufacturer who ignored him was working at cross-purposes in his sales plan.

This was merely emphasizing the principle upon which the MacLean Trade Papers have always sought advertising from manufacturers and jobbers in opposition to the illogical claims of many consumer mediums and ill-informed agencies that "you could advertise to the consumer and compel the dealer to handle your goods."

It was thought that this silly theory was buried beyond recognition, but it has recently been revived, thinly disguised by some of the metropolitan dailies, who would have one believe the retail merchants of Canada were but a series of automatic slot machines to be played upon by consumer-hypnotizing and dealer-compelling advertisements in the aforesaid metropolitan dailies.

Printers' Ink, the well-known advertising authority, pricks this fragile bubble with a serious article in a recent issue entitled "An Investigator's Experience Among Retail Dealers," which every advertiser, national or local, should read.

One paragraph quoted will suffice to show the scientific accuracy with which the investigator, Geo. L. Lewis, entered upon his work and will appeal as true to life to every reader who has not been inoculated with the coercion germ.

We quote:

I kept accurate statistics of Low the consumers inquired for the goods they wanted. My records showed that ninety-seven per cent. framed their first query: "Have you got so-and-so?" and only three per cent. "I want so-and-so." Ninety-seven per cent.—think this over carefully—came to their dealer in a question mark attitude, awaiting his comments, his suggestions, and his final selling climax. Three per cent. only came resolutely to get just the article they had named. The ninety-seven per cent., an overwhelming majority, proves to me that the dealer is the court of the last resort. The "desire" and "created demand" are but the first elementary step in the buying. THE REAL SELLING FORCE IS THE ACTION OF THE DEALER IN INTIMATE CONTACT WITH THE PROSPECTIVE BUYER.

Every sales manager should have the words of that last sentence printed in gold and hung over his desk where he could see it every day. It would save much misdirected energy, wasted money and disappointed hopes.

The advertisers in The Dry Goods Review work with the dealer, not against him. Their motto is co-operation, not coercion.

Drop us a line and have one of our representatives call and talk over our co-operation plan. It will place you under no obligation, and is certain to tend to your benefit.

The Dry Goods Review

Publication Office, 143 University Ave., Toronto

Playing up "Tango" Ties, Shirts, Collars and Gloves







This window trim, which caught the eyes of thousands early in March, was regarded generally as one of the brightest selling propositions this store has ever turned out. It marked the "Spring Opening" of Brass', and abounded in novelties in men's wear. The window is divided into three sections, and each was devoted to a particular line of goods, skilfully arranged to attract attention. The "Tango" Tic, as illustrated elsewhere, was prominent in the centre. Farther up were the "Tango" Shirts, shown in a separate cut on the opposite page. The "Tango" Collar, a Madras or rather Jacquard pattern effect, was in the foreground, and "Tango" Gloves—chanois with black stitching on the back. The firm advertised in a five-column space, as shown here also, and had men in the store to illustrate the different materials shown in the window. These features with a store decorated with bright Spring flowers, made an effective handling of Spring novelties, and a most successful sale was the result. The show cards, white lettering on a dark ground, were quite appropriate. This clever trim was the work of C. C. Caldwell.

A Snappy Window Trim For Busy Thoroughfare



THE "TOWEL" SHIRT AND THE "TANGO."
On left: "Towel" shirt with blue stripes on pleated bosom. Note broad blue band on cuffs. On right: "Tango" shirt, with mauve stripes across pleats. Shown by Brass'.

"Well," the office boy stammered, "I sold Mr. Flanders a machine."

"You what?"

"I sold him a \$300 machine and he paid cash down for it."

The startled salesman showed his appreciation by raising the office boy's salary from \$5 to \$7 a week. Just thirteen years later the office boy—whose name is Hugh Chalmers — was vice-president and general manager of the whole cash-register business and his salary was \$72,000 a year. To-day he is the head and majority owner of one of the half-dozen largest automobile factories in the country, which this year will do a business of \$12,000,000.

He is still rather small, thin, quiet and smiling, with the same eager, questioning look in a pair of brown eyes that have never grown in the least tired. Also he is still on the smiling side of forty years.

BOSTON'S SHOPLIFTING LOSS.

Shoplifting costs each of the larger department stores of Boston an average of \$50,000 a year, District Attorney Joseph C. Pelletier told the Twentieth Century Club recently. He added that the owner of one of these establishments had offered that sum for guaranteed protection from the loss.

THE SUCCESSFUL SALESMAN.

By Henry M. Hyde.

On day in the late '80's a man who was selling cash-registers in an Ohio territory hired a new office boy. He was a small, thin, quiet little boy with a pair of big brown eyes. At first glance one was reminded of a scared white rabbit. But presently the boy smiled and the smile somehow made it clear that the boy wasn't scared at all, but was simply very curious and very anxious to find out about things. After he had been on the job with eyes and ears both wide open for about six months, the boss went out on the road one Monday morning, leaving the boy alone in the office to answer telephone calls and forward the mail.

On the following Saturday the salesman got back home. "Well, Hugh," he asked, "did you have any callers?"

"Mr. Flanders called yesterday after-

The salesman ripped out an oath, "I've been trying to get that old stiff to call at the office for a year," he snapped. "And now I've lost a chance to sell him a machine. Well, anyhow," the salesman consoled himself, "he's a pretty cheap man. He wouldn't have bought anything but the cheapest and he'd have stuck out for an extra ten off."



How British M.P.'s Dress

Morning Coat Still Worn by a Large Portion—Smart Touch From Breast Pocket With Edge of Handkerhief Visible—A grey Lounge Suit—Cuffs, too, on Trousers—Men's Fashions at Westminster.

THE editor of the "Tailor and Cutter," writing in the "Daily Chronicle," London, gives his impressions of the garments worn by members of the House of Commons.

It was a raw, damp day, he says, when I paid my visit to St. Stephen's in order to take my notes for the purpose of writing this article.

A drizzling rain had succeeded a bright frosty morning, and the touch of spring which had given promise of flowers and sunshine had vanished from the air, so that there was little temptation to don anything approaching Summer garb, and as there was nothing of a very special nature before the House, it may be taken that what I observed represented the average dress of the gentlemen who make, mend, or mar the laws that govern this "gem of the ocean,"

The first impression of the House, as viewed from the press gallery, is that of a sombre crowd; black, indigo blue or dark grey clothing covered the figures of the vast majority, so that it looked like a monotony of neutrality, but as the eyes become accustomed to the subdued light it was easy to detect the widest possible differences not only in the cut and quality, but also in the fit and finish, to say nothing of the grace (or otherwise) with which the garments were worn.

There were specimens that would do credit to Savile Row, as well as examples of provincial tailoring that were quite worthy of being worn in that august assembly, but unfortunately that does not complete the story, for there were here and there articles the "reachmedown" origin of which could hardly be a matter for doubt, to say little of a few combinations of clothing that violated every canon of good taste.

A Very Mixed Gathering.

The House of Commons is a very mixed gathering; the members are not all Apollos in figure any more than they are Solomons in wisdom; still it is probable there is a larger proportion of tall, well-knit men sitting in this Parliament than would be found in any corresponding number of men in any other assembly, apart from the Horse or Life Guards, and it was a pleasing sight to behold these fine figures attired in really well-made and smartly-tailored

morning or frock coats, or lounge jackets; but there were others whose eccentricity of form must have given their tailors many anxious hours in order to clothe their abnormalities, so as to tone them down, or to dress their angular bony figures in such a way as to impart to them some suggestion of grace.

My visit quite dissipated the idea—which has so frequently been promulgated by certain sections of the press—that the time has come when the frock coat and silk hat would in future only be met with at the theatrical costumiers—for both were in evidence by the score, and as many of them appeared to be in regular wear, it seemed hardly necessary to have issued a Royal command to popularize them, for both appeared to be the standard articles of attire of a considerable proportion.

The Most Popular Coat.

The most popular coat was unquestionably the single-breasted morning coat. It was usually made of a dull-surfaced black or dark grey cloth and made to button one, two, or three, according to the taste of the wearer, and in most cases finished with plain edges and those soft rolling turns which are so notable a feature of London-made garments. These were worn in conjunction with the single-breasted no-collar vests, having long pointed corners and the bottom button usually left unfastened. Dark grey striped trousers of medium width completed the suit. Some of the best-dressed men in the House donned this style. A particularly smart morning coat with bound edges and pointed lapels was worn by Mr. Fred Hall, who also set off the neck of his new collarvest with a white slip which gave an added touch of smartness to his appearance. He, however, was only one of the many attired in a similar way who were tailored to perfection.

The third style of garment which found favor was the lounge, and in their liking for this garment all parties of the House were agreed; for Liberals and Conservatives, Home Rulers and Unionists, Labor members and Socialists, all had representatives dressed in this easy style of jacket.

Mr. F. W. Jowett introduced a little brightness to the benches by his adoption of a light grey lounge suit, and in this respect he was followed, to a certain extent, by Mr. Arthur Henderson, who is certainly to be complimented on the general appearance of his mid-grey suit of the three-seamer pattern.

Other members wore this style, but popular as it was, it was not dressy enough to satisfy the majority; and it was with pleasure I observed many men wearing morning coats as above described, which for smartness and style are unsurpassed.

The Finishing Touch.

It has been suggested that fancy vests are a relic of the past, but I observed a small number of these, both on the Opposition benches and in other parts of the House, and it was in this particular garment that the signs of cheap and nasty factory manufacture were most clearly visible, though there were some that had doubtless emanated from good-class tailoring establishments. The best of these were made in the double-breasted style.

Another feature which calls for comment is the outside breast-pocket from which appeared the top of a white hand-kerchief. This was evidenced in the dress of Mr. Asquith, Mr. Lewis Harcourt, Mr. R. P. Houston, and several others. It was utilized on frock and morning coat, lounge and chester, and in each case added to the smartness of the appearance.

The white vest-slip was equally attractive, being worn by all the best-tailored men, not a few of whom had also donned spats, thus giving the finishing touch to a well-dressed man.

As I passed out through the lobby and gazed for a moment on the statues of Gladstone and Granville, both of whom are attired in frock coats of almost standard shape, I realized how slowly fashions in men's garments change, and that, after all, it was in the waistcoat and the overcoat that the greatest alterations had taken place. If it had not been for the introduction of the crease down the front of the trousers and the permanent turn-up at the bottom, the nether garment of to-day would not differ much in style from those worn by Beaconsfield and Bright; so that it was only when I passed into St. Stephen's Hall and stood before the statues of Pitt and Walpole that I realized to the full the advance that fashion had made since the last century was in its prime.

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When we laugh at our troubles we lighten them. Troubles and smiles cannot chum together.

Politeness pays the biggest dividends. It is nature's free capital. Cultivate it.



Young men's and boys' clothing department, Lord & Taylor's store.

Novel Features in Men's Store

Barber's Shop, Manicuring Room and Place to Change to Evening Wear in Basement—All Parcels Down and Up on Dumb Waiters— Drawers for Ties—Lord & Taylor's Store.

New York, March 20.

The men's furnishings departments of the new Lord & Taylor store, one of the most beautiful in the country, are located on the main floor and have a separate entrance. The equipment and selling arrangements in this section are quite in keeping with the rest of this palatial and splendidly planned establishment.

The provisions for the convenience of the customers seems almost endless. Rapid service is the motto. All goods bought are sent down on dumb waiters from the counters to the basement mezzanine and are returned promptly by the same means. This is a provision all over the store and avoids littering up the space within the counters, and frees the clerks from the delay of wrapping. Money transactions are facilitated by cash registers at each counter. Heavy plate glass covers the tops of the counters.

Below the furnishing department in the basement, are a barber shop and manicuring parlor. It is fitted out with the latest electrical applicances for shampooing and massaging. Next there is a suite of private dressing rooms where customers may change from business to evening wear. The former clothes are sent home without charge, if requested.

On the roof is a men's smoking room.

The completeness of the arrangements for the display of goods is a feature of this store. The fixtures and

counters are of fine mahognay, inlaid with ebony. In the cases a special glass has been developed for lighting which cuts out the yellow rays and gives a pure white light, allowing colors to be matched readily.

Hundreds of open-front mahogany drawers are used for keeping neckwear. These are arranged so that the patterns and colors may be easily selected.

Bathrobes, dressing gowns, and similar goods are displayed in glass cabinets along the wall. The shirts are kept in drawers that are dust-proof, and also

displayed in show cases, with vests, gloves, etc.

The clothing departments for the young men, boys and children are located at the rear of the fourth floor. The goods are kept in glass and mahogany cabinets five feet high, insuring no dust or creasing. A special feature will be made of English lines of clothing.



\$100,000,000 a YEAR.

Marshall Field & Co., of Chicago, do, in the wholesale and retail business, a volume of approximately \$100,000,000 a year. In the height of the holiday season, in their retail store, the number of employes runs as high as 12,000. The normal force in the retail during the past year has been between 8,000 and 9,000. In the wholesale, they regularly employ about 3,500 or 4,000 people. These include warehouses, barns, garages, etc., but do not include factories or foreign offices. Marshall Field & Co., have just completed for occupancy, within the next thirty to sixty days, 16 acres of floor space in connection with their retail business in Chicago, which will give them, when finished, approximately 62 acres of selling space.



In business watch your competitors. No one man or concern has a monopoly of all the best brains and methods. Let competition be an incentive to your energy and ambition. Give the other fellow a fair, square deal and beat him out on your merits.—Walter H. Coddingham.



Men's hosiery department, Lord & Taylor's Store.

Mail Order Houses and the Newspapers

Editorial Arouses a Great Deal of Discussion on Subject of Vital Importance to the Retail Merchant—Metropolitan Newspapers Circulated at Low Rate Carry Mail Order Advertising—A Word For the Trade Press.

S OME time ago an editorial appeared in this paper in which the statement was made that mail order interests held stock in certain metropolitan newspapers.

The editorial pointed out that the newspapers carried the advertising of the mail order houses to all section of the country and went on to say:

"The trade of these houses has grown enormously in these cities where these dailies circulate, but in the other cities and smaller places where there are good local newspapers, they have not made the same gains, because the local newspapers are well edited and are loyal to their local merchants and refuse to carry the advertising of the big city store. The only way in which the big dailies can make headway is by cutting their prices. They get \$3 to \$5 a year in Montreal, Toronto and Winnipeg, but sell in other cities at 50c. to \$1 a year. This does not pay for the white paper on which these newspapers are printed, but the heavy deficits are made up by subsidies through big advertising contracts and in other ways, and by the low postal rates. The merchants and newspapers outside of these three big centres should get together and insist that no newspaper should have the privilege of the mails which has a lower subscription price outside than in the centre in which it is published or which sells at less than the cost of the paper used."

This editorial created a wide degree of interest. Not only have many retail merchants realized for the first time that the mail order menace has been fostered in this way, but the newspaper press of the country has become arous-The newspaper published in the smaller city or town, with a circulation largely local, has a double interest in this matter. The invasion of the cutrate metropolitan daily threatens the circulation of the local newspaper. But it does more than that. It carries mail order advertising broadcast and thus threatens the local merchant who is the mainstay of the local newspaper.

That this phase of the situation is being recognized, is evidenced by the comments which have appeared in the daily and weekly press.

The Port Elgin Times says, in part,

under the caption, "Unfair to small retail merchants."

"The smaller retail merchants throughout the country are at an unfair disadvantage under the present postal arrangements. Because they are subsidized by the big mail order houses, some of the metropolitan dailies are selling their newspapers at outside points at a mere fraction of what the white paper costs. As these advertising sheets go through mails at newspaper rates, it simply means that the government is circulating the advertising literature of the big department stores practically free of charge. Already the mails are almost clogged with these advertising sheets and the situation is becoming steadily worse. The mail order dailies do not actually interfere with the circulation of local newspapers except setting an unfair standard of newspaper values. The unfairness is in a greater degree to the retailers. The effort of some local newspapers to give their town merchants a fair show by refusing to carry department store advertising is offset by the unfair advantage which the postal department gives to the 'dollar' dailies. We believe that the suggestion of Dry Goods Review that the big dailies be forced to charge the same subscription price in the country as in the city, would provide a proper and adequate remedy. This is a matter which should receive the serious attention of the retail merchants in their associa-

This is typical of the attitude adopted by the newspapers throughout the country on this vitally important problem.

The Value of the Trade Papers.

It is also evident that the value of the trade press is fully recognized by the daily press. The one great object of the trade paper is to serve the best interests of the trade to which it applies, to work for the advancement of the merchant, to help him in his daily problems, to show him what others in his particular line of business are doing. It follows that the trade press has been a staunch advocate of the value of advertising for the merchant and has thereby influenced many to a course which has brought them increased business.

The good work of the trade press is eulogized in the St. Mary's Journal, as follows:

"Few people realize the value of good trade newspapers to the whole

COLORS IN CARDS



These samples of cards for Spring suits designed by R. C. Edwards, with the Robert Simpson Co., show a departure in the use of color in card-writing, the direct result of the rage for bright colors, first in women's wear, and later in men's ties and shirts. In the upper one is a panel worked in with the initial letter in mauve, and in the other a floral design also in colors. The bands across are a combination of gold and green. The display line, "Spring Suits," is lettered with a brush, and shaded in green.

This new vogue is likely to become popular.

community. It is wrong to imagine that advertisements monopolize the columns of the average Canadian trade paper. Yet the advertisements alone are worth many times the subscription price to the progressive retailer. The trade paper not only contains valuable information in regard to prices and trade conditions, but it is the apostle of good merchandizing, the breeder of live ideas which make for prosperity in the communities in which it circulates. For instance in the advertising field, the trade journalist, who understands the science of advertising and appreciates its value, passes his ideas on to his readers. And he is doing more to educate the retailers of Canada to the value of judicious publicity than any other single agency."

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
L. J. A. Derome, 35 Notre Dame St. W., Monti...al, Que.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Canadian Flower Mfg. Co., 243 Bleury St., Montreal. Montreal. Accordion Plaitings.
Toronto Dress Plaiting Co., 600 Yonge St., Toronto. Burlaps.
The Dominion Oil Cloth Co., Montreai,
Que.
Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Miller & Porteous, Hoilybush, Ayrshire, Fraser, Mather Co., Winnipeg, Man.
Miller & Porteous, Hoilybush, Ayrshire,
Scotland.
Wm. Laidiaw Cumiedge Mills, Duns,
Scotland.
Bathing Suits.
Home & Watts, 19 Duncan St., Toronto, Out.

Boy Scout Supplies.

Miller Mfg. Co., 251 Mutuai St., Toronto.

Boys' Wash Suits.

Home & Watts, 19 Duncan St., Toronto, Ont.
Batting.
Robt. Henderson & Co., 181 McGili St.,
Montreal, Que.
Boxes, Fancy.
Hercules Boxes, Ltd., 400 Richmond W.,
Toronto.
Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.
Rrassieres. Ont. Stauntons, Ltd., 304 Tonge St., Tevesta Brassieres.

H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.
Buttons.
Forsyth Kimmei & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Turret Button Co., 12 Westmoreland
Piace, City Road, London, N., Eng.
Ashton & Pulford, 22 Black Piccadily,
Manchester, Eng.
Buttons (covered).
Toronto Dress Pialting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.
Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.
Belts, Ladies'.
R. D. Fairbaira Co., 105 Simcoe St., Toronto, Out. Brassieres. H. & W. Co., 130 Fifth Ave., New York, R. D. Fairbairn Co., 105 Simcoe St., Toronto. Out.

Boot and Shoe Laces.
Walter Williams & Co., Montreai, Que.
Braids and Cords.
Moulton Mfg. Co., Montreal, Que.
Children's Dresses.
Home & Watts, 19 Dnncan St., Toronto,
Ont.
Flott Lowedes & Co. Toronto. Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Sperling & Lea, Herald Bidg., Montreal.
Detroit Princess Mfg. Co., Detrolt, Mich. Correspondence Schools, The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.

Economist Training School, 239 W. 39th St., New York, N.Y. St., New York, N.1.
Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont. Cash and Parcel Carriers.

The Lamson Store Service Co., Boston,
Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.
Cans. Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont. Corsets.
H. & W. Co., 130 Fifth Ave.. New York, N.Y.
Parisian Corset Co., Quehec, Qne.
Voss & Stuffmann, Montreal, Que.
Cotton Threads and Crochet Balls.
Hicks, Bullick & Co., Belfast, Ireland. Carpets. Carpets.

W. R. Brock Co., Notre Dame St. W.,
Montreal. Que.
Greenshields. Ltd., Montreal, Que.
Canadian Carpet & Comforter Mfg. Co.,
Toronto, Ont.
Guelph Carpet Mills. Guelph. Ont.
Cutting and Wire Stapler Machines.
Waiter Wiillams & Co., Montreal, Que.

Corset Covers.

F. G. Hayward Co., 77 York St., Toronto, Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.
Horrockses, Crewdson & Co., Manchester,
Eng.
Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que. Cotton Yarns.
The Dominion Textile Co., Montreal, Que. The Dominion Textile Co., Montreal, Que.
Cotton Blankets.
The Dominion Textile Co., Montreal, Que.
Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto,
Parsons & Parsons Canadian Co., Hamilton. Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto. Torons.
Chiffons.
Novelty import Co., 76 Bay St., Toronto,
Thompson Lace & Veiling Co., 59 Weilington W., Toronto.
Canada Veiling Co., 84 Wellington W., Canada Velling Co., 84 Wellington W.,
Torouto.
Comforters.
Canadian Carpet & Comforter Mfg. Co.,
Toronto, Ont.
Cushions.
Canadian Carpet & Comforter Mfg. Co.,
Toronto, Ont.
Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.
Cotton Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.
Corset Clasps and Saultary Necessitles.
Parisian Corset Co., Quehec, Que.
Coats (White).
Robert C. Wilkins Co., Farnham, Qua.
Miller Mfg. Co., Toronto, Ont.
Coats (Ladies?). Coats (Ladies').
Patrician Cloak & S
Bldg.. Toronto, Ont. Suit Co., Samuels Clothing (Made-to-measure). Crown Talloring Co., College St., Toronto, International Talloring Co., 62 John St., Toronto. Ont. Clothing (Duck and all Specialties).
Miller Mfg. Co. 251 Mutual St., Toronto,
Defiance Mfg. Co., College and Bathurst
Sts., Toronto. ress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts.,
Toronto, Ont.
W. R. Brock Co., Notre Dame St. W.,
Montreal, Que. W. R. Brock Co., Notre Dame St. W., Montreal, Que. Greenshields, Limited, Montreal, Que. Nishet & Auld, 34 Wellington St. W., Toronto, Ont. Law. Russell & Co., Ltd., Bradford, Eng. Bradford Dyers Association, Bradford, Dress Forms,
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
Royal Display Fixture Co., 812 Broadway, New York, N. Y. Pesses.
Detroit Princess Mfg. Co., Detroit, Mich. Rosebud Mfg. Co., 193-5 Mercer St., New York, N.Y.
Star Whitewear Mfg. Co., Berlin, Ont. R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Germain & Smith, Ltd., Montreal, Qne. Borgenicht, Kornreich & Co., 1115 Broadway, New York, N.Y.
Pesses Shields.
L. B. Kleinert Rubber Co., Wellington Dress Shields,
I. B. Kleinert Rubher Co., Wellington
St. W., Toronto, Ont,
Parisian Corset Co., Quebec, Que.

Dress Trimmings. Parisian Curses

Dress Trimmings.

Thompson Lace & Velling Co., 59 Wellington St. W., Toronto, Ont.

Smith D'Entremont Co., 1475 Queen W.,

Toronto.

Canada Velling Co., 84 Wellington W., Canada Veiling Co., 84 Wellington w., Toronto. The Moulton Mfg. Co., Ltd., Montreal,

Flannellettes. Horrockses, Crewsden & Co., Manchester, Eng. Furs.
Sidney Blumenthal & Cc., 395 Fourth
Ave., New York, N.Y.
L. Gnaedinger, Son & Co., Montreai, Que.
Laberge Chevalier & Co., Ltd., Montreai, Laberge Chevaner & Co., Eds.,
Que.
Tauber Bros. & Co., 67 St. James St.,
Montreal, Que.
Silver Bros. Co. "Furs," Ltd., Montreal,
Que.
Furriers' Trimmings.
The Moulton Mfg. Co., Ltd., Montreal,
Que.
Furniture. Furniture.

The Victoriaville Furniture Co., Victoriaville, Que.

B. Cohen & Sons, 1-19 Curtain Rd., London, Eng. don, Eng.
Frilling.
R. D. Falrbairn Co., 105 Simcoe St., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreai, The Moulton Mfg. Co., Ltd., Montreai, Que.
Flowers for Millinery.
Melles & Co., Montreal, Que.
Continental Mfgs. Syndicate, 77 York St.,
Toronto, Ont.
Riegel & Langer, 319 Kings Hail, Montreal, Que.
Dehenham's. Ltd., Montreal and Toronto.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Vyse Sons Co., Montreal, Que.
Feathers. Feathers.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St.,
Toronto, Ont.
Dominion Ostrich & Feather Co., Toronto, Dominion Ostrich & Feather Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal. Que.
Debenham's, Ltd., Montreal and Toronto.
Strachan, Burden & Plaskett, 59 Weilington W., Toronto.
Vyse Sons Co., Montreal, Que.
Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.
Fringes. Moniton Mfg. Co., Montreal, Que.
Gowns,
F. G. Hayward Manufacturing Co., 77
York St., Toronto, Ont.
Riegei & Langer, 319 Kings Hail, Montreal, Que.
General Dry Goods.
McIntyre Son & Co., Ltd., Montreal, Que.
J. & N. Phillips & Co., Manchester, Eng.
Vassle & Co., Ltd., St. John, N.B.
Cook, Son & Co., London, Eng.
Debenhams, Ltd., Montreal and Toronto
A. Racine, Limited, Montreal, Que.
Hitchcock Williams & Co., St. Panl's
Churchyard, London, Eng.
W. R. Brock Co., Bay & Weilington Sts.,
Toronto, Ont.
W. R. Brock Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
John King & Son, Glasgow, Scotland,
McIntyre Son & Co., Ltd., Montreal, Que.
Gloves,
Perrin Frere & Cle., Montreal, Que. Moniton Mfg. Co., Montreal, Que. Gloves,
Perrin Frere & Cle., Montreai, Que,
Germain & Smith, Ltd., Montreai, Que,
Greenshields, Ltd., Montreal, Que,
Charles Perrin & Cle., 16 McGill Coliege
Ave., Montreal, Que,
McIntyre Son & Co., Ltd., Montreal,
Grass Carpet Rugs,
Crex Carpet Co., 377 Broadway, New
York, N.Y.
Glaghams.
Wm. Anderson & Co., Ltd. Glesgow,

Ginghams.

Wm. Anderson & Co., Ltd., Glasgow, Scotland.
Gloves (Working).
Durham Glove Co., Bowmanvlile, Ont. Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.
Hose Supporters.
The Berlin Suspender Co., Berlin, Ont. Faire Bros. Co., Lelcester, Eng.
I. B. Kleinert Ruhber Co., Wellington St.
W., Toronto, Ont.
Parlsian Corset Co., Qnebec, Que.
House Furnishings.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
Greenshields, Limited, Montreal, Qne.
Stonards, Limited, 7 Paternoster Bldgs., London, E.C., Eng.
Hosiery.
Chipman, Holton Knitting Co., Hamilton, Ont.
Penmans, Limited, Paris, Ont.
Tauher Bros. & Co., 67 St. James St., Montreai, Que.

Embroderies.
Klauber & Co., Broadway and 18th St.,
New York, N.Y.
Sterling Lace & Noveity Co., Toronto,
Ont.

Mercury Mills, Limited, Hamilton, Carlann."
"Craftann."
"Craftann."
Alfred Hawley & Co., Hinckley, Eng.
Ferrin Frere & Cle., Montreal, Que.
Louis Hermsdorf, 235 W. 39th St., New
York, N.Y.
Greensbields, Limited, Montreal, Que.
Goderich Knitting Co., Goderich, Ont.
McIntyre Son & Co., Ltd., Montreal, Que
Wreyford & Co., 85 King W., Toronto.
Dr. Jaeger Co., Ltd., 243-5 Bleury St.,
Montreal, Que.
F. W. Robinson, Ltd., Bathurst and
Wellingtou Sts., Toroato.

Handkerchiefs. Mercury Mills, Limited, Hamilton, Ont.

Wellingtou Sts., Toronto.

Handkerchiefs.
Nisbet & Anid, 34 Wellington St. W.,
Toronto, Ont.

Silks Co., 58 Bay St., Toronto, Ont.

Hats and Caps.
Wreyford & Co., 85 King W., Toronto.

Hooks and Eyes.
De Long Hook & Eye Co., St. Mary's, Ont.

Hair Goods.
Ideal Hair Goods Co., 77 York St., Toronto. Ont.

Standard Hulr Co., 111 Windsor St., Montreal. Hibbert & Jaslow 202

Montreal. Hair Nets. Ideal Hair Goods Co., 77 York St., To-

Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Byard Mfg. Co., Nottingham, Eng.
Hibbert & Jaslow, 207 St. James St.,
Montreal.
House Coats,
Wreyford & Co., 85 King W., Toronto.
Hair Ornaments,
Ideal Hair Goods Co., 77 York St., Toronto, Out.
Hibbert & Jaslow, 207 St. James St.,
Montreal.
Smith D'Entremont Co., 1475 Queen W.,
Toronto.

Toronto.

Toronto Tress Plaiting Co., 600 Yonge St., Toronto, Ont.
Individual Names on Tape.
Colonial Weaving Co., Peterborough, Ont.
Kranthelmer & Co., 20 Edmund Pl.,
Aldersgate St., Loudca, E.C., Eag.

Aldersgate St., Louden, E.C., Eng.
Infants Luyettes,
Home & Watts, 19 Duncan St., Toronto,
Ont.
Infants Noveltles,
Itle Specialty Co., 35 W. 36th St., New
York, N.Y.
Richard G. Krneger Co., 162 W. 21st St.,
New York, N.Y.

Indigos. Franklin Mfg. Co., 260 Church St., New York, N.Y.

nitted Goads. Harvey Kulting Co., Woodstock, Ont. Greenshields, Limited, Montreal, Que. Zimmerman Mfg. Co., Hamilton, Ont. The Monarch Knitting Co., Dunnville,

Ont.

M. Ballantyne, Ltd., Stratford, Ont.
Galt Knitting Co., Galt, Ont.
C. Turnbull Co., Galt, Ont.
Goderich Knitting Co., Goderich, Oat.
Schofield Woollen Co., Oshawa, Ont.
Kingston Hoslery Co., Kingston, Out.
Reliance Knitting Co., King and Bathurst
Sts., Torouto, Out.
Regent Shirt Co., Notre Dame St. W.,
Montreal, Que.

Reliance
Sis., Toronto, One.

Regent Shirt Co., Notre Dame
Montreal, Que.
S. F. Gibson & Co., East Ham, Loadon.
S. F. Montreal,

Capitary Woollen System
Cr. Montreal, S. F. Gilson & Co., East Ham, Loadon.
Eng.
Dr. Jaeger's Sanitary Woollen System
Co., Ltd., 243-5 Bleury St., Montreal,
Que.
F. W. Robinson & Co., Bathurst and
Wellington Sts., Toronto.
Kimonas.
Kassah Kimona Co., St. Helen St.,
Montreal.
Kritting Wools.

Kritting Wools,
Thos. Burnley & Sons, Nr. Leeds, Eag.

Llnoleums. Dominion Oil Cloth Co., Montreal, Que.

Nisbet & Auld, 34 Wellington St. W., To-

ronto, Ont.
Bradford Dyers Association, 39 Well St.,
Bradford, Eng.

Nishet & Anid, 34 Weilington St. W., To-ronto, Ont. Wm. Liddell & Co., Belfast, Ireland, Old Bleach Linen Co., Randalstown, Ire-

January Linen Co., Randalstown, Ire-land.

H. Coshle, Wellington St. W., To-ronto, Ont.

Greenshields, Limited, Montreal, Que.

Silks Co., 58 Bay St., Toronto, Ont.

John S. Brown & Son, Ltd., Belfast, Ire-land.

hand.

Meintyre Son & Co., Ltd., Montreal, Que.
R. D. Falrbairn Co., 105 Simcoe St., Toronto, Ont.

Novelty import Co., 76 Bay St., Toronto, Tauber Bros & Co., 67 St. James St., Montreal, Que.

Longcloths.
Horrockses, Crewsden & Co., Manchester,
Eng.
Laces (Hand Made).
G. & S. Kussab & Co., Montreal, Que.

G. & S. Kussac & C.,
Laces.
Birkin & Co., Nottingliam, Eng.
Klauber & Co., Broadway and 18th St.,
New York, N.Y.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Novelty Import Co., 76 Bay St., Totoato,
Ont.

Out. Sterling Lace & Novelty Co., Toronto,

Ont.
Riegel & Langer, 319 Kings Hall, Moatreal. Que.
Tanber Bros. & Co., 67 St. James St.,
Montreal. Que.
Canada Veiling Co., 84 Welliagtoa W.,
Toronto

Toronto
Lighting System.
Canadian II. W Johns-Manville Co., Flat
Iron Bildg., New York, N.Y.
Leather Novettles.
P. W. Lambert & Co., 64 Lispeaard St.,
New York, N.Y.
Julian Sale Leather Goods Co., King St.
W., Toronto, Cnt.

W. Toronto, Cott.

Lingerle.

Germain & Smith, Ltd., Montreal, Que.
Sperling & Lea, Herald Bidg., Montreal.
Ladies' Bust Forms.

Toronto Pad Co., 569 Queea St. W., Toronto, Ont.

ronto, Ont.
Lace Curtains.
T. I. Birkin & Co., Nottingham, Eag.
Men's Furnishings.
John M Garland Son & Co., Ottawa, Ont
W. R. Brock Co., Bay & Wellington Sts.,
Toronto, Ont.
Regent Shirt Co., Notre Dame St. W.,
Montreal, Que.
Men's Neckwear.
Plm Bros. & Co., William St., Dublia,
Ireland.

Plm Bros. & Co., William St., Dublia, Ireland.
Cressent Mfg. Co., Montreal, Que.
Fowke, Singer & Co., 7 Welliugton St.
W., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W.,
Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Tooke Bros., Ltd., Montreal, Que.
Wreyford & Co., 85 King W., Toronto.

Mackinaws.
F. W. Robinson, Ltd., I Welliagton Sts., Toronto. Bathurst and

Reliance Knitting Co., King and Bath-urst Sts., Toronto, Ont. R. M. Ballantyne, Ltd., Stratford, Ont. Goderich Knitting Co., Goderich, Ont.

Malines.

John Heathcoat & Co., London, Eng.

Novelty Import Co., 76 Bay St., Toronto,

Ont.
Thompson Lace & Velling Co., 59 Wellington W., Toronto.
Canada Velling Co., S4 Wellington W., Canada Ve Toronto.

Mesh Bags. Hilbert & Jaslow, 207 St. James St., Montreal, Que.

Mlllinery.

(Hlinery, Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Dehenham's, Ltd., Montreal and Toronto, Morris & Saward, 21-22 Castle St., London W., England, Gage Bros. & Co., Chicago, III.
D. B. Fisk Co., 225 N. Wabash Ave., Chicago, III.

Chicago, III.

Melles & Co., 3 Cripplegate Bidg., Wood
St., London, England.
St., Smith, Ltd., Moatreal, Que. Melles & Co., 5 Crippingate Bigg., Wood St., London, England, Germain & Smith, Ltd., Moatreal, Que. D. McCall Co., Toronto, Out. Montreal Hat & Frame Co., Ltd., Montreal

Montreal Hat & Frame Co., Etu., Montreal, Que.
Strachan, Burden & Plaskett, 59 Welllagton St. W., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Vyse Sonr Co., Montreal, Que.

Narlbon and Ostrich Stoles.
Germain & Smith, Lid., Montreal, Que.
Motor Coats (Men's Cotton and Linen).
Miller Mfg. Co., Toronto, Ont.
Motor Coats,
National Rubber Co., Montreal, Que.
Defiance Mfg. Co., College and Bathurst
Sts., Toronto.
Notor Scarts

Sts., Toronto.

Motor Scarfs,
S. F. Gibson & Co., East Ham, Loadon,

Eng.
Moquettes.
Otto T. E. Velt & Co., 64 Wellington St.
W., Toronto, Ont.

Matting.
Otto T. E. Velt & Co., 64 Wellington St.
W., Toronto, Ont.

Nets.
T. I. Birkin & Co., Nottingbam, Eng.
Novelty Import Co., 76 Bay St., Toronto.

Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Torouto.

Torouto.

Narrow Fabrics (Cotton, Linen, Slik).

Walter Williams & Co., Montreal, Que.

Neckwear (Ladles').

Ladles' Wear, Ltd., 84 Wellington St. W.,

Torouto, Gat.

Voss & Stuffmana, Montreal, Que.

Sterting Lace & Novelty Co., Toroato,

Ont.

The Moulton Mfg. Co., Ltd., Montreal,

Oil (Lith).

Oil Cloths. The D Dominion Oli Clott Co., Montreal,

Que.
Office Systems.
Copeland-Chatterson Co., Keat Bldg., Toronto, Ont.
Ostrich Feathers.
S. E. Porter & Co., Montreal, Que.

S. E. Porter & Co., Montreal, Que. Overalls.
Robert C. Wilkins Co., Faraham, Que. Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Out.
Ornaments (Silk).
Moulton Mfg. Co., Montreal, Que.
Printed Cuttons.
The Dominion Textile Co., Montreal, Que.

The Dominion Textile Co., Montreal, Que. Patterns.
Home Pattern Co., New York, N.Y.
The McCall Co., 236 W. 37th St., New York, N.Y.
The Butterick Publishing Co., Butterick Bidg., New York, N.Y.
New Idea Pattern Co., 70 Bay Street, New Idea Toronto.

Pads.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.
Plated Jewelry.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Moutreal.
Pin Tickets.
Copp. Clark Co., 517 Welliagton St. W., Toronto, Ont.
Pillows.

Pillows

Canadian Carpet & Comforter Mfg. Co., Toroato, Out.

Quilta. Quilts.
Jonathan Dearden & Cos., 11-13 Bridge-water Place, Manchester, Eng.
Ready-to-Wear.
Greenshields, Ltd., Montreal, Que.

Raincoats,
H. E. Davis & Co., Montreal,
C. Kenyon Co., 23rd St. and Fifth Ave.,
New York, N.Y.
The Cravenette Co., Ltd., Well St., Brad-The Cravenette Co., Ltd., Well St., Bradford, Eng.
National Rubber Co., Ltd., Montreal, Que.
Scottish Rubber Co., Montreal,
Canadian Consolidated Rubber Co., Ltd.,
Montreal.

Montreal. Regent Shirt Co., Notre Dame St. W., Montreal. Que. Wreyford & Co., 85 King W., Toronto.

W. H. Barry & Co., Montreal.
W. H. Barry & Co., Montreal.
Continental Mfrs. Syndicate, 77 York St.,
Toronto. Ont.
Belding Paul Corticelli Co., Montreal,

Que. Sliks Co., 58 Bay St., Toronto, Ont.

Rugs (Wilton).

Otto T. E. Velt & Co., 64 Wellington St.

W., Toronto, Ont.

Rugs (Axminster).

Otto T. E. Velt & Co., 64 Wellington St.

W., Toronto, Oat.

Rugs (Avelvet).

Otto T. E. Velt & Co., 64 Wellington St.

W., Toronto, Oat.

Rugs (Velvet).

Otto T. E. Velt & Co., 64 Wellington St.

W., Toronto, Ont.

Rugs (Orlental).

L. Bahnyan & Co., Bay St., Toronto, Ont.

Suspenders.

Berlin Suspender Co., Berlin, Ont.

S. E. Porter & Co., Montreal, Que.

Halls, Limited, Brockville, Ont.

Spool Silks (For Manufacturers' Tee).

Walter Williams & Co., Montreal, Que.

Staple Dry Goods.

Walter Williams & Co., Staple Dry Goods.
W. R. Brock Co., Bay and Wellington Sts., Toront , Ont.

Sts., Toron 7, Ont.

Smallwares,
W. R. Brock Co., Bay and Wellington
Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W.,
Montreal, Que,
Greenshields, Limited, Montreal, Que,
Ideal Hair Goods Co., 77 York St., To-

Greenshields, Limited, Montreal, Que. Ideal Hair Goods Co., 77 York St., Toronto, Ont., Store Flytures, Jones Bros. & Co., 31 Adelaide St. W., Toronto, Ont. Clatworthy & Son, King St. W., Toronto, Dale & Pearsail, 106 Front St. E., Toronto, Ont.

J. R. Palmenberg's Sons, 710 Broadway, New York, N.Y.
B. Brager, 49 Crosby St., New York, N.Y. Delfosse & Co., Montreal, Que. A. S. Richardson Co., 99 Ontario St., Toronto, Ont.

Taylor Mfg. Co., Hamilton, Ont.
Walker Bin & Store Fixture Co., Berlin,
Ont.
H. L. Wood & Co., Noble and Strickland
Streets. Toronto, Ont.
Royal Display Fixture Co., 812 Broadway, New York, N. Y.
Store Fronts.
The Consolidated Plate Glass Co., 241
Spadina Ave., Toronto, Ont.
The Kawneer Mfg. Co., Niles, Mich.
Zourl Drawn Metals Co., 221 West Schiller St., Chicago.

Zourl Drawn Metals Co., 221 West Schiller St., Chicago.

Sweatercoats.
Penniaus, Limited, Paris, Ontarlo.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Pride of the West Knitting Co., Vancouver, B.C.
Monarch Knitting Co., Dunnville, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
C. Turnbull Co., Galt. Ont.
Harvey Knitting Co., Woodstock, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bieury St.,
Montreal, Que.
F. W. Robinson, Ltd., Bathurst and
Wellington Sts., Toronto.
Sanitas Wall Covering.
Stanutons, Ltd., 934 Yonge St., Toronto.
Skirts.
W. H. Wright & Co., 433 Queen St. W.,
Toronto, Ont.
The Clayson Co., 280 College St., Toronto, Ont.
Marcus Roman, Jacobs Bidg., Montreal.
Skirt Banding.
Colonial Weaving Co., Peterborough, Ont.
Silk Nets.

Colonial Weaving Co., Peterborough, Ont.
Silk Nets.
John Heathcoat & Co., London, Eng.
Show Cases.
Delfosse & Co., Montreal, Que.
Grand Rapids Show Case Co., Grand
Rapids, Mich.
H. L. Wood & Co., Nobie and Strickland Sts., Toronto.
Shoe Buckles,
Smith D'Entremont Co., 1475 Queen W.,
Toronto.
Skein Dyeing.
Narrow Fabric Weaving & Dyeing Co.,
Gait, Ont.
Sashes.

Gait, Unt.
Sashes.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Out.
Silk Ornaments.
Moulton Mfg. Co., Montreal, Que.
Skirts (Plaited).
Toronto Dress Plaiting Co., 600 Yonge St., Toronto, Ont.

Scarfs.
Novelty Import Co., 76 Bay St., Toronto,

Robert C. Wilkins Co., Farnham, Que. Summer Clothing.
Robert C. Wilkins Co., Farnham, Qne. Miller Mfg. Co., 251 Mutual St., Toronto

Miller Mig. Co., and Montreal and Toronto. Belding, Paul. Corticelli Co., Montreal, Que.
Sliks Co., 58 Bay St., Toronto, Out.
Slik Woven Labels.
Colonial Weaving Co., Peterborough, Ont.

Sults.

Patrician Cloak & Suit Co., Samuels
Bldg., Toronto, Ont.
The Clayson Co., 280 College St., ToAve., Toronto, Ont.

Scout Suits.
Defiance Mfg. Co., College and Bathurst
Sts., Toronto.

Shirfs.

hirts.

Tooke Bros., Montreal, Que.
Crescent Mfg. Co., Montreal, Que.
Deacon Shirt Co., Belleville, Ont.
Regent Shirt Co., Notre Dame St. W.,
Montreal, Que.
Wreyford & Co., 85 King W., Toronto.
Defiance Mfg. Co., College and Bathurst
Sts., Toronto.

Sts., 100000.

Toques.
Relance Knittlug Co., King & Bathurst Sts., Toronto, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
A. Burritt & Co., Mitchell, Ontario.

Tailors' Trimmings.
Toronto Pad Co., 569 Queen St. W.,
Torouto, Ont.

Tweeds.
Greenshields, Limited, Montreal, Que.

Torouto, Ont.
Tweeds.
Greenshields, Limited, Montreal, Que.
Tassels.
Moulton Mfg. Co., Montreal, Que.
Ashton & Puiford, 22 Back Piccadilly,
Manchester, England.
Trousers (Duck),
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.
Thread (Silk).
Belding Paul Corticelli Co., Montreal,
Que.
Thread (Linen, Carpet, Machine).
Walter Williams & Co., Montreal, Qne.
Underwear.
S. Lennard & Sons, Dundas, Ontario.
Penmans, Limited. Paris, Ont.
Mercury Mills. Limited, Hamilton, Ont.
Reliance Knitting Co., King & Bathurst
Sts., Toronto, Ont.
G. Brettle & Co., London, Eng.
Zimmerman Manufacturing Co., Hamilton, Ont.
Humphrey's Unshrinkable Underwear,
Limited, Moncton, N.B.
C. Turnbull Co., Gait, Ont.
Harvey Knitting Co., Woodstock, Ont.
Kingston Hoslery Co., Kingston, Ont.
McIntyre Son & Co., Ltd., Montreal, Que
Dr. Jaeger Co., Ltd., 243-5 Bleury St.,
Montreal, Que.
F. W. Robinson, Ltd., Bathurst and
Wellington Sts., Toronto.
Umbrelias and Parasols.
R. D. Fairbairn Co., 105 Simcoe St.,
Toronto. Ont.
Brophey Umbrella Co., King and Duncan
Sts., Toronto.
Vacuum Cleaners.
Clements Mfg. Co., Duchess St., Toronto.
Onward Mfg. Co., Duchess St., Toronto.
Onward Mfg. Co., Duchess St., Toronto.
Onward Mfg. Co., Duchess St., Toronto.
John Heathcoat & Co., London, Eng.
Tbompson Lace & Veiling Co., 59
Wellington St. W., Toronto, Ont.
Noveity Import Co., 76 Bay St. Bay St.,
Toronto, Ont.

Velveteens. J. & J. M. Worraii, Limited, Mauchester, Eng. "Louis," 57 Newton St., Manchester, Eng.

"Louis," 57 Newton St., Manchester, Eng. Velvets.

The Continental Mfrs. Syndicate, 77 York St., Toronto, Out.
Wholesale Carpets, Oil Cloths and Linoleums.
John M. Garland Son & Co., Ottawa, Ont. Women's Outer & Under Garments.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Wholesale Woollens and Trimmings.
John M. Garland Son & Co., Ottawa, Ont. Wax Figures.
Dale & Pearsali, 106 Front St. E., Toronto, Out.

Wax Figures.
Dale & Pearsali, 106 Front St. E.,
Toronto, Ont.
Delfosse & Co., Montreai, Que.
A. S. Richardson Co., 99 Ontario St.,
Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway.
New York, N. Y., U. S. A.
Wholesale Smallwares and Fancy Goods.
John M. Garland, Son & Co., Ottawa, Ont
Wholesale Merchant Tailors.
Wm. H. Leishman & Co., 119 Adelaide St.
W., Toronto, Ont.
Wholesale Drygoods.
John M. Garland Son & Co., Ottawa, Ont.
Whitewear.
F. G. Haywnrd Mfg. Co., 77 York St.,
Toronto, Out.
Star Whitewear Mfg. Co., Berlin, Ont.
Diamond Whitewear Co., Three Rivers,
Que.
Sparling & Lea Herald Bidg., Montreal. Que.
Sperling & Lea, Herald Bldg., Montreal.

Waists.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St.,
Toronto. Ont.
Sperling & Lea, Heraid Bidg., Montreal.
Meyer Mfg. Co., Toronto, Ont.
Ladles' Wear, Limited, 84 Weilington St.
W., Toronto, Ont.
Marcus Roman, Jacobs Bldg., Montreal.

Wall Paper Display Racks.
The Onward Mfg. Co., Berlin, Ont.

Wardrobes, Grand Rapids Show Case Co., Grand Rapids, Mich., U. S. A.

Window Shade Paper.
Stauntons, Ltd., 934 Yonge St., Toronto.

Wool Underwear, Men's.
Thos. Waterhouse & Co., Ingersoll, Out.
Schofield Woollen Co., Oshawa, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bieury St.,
Montreal, Que.

Woven Labels,
Colonial Weaving Co., Peterborongh, Ont.
Narrow Fabric Weaving & Dyeing Co.,
Limited, Galt, Ont.
Woven Labels for Garments.
Krauthelmer & Co., 20 Edmund Pl.,
Aldersgate St., London, E.C., Eng.

Stauntons, Limited, 944 Yonge Street, Toronto, Ont.

The Watson Foster Co., Montreal, Qne.

IT WILL PAY BUYERS

to purchase their wants from manufacturers and wholesalers advertising in the "Review." They represent the good houses in their particular line.

Progressive manufacturers usually have the best values. Progressive manufacturers advertise.

HINTS TO BUYERS

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

SPECIALIZING ON FURS.

Silver Bros. Co., "Furs' Limited, is the name of a new company recently formed in Montreal with offices and factory in the Sommer Building. They intend to specialize in the manufacture of high-class coats and small furs for women, from such pelts as mink, skunk, fox, wolf, beaver, Hudson seal, near seal and muskrat.

They are convinced that the trade will appreciate a specialized service such as they intend to give and that buyers of furs will be quick to see the advantage of securing new smart garments made in the latest and most approved styles. A skilled designer has been secured who is thoroughly familiar with both German and American methods of fur manufacture, and who is prepared to turn out snappy styles modeled after the latest interpretation of the experts in the best style centres. Representatives of the new firm are now on the road with samples and intending buyers should see this new range.



ALL YARNS QUOTED HIGHER.

A cable from London says:—Market buoyant; big week's business, with wool still dominating. Everything in active demand. Most descriptions of tops one to two cents up on both English and Colonial. America is buying freely of English and Colonial wool, merino crossbred tops, some Botany yarns, noils, soft wastes and mohairs. Ten per cent, rise in London expected. All yarns quoted higher.



GOOD YEAR FOR PENMANS.

At the annual meeting of the shareholders of Penman's, Limited, in Montreal, D. Morrice, who has acted as pre-



A partial view of the new showroo ms of Walter H. Barry & Co., ribbon importers, Montreal, showing a display of some of the new Spring fancy ribbons.

sident since the organization of the company in 1906, resigned from the presidency and C. B. Gordon was elected president. R. B. Morrice succeeds Mr. Gordon as vice-president. Wm. Mc-Master was elected to fill the vacancy on the board caused by the resignation of E. B. Greenshields.

The financial statement for the year ending December 31st is considered very satisfactory in view of the general slackness in business during the past year.

Mr. Morrice, who presided, stated that notwithstanding the fact that trading in many of their industries had been somewhat curtailed during the year just closed, their business had more than maintained its usual volume.

Profits for the year amounted to \$444.053, inclusive of all expenses of administration, and after providing for bond interest, bad debts written off and machinery scrapped, the net profits amount to \$325,900, an increase of \$38,684. From this the usual quarterly dividends on the preferred and common stock have been distributed. The reserve account has also been augmented by \$100,000, which now stands at \$600,000.

The balance at credit of profit and loss account amounts to \$525,483.

A BIG EQUIPMENT ORDER.

The Kaufman-Baer Co. of Pittsburgh, Pa., has placed its equipment order for the new establishment there. This is said to be one of the largest given. An interesting thing about the specifications is that all the metal parts of the movable display devices are in the same finish as the permanent fixtures, so that a new copper bronze tone will predominate.

It is expected that wax will be extensively featured in forthcoming windows. This is in line with what has recently been done by Marshall Field, Macy and other large concerns with master decorators. That Palmenberg, of New York, will supply all the wax in addition to the display fixtures means that an American manufacturer is favorel over his French rivals, for there has recently been very sharp competition between Paris and Manhattan. This evidences a decided tendency in favor of the American market.

It seems, too, that the order for the metal parts of the equipment calls for the finest in material and construction, which is significant of the growing interest in merchandise decoration. The disposition among the big, successful department stores is to supply the display management with everything necessary to obtain the best results.

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The New Idea in Men's Wear

SHIRT AND DRAWERS IN ONE GARMENT

Olus for Spring

The truly wonderful sale which Olus shirts and underwear have already had in the trade indicate that 1914 will see this practical idea firmly established as a staple garment.

Get these features in your mind—they sell the goods:—

Olus is the first and only one-piece garment which is coat-cut and having an absolutely closed front and closed back. Olus slips on like a coat and is so designed that it does not bind or draw at any point.

Olus will be advertised from coast to coast for the Spring trade. We will gladly send to dealers handling Olus, cuts for local advertising, and attractive showcards on request.

There will be a big rush for Olus as soon as the warm weather arrives—We advise all dealers who have not already taken up Olus to get in touch with their wholesalers.

The Canadian Converter's Co. Limited. Montreal

High-class tailors to the trade

FALL and WINTER MODELS READY





New Fall Styles

The height which the modern tailoring art has attained is exemplified in the Fall and Winter showing of our Fine Tailored Clothes for men.

Finest Range of Woollens

Our new range of woollens is the finest ever offered to the merchants of Canada. It represents the best produced in either the domestic or foreign market.

Inspect Range Early

Our representatives are now on the road showing the finest range of Fall and Winter models ever shown the Canadian trade. Make an effort to see them.

Special Order Department

Merchants who use this department are building up big business with minimum outlay. It enables them to eater to the tailor-made man with satisfaction.

Spring and Summer Business

During the Spring and Summer you can bring our Special Order Department to your aid in increasing your service and revenue.

Ask for Full Particulars

Write to-day for full particulars of our proposition and find out if the agency for your town is taken.

Wm. H. Leishman & Co., Limited

CANADA'S BEST TAILORS TO THE TRADE

119 Adelaide St. W., Toronto

Makers of the Best Tailored Garments for Men

MENS WEAR REVIEW.



APRIL : : 1914

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

APRIL, MAY AND JUNE

ARE THE MONTHS WHEN YOU HAVE THE BIGGEST CALL FOR

Light City Rubbers



EXAMINE YOUR STOCK OF

DOMINION



SPECIALTIES



AND SEND US YOUR SORTING ORDER

CANADIAN CONSOLIDATED RUBBER CO., LIMITED MONTREAL

28 Branches Throughout Canada



Hamilton Carhartt, Manufacturer, Ltd.

TORONTO

VANCOUVER

The premier order-to-measure



tailoring house of Canada

Crown Tailoring Clothes are supreme where well-dressed men congregate

DO you wish your store to be spoken of as the place to get well-fitting clothes, clothes that are perfect in every detail, and the latest styles? Most enterprising merchants want just such a reputation. It means greater patronage of this class for your entire store. That is just the kind of business the **Crown Tailoring Service** will bring to you. We guarantee to fit every man, big or small, stout or slim, making him a satisfied customer. You should

make immediate enquiry about this service. The agency for your district may not be allotted yet.

The outfit consists of the latest books of samples, measuring equipment, style charts, signs and complete instructions.

No money to be invested on your part—you send in orders and leave the worry to us.

The workmanship we put into the garments is of the highest standard. Write for fuller particulars.



OUR NEW HOME

The Crown Tailoring Co., Limited

533 College Street TORONTO



Pennans pen Res Pengle ANIT GOODS TA



This Window Card is one of a series we are sending out to retailers who sell Radium Hosiery. Its appearance, full size (13 x 20), is strikingly handsome. It introduces an attractive touch as part of a window trim or placed on the counter. Its direct purpose is to form a connecting link between the dealer's store and our advertising. Thus the inquiry, "Where can I buy Radium Hosiery? started by the advertising, is answered by the card in your window. Write for these new window cards, also cuts for use in your local newspapers. A postcard will bring them.

We have taken space in a list of papers covering your locality in order to send customers to your counters for *Radium* Hosiery

EVERY day Radium advertising is reaching a combined circulation of 457,777 people. Every day this advertising is speaking to an audience large enough to fill Massey Hall, Toronto, 125 times over.

And this steady, persistent-sales influence is benefiting every dealer who sells Radium Hosiery.

Apart from any consideration of advertising, Radium Hosiery should have a place on the shelves of every dealer who makes an effort to buy and sell goods he can honestly recommend.

For customers whose expenditure is limited, as well as for those to whom price is a matter of no consideration, wide scope for selection is given in the complete Radium line.

Radium Hosiery comes in lisle, silk mixtures and silk for men and women, to retail at 50c. and up. It is well made—good looking. It is strong—serviceable. It has reinforced soles. Heels and toes are reinforced four times to resist wear and washing.

Four times reinforced at heel and toe! Remember that—it will help you to sell them. Most hosiery, you will find, is only double thickness at these points. That's one reason why stores find it easy to sell Radium Hosiery. It has special features that commend it to people who, particular always, are doubly so when it comes to buying lisle or silk hosiery.

If you're not handling Radium Hosiery now—stock up with a sample assortment and see how quickly it makes good on the advertising we are doing.

Perrin Frères & Cie.

Wholesale Distributers

Montreal



A Window Display Suggestion

Here's an idea for a window trim both novel and simple. Clear an entire window of the samples generally shown and cover the back and floor of the window space with white muslin. In the centre put one pair of Radium Hosiery of the smallest women's size on a light fixture. Some appropriate legend, such as the following, may appear behind the pair:

"For the daintiest feet in town."

Or, if preferred, the window card might be dispensed with. While window space is too valuable to let such a display remain long, its contrast and oddity would probably be worth more in publicity than the average. The very contrast would help even the displays that followed.

How Winnipeg is Setting Pace for Men's Furnishers



The Store at the corner of Portage Ave. and Carlton street, Winnipeg, named "The Clothes Shop," is one of the handsomest and best equipped men's wear stores in all Canada. The show window space measures 50 feet on Portage and 125 on Carlton, with ten separate spaces. The floor space is nearly 7,000 square feet. The woodwork is of mission oak, and instead of counters there are 147 feet of silent salesmen with plate glass tops. The hat and cap fixtures on the left measure 102 feet. The furnishings are carried in specially made linen cupboard stock boxes of buff color.

In the centre is the clothing, arranged in oxidized fixtures, $4\frac{1}{2}$ feet by 8 feet, with oak tops. These run in three rows the entire length of the store.

At the rear are overcoats and fur coats in oak top fixtures.

Just inside the store is a large glass wardrobe, 10 feet long, 8 high and 6 wide, for dress suits, tuxedos, morning coats and frock suits.

The walls are of green tint and the ceiling of white. Around many of the pillars are mirrors which aid in the trying on of clothing.



Men's Store With 147 Feet of Show Cases and 100-Foot Hat Cabinet

Elaborate Equipment of "The Clothes Shop," of Winnipeg—Glass Wardrobe for Evening Wear—Ten Show Windows—A Rapid Growth.

By a Staff Correspondent.

Winnipeg, April 14.

HERE was a time when Winnipeg was a frontier town, when men did not wear frock coats, tuxedos, and dress suits; but of recent years the Westerner has discarded his rougher garb, and is now as fastidious in respect to clothes as are the men of the larger metropolitan cities of the East—and there are only two such in Canada. To take care of the better class of trade new and higher class stores have become necessary, and the following is a description of one of the newest and best clothing stores in Winnipeg.

"The Clothes Shop" opened for business in December, 1912, at the corner of Portage avenue and Carlton street, and thus occupies one of the most commanding business situations in the city. The show window space occupies 50 feet frontage on Portage avenue, and 125 ft. on Carlton street. Thus the floor space is about 7,000 square feet. There are three entrances, two on Portage avenue, and one at the rear of the store on Carlton street.

147 Foot of Silent

147 Feet of Silent Salesmen.

The woodwork in the store is finished in mission oak. There are no counters; instead there are 147 feet of silent salesmen placed along the entire furnishing side of the store. The furnishings are carried in specially made linen cupboard stockboxes, of buff color, which harmonize with the wood trimmings of the store. On the left hand side is a hat and cap fixture, measuring 102 feet in length, which is probably one of the longest and most complete hat fixtures in America.

The centre of the store is devoted entirely to the display of clothing, as the accompanying illustration shows. The clothing is arranged on oxidized fixtures, $4\frac{1}{2}$ feet high by 8 feet long, covered with an oak top, giving each individual

rack the appearance of a wardrobe. These wardrobes run in three rows throughout the entire length of the store.

The rear of the store is used for the display of overcoats and fur coats. The fixtures which contain these are also covered with an oak top. The tops of all these wardrobes are utilized for decorating purposes, and are lightly trimmed, never being used for stock.

Glass Wardrobe for Dress Clothes.

Immediately inside the store, between the two Portage avenue entrances, which this picture does not show, there is a large glass wardrobe, ten feet long, eight feet high, and six feet wide. It is used tor the display of dress suits, tuxedos, morning coats and frock suits. This wardrobe, with its large display of these ultra garments, makes one of the finest attractions in the store.

Semi-finished Garments.

The lines carried by "The Clothes Shop" are selected for the best trade. The clothes are all labelled "Clothes Shop Clothes," and the garments are made sepcially for this store. They come in the semi-finished way, and are altered and finished to fit the purchaser. The minimum price at which clothes are retailed is \$15, and run up to \$45.

The hat department is one of the largest and most complete in America. English makes predominate, while many American styles are also carried. Caps, which are carried in drawers underneath the hat fixtures, come from the leading makers of English, American and Canadian designs.

Extreme Sizes Carried.

The men's furnishing department is one of the largest in Western Canada. Every reliable and popular make of shirts, underwear, neckwear, and gloves, is carried in this store, special attention being given to the carrying of extreme small and extreme large sizes.

In the little accessories to men's wear, the stock is complete with latest fashionable requisites in demand. Men's furnishings are liberally displayed, and with the extensive show case facilities, every line in this department is well represented.

The office occupies the space immediately in the rear of the hat fixture, which can be noticed in the accompanying illustration. It is spacious, and gives a full view of the entire store. The space immediately under the office is used by the window trimmer and card writer of the store, where he does his work and keeps his stock of fixtures and decorations. A cash system is used and the stations are distributed at advantageous points throughout the store.

The walls are of a green tint; and the ceiling is white. There are several pillars throughout the store. These are mirrored, eight feet high, with bevelled plate glass. These mirrors are scattered throughout the entire clothing department, with the advantage that when the individual is trying on clothes, whichever way he turns, he is able to see himself at all angles.

The store is extremely well lighted on account of the exceptionally high ceiling, the prism lights which extend the entire frontages of both streets, making it so.

Ten Show Windows.

There are ten individual show windows, and the trimming of these requires the entire attention of a professional trimmer. All the windows are re-trimmed twice a week, and some of the more prominent show windows are re-dressed four and sometimes five times a week.

(Continued on page 59.)

Half His Summer Hats Sold Before Summer

St. Catharines Merchant Gets Customers to Pick Out Hat After Easter and Keeps All Displayed and Named in Glass Cases—Aims to be First in Some Line of Ties, Shirts, Hats, Etc.—Clothing and Shoes by Different Proprietors.

By a Staff Correspondent

Scene: Biggs' men's turnishings store in St. Catharines.

Time: Any day after Easter, 1914.

Dramatis Personae—Mr. Biggs, the proprietor, and a customer who has bought a shirt or tie.

R. BIGGS: "Of course, Mr. your Summer straw yet, but how would you like to look over our stock?" Customer, with a surprised laugh:

"Summer hats! Why, my dear fellow, it's only the middle of April; I'm even wearing my scarf yet and haven't thought of taking my heavy unders off vet."

Mr. Biggs: "Don't think I'm suggesting you buy now. Not at all. It was only a little idea of my own to have you look over my samples, and if you see anything---,,

Customer (laughing): "Yes, I know. If I see anything I want, you'll just send it home. Why my wife would think I was crazy—rushing the season. No, first of June's early enough for me."

Mr. Biggs: "No, I wouldn't think of such a thing. I'll tell you just what my idea was. It was simply to give you a chance, as one of my old customers to look over all the new stuff, and I would lay aside anything that took your fancy and whenever you feel you would like a straw, just call in and if this one still suits, why it will be all ready for you. We don't ask any deposit: we don't even expect you to take it when the time comes if you don't like it. Take anything you prefer that's here then; it will make no difference. The whole thing is, just let us know now if we have one in our new samples that strikes your fancy. First choice is always biggest-if not best-you know."

A Good Stunt, That.

Customer: "Why if that's all, sure I'll try it. Good stunt that too, after all. Gives us a chance on the new things before they're half sold out. Ah, here's something looks like my style. that about does it. Fits well, too. Now, if you really don't mind, you might set it aside for me, and I'll look you up, say the last week of May or so. And you really don't want a deposit?"

Mr. Biggs: "Not a cent, Mr. -We know you too well for that, and it will be only a pleasure for us to keep it for you. And remember, we don't expect you to take it even in June if something else we have appeals to you more "

Customer: "Thanks very much. Good idea that of yours. Yes, indeed. Well, good day, and thanks very much."

The time is two weeks later. The scene is still in the Biggs store, but slightly changed. A silent salesman that before held ties, now holds paper bags with the Biggs monogram on each, and, a name and address also.

Customer: "Hello there, Biggs; getting ready for your delivery boy? Funny place to pile your parcels, isn't it?"

Mr. Biggs, with a laugh: "There's a delay card on each of these. We don't deliver them until straw hat time."

Customer: "What! You don't mean all those are straw hats! And bought already? Nonsense, man. You're just sticking those names on for fun.'

Mr. Biggs: "Not exactly bought,' but most of them as good as that. They are really straws some of our customers have picked out in advance. Then they wont need to bother later. They just come in and if the hat still suits, why it's all ready to send up. No danger then of our being out of a certain style."

Customer: "Not bad either. (Leaning over and reading.) Huh! So his; and there's Harry -—. Ha, ha! In lots of time. (Picks out names of friends here and there, and gets interested.) Well, got any left? Perhaps you'd better let me take a look, too. By the way what's the cost? Nothing now? Huh, quite an idea. And it certainly works, eh?"

One week later. The interior of the

store has been altered by a big pile of hat bags on the ledge along the wall. These all contain names and addresses also, as well as two full show cases.

That was how Mr. Biggs sold half his straw hats last Spring before a single person in St. Catharines was wearing hats on the street.

That is how he proposes to sell more than half his straw hats this year.

The Review representative, in calling on him just before Easter, was curious.

"Did many leave the chosen hat on your hands?'

"Only three," was the surprising re-

"And did most of them take finally the hat they had chosen a couple of months before?"

"Nearly every one. A few saw something in the store they liked better, but only a few. As a rule our early stock was far more complete than later on, and carried almost every sample we had at the later date."

Mr. Bigg's idea in displaying the hats already done up in the parcels is, of course, to secure the publicity through the interest created in the rather unusual sight. It is good advertising and at once suggests to the man who sees it to go and do likewise.

"You will find that when a man has been treated that way he'll say later on 'He's a fine fellow; we can't pass him up.' As a rule they will come back and say 'We want that hat.' So I go to the case—or two cases as we had last year-pick it out and say, 'Here's your hat.' ,,

Some Good Ideas for Selling

Mr. Biggs has some definite theories on tie and shirt salesmanship that he has found making good in his business.

"Are you touching pinks this Spring?" The Review asked him.

"None except two or three I had over. I bought none for this Spring and don't intend to. I handled them when they were new last Fall and did well. that every one is handling them I back out and take something else. Then if one shows a window of pink shirts people will say "Oh. we saw those in Biggs' window last Fall.' For when I got them in new I put in a solid window of pinks.'

After the Novelties First.

Mr. Biggs works on this principle in regard to new goods, "Grab on to every novelty you can get first." Drop it when others start, and take up something else, is a continuation of his practice.

In ties he has an arrangement with some jobbers and manufacturers to send him along anything new that looks like a good seller, without waiting for the formality of an order. Thus he is able to show many a novelty.

Just now he is featuring that high crowned line of hats, five inches high, that is a change from the usual run. In shirts he is showing cross-stripes chiefly in blues, tans and mauves. Months ago he showed the "mushroom" shirt and made a number of sales, but has found that the difficulty of laundering slackened the demand and he fell back upon the more simple "thousand-pleated."

Higher Priced Underwear First.

In underwear Mr. Biggs keeps all suits of one size together, running from \$1.25 to \$2.50.

"I find one must be careful in offering a man a cheap suit. He may be accustomed to paying a good price and will feel offended. On the other hand a man may not be able to afford the higher price underwear, but will feel all the better for the "mistake" of the merchant.

One-price Tie Sale.

In his tie and other sales Mr. Biggs believes in having a one-price sale.

"We usually make it a 29-cent sale of ties and 74-cent sale of shirts. We limit it to the one price and would not do one-half the business if we had a number of different prices. People are more likely to get the idea that the sale is genuine and that they are getting good values."

Three Proprietors in One Store.

The advance selling of straw hats is not the only good idea that Mr. Biggs has evolved. His very location in the store is an unusual one. It is a three-inone store. There are men's furnishings sold there: clothing, and boots and shoes.

Not under the same management, but by three firms, operating separately. Mr. Biggs has the left-hand section of the store, but as will be seen by the illustration in this article, the effect is increased by the roomy building and the displays of his independent colleagues. The experience of all three has been that the one business draws to the other two. Instances are almost innumerable where a man has come in to buy clothes and gone over to one or both the other departments. This experience was youched for by all three proprietors.

MEN'S STORE WITH 147 FEET OF SHOW CASES.

(Continued from page 57.)

The basement runs the entire space of the store, and is used for reserve stock

"Am I the Tenth Man?"

New Men's Furnisher of Brandon, Manitoba, Gives Away a 75-Cent Tie to Tenth Man Who Buys Goods Over One Dollar—Mirrored Backs in Show Cases—Semi-Indirect Lighting.

By a Staff Correspondent

BRANDON, Man.—In the store window of the W. H. Robinson Clothing Co. of this city, is an artistic card bearing the bold words: "Be a Tenth Man." Then follows the explanation: "With every tenth sale amounting to over a dollar, we give away a 75c. tie." That tenth man scheme has been running in the Robinson store since the first of the year, and has created considerable talk among the young men about town. It is so well known, youths will poke their heads through the door and ask: "Am I the tenth man?" All of which tends to create a good feeling between the proprietor, who is a young man just starting out in the retail furnishing business, and the young men with whom he wishes to do business.

This idea shows that one of the newest business men in Brandon is resourceful. W. H. Robinson, manager of the above business, started in the above Western city last August. He was formerly traveler in Western Canada for the Allen Manufacturing Co., Toronto, and later for W. R. Brock. Having been in Brandon often, he thought there was an opening here for an up-to-date men's furnishing store. He founded the above company and manages the store himself.

As will be seen from the accompanying photograph which shows only a corner of the store, Mr. Robinson is doing

his best to provide this Western city with a tip-top clothing and haberdashery store. Full use is made of six plate glass show cases, with mirrored backs, and when an attempt is made to display, the goods are shown with a maximum of good taste.

The firm specialize on good brands of clothing. The lines carried are limited to purely men's furnishings. The clothing is displayed on iron tube racks.

The fixtures are about seven feet high, as will be seen from the photograph, and contain collars, ties, shirts, gloves, etc. The tops of the fixtures are broad enough to allow of a nice display of clothing, suit cases, aided by artificial palms, chairs and fashion plates. The whole store is finished in golden oak. The wall on the right is paneled with polished solid oak for about four feet. The lighting is of the semi-indirect system, that is, the light is reflected by a metal ceiling, and is diffused over the store.

Japanese reed chairs are placed in the store for customers who are compelled to wait. On Saturday night men often come in with their wives, to whom these chairs are acceptable. There is a fitting-room at the rear, as a large business is done in made-to-measure clothing. A reserve stock is kept at the back and in the basement.

as well as for the tailoring department, which is operated for the purpose of the finishing of clothes.

The destiny of this store is under the control of J. A. Wilson, who is president of the company, and general manager of the store. Mr. Wilson's experience covers a wide field both in the wholesale and retail business, extending over a period of twenty years. comes from New Brunswick, and received his early experience in St. John. He was afterwards connected with the firm of John Peck & Co., Montreal, for whom he traveled through Western Canada, prior to which he covered the Eastern Provinces. So that Mr. Wilson is a man who knows the needs of the Western land in the matter of dress.

AMONG MEN'S FURNISHERS.

Vancouver, B.C.—H. A. Simmons has opened a clothing store here.

Prince Albert.—Ralls, Percy & Co., men's furnishings, have been succeeded by Arthur F. Manville.

Halifax, N.S.—Charles E. Johnston has accepted a position with Isnor Bros. as manager of their clothing department.

Ottawa, Ont.—The firm of "Two Macs. Limited," who recently celebrated the twenty-fifth anniversary of their organization, will in a few weeks occupy an addition to their present premises, the new Stephen Building.

Securing Best Results in a Clothing Window

One of the Hardest Nuts to Crack—Accessories to Lighten it Up -Keeping the Correct Shape—Padding in Shoulders, Pressing, etc., Points to Watch-Proper Cards to Use in Window.

Written for The Review by James Orr



JAMES ORR, WINNIPEG.

PRESSING

CLOTHES.

OF

NIE window dresser in a men's clothing and furnishing store has a vastly different job than his brother in the dry goods store. He has not the light, delicately-tinted materials, nor the elaborate accessories that women love so well. His are the more neutral colors and sober-hued garments. But he can, with a little judgment and by exercising his taste make his windows as attractive and as full of color as is necessary to

A clothing window is usually the "hardest nut to crack" - suits are usually dark, and a trimmer must resort to accessories to lighten up his window. Fancy waistcoats, neckwear, gloves,

hats, canes, are good aids in giving tone to Bright plushes are used to fine advantage, but care should be taken not to use anything that clashes with its color. It is a common thing to see even in high-class shops, a hat of bright blue posing gayly on a piece of red or purple plush. Such little things should be carefully watched as they make a whole window ridiculous. It is, in fact, the small things that go to make or spoil a window. A coat negligently "laid"; a hat posed crooked; a "floppy" tie: any of these will spoil the effect of an otherwise artistic window.

Comparatively few trimmers know-or care chough about trimming a suit. Some have the idea that the more frills and fancy touches they can get into a coat the better. The absurd way some have of twisting-and in some cases even of knotting up—the sleeves tends to make it look like anything but a coat.

A coat should be laid as smoothly as possible. Every wrinkle should be smoothed out. A little tissue paper to fill out the shoulder helps a lot to give a good appearance. To have the clothes pressed well is absolutely essential. A window trimmer should insist on having the suits for his window pressed as if they were to go right on the customer, and he should send anything not up to this standard back for re-pressing until the tailor understands that he means to have it right.

Dressing forms is an art in itself. A suit on a form should look absolutely faultless. First the collar and tie should be chosen carefully as appropriate for the suit intended for the mers prefer dickies. These can be had either in plain white or stripes. Care should be taken that the tie is in its place when the vest is put on. It looks very bad if the tie shows to one side in the vest opening.

The shoulders of the coat should be padded with tissue paper until they are perfect. The shoulders are the most particular part, and when these are right the entire coat will "hang" as it should.

The sleeves can be filled out with paper also, though not enough to make them look round. They should hang naturally and straight.

The full length forms where trousers are put on are out of date as suit forms, but still used for overcoats. The trousers may be draped around the base, though not in so fancy a manner as to lose their identity.

Ties and other accessories used should harmonize with the suits or tastefully contrast. The most artistic results can be had by getting suits of one color-not necessarily one shade. Then one set of ties, one kind of hats, and so forth, should be used, and a piece of plush that blends happily with the entire combination can more easily be chosen then.

I have dwelt at length upon the suit windows because it is here the majority of trimmers in clothing stores are at a loss. Nearly all trimmers, who lay claim to the title at all, can trim shirts, ties or any other furnishings. These are bright and full of color and just naturally lend themselves to the fancy and artistic temperament of the trimmer; but it's the clothing that keeps a men's store in the dividend-paying class, and a display of clothing that brings returns is worth more to the firm than any other kind, and, therefore, I ieem it the trimmer's duty to gather all the ideas and all the information he can on this subject.

The unit idea is coming more and more THE into favor. Of course it has been used alto- UNIT gether for some time by haberdashers with IDEA. smaller windows where there is room for practically nothing but a couple of units, but now even the large clothing stores with their large and high windows are dividing these into smaller compartments with a couple of units in each-realizing that these bring quicker returns. A large window filled with shirts, for instance, would give the passer-by a good idea of the stock of shirts carried, but would not interest him in any particular shirt and thus induce an immediate sale. It would, however, impress on him the variety of goods carried and make him think of your store when in need of shirts. I think it good policy, therefore, to have such a window in now and again, by way of change.

Of course as the season progresses it becomes necessary to crowd the windows more. Airy,

USING TIES, HATS. AND PLUSH.

form. A shirt can be used, but most trim-



These cards, the work of James Orr, of the Clothes Shop, Winnipeg, are among the daintiest The Review has seen in some time. They illustrate the tendency towards smaller cards and the The Review has seen in some time. They illustrate the tendency towards smaller cards and the use of the pen and small brush, and carry out the Spring idea cleverly. No. 1 is a distinctive style on white cardboard mounted on mauve and purple. The design at the side, an Easter lily, could be obtained by having a proof of a line cut in black on the card, and the foliage touched up with wash-colored green, and the centre with gold paint. The illuminated capital is of gold outlined with purple, which is also the shade of the lettering. No. 2 gives a very dainty effect, embodying a touch of Spring in the vase of violets in natural shades. The lettering is of the reader style, neatly executed in panel of black with blue outline. No. 3 uses bulrushes as the Spring idea. The illuminated capital is gold-embossed on sky-blue relief. The board is a fancy cover stock of champagne shade, giving a frosted effect. In No. 4 the lettering is in tango shade, as is also the circle containing the illustration of hats. The card is a very dark grey.

CARDS.

light-trimmed windows must give way to more goods that have to be shown, and when the sales commence it becomes necessary to crowd in all your managers insist on showing.

In most cases the clothing trimmer must also be a cardwriter, though not necessarily a signwriter. Large cards will not add to any window. The samples here submitted are 7 x 11—plain pen lettering with just a fancy touch to relieve the monotony. A little scene—a few flowers—a fancy initial—is all that is needed to give tone to a card.

Fancy cardboard can be had at most any art dealer, and beautiful combinations can be secured by making panels in different shades of cardboard. Illustrations from the style books, cut out and posted on the card make splendid decorations. At special holidays, such as Easter, Thanksgiving and Christmas, cards should be printed for all the windows with appropriate scenes on borders, significant of the season.

A card is vastly improved by being in a frame. Frames to match the backgrounds or fixtures can be secured at an insignificant expense, compared to the improvement they will bring to the cards.

A small ticket on each garment greatly adds TICKETS. to the distinctiveness of it. If it is not desirable to give the price, the nature of the fabric or the name of the cut or maker could be put on; for example: "Scotch Tweed" or "New Norfolk." These cards should be small and lettered to match the big card.

orfolk." These cards should be small and ttered to match the big card.

It saves a great deal of work and adds to the state of this article, has had a wide experience in Canadian appearance of the windows to have price tickets printed uniformly and with a small cut of the store name. This can be done at a small expense and the tickets can be used throughout the store.

had a wide experience in Canadian
and United States
stores. He is now
connected with "The
Clothes Shop," Winnipeg. Samples of
his card-writing are
shown in this issuc.

COLORED HANDKERCHIEFS.

These are Becoming Strong for Evening Wear in London.

In London colored silk handkerchiefs are in common use now for evening wear. Especially with dinner jackets has the new idea great vogue. The best are those made of crepe de chine centres with narrow white hemstitched edge. For instance, one man was seen carrying a handkerchief of quaker gray with a half-inch hem of white which was ornamented with a design of small black squares. Another handkerchief had a pale cream centre with a white edge spotted with purple and a circle of a paler shade hanging from the spot. Others have been seen made of white twill silk with a check of scarlet or pink

or blue on them. Silk and linen handkerchiefs are also very frequently seen with every coloring introduced into the design but in no case are the colors startling. Shades such as pink and cerise when used are very lightly worked into the design. A plain white combination, however, of silk and linen is favored by many men for evening wear.

Other handkerchiefs in fine white linen have a deep colored blue border about a quarter of an inch wide and a pattern formed by small squares in each corner and some are being displayed which have the owner's monogram worked in large blue letters in the cor-

- 0

Fear is the conflict between imagination and insufficient knowledge.

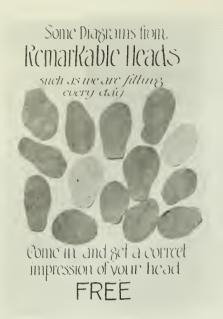
GLOVES BY THE CARLOAD.

A Chicago newsboy recently went into the jobbing house of Kalven & Stern and stated that he wanted to buy a pair of gloves like those on display in the show window. Mr. Kalven carefully explained to the little fellow that this was a wholesale house; that they sold only to merchants, and did not sell a single pair of gloves, etc., etc.

The explanation was not sufficiently clear to the newsboy. He was offended and turned and walked away.

But as he reached the door his street training impelled him to turn and take a parting shot at the man who refused to do business with him.

"Say," he yelled, "ye wouldn't sell a carload, would ye?"



W INNIPEG, April, 14.—Hat windows are among the most productive of ingenious devices for drawing the attention of the public. It is a window that requires something startling.

A most interesting device of this nature was seen recently in the window of McNeil, McLean and Garland, corner of Market and Main streets, in this city. It consisted of two large cards, bearing several examples in miniature of heads which this firm are fitting with hats. These diagrams are secured by means of a machine which fits over the customer's head and automatically makes a drawing of it. This is later used for fitting a hat.

"Get an Impression of Your Head."

The idea occurred to Ernest A. Burwash, the window dresser, to show the public some of the curious heads that are brought in here to be fitted. Going through a drawer full of these diagrams, he picked out a few of the most grotesque-looking heads, and pasted

HAT SELLING IDEAS.

Drawings of queer-looking heads as fitted by firm, displayed in window. Sold 700 hats in week.

\$100 in gold for guessing competition. Sold 200 hats in one day and drew nearly 3,000 extra people to store.

Mirror set up in window with sign: "Look! Is your hat all-right? Don't you require a new one?"

How Diagram of Grotesque Heads Sold 700 Hats

Winnipeg Store Set Up in Window a Number of Drawings of Heads They Had Fitted—Guessing Competition Responsible for 200 Hats in Single Day—May Call in Phrenologist.

By a Staff Correspondent

them on a show card, drawing attention to it as shown in the aecompanying illustration. Another eard bore the following: "We have a machine which exactly records the shape of your head. Below are some of the most remarkable we have fitted. Come in and get an impression of yours made free."

May Use a Phrenologist.

Mr. Burwash has another idea for attracting attention along these lines. He is acquainted with a phrenologist in Winnipeg, who declares that he is able to tell a man's character perfectly if supplied with one of these diagrams. It is hoped that this will be useful as an attraction to buyers of hats.

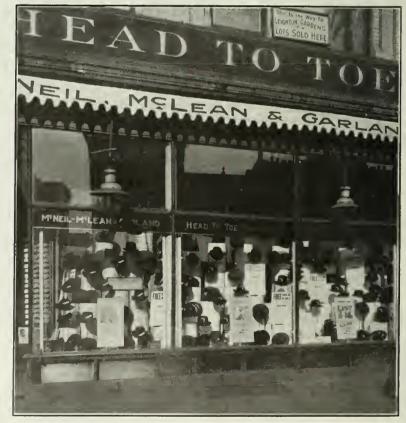
Hat Competition.

While the above was being used, at the same time a hat competition was being held in the store, and as a result of this special effort, over 700 hats were sold in a week. The time was rather early for Spring hats, and this was more of an advance show of Spring styles. The window was filled with hat boxes, with only a few hats showing, an effort being made to give the window a stocky appearance.

Announcements in the daily newspapers and the store window told of an offer of \$100 in gold to the person guessing the number of hats in the window. There was no condition that the competitor purchase goods of a certain amount, anybody being allowed a guess. The coupons were placed in a large box, and at the end of the contest shaken up. Two well-known newspaper men were engaged to draw the coupons from the box, and the first bearing the correct number, won the prize,

2,000 to 3,000 Extra.

Naturally this brought large crowds



View of a section of the windows of McNeil, McLean and Garland, Winnipeg, during period when guessing competition was on. The actual display front is double what is here shown.



Sample of newspaper advertisement announcing hat-guessing contest for \$100 in gold. The guessing coupon at the top, to the right, is on yellow paper.

to the firm's windows, great interest being taken in the counting competition and in the measurement of heads as described above. The result was given considerable publicity in the press. It is estimated by the firm that this advertising scheme resulted in from two to three thousand extra people visiting the store, and on one day nearly two hundred hats were sold.

This firm shows considerable ingenuity in attracting passers-by to its windows. In the window which succeeded the one described above, a device was made use of which was very effective in making a man stop and examine his hat to see whether he required a new one or not. A fair-sized mirror was suspended in one of the windows where it could be easily used by men passing on the sidewalk. It is surprising how many persons will look into a mirror when it is within easy reach. On a card above the mirror were the words: "Look! Is your hat all right? Don't you require a new one?"

It is certainly a good attraction.



Advertising It

The following is a copy of an advertisement three columns wide used by the firm, the display sections being shown below in black type:

Count the correct number of hats displayed in our window and get \$100 in Gold, Free Conditions:

Every competitor's count has to be returned on a coupon furnished for the purpose, bearing a space for the competitor's count and for the name and address of the contestant.

No condition is imposed except that each person entering the contest is allowed only one count.

No goods have to be bought from the store before anyone is permitted to compete. No entrance fee is to be paid.

It Is Absolutely Free to All.

The only requirements are to secure a coupon in the store, fill in your count, and return it to us before March 17th, 1914.

These coupons will all be placed in a large box which at the end of the contest will be vigorously shaken so that the last coupon inserted has an equal chance with the first.

Contest closes at 10 a.m., Tuesday, March 17th.

The windows will be locked, also the box, and the keys will be held by two well-known newspapermen: Fred H. Pope of the Winnipeg Telegram, and N. E. Adamson, of The Tribune.

The first coupon taken from the box bearing the correct number is the one that will receive the prize of \$100 in gold.

Count the hats in our window to-day.

And register your count.

Hats in boxes not included—all hats in plain view.

Paris Nightshirts

Many Trimmed With Solid Color—Some of Pique With Colored Stripes and Starched Collars!

I N Paris the department stores have been making strenuous efforts to catch the men's wear trade and the business transacted by some of them has reached very large figures.

Among the novelties they are showing perhaps the greatest variety is in night-shirts. In France, the pyjama is generally worn more as a lounging garment for the morning hours, and for sleeping wear the nightshirt is the garment most in favor. One shirt which has been shown at the Louvre is of a zephyr with self-stripes and the front and cuffs are trimmed with a fancy striped braid in blue black and violet colors. It had a shawl collar.

Another which has been sold at the "Belle Jardiniere" under the name of "Persane," is a variation of the so-called Japanese style and is made of white twill trimmed with solid color, blue, red or mauve zephyr. The cuffs were made without buttons or buttonholes. Other styles have a high military collar and tucked front collar and cuffs.

Many of the better class of nightshirts are made of white pique, with colored stripes. It must also be noted that the tendency in collars is that they are made to be starched, a fashion which was started by the shirt makers and adopted by the department stores.



RUBBERIZED MACKINTOSH.

A London writer in Men's Wear, New York, says: There is a decided return to favor of the rubberized mackintosh over here, to the consequent detriment of the various worsted and cotton weatherproofs that have held the field for so long. Manufacturers of the former article are doing a business they have not experienced for years, and many of them are preparing for trade on a still more extended scale. But that the rubber coat will ever attain its one-time popularity not even the most sanguine of those engaged in its manufacture expect or hope. The hygienic properties of the porous substitute will always appeal to thousands who, after all, rarely stay out long enough in the rain to make an absolute waterproof a necessity, and who prefer the comfort of this garment to the sweltering heat of the absolute One item in the favor of variety. the rubber coat is the fact that it soils less easily and never assumes that greasy appearance so often seen in cloths which rely on the oily ingredients used in the proofing for their resistance to rain.

Complete Canadian Parcels Post Regulations

The Canadian Parcels Post System Came Into Force Officially on the First Day of April Under the Regulations Here Given.

OTICE is hereby given that the Parcel Post Act assented to 6th June, 1913, will come into force on the first day of April, 1914, under the following regulations:—

Parcel Post Regulations.

1.—Articles of mail matter acceptable at Parcel Post rates include farm and factory products, merchandise of all descriptions such as dry goods, groceries, hardware, confectionery, stationery (including blank books, etc.), seeds, cuttings, bulbs, roots bedding plants scions or grafts, and all other matter not included in the first class, and not excluded from the mails by the general prohibitory regulations with respect to objectionable matter.

Parcels consisting of third class matter may be mailed at parcel post rates, or third class matter rate at the option of the sender.

Parcels containing intoxicating liquors or explosives are expressly prohibited.

- 2.—The rates of postage on articles accepted for transmission by Parcel Post are as follows:—
- (a) Five cents for the first pound and 1 cent for each additional pound or fraction thereof, up to four pounds, and 2 cents for each subsequent pound up to eleven pounds within a radius of twenty miles from the place of mailing, irrespective of Provincial boundaries.
- (b) Ten cents for the first pound and 4 cents for each subsequent pound or fraction thereof, for all points in the Province in which a package is posted, outside of the twenty-mile radius.
- (c) Ten cents for the first pound and 6 cents for each additional pound or fraction thereof, for all points outside the Province in which a parcel is posted, and beyond the twenty-mile radius, with an additional charge of 2 cents a pound for each Province that has to be crossed to the destination of the parcel, not including the Province in which it is to be delivered up to a maximum of 12 cents a pound.

The three Provinces, Nova Scotia, New Brunswick and Prince Edward Island, are to be considered as one zone.

An additional charge to meet the extra cost of transportation will be made on parcels addressed to or posted at offices in certain outlying districts when such parcels have to be conveyed more than 100 miles by a continuous stage service, such districts to be designated by the Postmaster-General.

The charge on any parcel should not be greater than 1 cent an ounce.

Tables of rates for the several Pro-

vinces as given in the rate cards printed for distribution, will be found on pages 9, 10, 11, 12, 13, 14, 15 of these regulations.

3.—The postage on Parcel Post packets must be prepaid by means of postage stamps, securely affixed to the parcels. An insufficiently prepaid Parcel Post packet is forwarded to destination subject on delivery to payment of double the deficiency provided at least one cent is prepaid. After the additional postage repuired on any short paid parcel has been colected from the addressee "postage due" stamps are to be affixed to the parcel and canceled by the Postmaster.

Parcel Post packets totally unpaid will be sent to the Branch Dead Letter Office.

Franking of Parcel Post packets is expressly prohibited.

4.—A Parcel Post packet may be in-

In the accompanying article a complete list of regulations governing the Canadian Parcel Post System is given, including rate cards for all the Provinces. This issue should by all means be kept on file so that it can be referred to at will. A rate card for each Province is given, and Canadian merchants who wish to make use of Parcel Post can find full information regarding the new system in the accompanying article.

sured within Canada up to an amount of \$25 or the actual value of the contents, when less than that amount, upon prepayment of a fee of 5 cents in postage stamps and up to an amount of \$50 or the actual value of the contents, when less than that sum upon prepayment of a fee of 10 cents in postage stamps. This fee must be prepaid, in addition to the ordinary postage, by means of postage stamps, which the sender must affix to the cover.

A parcel intended for insurance should not be dropped into a box or receiver. It should be marked with the word "Insured," and with the amount of the insurance fee the sender is paying, thus "Insured 10 cents," and be handed into the post office or to the rural carrier and a certificate of posting obtained, bearing an acknowledgment that an insurance fee has been paid.

The onus of properly enclosing and packing a parcel for insurance rests with the sender, the Post Office assuming no liability for loss arising from defects which may not have been observed at the time of posting.

Indemnity will be paid to the addressee, or at the request of the addressee, the sender, provided claim is made to the department within one year of the date of posting upon receipt of sworn statements of the persons concerned:—

- (a) That according to the best of their knowledge and belief the insured parcel has been lost or its contents damaged in the mails.
- (b) As regards the value of the contents of the parcel or the damage sustained
- (c) As regards the ownership of the parcel.

It must appear that the loss or damage did not arise wholly or in part from the fault of the sender, as, for instance, from insufficient packing, inadequate fastening, loss of "tie-on" label, etc. The indemnity paid will not exceed the value of the contents of the parcel lost or the damage sustained. The right is reserved of reinstating the contents of a parcel instead of giving pecuniary indemnity.

In the case of damage the parcel must be retained for the purpose of enquiry, as nearly as possible in the state in which it was delivered. If complaint is made that the contents of a parcel have been lost or abstracted, the cover must be produced.

Indemnity for damage to articles of a fragile nature, will be given only in those cases in which the parcel is conspicuously marked with the words "Fragile with care."

Parcels containing eggs, fish, meat, fruit, vegetables, glass, crockery, greases, semi-liquids, liquids or any articles of an exceptionally fragile nature cannot be insured.

Indemnity will not be given for loss of coin or bank notes.

Indemnity will not be given for injury or damage consequential upon i.e. indirectly arising from the loss damage, delay, non-delivery or mis-delivery of any article sent by Parcel Post.

Indemnity will not be given in the case of a parcel on which the insurance fee has not been paid.

Indemnity may be refused for loss or damage, on any ground on which exemption from legal liability may be claimed by a common carrier.

An insured parcel that cannot be delivered within Canada will be sent to the Branch Dead Letter Office.

PARCEL POST REGULATIONS. Parcel Post Packets Must Not Be Registered.

5.—Parcels must be prepared for mailing in such manner that the contents can be easily examined.

6.—It is desirable that the sender's address should appear either inside the parcel or on the cover. This must be kept distinct from the address proper.

7.—Parcels are, when redirected, chargeable with additional postage at the rate which would have been chargeable had they been originally mailed from the office of re-direction to the new address except in cases where the original and the re-directed addresses are both within the delivery of the same Post Office.

8.—The limit of weight for a Parcel Post packet is eleven pounds, and the general limit of size is thirty inches in length by one foot in width or depth, but parcels will be accepted up to 3 ft. 6 in. in length, provided that the combined length and girth do not exceed six feet. For example—a parcel measuring 3 ft. 6 in. in its longest dimensions may measure as much as 2 ft. 6 in. in girth (i.e. round its thickest part); or a short parcel may be thicker; thus if the length is not more than 3 ft. the girth of the parcel may be 3 feet.

9.-When practicable Parcel Post parcels must be sent in covers open at the ends, and in such manner as to be easy of examination. But flour, drugs and such like articles, which cannot be sent in covers of this kind-but such articles only-may be posted enclosed in boxes, or in bags of linen or other strong material, fastened in such a manner that they may be easily opened, so as to enable the officers of the post office readily to satisfy themselves as to the nature of the contents. If paper bags or covers are used for enclosing flour or other similar matter, they must be of extra quality and strength to resist friction and pressure in the mails, and prevent the escape of the contents.

10.—Any staple article of use or consumption, properly transmissible by post, contained in the original unbroken package and with proper descriptive label, may be forwarded by Parcel Post, though the tin or case in which it is enclosed may not admit of being opened in course of post, if posted by parties known to be engaged in the manufacture or sale of the articles in question and who vouch that the contents are precisely as described on the label.

11.—A parcel may contain invoices and accounts provided they relate exclusively to the contents of such parcel; it is also permitted to enclose a card or slip of paper giving in a brief manner necessary directions for the identification or treatment of the article or articles contained in the parcel. Care must be taken not to abuse this privilege by converting such

notes or marks, designed solely for the facilitation of business between the sender and addressee, into what might properly be called correspondence. A parcel containing a letter or any writing intended to serve the purpose of a letter in the ordinary sense will become liable to letter postage.

12.—When several separate articles are enclosed in a Parcel Post packet there is no objection to each bearing a distinguishing number, so as to enable the sender to give directions by letter (sent of course separately and duly prepaid) respecting the several articles which the parcel contains.

13.—Any person who wishes to mail a large number of parcels, whether on a particular day or at regular or irregular intervals, will facilitate the work of despatch if he will give the office where they will be posted early information of the number of the parcels, their average weight and the dates and times at which he proposes to send them. He will also consult the convenience of the Post Office by sending the parcels to the post in batches, beginning as early in the day as possible.

14.—Parcel Post packets are subject to the general prohibitory regulations excluding from the mails everything liable to destroy, deface or otherwise damage, the other contents of the mail bags or injure the person of any officer or servant of the Post Office, as well as all obscene or immoral matter.

15.—Liquids, oils and fatty substances, put up in accordance with the following regulations, are not excluded. When in glass bottles or vials, such bottles or vials must be strong enough to stand the shock of handling in the mails, and must be enclosed in a wooden, heavy cardboard or papier mache block or tube not less than three-sixteenths of an inch thick in the thinnest part, strong enough to support the weight of mails piled in bags and resist rough handling; and there must be provided between the bottle and its outer case, a cushion of cotton or spongg material sufficient to absorb the liquid, etc., in case the bottle should be broken, the block or tube to be impervious to liquid (including oils) and to be closed by a tightly-fitting screw-lid of wood or metal with a rubber or pad so adjusted as to make the block or tube water-tight and to prevent the leakage of the contents in case of breaking of the glass. When enclosed in a tin cylinder, metal case or tube, such cylinder, case or tube, should have a screw-lid with a rubber or cork cushion inside in order to make the same water-tight, and should be securely fastened in a wooden or papier mache block (open only at one end) and not less in thickness and strength than above described. Manufacturers or dealers intending to transmit such articles by Parcel Post or as samples, in considerable

quantities, should submit a specimen package showing their mode of packing to the postmaster at the mailing office, who will see that the conditions of this section are carefully observed.

16.—Specimens of diseased tissues, when carefully enclosed in specially constructed double tin cases, closely packed with absorbent matter, and with closely fitting screw caps, may pass at Parcel Post rates, addressed to Provincial Boards of Health and Public Laboratories.

17.—The following articles in glass, viz.: Eye-glasses, spectacles and microscopic slides, may be forwarded by Parcel Post if put up in such a manner as to admit at once of easy inspection and to guard against injury to persons handling the mails.

18.—Parcels Post packets containing anything of a fragile nature should be marked "Fragile with care" and parcels containing articles of a perishable nature such as fish, fruit, meat, etc., should be marked "Perishable." Parcels sent by mail should in all cases be substantially and securely packed so as to preserve the contents from loss or damage and prevent injury to the mails. The department desires to co-operate with the public in seeing that special attention is paid to the important matter of packing, particularly with regard to parcels containing matter of a fragile or perishable character or of a nature to destroy or injure the other contents of the bags or sacks in which they are sent forward. In order that proper precaution may be exercised in this particular persons desirous of transmitting articles by Parcel Post are advised to consult the postmaster as to the proper method of packing in all cases.

As the safe transit of eggs is a matter of some difficulty shippers are advised to adopt the following method of packing: Use a wooden, papier mache, or other box of a rigid material with a well-fitting tightly adjusted lid, wrap each egg separately in newspaper or other protecting material, place the eggs on end and fill up the vacant spaces in the box with newspaper or other packing material, so as to prevent the eggs from striking together or against the sides, top or bottom of the box; mark the parcel "Eggs."

Parcels containing goods likely to spoil within the time reasonably required for transportation and delivery must not be accepted for mailing.

19.—Postmasters must exercise the greatest possible care to see that all parcels accepted for transmission by Parcel Post conform in every particular to the requirements of these regulations. This applies with special force to parcels containing perishable goods or fragile articles.

20.—Requests for direct return are (Continued on page 67.)

Canadian Parcel Post Rate Cards

Parcel Post Rate Card A.

Rates on Postage on Parcels Mailed in the Maritime Provinces

711100 011 1 01	rugo on	1 41 0010	2.200 21011	*** 0110		and I I o	vinces.				
Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including											
place of mailing	\$0.05	\$0.06	\$0.07	\$0.08	\$0.10	\$0.12	\$0.14	\$0.16	\$0.18	\$0.20	\$0.22
Any post office beyond 20 miles but with-											
in the Maritime Provinces	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Quebec	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Ontario	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Manitoba	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Saskatchewan, Alberta											
or British Columbia	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32
The maximum charge on any parcel s	shall not	exceed	1 cent	an oun	ce.						
*This rate also obtains in cases w	here the	20 mile	area e	extends	into a	n adiac	ent Pr	ovince			

Parcel Post Rate Card B.

Rates of Postage on Parcels Mailed in the Province of Quebec.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including											
place of mailing	\$0.05	\$0.06	\$0.07	\$0.08	\$0.10	\$0.12	\$0.14	\$0.16	\$0.18	\$0.20	\$0.22
Any post office beyond 20 miles but within the Province of Quebec	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Ontario or Maritime	0,20	0,22	0.20	0.22	0.20	0.00	0.01	0.00	0.22	0.20	0.00
Provinces	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Manitoba	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Saskatchewan	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Alberta or British											
Columbia	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32
The maximum charge on any parcel	shall not	exceed	1 cent	an our	ıc e.						
*This rate also obtains in cases w	where the	20 mile	area (extends	into a	n adja	ent Pr	ovince.			

Parcel Post Rate Card C.

Rates of Postage on Parcels Mailed in the Province of Ontario.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including	***			**	****	****	0074	****	****	**	** **
place of mailing	\$0.05	\$0.06	\$0.07	\$0.08	\$0.10	\$0.12	\$0.14	\$0.16	\$0.18	\$0.20	\$0.22
Any post office beyond 20 miles but with-											
in the Province of Ontario	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Quebec or Manitoba	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Saskatchewan or Mari-											
time Provinces	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Alberta	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in British Columbia	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32
The maximum charge on any parcel	shall not	exceed	1 cent	an oun	ice.						
*This rate also obtains in cases v	vhere the	20 mile	area	extends	into a	n adjac	ent Pr	ovince.			

Parcel Post Rate Card D.

Rates of Postage on Parcels Mailed in the Province of Manitoba.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	\$0.05	\$0.06	\$0.07	\$0.08	\$0.10	\$0.12	\$0.14	\$0.16	\$0.18	\$0.20	\$0.22
Any post office beyond 20 miles but within the Province of Manitoba	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Ontario or Saskatche-	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Quebec or Alberta	0.10 0.12	0.10	0.22	0.36	0.34	0.40 0.52	0.40	0.52	0.38	0.84	0.92
Any post office in the Maritime Provinces or British Columbia	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14

The maximum charge on any parce! shall not exceed 1 cent an ounce.

This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

STAR BRAND SHIRTS

FOR FALL

Exclusive Patterns

Attractive Styles



for
Fit
and
Finish

See the big Fall range of shirts when the Star Brand Traveler calls. He has a line that it will pay you to see. It is better than ever, showing many interesting novelties that mean a revival of trade for your shirt department.

Our Salesmen will also show an extensive line of Fall and Winter underwear and Christmas Neckwear.

VAN ALLEN COMPANY, LIMITED

Hamilton, Canada

MEN'S WEAR REVIEW

Parcel Post Rate Card E.

Rates of Postage on Parcels Mailed in the Province of Saskatchewan.

Addressed to Any post office within 20 miles* including	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
place of mailing	\$0.05	\$0.06	\$0.07	\$0.08	\$0.10	\$0.12	\$0.14	\$0.16	\$0.18	\$0.20	\$0.22
in the Province of Saskatchewan	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Manitoba or Alberta .	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Ontario or British Col-											
umbia	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Quebec	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in the Maritime Prov-											
inces	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.

Parcel Post Rate Card F.

Rates of Postage on Parcels Mailed in the Province of Alberta.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	\$0.05	\$0.06	\$0.07	\$0.08	\$0.10	\$0.12	\$0.14	\$0.16	\$0.18	\$0.20	\$0.22
in the Province of Alberta Any post office in Saskatchewan or Brit-	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
ish Columbia	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Manitoba	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Ontario	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Quebec or Maritime Provinces	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.

Parcel Post Rate Card G.

Rates of Postage on Parcels Mailed in the Province of British Columbia.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs
Any post office within 20 miles* including place of mailing	\$0.05	\$0.06	\$0.07	\$0.08	\$0.10	\$0.12	\$0.14	\$0.16	\$0.18	\$0.20	\$0.22
Any post office beyond 20 miles but with- in the Province of British Columbia	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Alberta	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Saskatchewan	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Manitoba	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Ontario, Quebec or	0.10	0.04	0.00	0.40	0.00	0.50	0.04	0.00	1.00	1.00	1.00
Maritime Provinces	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.

PARCEL POST REGULATIONS.

(Continued from page 65.)

recognized on Parcel Post packets addressed to a place in Canada, and parcels bearing the address of the sender may also be returned direct after being held fifteen days Parcel Post packets so returned are subject to a charge equal to the original postage charge. This charge is to be marked by the office returning the parcel and collected from the sender before delivery by the office to which it

has been returned, "postage due" stamps for the amount collected being affixed to the parcel and canceled by the postmaster.

21.—After a parcel has been delivered to the person to whom it is addressed it cannot be returned to the sender, unless the person returning it pays the necessary return postage.

22.—The Postmaster-General reserves the right to refuse to accept for transmission by mail, grain or any other commodity shipped in excessive quantities which might interfere with the transportation of first-class matter, or other articles such as those enumerated in paragraph 1.

The ability to imagine has, above all other influences, determined the progress and station of men. It is the root of all love, ambition, effort and achievement, and is the first of the creative faculties.

^{*}This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

^{*}This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

^{*}This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Taylor-made Ladies' Suit and Coat Racks



			der D, o x		III CIICO III			
Made	of	1½-inch	polished	steel	tubing,	gilt	fittings.	ball
			sock	et rell	ers.			
C foot	Lor	m 9 nogi	ta					# 6 W

6	feet	long.	2	posts																						 ٠.		. \$	8	. OX)
8	feet	long,	3	posts																			٠,			 			9	.00)
10	feet	long,		posts																						 			10	.00	}
				Made	1	1/	<u>-</u>	i	10	·lı	ι,	0	X	id	i	z€	ò	i	tı	u l	bi	ī	ıg	,							
6	feet	long,	2	posts																						 		 \$	10	.00)
				posts																											
10	feet	long,	3	posts	٠.														٠.							 			12	.00)



No. 31. Coat Hanger, without the Wire Attachment, smooth wax finish, \$2.75 per 100.

No. 63. The same shape as No. 31, only very thin. \$3.00 per 100.



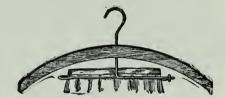
Skirt or Trouser Hanger, \$8.00 per 100.



•	~
No. 33IB—Combination Suit Hanger, inserted trouser bar No. 33—Same without har No. 33IB—Boys', 15 inches wide	6.50 per 100
No. 39B—Overcoat Hanger, with inserted bar for extra size suits No. 39—Same without har	8.50 per 100 7.50 per 100



o. 600. Combination Coat and Skirt Hanger. \$12.00 per 100. Get a sample—It costs only a postal card.



Double-Bar Suit and Cloak Racks



MAIL ORDERS PROMPTLY FILLED

The Taylor Manufacturing Company

HAMILTON, ONTARIO



Clothes, Methods and Men

KEEPING SHOES IN MEN'S WEAR STORES

ID it ever occur to the men's furnishers that often their stores lack only one item for a complete makeup for a man? His head-gear you have ready in all styles from the cap to the silk topper. His collar, his tie, his shirt, his vest, and coat, handkerchief, trousers, underwear, braces and hose. Not much left, except shoes. Why should there be this omission when you can even supply the cane? Many men's wear stores do a big business in shoes: this line dovetails naturally into their other departments. The one brings trade to the other. A large firm of men's furnishers in Hamilton have five distinct departments: men's clothing, furnishings, hats, boys' clothing and shoes. And the shoes do not rank fifth in importance by any means. A few weeks ago a men's wear store in Galt started to sell shoes, and will keep it up. The head of a men's wear department in a "semidepartmental" store in a large Canadian city told The Review that he was losing business every day by not keeping shoes, and he was hopeful of persuading the firm to launch out along this line.

Shoes, like most men's wear, are a clean stock: no breakages, no remnants, no fading, and comparatively few changes in styles from season to season. Hence the possible losses are reduced to a minimum, and, on the other hand, the profits are eminently respectable. Not only are there the regular wearing lines for the whole year, but special seasonable runs on sporting shoes in Spring, Summer, Fall and Winter, and periodic demands for rubbers, mocassins, and so forth. A shoe department has been proved good by scores of men's furnishers in Canada, and will repay at least an investigation on the part of every one who stands without, undecided.

NEXT FALL'S HAT A PUZZLER

HIS is one topic at least that is keeping the trade doing some lively guessing and the views are widely divergent. A New York authority picks on pearl greys, easting blues and greens into the outer darkness that awaits poor sellers. Another authority works out an evolution to a soft black, while a third picks stiff hats as the only alternative between a third season of green and an unlikely soft black. The wearing quality of soft hats has not been tested thoroughly,—"wearing" in the sense of holding public favor. The uncertainty adds to the difficulty of early buying for Fall, but it at least indicates a more favorable condition in the men's wear trade, where there will be clear-cut distinctions in style and material between the wearables of one season and another. This is

coming to apply more and more each year and will shortly, if the tendency continues, insure a much larger bulk of business for men's furnishers.

GOOD WORK OF WESTERN DEALERS

I N past issues The Review has urged the elimination of exaggeration in advertising. There is no place for it in sane merchandising of the present day. Streamers and advertisements in scare head type such as "The Greatest Sale On Earth," "The Most Sensational Sale on Record," and like phrases ought soon to be relegated to the past.

The following clipping from a Regina, Sask., newspaper bears on this subject:—

Local retailers are taking steps with a view to securing the prohibition of lurid sale signs carrying "doomed to destruction" and other exaggerated legends. These have been put under a ban in Vancouver and the retailers' associations in this city and in Moose Jaw are working towards the same end.

SARTORIAL NOTES

LONDON IS SHOWING knickers in carefully creased fronts.

HAVE YOU ORDERED your pinks and your pleated stripes for Fall?

IT IS SAID THAT waterproofs are becoming so popular as to cause a drop in the sales of umbrellas.

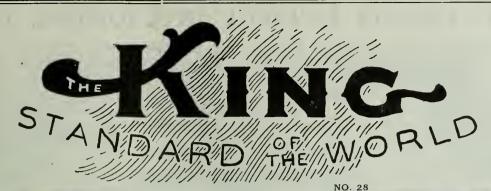
AFTER A FEW MONTHS of slumber, the London story of dark blue evening clothes has been revived.

THE RISE IN SUEDE GLOVES is causing many merchants to show a fabric as a substitute in the cheaper lines.

WONDER IF THAT dinky little feather in the back of our hats will be confiscated by the customs man under the new aigrette order.

THE DOUBLE-BREASTED frock coat after having its hoary dignity offended by the dapper cutaway is showing signs of a renewed strength.

THE TANGO TIES shown in the March issue of The Review created a widespread interest and resulted in many inquiries. A couple of new brands appear in this issue.



NO. 31



Collar Button Silent Salesman

Polished Oval Front, Plate Glass. Finished in Mahogany and Oak.

Contains 1½ Gross Asst. Gold Shell 1½ Gross Asst. Pearl Back

NO. 32



Cuff Links Silent Salesman

Polished Plate Glass, Oval Front, Oak or Mahogany.
Contains (6) Dozen Assorted Patterns.

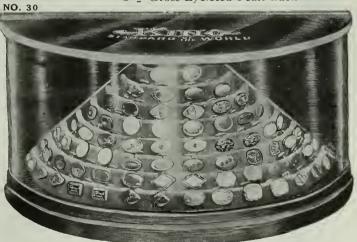
GUARANTEED KING LINKS



Collar Button Silent Salesman

Plate Glass Horse Shoe Shape, Glass Top, Sides and Front. Finished in Oak or Mahogany.

Contains 1½ Gross Guaranteed Gold Shell 1½ Gross Eyeleted Pearl Back



Cuff Links Silent Salesman

Polished Plate Glass, Oval Fronts, Oak or Mahogany. Contains (6) Dozen Assorted Patterns. GUARANTEED KING LINKS

CONTAINS BEST SELLING COLLAR BUTTONS AND CUFF LINKS MADE ON SALE WITH ALL RELIABLE CANADIAN JOBBERS

Products of The King Collar Button Company of New York

Slimmer Effects Evident in Clothing for Fall

Straight Lines, Narrow Sleeves and Shorter Coats Noticeable Features—Greater Tendency Than Ever for Cuffs on Trousers—Some Fall Models.

SAMPLES of men's clothes for Fall show a strong tendency towards straight lines, narrow sleeves and slimmer effect all through. Sacques, of course, will be as before. the leading suit for business wear and these in addition to the narrow effects deseribed above will be cut shorter than heretofore. One of the leading designers in Canada stated to The Review that the length of a staple sacque coat would be about 30 inches for a man 5 feet 8 inches in height, where formerly the length would have been from 311/2 to 33 inches.

"In fact," he said, "on English models the length will be about 29 inches; much shorter, you see." Very little padding will be used in the shoulders to enhance the narrow effect.

"Next thing to none," was the way one manufacturer put it. The recent move in the direction of eliminating the artificial projection and retaining the natural sloping effect in the shoulders, seems to have met with a widespread support.

Softer, More Pronounced Roll.

Coats have a very great tendency to be made with a softer, more pronounced roll effect which it is thought gives to the manufactured garment more of the appearance than it otherwise would have.

"While the increased roll is in demand from all parts of the country, we find that the young men of the smaller towns like the long roll better while the young men of the larger cities like a higher cut coat which rolls down low, over the top button when open;" said a large manufacturer. Others, however, say there's little difference in town and city trade.

Both sleeves and tronsers are being made just a little narrower and "straight-hanging trousers" is a term frequently used by designers when speaking of next Fall's styles.

Cuffs on Most Trousers and Sleeves.

Another point in which there is similarity between sleeves and trousers is the euffs, for these will be largely worn on both trousers and sleeves, particularly on the former and for this reason trousers are being left open at the ends in order that they may be finished with or without cuffs as the purchaser desires. While the cuffs on sleeves are strong also, many coats have the sleeves made with an open vent. Particularly is this the case on English stuff.

Both square and round corners will be

F.1LL CLOTHING.

Sucque coats shorter, 1 to 3 inches. Patch pockets stronger.

Straighter lines, and more form-fitting.

Cuffs on most trousers and more on sleeves.

Many collars on vests, roll or notched lapel.

in vogue but there is a feeling among some that the average well-dressed man prefers the round points. The usual number of buttons on next Fall's sacques will be three, although with the long, heavy roll the effect is rather of a two-button coat than a three, as the roll covers one button.

The vests will be cut fairly high and many will have collars either of the roll or notched lapel style. Almost invariably they will be made with six buttons and one firm at least, is making a large number of suits with vests which are cut away at the bottom so that they will not button, almost giving one the impression that the wearer had "slipped a cog" while dressing and forgotten to button his waistcoat.

Patch Pockets.

Patch pockets on both waistcoats and sacques may be regarded as almost certain to be worn for Fall, but to what extent it is at present impossible to say. Some designers believe they will be very strong while others say they will not be worn to any appreciable extent.

As has been indicated before all garments will be form-fitting to a greater or less degree. The opinion has been expressed that the form-fitting clothes are required by the soft make-up as otherwise the male costume would be too "sloppy" altogether.

The "step-vent" is another feature of new Fall sacque coats that is worthy of note. As this term will be familiar to most of the trade it is unnecessary to do more than point out that the vent instead of coming directly at the bottom of the seam is located about three-quarters of an inch to the side.

To some leading clothiers there are indications that the double-breasted coat is coming back a little more strongly than it has been for some seasons.

Two Models for Fall.

Two finished models which are expected to have a large following next Fall may be briefly described as follows:—

(1) Three-button sacque, imitation cuff, heavy roll which covers the top button when the coat is open; six button vest cut high up with or without collar and straight cut trousers.

(2) Three-button coat, fairly long roll; plain sleeve with neither cuff nor vent, six-button vest and straight hanging trousers.

"All trousers," said one authority on this subject, "will be slightly narrower than they have been, but will by no no means be tight, as comfort at present is the last word in clothing design and tight trousers are not compatible with comfort."

At Westminster

Clothes Worn by Leading Parliamentarians — Only One Wearing Double Collar with Morning Coat.

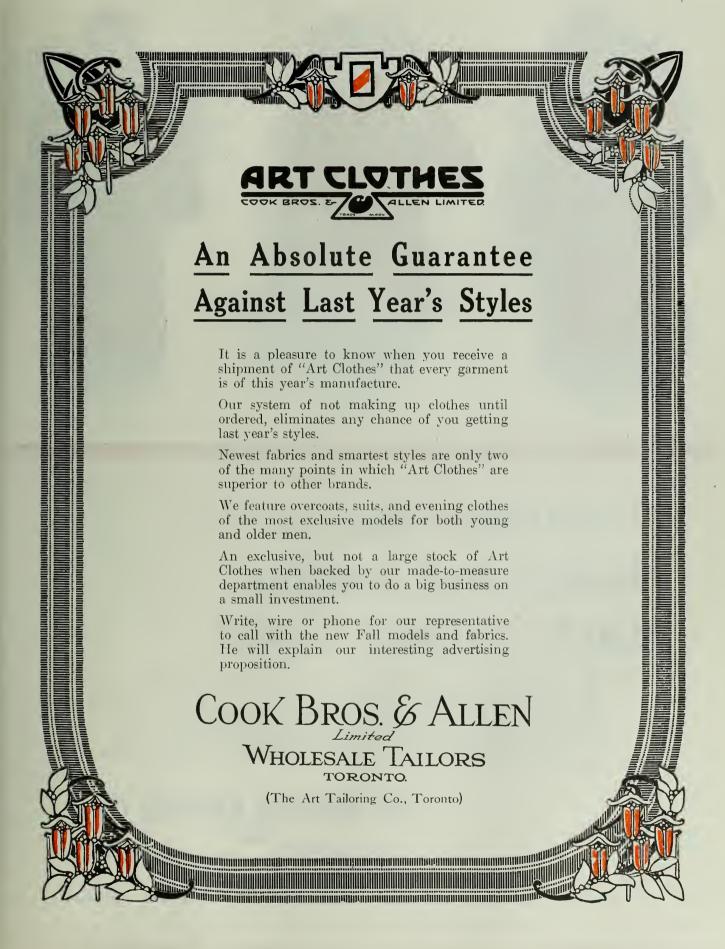
A LONDON correspondent of Men's Wear, New York, writes that on one night during the debate in the British Parliament on the Home Bule bill, Premier Asquith wore a correct morning coat of black vicuna cloth. His trousers were of light gray worsted, and he had on a white soft-fronted shirt with stiff cuffs, a wind collar and black tie. He goes on to say:

Mr. Lewis Harcourt, who is considcred one of the best dressed men in the Honse, still favors the high linen choker collar and black frock coat, though this latter garment was indeed a very smart one, for it was cut single-breasted, with a long rolling lapel, which was held closed on the waistline with a link button. There was plenty of fullness in the skirt, so much so that the material was gathered in on either hip in two or three little tucks. The skirt of the coat in front was cut well away, thus giving it a very smart and dressy swing. He also wore a black satin Derby tie; in fact, three-fourths of the men present were favoring black ties, either wide-end or of the Derby shape.

Mr. Bonar Law, the leader of the opposition, was about the only man present wearing a double collar with his morning coat, and the effect was not good. I notice Lloyd George has disearded the frock for the morning coat.

Keir Hardie, the labor and Socialistic leader, may be noted wearing a gray worsted double-breasted suit. The waistcoat was also cut double-breasted, and

(Continued on page 76.)





Monarch-Knit Shaker and JumboStitch Sweater Coats

The accompanying cuts give a fair representation of the "MONARCH-KNIT" range of Jumbos and Shakers for 1914.

Our extensive range gives you every opportunity to choose your trade. The enormous production of our four factories insures you prompt delivery.

"MONARCH-KNIT" is the standard for style, quality and workmanship. Keep your stock well sorted with "MONARCH-KNIT" lines. Make ready "">333

The Monarch Knitting Co.

Limited

Head Office,

DUNNVILLE, ONT.

Factories at

DUNNVILLE

ST. CATHARINES

ST. THOMAS

BUFFALO







M 160

M 200

M 526

Monarch-Knit Shaker and JumboStitch Sweater Coats

66 Our modern and sanitary factories produce knitted goods of highest standard. Years of experience and volume of production enable us to manufacture the best value in knitted goods at the least possible cost. You are sure of the highest quality and workmanship when you buy "Monarch-Knit."

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Head Office,

DUNNVILLE, ONT.

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ST. THOMAS

BUFFALO

Styles in Clothes as Fixed by Custom Tailors

Regret That Double-Breasted Frock is Weak—International Convention Agrees on Sack Coats, Morning Coats, Tuxedos, Norfolks, Flannels and Other Types—Detailed Descriptions.

A T the annual convention of the International Custom Cutters of America, held at Washington, the double-breasted frock coat was almost doomed. It was condemned first but later the official report granted a stay of execution, and an attempt will be made to revive its use.

The official report deals with the various classes of garments in considerable detail, and reads as follows:

"We assume first that every man in the tailoring business knows what materials are fit to go into the garments for their specific use. The sack coat in America especially is principally used for business purposes. The general effect of the sack eoat tends to get away from the small back and extremely skimpy shoulders, but the tight waist and the narrow coat still maintains, especially ealling for a little broadening of the sleeves and slightly increased width of the shoulders. We also find that the length of the sack coat will be slightly increased. The vent in the coat is optional with the maker, but we recommend the vent as a small accessory to the appearance of the garment. It is absolutely necessary that all garments should be made soft and devoid of wadding as far as is practicable.

"As to the shape of the front this is also optional with the maker, and due consideration should be given to the attitude of the wearer. For the very erect man a coat much cut away from the front we think not appropriate, but this effect should not be given to the man who does not stand erect. We recommend for this type a three-button coat, moderately cut away at the front and very close to the waist line, thus helping to avoid the appearance of a stooping attitude. The number of buttons on the front has no connection whatever.

Double-breasted Froek Dignified.

"We wish to emphasize that the double-breasted frock coat is by no means relegated to the background. While the three-button cutaway just at this time is the most popular garment, the frock coat is worn by the highest officials of our nation, and this itself maintains the dignity of this garment. The three-button cutaway frock or morning coat should be braided. We recommend a narrow binding or narrow braid. This garment like the sack coat must be made soft—the fronts to close with one or two buttons. The waistline button should be placed high enough to

display the button of the waisteoat. The general contour of this coat should be very close but the garment must be ample enough and have ease at the points required for comfort. We recommend a high waistline and the waistline must go straight around, having very little, if any, dip in the front. gives the eoat the appearance of length of skirt and shortness of waist, the prime object of the design. The sleeve of the garment is necessarily elose. In order not to confuse the length of the waist we suggest the following: For a man five feet eight inches tall, a waist length not to exceed seventeen inches and full length thirty-seven inches.

The Dress Coat.

"The general outline of the dress coat should, in a measure, eorrespond with the morning coat, maintaining a short waist, small and narrow skirt; a front with heavy lapel and heavy collar as is now made by some of our very This coat should high-class makers. also open well at the waist, and cling closely to the waistline in the front, thus exposing the waisteoat, and the linen which, by the way, is the smart part of a gentleman's attire, and to which special attention should be directed. We also recommend a very narrow binding for this coat.

Light-weight Dinner Coat.

"Owing to the fact that so many people are dancing and whirling, we think a dinner coat has greater reason to exist and will be more in demand than heretofore. It should be of a lightweight open fabrie, with very close lines, yet comfortable, with lots of ease for action, the general outline corresponding to that of the sack coat first detailed in this report, the front to close just at waistline with a loop, and a steady pull, well cut away with a close-fitting hip, and as this coat should always be worn closed, it should have side pockets well placed and comfortable, on a crescent line according to the attitude for the wearer's hands. The side pockets of the trousers should be eliminated entirely. We also recommend for this garment a velvet collar. A very wide, open U-shaped waisteoat is also a part of this suit. The wearing of soft linen makes this practicable and possible.

"Because of the craze for dancing, there is a tendency to have dress clothes made in very light weight, some using as light as eight-ounce goods. Grosgrain silks are being used for faeings. Bine buttons have departed, and in their stead are the very fine silk-sovered buttons. Waisteoats, of course, are in white, mostly neat effects in silks. Trousers have braid on the side to meet the fancy of the wearer.

Tuxedos in Grey.

"This Spring Tuxedos will be in grey, and while many of the coats will be double-breasted, single-breasted ones will have their favorites, and will button once and be fairly well-cut away. Waisteoats of the same goods or in black and white silk tones, have a peaked collar. The trousers are like dress goods.

Norfolks for Sports.

"As the result of the love of Americans for outdoor sports, the merchant tailor has found a new field for his wares. The variety of styles in outing garments is so numerons that it is difficult to eall attention to any particular design, but it can be stated that the Norfolk effects will prevail, with the belt all the way around, or just across the back. Knickerbockers are again in fashion, and are made with extensions of the same goods, with five buttons or with a strap and buckle, the latter style being the smartest and mostly in vogue in England.

Flannels With Green Stripe.

"For Summer, however, light flannels will be very smart. Green coats with white flannels having a green stripe, and browns in the same eombination, are two of the very latest ideas."



AT WESTMINSTER.

(Continued from page 72.)

his shirt and collar were of soft white taffeta. He were a long tie, knotted bow fashion, the colors being a blue ground and green cheek.

Mr. McKenna, our home secretary, favors the Gladstone collar, and was also wearing a frock coat, with gray trousers and biscuit-colored spats. It will be seen from my remarks that frock coats are still favored by some of our legislators, and no doubt King George's influence is responsible for this, but outside the House of Commons there are only one or two, namely, the French ambassador, M. Paul Cambon, and the Mcronis de Soveral, who still cling to this fashion: that is, in the set of men when I would term well dressed.

Would you overcome catalogue and mail order competition?

Business Boosters Limited, Ottawa, WILL SHOW YOU HOW

These firms represent a few of those who have used our plans
—Note the results:

John T. Conway took in \$3,788.83 in one day. E. Boucher increased his sales 56% in first two months. Humphries & Co. did double last year's business. H. R. Pollock increased his business 81% during slow time of slow year. N. A. Arnold increased cash sales 75% for the year. \$3,400.00 cash deposited with Bailey and Reynolds.

WOULD YOU like to raise extra cash quickly; to be guaranteed a 20% increase in your year's business, no matter how dull the times; to overcome mail order house competition; to work off slow sellers at regular prices; to collect bad debts and turn ordinary credit sales into cash sales?

When you have given these questions your consideration write to us and find out about OUR BUSINESS-GETTING PLANS that are working out so effectively for scores of merchants; among whom are those noted here.

We will turn mail orders your way and upset club plans that now rob you of your legitimate business. Write to-day; it costs nothing to get full particulars.

Business Boosters Limited, Ottawa



Lion Brand—and what it stands for

The very best wear-resisting materials combined with the latest, snappy styles will mean general satisfaction for the boy and his parents. These features are embodied in the nifty, correctly-finished line of Lion Brand Boys' clothing.

Work up a good profitable boys' clothing department by handling the boys' favorite—Lion Brand Clothes.

Write for catalogue to-day.

The Jackson Mfg. Company CLINTON, ONT.

Factories at:-Clinton, Goderich, Exeter, Zurich



The Spring Promenade

General Tendency Towards Narrower Shoulders and Form-Fitting Garments With Wide Lapel and Long Roll — Balmacaan and Gabardines Shown—Young Men's High School Suit—Boys' Russian, Highland and Man-of-War.

What was named "The Spring Promenade" was held by the T. Eaton Co. the last week in March in their men's clothing department on the ground floor, as an introduction to their Spring styles. Many very natty outfits were in evidence and most of the new Spring styles were well displayed.

One of the wider side aisles of the department was set apart for the occasion and here round about and in and out among the tables and stands promenaded a number of living models, displaying the latest styles in men's and children's suits and overcoats.

Practically all the sacque suits showed the prevailing tendency towards narrow shoulders and form-fitting effects with wide lapels and long rolls. Many coats were made with two buttons and some with only one. One example of the latter style was an attractive suit of brown with the usual features described above in addition to the long roll which was doubtless accentuated on account of the one button.

Another model was in a shepherd's check and different from most in that it was a long fairly loose three-button sack, the buttons being black with a white edging to match the coat.

Among the young men's suits special mention must be made of the High School suit. The model seen was of a light grey cloth, the coat pleated at the back to give a sort of Norfolk effect which was varied, however, by a yoke at the shoulders. Patch pockets, wide lapels half belt and a vent in the back at the centre were further features of the garment. It was cut to follow the lines of the figure quite closely.

The morning coat was also shown. This coat as is well known has quite supplanted the frock coat for dress street wear and other occasions where the frock formerly held sway. There are some clothiers, however, in the city, who express the opinion that the frock shows some signs of regaining a little of its former vogue.

The vests for the most part were cut fairly high with six buttons and followed English models rather closely.

Balmacaans, Chesterfields, Guards.

In overcoats, of course, the Balcacaan was well to the fore. This coat is too well known to require any description. The Gnard's coat was also shown with patch pockets, fancy cuffs, and belted back, the belt being in two pieces. Chesterfields too were on parade.

In raincoats the gabardines must not be passed over. These were very looseflowing garments, silk lined to the waist, with Prussian military collar, buttoning close up around the neck.

Russian in Gun Clubs.

The children's suits showed a very great variety and excited considerable interest. For boys $2\frac{1}{2}$ to 7 years the Russian style in gun club checks was prominent. These were trimmed with red or green collars and cuffs, had a V front and bloomer trousers. The "manof war" suits were of regulation style, with long trousers having bell-mouthed bottoms

Not to be forgetful of the "Garb of old Gaul." boys' highland suits in Argyle, Black Watch, Gordon and Royal Stewart tartans were shown complete with sporran and all. Among the nevelties were flannel suits with a stripe dewn the side of the pants, which were straight cut and not bloomer. Middy coat and detachable trimmings of red completed a very attractive little outfit.

The bigger boys were not neglected either and fancy Norfolks here seemed to be leaders as well as double-breasted styles. The overcoats for the boys were short and of the reefer type.

Children's and Boys' Hats.

For children and boys up to five or six years of age a great many mushroom models are being shown in wash goods with a suede effect. These are so made that they can be turned up at the front and otherwise manipulated. Porous linen wash hats of the same style are also on display as well as many other styles such as the Jack Tar of corded silk, linen turbans with ciderdown effect and also some velvet hats for boys from six to seven years. Ratines, corduroys, etc., are some other materials that will be used.

GLOVES FOR X-RAY WORK.

Protecting gloves generally in use for X-ray work are ordinary gloves having applied on the back a layer of rubber that contains lead, as lead is known to stop the rays. But this is somewhat stiff and lacks suppleness, and besides, it is only the back of the haud that is protected. A French inventor makes use of a fabric which is much more flexible, and it protects the whole hand from injury by the rays. The new fabric is woven from silk, which is heavily "sized" with a lead composition, so that it contains three times its weight of lead. This tissue has the advantage of being much more elastic, and acts as a very good screen for the X-rays.



ANOTHER \$1,000,000 H. B. STORE

Work has commenced on the Hudson's Bay Company's store in Victoria, B.C. The cost price is expected to approach one million dollars.

The contract provides for a fourstory block, with a mezzanine floor, on Douglas street, occupying the entire space between Fisgard and Herald streets. The exact measurements of the base of the building are 240 feet frontage on Douglas street and 120 feet on both Fisgard and Herald streets. Terra cotta and reinforced concrete are the basic elements in the structure, although steel will also be used liberally.



525 FEET OF FRONTAGE.

Harry Gordon Selfridge has bought the stock and site of the Lloyd Company, a big drapery firm adjoining his present store in London, called the "American," and will remodel it, making the whole one store, which will be one of the largest "island" sites in the world occupied by a single firm. Selfridge's will then have 525 feet of frontage on Oxford Street. The price is said to have been between \$1,125,000 and \$1,500,000.



WINDOW GOODS NOT BARRED.

"I should like to have that, but I don't suppose they would sell it out of the window," remarked the admirer of a gown which was on display in the window of a city store. Common inquiries, such as this, are anticipated by one merchant who has put a card in his window, which reads: "Any article will be removed from the window, for sale or inspection, on request."

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats



as my 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.

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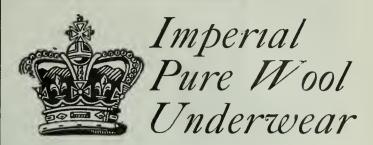
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Will satisfy any man

We have featured and specialized on men's pure wool underwear since 1880. We have centralized our efforts on underwear and have the pleasure of knowing that our efforts have been crowned with success.

Imperial Pure Wool Men's Underwear gives complete satisfaction to the wearer—the kind of satisfaction that makes them Imperial wearers for life. For the merchant, it gives a splendid customerwinning, trade-holding, profit-producing proposition—a proposition worth while.

We specialize on Men's Natural Wool, Men's Elastic Knit, Men's High - Grade Imperial, Men's Double-Thread Balbriggan.



Samples for Summer and Fall on request from your wholesaler.

Kingston Hosiery Co.

Established 1880 KINGSTON, ONTARIO



Designed for The Review by Paul O'Neal.

Helps for Gingering Up Trade in May

Dress May-Day Window With May-Pole as a Centrepiece—Flags and Bunting for Victoria Day—Some Seasonable Suggestions for Clothing Window Cards.

Written
for the
Review
by
Paul
O'Neal.

FTER all, the business life of a merchant is something of a gamble. He has no way of determining what kind of weather the season will bring or how it may affect his trade. If he buys heavily in light Spring lines, two or three weeks of lingering Winter will skim off all the eream. If he makes extensive purchases of heavy Winter goods, an open season may paralyze his best efforts to

dispose of the stock to profitable advantage.

The present indications are that the Spring of 1914 is in no particular hurry to push itself on to a Winter suffering public, and the month of May may find many lines in stock that a bright and sunny April would have helped to clear away. So it will be necessary to do a

little extra pushing to get the Spring lines out.

May-Pole as a Centrepiece.

Why not boost May-day in your advertising? True, it is not so big a day in this country as in England, but it will serve you something to talk about in your advertising by way of a change. It will be a theme to open your ad. with, and you can turn off on to the description of the lines you are advertising. Why not dress a May-day window? Make a tie, glove and shirt window. Arrange a May-pole for a centre-piece, substituting various lines of ties for the usual ribbons. On a card announce that the lines are fit for the "King of May," paraphrasing the "Queen of May" to "The King of May." For a suit-window you could arrange a May-pole with ribbons extending to the suits, and on each ribbon pin a price ticket with the price of the suit to which it extends. This latter is an old idea but has not been worked out with a May-pole. On the pole you can place a small card with something of this nature on it: "Are You Ready for May?" "Your Mayday Suit," "Don't let May-day Catch

You Without Your New Suit," or similar wording. You can also adapt this idea to your various lines of furnishings.

Victoria Day.

Another feature day for May is the 24th, now known as Victoria Day. It will take a few generations to wipe out the memory of this holiday and its associations with the beloved Queen Victoria's birthday. It is the first holiday of the year that can be looked to for outdoor pleasures. It is a day you can boom lustily as an advertising feature. By all means decorate. Decorate with flags and bunting and gay and festive appearing material. A pretty window can be made with a picture of Queen Victoria as a back centre and a small card neatly lettered with pen or small brush, "Memory of Her Never Dies." From this picture as a centre, drape flags on each side covering the entire back of the window. If you work in festoons of flowers a very effective window will be the result.

Make your newspaper ads. ring with 24th of May needs in gloves, ties, hats, shirts, collars, suits, overcoats, raincoats, and every other line or side line you



A Victoria Day window, trimmed by B. Wright for Rutledge & Jackson, Fort William.

may carry. Call attention to the needs of new things for the going-away-trips, motor trips, and other outings on that

There should be no necessity for cutting prices or running special sales before the 24th. The weather and season up to that date should make trade brisk if you attended to your advertising and various displays. Should a trade lull come after the 24th then price reducing may be a consideration.

Treatment of Cards.

The eards shown for May are wide in variety and should open up a field of ideas that will help you in making others that are equally as attractive or you may adapt these to your needs.

The \$18 card is particularly effective and easily made. The picture is cut from a fashion plate and pasted on to a card. The background is part of the plate. In fact the piece cut is the size of the panel and the edges are lined over with a grey tint to hide where it is attached to the card. Any up-to-date figure will serve in this style of card. The lettering is done in a panel to match the panel effect of the picture. The color may be black and shaded in grey which will be in keeping with the color of the picture of the plate.

Using Black, Red and Green.

The \$35 and \$20 card is similar in construction to the one mentioned above. The two figures are cut from a plate and pasted on to the card. The bill-board effect makes a suitable background. Two different styles of suits are chosen here. The absence of detail in the background of the large figure makes it stand out prominently. The color of the bill-board may be cream and the lettering in red and black and figures in red. The

\$20 may be in black. The ground should be in pale green and the little distant scene in pale natural colors.

The card with the turned corner may be adapted to any line of goods. It is an air-brush design, with the sprig put in by hand. The lettering is in black and the sprig in green, and the oranmentation is also in green. The shading of the air-brush is in black.

The "New Designs" card is another air-brush design of very simple character. The panel is cut from a piece of paper and the mat laid on and air-

brushed around the inside of it. The lettering may be in red, black or brown, the shading in some subdued color to harmonize with the general coloring of the card.

The 24th of May card is a suggestion for Victoria Day. The flag, of course, will be in natural colors of red, white and blue. The lettering may be in black which will be a contrast from the bright coloring of the flag.

With a little thought these suggestions should be adaptable to your business and give some help for your May business.

Stiff Hat a Winner Next Fall?

Cannot See Anything Else in Sight as Green Softs Have Had Two Seasons—Other Shades Killed by Cheaper Lines—Exclusive Men's Furnisher's View.

Written for The Review

HAT is selling best with us this Spring in soft hats?

"Why there's nothing to it but greens. Some days we don't sell anything else. And next to greens? Oh, a little of everything; blues, browns, pearls—and blues are not a whit better than the rest. I know some stores find blues in the lead, but not with our class of trade. The trouble, to my mind, with blues has been that they were brought out in cheap as well as more expensive lines and you can't mix the two. One kills the other. Same way with panamas. We used to sell \$10, 12 and \$15 hats. This year we will sell only an occasional one of them and there won't be many Panamas sold outside of the cheap lines. Last year's imitations killed the better class of panamas.

"Surprised at the run on greens after last Fall popularity? Ordinarily I would be at the repetition of one particular line for two succeeding seasons. But what else was there? The manufacturers were not sure of greens last Fall and so they were not made up in the cheaper grades. The result is the green hats have kept their color and look dressy all the time.

"Now for Fall! It is almost impossible to keep their hold three seasons hand running. But again, what else is there? Black stiff hats. Nothing else. I am banking on the greater strength of these for Fall.

Taper and Bell-Shaped Hats Selling

Both Are Novelty Lines in Higher Grades—Much Doubt as to Color Situation for the Fall—Stiff Hats Continue Along Lines of Higher Crown.

W HILE hat manufacturers are rather chary yet about saying what novelties wil be introduced tor Fall they pretty well agree that what is good for late Spring wear will also be good for early Fall.

The general tendency in stiff hats is towards high crowns and narrow brims with a medium roll. In fact this tendency is so strong that some dealers find difficulty in getting rid of their stocks of lower crowned and wider brimmed goods. The same, indeed, may be said of soft rats as well, especially with regard to the higher crowns. In the stiff hats some of the crowns are becoming so high that a slight taper is necessary and this of course again necessitates a more pronounced roll and a narrower brim

On the other hand some stiff hats are now being shown which have a bell top. These are uncommon and extreme and it is hard to say yet whether they will take a good hold or not. For the Summer they appear a little too heavy to be very popular even with those men that like something very distinctive, but for Fall one manufacturer was heard to say that he believed the design would be quite a likely candidate for favor. One thing



HAT MODELS FOR FALL.

In upper note the dish brim, back bow and crown, which can be manipulated to give fedora, diamond or dented crown effect.

Lower has light dish brim on which the flange is wider at the side than at the back and front. Note tapering crown and taffeta silk band. Both views are from the side. Courtesy of Wm. Wyndham, Toronto.

is certain that they are novel and exelusive and as they are said to be difficult to make it is altogether likely that the hat will be seen only in the better grades.

In soft hats the crowns in addition to being fairly high will be made so that they can be manipulated in all sorts of ways. At present the diamond crown is very good with the telescope a close rival. The disk brim too is good as well as the flat, welted brim and there appears to be little choice between them.

Coloring, of course, is a difficult matter to say much about, but it must not be forgotten that blues and greens have had a fair run this season and it is suggested by some that these may loosen their hold by next Fall. Any forecasts as to what is likely to be strong are largely made by eliminating those which at present seem least probable. If prospects for brown are not of the best, and opinion on that matter is divided, and if blue and green should become less popular, then there is little left but grey and black. Of these, grey is always good and, as was pointed out lately in The Review, black soft hats are now regarded by some as a possibility for the Fall season.

Pearl Grey Hats for Fall

New York Authority Says Blue and Green Must Go to the Discard—Higher Crowns in Stiff Hats —Three Season Novelties.

The American Hatter thus deals with the Fall hat situation so far as New York and the States generally are concerned:

In soft hats the first consideration is color. Greens and blues have been favored for several seasons—it would appear to be time to relegate them to the place that is reserved for all things that have served a useful purpose. This Spring both these colors are again paramount—wise merchants will clean out their stocks on these colors and prepare for something else next Fall. Seal browns and dark grays are strongly in evidence this Spring, but it is hardly to be expected that they will develop to first place for the season to come. There are many predictions that the answer is

pearls and there is ample reason for this opinion. Fancy colors have ruled for so long that a reaction is to be expected.

Shapes are a more difficult feature. This Spring, the centre of demand will be high erowns and narrow brims. The crowns with the drop tip, modified telescope, diamond telescope or double crease, is so manipulated as to give a full crown effect at all times. Dish brims and peneil earls are universally favored, entirely superseding every other brim effect.

Draped Sashes Good.

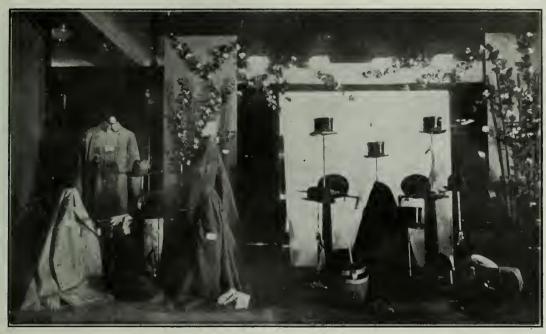
For trimmings the current season will find draped sashes supreme for the highgrade hats. This is the first season that they have been worn generally and whether they will carry over into the Fall is problematical but unlikely. For the new trimming effects there are changeable color bands in both the taffeta and grosgrain effects, wide bands.—30 and even 36 line—and the new, fancy bows, one with large loop, small centre and flying end, and another being the "necktie" bow.

To Higher Crowns in Stiff.

For stiff hats the tendency is more clearly defined. Low crown, full tip. wide brim styles have reigned for some years, the evolution producing a constantly lowering crown and widening brim until the limit was reached when the brims came in gradually and crowns were raised slightly. Crowns have reached the point now where, if raised still further, they must be taken in at the tip to preserve a sightly appearance. and just as soon as the taper crowns develop it is necessary to roll and set the brim and, of course, the brims become narrower. This is just the evolution to-day.

(Continued on page 90.)

Two Contrasts in Easter Window Trims



This a view of two-thirds only of this Easter window, the other third being a clothing section on the right. Note the hats thrown into relief by a white felt background. The stiff hat on the extreme left on a stand is the new "bell" shape, curving in at the sides, and almost flat on the top. This window was trimmed by Clifford Cousins for Holt, Renfrew & Co.

"Hat-ching" Time







This "Hat-ching" window of Jess Applegath, Toronto, attracted much attention. A huge papier-mache egg was broken and little hats filled the inside and were strung along the sides and across the top.

83

"Bread Upon the Waters"

Odd Form of Advertising Adopted by Departmental Store of Selfridge & Co., of London — A Column Talk on Policies Appearing Every Day.

HE great London department store of Selfridge & Co., Limited, have adopted a unique style of advertising in one daily paper, the Pall Mall Gazette-different from almost every other ad, that is appearing to-day, although once in a while John Wanamaker indulges in a somewhat similar strain. No prices about it; no mention even of any line of merchandise, but, withal, interesting and rather compelling; with an attractive, personal, and confidential, chatty tone about it. Truly, it looks like what they style it in the heading: "Bread upon the waters," that may not return in to-day's or tomorrow's sales, but "after many days."

But it is a pretty safe guess that the "days" will not be very many after all; the very originality—one had almost said daring—of the process has a striking effect, and it runs likewise along a most logical track. It is worth noting in referring to this huge institution that Harry Selfridge, the chief, is a graduate of Marshall Field's, and has just paid nearly \$1,500,000 for an addition that, besides adding to the acreage, provides a total of 525 feet of display frontage.

But here is this strange advertisement (it is too dignified to call it an ad., surely):—

Selfridge & Co., Ltd. (Editorial Rooms)

Oxford Street, London, W.

NOTE.—This column is occupied every day by an article reflecting the policies, principles, and opinions of this House of Business upon various points of public interest.

SELFRIDGE AND CO., LTD.

"Bread Upon the Waters."

By Callisthenes.

Economy in business management is good, but, practised at the wrong time and in the wrong direction, nothing is more certain to stunt a business in its growth. The expense account is ideally administered when it is used in the fostering and furthering of good ideas, and the house that only sees the expense entailed, and has no vision of the beyond, is lacking in imagination, the very mainspring of commercial enterprise.

We believe in spending money. We preach it. We practise it continually, and hope the day will never come when this business will fail to back a good idea because of preliminary expense. Breaches of nearly all the commercial decalogue have been laid of our door

from time to time, extravagant outlay among them, but we have never yet been accused of parsimony in the ordering of this business, and we hope we never shall.

We regard that expense account of ours in very much the same way as the good husbandman regards his seed corn—something not to be used sparingly: or as the Egyptian Fellah, following the proverb literally, casts his "bread upon the waters" of the flooded field, in the sure and certain hope that "it will return to him after many days."

With the prospect of harvest to come, what wise man will begrudge the expense of proper planting?

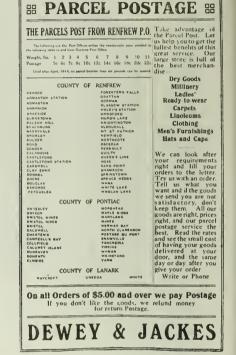
Accordingly as this business expands and thrusts its spreading roots over deeper into the daily affairs of the community, new necessities (we had almost written "excuses") arise for larger expenditure, and our expense account shows a healthy growth; but knowing that each additional item stands for some new effort that is aimed to bring about improvement in some direction, it does not disturb us in the least.

We believe that many a time in business, when success and failure hang even in the balance, a bold spending policy, a scrapping of old machinery and method and a generous expense account save the situation and swing the balance down. We are sure, too, that many another business economizing at the wrong time and in wrong directions has died of inanition.

Waste is quite another thing, and is as fatal to success as false economy. Waste we will not have nor parsimony, but any plan that is brought before us that seems to offer a fair promise of bettering this house in its relation to the public service, directly or indirectly, shall have its chance of making good, and contemplation of incidental expense will not deter us for a moment.

Not being politicians, we have always attached more importance to deeds than words. We have done things first, and if we have talked of them, it has been only after full accomplishment; we have sowed our seed corn unsparingly; we have "cast our bread upon the waters," and the return has been the great and growing measure of confidence in this house and liking for its policy shown so unmistakably by the British public.

FORMS OF PUBLICITY



Example of parcel posts ad. in which list of post offices within cheap zone is given.



Calgary, Alberto

THE HUDSON'S BAY COMPANY

"The Great Traders of the Great West"____

URING your sojourn in Calgary The Hudson's Eay Company extend to you a personal invitation to visit their Store; to make their Store your head-quarters, offering to you the conveniences of their Elizabethan Restaurant, Cafeteria, Smoking Room, Rest Rooms, Reading Rooms, Free Checking Rooms, Rendezvous, Information Bureau, Retiring Rooms, C. P. R. Telegraph Station and Post Office.

This Store has many unique attractions in special exhibits of merchandise, representing the creative genius of all the world, and we feel that it may undoubtedly be considered the most interesting commercial attraction of Calgary. You are welcome and you will not be urged to buy

Thanking you in anticipation of the honor of your patronage, we are,

Yours faithfully,

THE HUDSON'S BAY COMPANY.

WELCOME TO TRAVELERS.

Form of personal message on embossed notepaper sent by Hudson's Bay Company of Calgary to men registered at local hotels.



Selling Point, No. 3

White Now-Always White

Unlike the old style celluloid collar, some inferior makes of rubber goods and poorly laundered linen collars.

Arlington Collars

never turn yellow or lose their fresh, white appearance when kept washed with soap and water. Arlington Collars are a third heavier than other makes at the same price. They allow the tie to slide easily.

Samples sent upon request.

The Arlington Company of Canada, Limited

54-56 Fraser Avenue,

Toronto

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



Two dozew reasons why your should handle Dracon Shirts

The second twelfth of a dozen

Expert Operators:

Of equal importance with experienced managers and designers are expert operators — operators whose work passes the examiner as excellent. We employ only the best, and their work shows that deft touch which at once appeals, perhaps unconsciously, to even the laboring man. Their work looks smooth and substantial. This is one reason why Deacon Working and Outing Shirts have such a big sale with the men and boys of Canada.

Let us submit our latest samples, showing the new styles and fabrics.

The Dracon Shirt Co. BELLEVILLE, ONT.



Pleated Shirts With Stripes for Fall

Easter Novelty Lines Promise to be Strong in Fall—Shown Mostly in Double Stiff Cuffs—Flannels Going Well.

HILE many of the shirt manufacturers have not their Fall lines ready for showing yet, several have come out with lines that seem to be taking well in the districts they have covered so far. One of the most popular of the novelties would appear to be the pleated shirts running either vertically or across. The former are preferred as it is difficult to match the stripes on both sides of the centre: that is the line on the left is apt to be either a trifle above or below its mate on the right.

These stripes come in a variety of colors, some very vivid, and it is these that are the most preferred. Mauve is quite a favorite, and a combination of black and red in alternate groups, while tan is found in combination with several other colors. The old reliable blue, of course, is quite to the fore.

The pleats are of the small, half up half down variety, and the "straight up" ones are shunned as too difficult to launder. The others can be done at any corner laundry without trouble, and present none of the problems of the "mushroom" shirt for dress wear.

It is argued in favor of the pleats that the idea has secured a decided revival of interest, after it had disappeared for several years. The present Spring is giving indications of the revival, as The Review has shown, and with this impetus it is felt that the shirt is likely to go well in the Fall, as it is so much better adapted in weight to cooler weather.

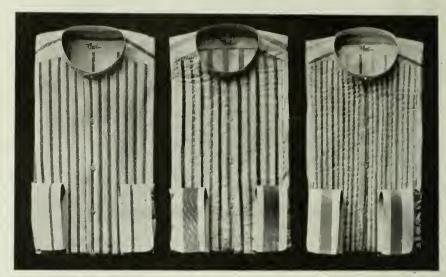
The cuffs so far shown are laundered, the soft ones being limited mainly to silks and flannels. The double cuff is very strong in the laundered form, however, and more are being shown in these pleated patterns than the single.

Russian cords, which are showing for Spring with fair strength, are promising for Fall in the more delicate shades. One manufacturer places the order of sales so far as follows: cream, leading; white; champagne and blue in the order named. Crepe effects in creams and pale blues, will do well in fancy stripes.

In Scotch flannels, greens, reds and browns are showing a good demand. For golfing soft greys, soft tans and blues, as well as blacks and whites are going well.

Lounge collars with shorts, are reported strong, despite the fact that some manufacturers add \$3 a dozen for them.

This is true in silks as much as in anything, although some American cities report the silk lounge out entirely. The



Samples of Fall shirts, showing the pleats and stripes. The first is a stripe; the second black and red stripes alternating; the third has mauve stripes.

Note double, stiff cuffs in each case. Shown by Tooke Bros.

soft band remains on silk shirts in wool taffetas and other of the better lines.

The single cuffs are reported to be weakening in nearly every class of shirt.



KING WEARS HIGH BOWLER.

Many Think That Men Should Stick to Style That Suits.

In spite of a great deal of talk about the fashion in derbies there are many who believe that when a man gets a shape in a hard hat which suits him he does well to stick to it and not to follow every whim of fashion. Among these may be counted King George who has, always favored a bowler with a rather high crown. The hat he wore at the International Rugby match recently, in addition to the high crown, had a very heavily curled brim. He was also wearing the wing collar which now bears his name.

Speaking of hats, one of the leading hatters of London was heard to say that velours are dear. He went on to say that they went flat because so many imitations were introduced, and the style was never taken up enthusiastically by the well-dressed man.

Rough carded felts in heather shades look as if they were going to be a feature of metropolitan headgear. Heathers were to be seen in London last season but in more subdued colorings. This year many are being worn and the colorings are very brilliant. Contrasting shades are also being shown with the hat of one shade, say, grey, and the under brim a dark shade of navy or a contrasting color. Many of the new season's samples show the bow towards the rear



While speaking recently of the value of advertising a prominent merchant related the following:

A man entered a shop one bitter cold day and bought a woolen muffler. When he opened the muffler, he found inside of it the photograph of a beautiful girl, together with a note saying: "If you are single, please write to me." A name and address followed, and the man smiled. He was single, and he put the photograph on his sitting-room mantel. There, every evening, looking up from his book, he beheld it. It was very beautiful, and in a week he had fallen head over heels in love. So he wrote to the girl. Another week passed, a week of anxious, nerve-racking suspense. Then the lovesick man received this crushing letter:

"Sir—The Mary Smith to whom you wrote was my grandmother. She died nine years ago, aged eighty-six.—Yours truly."

The heart-broken bachelor, on looking into this strange matter, found that he had foolishly bought the muffler from a dealer who didn't advertise.

Coated Linen ANTIRAC Collars

How often--the little things control bigger

They often hold within their grasp the means of turning the tide either way. So it is with the collar business. Most men are collar cranks. To sell an ill-fitting collar is sure to turn away bigger trade.

KANTKRACK collars are an absolute guarantee against dissatisfaction. They are an assurance of continued satisfaction, perfect fit, perfect service. The flexible lip and the long slit over the back button hole are responsible for its long wearing qualities.

Its smart style, perfect fit, and the no-laundry bill (washed with sponge, soap and water) appeal to men of all classes.

Made in Canada. "One grade only and that the best." Sold direct to the trade by

The Parsons & Parsons Canadian Co.

HAMILTON, ONTARIO



STORE MANAGEMENT—COMPLETE



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 daya and f it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co. **TORONTO**



-the latest in men's coat forms

Merchants, here's just the form to show off those natty Spring and Summer suits you have just got in. The round, narrow shoulder of this 5E coat form conforms, with the greatest amount of accuracy, to the English-American styles so popular at the present time. Makes the collar stand up without bulging or straining. The front hangs right, either buttoned or unbuttoned.

PRICE.					
No. 5E, as cut\$	5.00				
9 in. round base in black Japan	4.50				
9 in. round base in oxidized					
copper	6.00				
Vest Form (Japanned)	3.00				
	4.00				
No. 6A Coat Form (any plating) with oak stand and revolving motor, with heavy steel springs, as used by "New York Tailors"					
"New York Tailors" 3	00.00				
(Revolves 12 hours without winding.)					
Form Booklet sent on request					

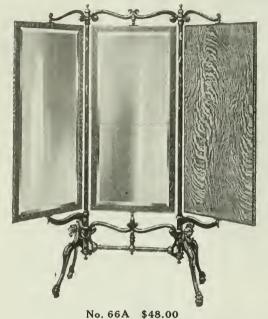
A. S. Richardson & Co.

99 Ontario Street, Toronto

The!first manufacturer of Wax Figures, Forms and Display
!Fixtures in Canada.

A new moderate-priced Triplicate Mirror

-a selling help no store should be without in the clothing and ready-to-wear departments



There was a day when a merchant would not dare allow his customer to see the back of a garment being tried on -but that day is gone. No merchant can hold his business to-day if he does not give perfect fit and satisfaction with every sale in the clothing and ready-to-wear departments.

This triplicate mirror, like all

Clatworthy Fixtures

has a reputation for superior workmanship and high quality materials to sustain. It is made with a strong, yet light, metal frame in the popular oxidized copper finish, heavy British bevel mirrors, with back of quarter-cut oak. handsomely marked, mounted on ball-bearing casters, easily moved about. Let us send you our big catalog showing the complete Clatworthy range of store fittings and display fixtures.

CLATWORTHY & SON, LIMITED

The largest makers of Display Fixtures in Canada

161 King St. W., TORONTO

Incorporated 1908

Established 1896

"King George" Suspenders



Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.

BERLIN ONTARIO

SHOW CAR

Writing opens up Better Positions with Increased Salaries to those who KNOW HOW. YOU CAN LEARN HOW with a little expenditure of time and money by taking the

SHORT CUT EDWARDS SYSTEM

Conducted by THE SHAW CORRESPONDENCE SCHOOL Yonge and Gerrard Sts., TORONTO Write for Free Booklet To-day

Mention this magazine

Kindly mention this paper when writing advertisers.

Bulldogs, Alligators and Butterflies in Ties

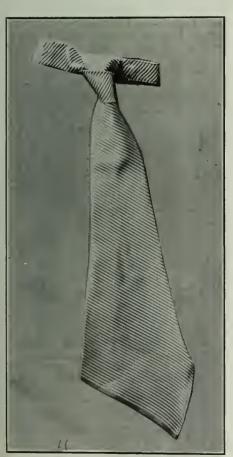
All Kinds of Fantastic Samples Being Sent Forth—Several New Lines of Tango Ties—Suggestions for Extensions to Political Subjects, Places, Etc.

ter they like it," said the manager of a large neckwear firm, when speaking to The Review regarding the tie novelties, which are now coming forward

His remark was well corroborated by the samples shown by various firms for on them were to be seen figures of birds, bees, animals, flowers, tangoing "humans," in fact everything.

"The moth inspector will sure have a busy time when the fellows start wearing these," laughed another, as he began to unfold a number of swatches with designs of moths, butterflies, etc., on them. And still they come, with no end to the variety, Japanese. Bulgarian, Roman stripes, club stripes, plaids, checks; they are all there, and manufacturers and jobbers are quite confident over the future of even the most striking creations.

Nor must the "tango" ties, which have been mentioned before, be forgot-



FOR WINDOW DRESSING.
Suggestion for making up a tie to give it a trimmer look, by E. A. Morgan, with Hickey & Pascoe.



Here's where we get the alligators and bulldogs. Almost enough to make you creep. Shown by Wm.

Milne, Toronto.

ten, and various patterns of these are now being put on the market and whole-salers report receiving orders for them from all parts of the country. The same materials, failles, crepes, and bengalines hold their own well. Knitted ties, too, continue to be good sellers in the higher priced grades, but in the cheaper lines are said to be dead.

Judging by the patterns that are being turned out at present we need not be surprised at what happens next. The dog fancier can now ride his hobby to the extent of wearing the portrait of his favorite bull just under his chin. The student of natural history will be able to indulge his taste even in the street car, by studying the alligators, lizards, butterflies or what not, which will now be displayed on the bosom of the man across the aisle.

When our manufacturers are at it why should they not make designs to catch the various fraternal organizations in the country? Just think how every Oddfellow or Mason would start if he should see some of the interesting incidents of his experience "riding the goat," pictured on his neighbor's tie. What a deal of handshaking it would cause.

Pictures of the Parliament Buildings. city halls, and other public buildings

might furnish other suggestions. It is possible that in future a man's tie rack will be a regular album of pictures of ''greater Toronto,'' or ''greater Montreal,'' or ''greater Winnipeg,'' or ''greater Vancouver;'' or it might be a series of views of life in the Canadian Northwest. Politics suggest still another field, neckwear bearing portraits of Carson or Redmond would doubtless meet with ready sales.

These views may appear a little extreme but it must not be forgotten that a year ago very few, if any had the faintest idea of anything like the tango tie or the bulldog or alligator pattern, yet we see these on the market to-day. Meanwhile the public must set back and like the clown in the circus say, "Well. I wonder what will happen next."



C. J. Angers and G. M. Deschenes, of Morinville, Alta., dealers in dry goods, men's furnishes, small wares, fancy goods, carpets, etc., have dissolved partnership, and Mr. Deschenes will hereafter be the sole owner of the business. The old firm name had been G. M. Deschenes, the Dry Goods Man.



New types of Tango ties shown by Wm. Milne, Toronto.

Men Active in Association Work in Manitoba



HORACE CHEVRIER,
Re-elected president of the Manitoba
Provincial Board of the Retail
Merchants' Association.



H. P. STORY,
Treasurer of the Manitoba Provincial
Board. Mr. Story is manager of
Hobberlin's, Winnipeg.

R.M.A. CAMPAIGN IN MANITOBA.

The vigorous work of the Retail Merchants' Association in the sister Provinces of Alberta and Saskatchewan has stirred Manitoba up to a similar effort, and the provincial board has started a campaign to cover every district of Manitoba. Among the features of legislation in Saskatchewan that are attracting notice in Manitoba is the operation of the Small Debts Act, and the board will endeavor to secure legislation along the same line.

During the past year, however, much has been done even without the province-wide organization. Success has attended the board in opposing some objection-able amendments to the Bulk Sales Act, the King's Bench Act and the Chattel Mortgage Act, the Law Amendments Committee of the Legislature upholding the merchants in all their claims.

Such has been the confidence inspired in the officers of 1913-1914 that all were re-elected unanimously at the annual meeting, as follows:—

President—Horace Chevrier.
First Vice-President—W. T. Devlin.
Second Vice—W. J. McPherson.
Treasurer—H. P. Story.
Secretary—J. F. Kennedy.

BUSINESS NEWS OF THE WEST.

Winnipeg, April 14—(Special).—The following are among recent business movements in Western Canada:

Ham & Motherwell, Willson Building,

Winnipeg, wholesale dealers in small-wares and gents' furnishings, have opened a retail store, at 488 Main street, to be known as The White Store.

H. Tuppling, men's furnishings, Saskatoon, sustained loss of \$40,000 with \$30,000 insurance, when fire destroyed the Cole Block, April 6.

R. Dawson has recently opened a new store at 624 Main street, Winnipeg, with

WILL ORGANIZE MANITOBA.



J. W. Neil, who has been appointed provincial organizer for Manitoba of the Retail Merchants' Association of Canada.

a complete line of clothing and men's furnishings.

E. H. Taafe & Sons, Ltd., Winnipeg, agents for manufacturers of gents' furnishings, who were burned out recently, have taken temporary quarters in the Ryan Block, third floor.

Lautus Limited, manufacturers and importers of silk, have moved their offices from 52 Gertie street, Winnipeg, to 28-29 Cumberland Block, corner Hargreave and Cumberland avenue. A ladies' and gents' tailoring department has been added.

PEARL GREY HATS FOR FALL.

(Continued from page 82.)

Three Novelties for Season.

But this season it is quite possible that there will be a pause in this routine long enough to permit the introduction of extreme novelties such as the bell-crown and the taper-flat top effect.

There are, therefore, three distinct novelties provided for this season—the extreme taper oval with high roll brim, the bell-crown and the taper-flat top. Which of these will survive as a Fall leader it is not possible at this time to predict.



JAMES MeNEIL,
Who was elected treasurer of the Winnipeg
branch of the Retail Merchants'
Association of Canada.

The Greates & Economy Evens of the Year

Big Selling Event in Score of Towns and Cities

Merchants Find Their Sales Greatly Increased by Extensive and Concentrated Advertising— Saturday Favorite Day for Holding it—Reports From Peterborough, Wingham, Brantford, Guelph, Etc.

THE success of Dollar Day as it was carried out in Brantford a year ago and later on in Calgary, Alta., has led a number of other Ontario towns and cities to attempt to duplicate the record of the other two places, and almost without an exception the results have been most gratifying. So much so that there has been some clamoring for a repetition next year, a few even urging that it be made a semi-annual event. It is as if it were a public holiday, but unlike this in fun-making giving place to business, a piling up of purchases on purchases, where the surrounding district joins the citizens in flinging broadcast their dollar bills and rejoicing the hearts of the merchants at sales increased sometimes to huge proportions.

It is no wonder the merchants like it. Dollar Day to them is an occasion when their advertising brings such results as justify their expenditures many times over. It is a time for clearing odd lines and left-over goods. It is an opportunity for devising ingenious bargains and methods of advertising them. No matter what line of business a dealer is engaged in, there is always a way in which he can make use of Dollar Day. It is a time when the country folk drive in for miles around and in some cases make purchases for many months ahead.

Townspeople Enthusiastic.

The public like it, too. Their curiosity is aroused—their interest in the big shopping festival is awakened—they desire to purchase some of the goods advertised in the newspapers—and they come. They come from the north, the south, the east and the west—on trains and radials, others in horse vehicles and still others on foot—all bent on one purpose, to see and be convinced, and to save money by spending it. Of course, the townspeople are enthusiastic about

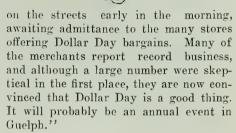
the event from the start. Many of them, if they have not participated in a Dollar Day before, have at least heard of it, and they quickly decide that the occasion is no ordinary one.

Brantford's second trial was highly successful and some remarkable bargains were produced as leaders by a a number of the stores. The "Expositor" also produced — or described — "The Mysterious Mr. Dollar," and a reward of \$10 for his capture helped to stir up interest in the event.

Clothiers and Haberdashers, Too.

Woodstock marks down Saturday, February 21, as a record day in the history of its retail merchants. In describing the results, W. J. Taylor, of the "Sentinel-Review," says: "Dollar Day was a huge success in Woodstock-much greater than either the merchants or we ourselves anticipated. The dry goods, clothing and haberdashers, and boot and shoe stores practically all did a business larger than on the Saturday before Christmas, which is generally conceded to be fire best day in the year. The hardware drug, book and fancy goods and furniture dealers, speaking generally, did about double the business they would have done on an ordinary Saturday at this time of the year. The groceries and meat shops all had a much larger day's business than they would have had otherwise, and there were more farmers in town on 'Dollar Day' than on the Saturday before Christmas. day was so successful that the merchants are determined to hold a 'Dollar Day' twice a year in future."

In Guelph the two newspapers co-operated with this result: "Dollar Day in Guelph was pronounced by the merchants co-operating to be a huge success. Although there were only ten days to advertise the event, great crowds were



Sold Paper for 175 Rooms.

Peterborough celebrated on March 14. One example of the heavy sales is furnished by one firm, Trebilcock Bros., who sold wall paper for 175 rooms on the one day!

Getting Them by Poetry.

Tuesday, March 17, was the day selected by the newspapers and merchants for Dollar Day in Wingham and the public were exhorted to "Combine business with pleasure and be in Wingham on St. Patrick's Day." Both the Times and Advance carried a large amount of extra advertising and the day was a big success. In the way of general advertising the Advance printed an interesting poem, the last verse of which reads:

Come in spite of wind or weather, Just as early as you can, Have your work all done on Monday, So that naught can spoil your plan,

And surely bring your dollars, The dollars old and gray, The false and fickle dollars That lead us all astray; The worn and weary dollars, The shy and sheery dollars. We want all kinds of dollars On Wingham's Dollar Day.

Special prizes were given for the farmer bringing the largest number of persons in one load, the oldest lady buying (Continued on page 98.)



Men's Footwear Window in Goodwins, Limited, Montreal

This is a very attractive display photographed specially for this issue of The Review. This window makes an appeal to the better class trade and, in addition to walking boots, riding boots, puttees and leather leggings are shown. These come in black and also in tan.

The floor of the window and the built-up stand is covered with pale grey felt, and the puffed drapery on the floor and stand and the drapes around some of the fixtures are of grey satin. Besides shoes, evening pumps and silk, cashmere and lisle hosiery are used to complete the display.

The fixtures in the shoe section are low, to correspond with the rest of store.

Medium Recede Toe the Best Seller

Extreme Style With Acute Drop Not in Such High Favor—Tans Still Selling Well—Heels Lower and Broader—Buttons May be Stronger—Some Fall Prophecies.

In the larger centres the long recede toe promises to be the strongest seller. This is still too great an innovation, however, to have made its way in the smaller places to any great extent, and the medium recede will still be the leader. There is noticeable, too, even in the big centres a certain objection to the extreme recede on the ground of lack of comfort, and men are not yet the slaves of fashion to the extent that so many women are.

Thus, on the whole, the modified recede will be the leader, without the acute drop.

There is a tendency to lower heels, and the "custom" style is very strong.

Tans still promise to sell well, and here again the tastes run counter to women's where this line is practically dead.

The simple bal has the first call, with blind eyelets, giving a slim effect that matches well the latest design in trousers. The blucher will still be good for the heavier winter styles.

The demand for cloth and fancy tops is not great as yet although the dancing

craze threatens to strengthen it by Fall. Some are disposed to deelare that buttons will be strong, but so far there is little indication of much of an increase in demand

A Boston authority picks the modified recede, minus the acute drop at the



Mahogany tan bal with perforations and long receding toe. Shown by the Cook-Fitzgerald Co., Limited, London.

toe, as generally the strongest line, extending for Fall from city to country. The next is the medium high toe with one-inch heel. The swing last with almost a straight inner line is making some progress.

The Boot and Shoe Recorder of Boston, in a review of Fall styles for men has this to say:

"The bal predominates in city lasts in simple effects with invisible eyelets and small round laces. The new Raglan blucher with wide opening at the throat presages a popular approval. The simple bal, blind eyelet up to the two top hooks, is in line with the slim trouser styles predicted. The full vamp without cap or stitching is evident in tan models. Button effects diminishing on account of recede toe lasts. The only salvation of the French toe is in its sale to extreme dressers who wish to be different. The elongation and the sharp drop at the tip necessitate long fitting. If the fitting is made from end of heel to ball it will not be uncomfortable, but size taken according to stick will be unsatisfactory.

Heels Lower and Broader.

"Heels will be lower and broader to give that flat appearance. The extreme low and the extreme high are not used. The block, wedge and flange heel are general with right and left cuts, concave breasted or square. Wood peg top lifts noted on high grade shoes are simply a novelty feature. All lines show a breadth of shank that indicates good fitting. The straight tread effect with its longer vamp makes a substantial shank necessary. Edges on all shoes will be closer than ever before.

"Simplicity rules. The stitched tip is popular and perforations are waning -two rows of stitching across and two rows with space lead. The corded tip in the West and quite a number of the small prick perforations are seen. The round-cornered top supersedes the sharp edge. The pull strap is eliminated, giving way to the leather cleat, wedge and roll. Wing tips, perforations and saw tooth edges return in heavier grade footwear. With many styles carrying full rubber heel and sole in tan, black and mahogany shades, the Fall outlook is good except for the influence of a strong rubber sole in summer that might diminish the Fall demand. Shoes fitted with rubber heels represent a decidedly new feature."

INFLUENCE OF ENGLISH STYLES.

The "Shoeman" of Boston, in a review of Fall styles, says:-

In men's shoes the probabilities are more clearly defined than in women's. As we have heretofore pointed out, the tendency is still strong toward the recede toes with low heels, the so-called custom effect. This extends down into the medium grades. The medium high round toe is undoubtedly still a very considerable factor, but the tendency is as above noted. Shoes with broad shank basis are prevalent more than ever.

English styles are very seriously affecting the style trend in America.

The weight of soles in men's shoes has a tendency to become lighter, the single sole being a strong favorite.

The narrow square toe last is being shown extensively and will have some call as a feature proposition, but not in large volume.

Rubber sole styles for Fall will be shown a bit more than a year ago, although this feature is not being pushed as we believe it might be for Autumn

Cloth tops in the better grades will see quite a bit of action for next Fall's selling.

The unperforated tip is not likely to prove a big seller, but will be bought in some small degree.

TANS IN NEW YORK.

A New York correspondent in dealing with shoe styles in that city states that in men's most are shown straight lace with very few buttoned. A few samples are seen in high class lines of tan buttoned, with buff color cloth tops. Some of these have pearl buttons.

A peculiar combination is a bal with vamp of gun metal and tan upper. While this is not likely to sell well, tans unquestionably are booming, the direct opposite to the tendency in women's.

The English walking lasts are used to a great extent in high class shoes, and Oxfords as well.



ADVANCE IN PATENT SOON.

Several Canadian manufacturers have notified their customers that there will be an advance in patent leather after the first of next September. This is partly due to an increased demand for calf skins as a result of the removal of the U.S. duty on leather. The advance in patent colt will include side leather also though probably not to the same extent.



Wooden heels are in the lead.

Rubber heels and soles are becoming more popular.

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THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Jewelry	Pearl or moonstone links and studs	Gold or jewelled flinks and flinks and bar chain
Boots	Patent leather, buttoned clotb or kid tops, patent leather pumps	Patent or siduil
Socks	Black, grey or deep hine ce kid or silk or other ite suede subdued	Of silk, to match the.
Gloves	Pla gla wb	Chamols best, or suede or tan cape
416	Butterfly, with round on straight ends, plain white or small pique pattern	Butterfly, as above, black satin, flgured sllk or color to matcb
Collar	Poke	Plain fold or wing
Shirt and Cuffs	Stiff, with single cuffs, white, palin or small plque, two study showing showing	White, stiff or soft. If latter, fine tucks, double cuff, sem!-iaundered
Hat	High silk, with broad felt or felt or band silk	Derby or black or grey soft
Trousers	Same material as coat, oue broad or two medium braids	Same material as Jacket, one broad or two medium braids
Waistcoat	Single breasted. white semi. V or U- shaped, with	Same material as coat or as facing on as facker, coat, single one broad or breast, semi-V- semi-V- braids
Material	Swallow- tail besterfield, single breasted, white white breasted, sair facings, sair facings, Blue coliar braids worn.	Black or Oxford grey, single breast, with satin facings.
Coat and overcoat	Swallow-tail Chesterfield, single breasted, Inveness and Spanish cape, or cape	Jacket Same overcoat as above.
Occasion,	BALL, FORMAL, DINNER, THEATRE, EVEDING	INFORMAL CLUB, STAG, AT HOME, DINNERS

DAY WEAR

	Gold or peari uncut jewelled ornament, jewelled pin	Same as ahove	Something very plain	Same as above
	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Buttoned patent leather, plain tip	Black or Black or Black or Isle, sbades or fancy uppers, Wool to harmonize, laced, plain or harmonize, laced, plain or cross tip	Black or brown face calf, low or high plain tip or full brogued
	Dark colored silk	Dark colored silk	Cotton, wool, liste, sbades In barmony Wool to harmonize,	Wool to harmonize leather looped leggings, Highland galters
	Wblte or grey glace kid or sudde. wbite buck	Same as above above Tan, red, colanols, colored or white buck		Same as ahove
	Once-over, or four-in- hand or Ascot in solid colors, black, white. grey or pastel shades	Once-over, or four-in- band or bow, same shades as above	Four-lu- band or bow in harmony	Same as a bove
	Poke or wing or plain hand	Foke or wing	White, wing or turnover	White or turndown to match shirt
	White, single cuffs.	White or colored; if latter, cuffs, wbite and single	White or colored, single and double cuffs, may	Flannel or Oxford Oxford Sutings, double cuffs
	High silk, with broad felt band	High silk, broad hand	Derby or Alpine	Cloth, felt. Aipine cap
	Black worsted, with wblie or colored stripes, or dark grey striped worsted	Same as above	With black materials, Striped trousers or check, otherwise same as coat.	Single sult or bockers with and lamb's whitted buckers with wool buckle, wool bocker breches
	Same material as coat, double breasted, or of fancy	Single breasted with collar, but without collar if braided and of same material as coat	Single breasted like jacket, or fancy to harmonize	Single breast like suit or fancy knitted lamb's wool
	Biack or grey lamb's wool, undressed worsteds, pialn or hraided edges.	Same as above	Fiannels, worsteds, Saxonys Cheviots	Tweeds, cheviots, homespuns, flannels
	Frock or Cutawny Chesterfield overcoat, s. or d. breasted.	Cutaway coat same overcoat as above.	Single and double breasted Jacket and walking coat Chesterfield	Norfolk or Jacket, single or double breasted, Tagian draped, Highiand cape,
	AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	AFTERNOON TEA, FROMENADE, ETC.	BUSINESS, LOUNGE AND MORNING WEAR	MOTORING, GOLE, COUNTRY, DRIVING

.W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

Checking Wear on Union Suits

Invention Inserts Piece to Lessen Changes of Wear Around Thigh in Case of Stout Persons.

HE tendency of some union underwear to wear too rapidly on the inner sides of the thighs when worn by stout persons is said to be obviated by a recent invention. invention relates to union under-garments of the type in which the body and leg portions are continuous and made of an elastic knit fabric, the part of the fabric which constitutes each tubular leg being united to a portion of itself by a seam extended from the crotch longitudinally of the leg at the inner side thereof. Such garments are manufactured and sold in great quantities and in general are altogether satisfactory, but in some cases it is found that there is an undue and too rapid wear on the inner sides of the thigh portions of the legs when the garments are worn by stout persons, says "Knit Goods." This is due to the fact that the elastic character of the knit fabric permits it to be stretched at the portions mentioned, adjacent the crotch, and the tightly stretched fabric is then worn by the rubbing thereover of the outer garments.

Inserting Inelastic Material.

The present invention has for its object the production of simple and efficient means for obviating the beforementioned fault, and the desired object is accomplished by letting into the inner seam of each leg of the garment an insert of relatively inelastic material, preferably woven fabric, said insert extending from the crotch toward the knee and providing a fullness thereat, the woven fabric resisting wear.

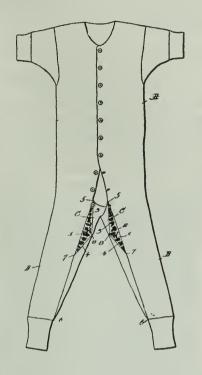
It has been found in actual practice that union undergarments made in accordance with this invention are not subject to wear at the places indicated, even when worn by very stout persons, the wear of the entire garment being thus made substantially uniform.

The drawing shows in front elevation a union under-garment of a well-known type, with the present invention embodied therein.

In the drawing, the body A, tubular legs B, and seat-flaps C are all substantially of usual construction and made of knit fabric, the body and legs being made continuous and having the seatflaps attached thereto as is customary.

An Isosceles Triangle.

In forming each leg the fabric contituting that part of the garment is folded over and united to a portion of itself



the leg at the inner side thereof from the crotch. Ordinarily this seam is continuous and the lower end of the adjacent seat-flap is united to the leg along such seam. In accordance with the invention there is let into this inner seam an insert 1 of wear-resisting and inelastic material, preferably a woven fabric, said insert being shaped as an isosceles triangle, as herein shown, having a long side or edge 2, and the two shorter converging side 3, 4. The inner seam of the leg is indicated by the line 5, 6, in the drawing, extending from the crotch of the garment longitudinally of the leg. Into this seam is let in the said insert, the long edge 2 thereof being united to the edge of the leg fabric forming the long and continuous side of the seam, starting at the crotch, and extending toward the knee, and the short side 4 of the insert is united to the leg fabric between the points 7, 8, along the shorter edge of such fabric.

The other short edge 3 of the insert is united to the lower end of the adjacent seat-flap C, as shown, such insert thus being interposed between the two edges of the leg fabric and the flap along the inner side of the thigh portion of each leg. By such construction a fullness is provided at the inner side of the thigh, giving the requisite freedom and capacity for that part of the leg, and the character of the insert prevents by a seam extending longitudinally of wear even if such insert is stretched

tightly over the thigh when the garment is in use. In the ordinary construction of such garments the inner seam of the leg is straight and continuous from the crotch to the end of the leg, but the insertion of the triangular piece 1 separates and causes a divergence of the two portions of the leg fabric from the point 7 upward to the point 8, the amount of fullness to be given to the thigh part of the leg being determined by the distance of the apex of the insert 1 from its long side or base 2, as will be apparent.

The "Claim."

A union undergarment composed of knitted fabric comprising a continuous body and tubular legs and attached seat-flaps, each leg having a seam extending from the crotch longitudinally of the leg at the inner side thereof, and an insert of woven relatively inelastic fabric let into the seam of each leg adjacent the crotch and extended therefrom toward the knee, each insert being united to the lower end of a seatflap and to the opposite edges of the leg fabric, to form a fullness and take up wear at the inner side of the thigh portion of each leg.

D.B. Frock Back ?

Indications That It Will Regain Some of Favor Held By Morning Cutaway.

HE opinion that the double-breasted frock coat will return to popular favor in the near future seems to be gaining ground more and more among clothiers and tailors.

As is well known, the past few seasons the morning coat has taken the place of the frock almost entirely, and was to be seen on every occasion where formerly the frock was worn. But there are an ever-increasing number who think that the pendulum is now about to swing in the other direction. The proverb that history repeats itself seems to hold good to a large extent in the clothing business, and there are some who now see signs that men's fancy is turning back to the double-breasted frock. It is most probable, however, that for a season or two yet the morning coat will continue to have the greatest popularity.



Sarnia, Ont .- N. W. Pollard, late of Fort William, Ont., has purchased the tailoring business of W. G. Oldham.

Intimate Talks of Merchants on Their Problems

Four Hundred Saskatchewan Merchants Assemble at Moose Jaw and Delve Into Problems of Vital Importance to the Trade— Stricter Watch on Credits Will be One Result—Many Resolutions Passed—To Saskatoon Next Year.

Special Staff Correspondence

OOSE JAW, April 8.—Organized VI only last May, at an enthusiastic convention held in Regina, the Saskatchewan branch of the Retail Merchants' Association of Canada has made exceedingly rapid strides. This was well shown at the convention held in Moose Jaw last week, when not only did 400 hard-headed business men of the Province discuss the various subjects introduced, but when it was also shown that legislation to enable the better collection of small debts has already been effected, and when it was made very clear that further sane legislation is to be sought during 1914.

From the moment that Mayor Pascoe, on behalf of the city, H. H. Bamford, president of the Board of Trade, and G. A. Maybee, president of the Moose Jaw branch of the Retail Merchants' Association, welcomed the delegates, proceedings went with a swing. A careful

programme had been arranged, and the convention was exceedingly fortunate in that the speakers realized that their main

object should be to start discussion, thus bringing out the exact problems which the merchants have been facing during the past year. In every session of the convention, these discussions were carried on with the greatest enthusiasm, President Bole occasionally having to determine just who had the floor at the moment.

Sound Business Methods Discussed.

A wide field was covered. The important theme of costing came in for much attention, it being shown that a merchant who does not charge his own salary as manager an expense on the business, and who does not charge himself rent for the premises, even though they are his own premises he is using is riding for a fall.

It was also pretty well established in this connection that when stock is taken, the stock

put in on the value it has at the moment. irrespective of what price may have been paid. This it was felt enables every year to be judged on its own basis, and gives the retailer a correct idea of where he actually does stand. To take any other attitude, as one dealer expressed it, "is bluffing one's self." To get away from this self-deceit seems to be one of the great objects which the Saskatchewan men are anxious to achieve.

Discussion on Credits Bears Fruit.

It would be hard to go to a Western convention at the present time and not find credits one of the important questions of discussion. This subject was given a great deal of time at Moose Jaw. and the discussion was probably more productive of immedi-

ate results than is usu-



should be

Pictures from Moose Jaw, the Convention on the left is a City. view down Main Street, while the upper photo shows Moose Jaw people awaiting a deputation a: the C.P.R. station.

THE 1914-15 OFFICERS.

The officers elected for the coming year are as follows:-President — George Maybee,

Moose Jaw.

1st Vice-Pres.-W. W. Cooper, Swift Current.

2nd Vice-Pres.—J. W. Mc-

Lean, Saskatvon.

Treasurer—J. L. S. Hutchin-

son, Saskatoon.

Secretary—T. E. Raymond. Next year's convention will be held at Saskatoon.

ally the case. A cash business was felt by all to be the aim, but there were many who expressed the positive belief that this was a Utopia which cannot be achieved in a minute. All, however, agreed that greater care must be taken in the matter of giving credit. The impression seems to prevail that something in the nature of a preferred list should be established. In the past merchants have been acting as bankers for the farmers, with the single exception that they have not carefully inspected the risks they were taking before making a loan-a loan which has been none the less a loan because goods were given out instead of cash. "If we are going to be bankers," said Mr. Agnew, of Prince Albert, "let us use the discretion of bankers."

Censure Credit Men's Association.

The retailers at the convention were very willing to dig into their own weaknesses and mistakes, but they evidently expected to have the same privilege with regard to others, and during the course of the meeting some severe criticism was meted out to the Credit Men's Association, and some legislation was urged which will put more responsibility upon the shoulders of certain manufacturers.

The quarrel which the retailers have with the Credit Men's Association is as to the methods of disposing of bankrupt stocks. These, it was felt, should not be sold at slaughtered prices in the community where the failure has taken place, this having a tendency not only to spoil the other retailers' trade for the moment, but to ruin the financial conditions in the neighborhood for some little time.

The Discussion on Credits.

"Retail merchants, as a whole, are not conversant with the real costs of doing business," stated W. F. L. Edwards, of Regina, in commencing his address upon the question of Credits, on Tuesday afternoon. He proceeded to show that cost of merchandising includes not only the actual cost of the goods, but also rents, taxes, light, fuel, insurance, remuneration for the proprietor, interest on the wholesalers' accounts and interest on capital.

"Even if you own your own store," declared the speaker, "You should allow rent for this. If you are buying the store, you should not only charge yourself some rent, but count interest upon mortgage and agreement as a charge.

"Then," declared Mr. Edwards, "you must, to secure a right system, charge the business for your services as manager. Were you not there it would be necessary to pay \$100.00 or \$200.00 a month. You must take this charge into consideration in establishing a selling price for your goods—you want a selling price which will yield a real profit."

A couple of instances of the value rendered by the Retail Merchants' As-



W. W. COOPER, of the W. W. Cooper Co., Swift Current, Sask., elected First Vice-President of the Association.

sociation were here given. Mr. Hutchinson told of a man coming in for a rifle on Monday last. He found, from the Retail Merchants' Association, which now has pretty complete information as to the way people pay their bills, that this man's credit was E. Result-Well Mr. Hutchinson has that \$35.00 rifle in stock, instead of a \$35.00 debit entry on his books.

Striking Case of Co-operation.

Mr. Arden told of giving a rather high quotation for work to a doubtful buyer, and of warning the other dealer to whom this customer said he would go, that the customer was bad pay. "My fellow business man," said Mr. Arden, "quoted a price, but refused to sell except for cash. He got a check, -therefore, got this marked, and then came in and gave me \$5.00."

The Expense of Leakages.

The Cost of Doing Business was the subject allotted to J. L. S. Hutchinson, who said that the Irishman's definition, that "the cost of a man's business is everything that it costs him," is the best explanation he could give. Cost cannot be arrived at in any haphazard way. It needs careful bookkeeping. He spoke of a number of ways in which accounts had been subdivided in his own store in Saskatoon. There is a section for taxes, for insurance, for lighting. "I have a complete tab on my business," said Mr. Hutchinson, "and know very readily when too much is being spent, and where it is being speut."

"There is one expense," continued the speaker, "often overlooked. I have overlooked it in the past. It is the expense of leakages. I would like to see every retailer have a daily statement of his gross profits, for this is of great assistance in enabling the detection of leakages. The larger the city-the larger the business—usually the larger

the leaks."

Continuing, Mr. Hutchinson told of a rude awakening he had received when he found recently that his profits were not nearly what he expected they would be. "Put a detective on," advised one of his friends. At first Mr. Hutchinson thought this seemed rather a coldblooded step to take, but as it was very evident something was wrong, a detective was put in the store, and in less than a month, three of his supposedly best men were dismissed. "I would not like to say what they had taken," remarked Mr. Hutchinson, "but if I had not had figures tabulated under various heads, I would never have realized what was going on."

"When you are taking stock," asked Mr. Sprole, "do you mark down the value of goods which are left over?"

"No," answered Mr. Hutchinson, "I put them in on the stock sheets at the purchase price. There are some which we will have to sell a little below cost, but the average is right."

"Well," remarked Mr. Williams of Moose Jaw, "I mark down the value of our goods at stock-taking. I do not think the depreciation of 1913 should be

carried over to 1914."

It is very evident, as Mr. Hutchinson said, that such marking down for depreciation is necessary in perishable lines, but not so necessary in hardware. The general opinion, however, was that in taking stock, men should estimate the present value of goods and give them this value.

Mr. Hutchinson suggested that it would be wise to check up the delivery man at irregular intervals, so that they would be very well aware that what they were doing was being watched. "C.O.D. orders," he said, "also required a great deal of attention, or there would be heavy losses in this department."



A novelty that bids fair to grow in popularity this Spring and Summer is the Puggaree hat band. It is now made in satin, foulards, plaids and plain and fancy satins and moires. It can be worn on any style hat, either straw or felt. Here are illustrated a band of black and white pattern and one of plaid. the latter being preferred for straw hats. The bands are very easily adjusted. Shown by Travers & Co., Ottawa.

More Privileges in Small Debt Court.

It was moved by Mr. Morrison, Moose Jaw, seconded by Mr. Evans, Outlook, that the executive board of the Saskatchewan Provincial Board of Retail Merchants' Association, Inc., be asked to take steps at the next session of the Legislature to see that the Small Debts Court Act is amended in the following four particulars:-

- (a) That the limit should be raised from \$50 to \$100.
 - (b) That judgment when given may be executed against the lands of the defendant.
 - (c) That in each and every case where a defendant is summoned before a Justice of the Peace he shall be compelled to appear in person, or to give good reasons satisfactory to the J. P. as to his non-appearance; said appearance being required for the purpose of ascertaining said defendant's financial position.
 - (d) That it is expedient under this Act that any party to any action taken under this Act shall be obliged to furnish security for eosts before an appeal is taken.

As recommended earlier in the convention a committee was appointed to go thoroughly into the question of establishing a Mutual Fire Insurance Company and to prepare a report for consideration at the next convention.

To this committee were appointed Messrs. Hutchinson, Saskatoon; Arden, Saskatoon; Morgen, Delisle; Clair, Prince Albert; Melike, Saskatoon.

Another standing committee to look after securing new legislation was also appointed as follows: Messrs. Bole, Regina; Hutchinson, Saskatoon; Mark, Rosetown; Maybee, Moose Jaw, and Robinson, Canora.

Strong attacks were made on the implement men, some retailers feeling that they should come before the former in the matter of credits. The Government was asked to prevent the taking by the implement men or others of any security other than a lien note "for the amount of their claim on any goods sold in excess of the value of the goods themselves."

They asked for a thirty-day instead of six-month time limit for the registration of co-partnerships and business of any nature except joint-stock companies.

Daylight Saving.

A resolution was carried suggesting to the railways "to set back the clock" one hour from May to October, to secure "more daylight." Prince Albert, Moose Jaw, Regina, Saskatoon and several other places are considering this. Wolseley tried it last year, but the farmers objected.

In his report as secretary F. E. Raymond told of the advance made already. There are now in Saskatchewan 70 branches of the association, and 1,500 members.

Equally gratifying was the report of Treasurer Hutchinson, who announced that the organization has come through its first year with a creditable balance of nearly three hundred dollars to its credit.

Next year the convention will be held at Saskatoon,

(o)

BIG SELLING EVENT.

(Continued from page 5).

a dollar bargain, the best teams of horses, etc. Merchants who had been in business for 20 years said they never had had a better day.

Galt had a good time on February 26, and St. Catharines on Thursday, March 19, and Ingersoll, Saturday, March 7. Brockville and Paris selected the same day, Tuesday, March 24.

In nearly every case the calling together of the merchants to make arrangements has been done by one of the daily papers. In a few cases the paper has taken charge of the general publieity work, posters, streamers, etc., charging a small advance in regular advertising rates to cover this expense.

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AGENT WANTED

PLAUEN COLLAR and LACE MAKERS Want Agent for Canada. Write to M. Scharschmidt, New York, Hotel Astor.

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FOR SALE.—FIFTEEN WARDROBES, SUITable for either ladies' ready-to-wear garments or men's suits. Each wardrobe will accommodate thirty suits. Finlshed in quarter-ent oak, glass receding doors. Cost originally \$45.00 per section. Will sell all or any one for \$20.00 per section, knocked down, crated, F.O.B. cars here. Apply quick, to Playfair Preston Company, Midland, Ont.

FRESH, CLEAR 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.

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				Taylor Mfg. Co	69
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